

**WHAT ARE
YOU
DOING THIS
SUMMER?**





SUMMER JOB



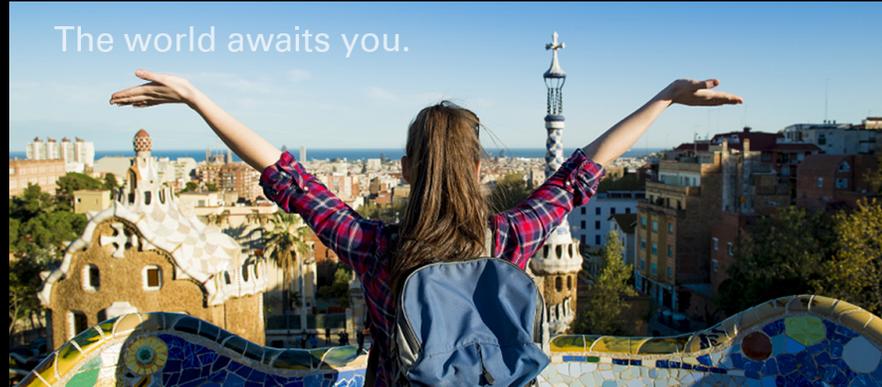
INTERNSHIP



SUMMER SCHOOL



TRAVEL



STUDY ABROAD



RESEARCH

WHAT'S YOUR PLAN AND HOW WILL YOU GET THERE?

SUMMER SCHOOL

- Community college or your own school – check costs
- Explore other local colleges, where you may live at home and take summer classes
- Apply for ES summer school funds
- Visit your college's Financial Aid office and look for opportunities for scholarships/grants
- Search on-line for outside scholarships/grants to support summer school

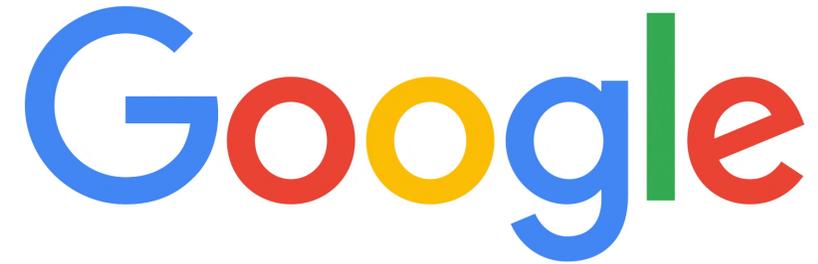
TRAVEL/STUDY ABROAD

- Research your college university resources for ways to pay (grants, scholarships, work abroad, etc.)
- Apply for (small) funds from ES
- Save your school year work-study money (or summer job \$\$)
- Look for lowest price airfares (use search engines such as Kayak, etc.)
- Stay in hostels, or with host families
- Make a budget and stick to it!

RESEARCH

- Paid or unpaid?
- Great experience; great add to resume
- Connect/engage with professors to learn about research opportunities at your school
- Talk to Scholars who have done this (Elshaday Abraham)

FINDING A JOB/INTERNSHIP



YOUR NEW BEST FRIEND (seriously)

AND....(FINDING A JOB/INTERNSHIP)

- Visit your **CAMPUS CAREER CENTER** ASAP
 - Resume review
 - Job/internship postings
 - Interview practice
- Look for and attend Campus Career and Internship Fairs
 - Carry hard-copy resumes; dress business professional; research companies in advance and target the ones you are interested in
- Get set up on **LINKEDIN** and use job finding resources
- Bookmark these **JOB SEARCH SITES** and start searching: indeed.com; ziprecruiter.com, glassdoor.com, careerbuilder.com, etc.
- If you want to stay/go local, visit **CITYOFEVANSTON.ORG** and search for jobs
- Bookmark **EVANSTONSCHOLARS.ORG/CAREER-READINESS.HTML** for postings of opportunities (and job finding resources)
- **CHECK EMAIL DAILY!!!** Ms. Earles/ES may send job/internship opportunities out to you
- Adhere to **DEADLINES!!!**

YOUR RESUME

- Is your resume **up-to-date**? Have ES review it asap!
- Reminders:
 - List **most recent experience first** (reverse chronological order)
 - Include your **cumulative GPA if it's over 3.0**
 - Include your Major GPA if it's over 3.0 and your cum GPA is not over 3.0
 - List your **Major/Minor/Certificate** programs, etc.
 - If you are applying for any type of **STEM/research position, include relevant coursework, research papers**, etc.
 - Names of **references should NOT be included** in your resume itself (separate document)
 - You should have names of **2-3 references** available if asked; ideally 1-2 professors (and make sure your references know)
 - First/second year college student resumes should be **one page** (only longer if you have research papers to list)
 - Third/fourth year college students may go longer than one page as necessary
 - **High School accomplishments/activities/jobs should start to fall off** the resume after your first year of college

QUESTIONS ON RESUMES?

COVER LETTERS

- When do I have to **include a cover letter**?
 - ALWAYS when submitting an application on-line, or through the mail
 - An opportunity to promote yourself even more!
- How do I write a good cover letter?
 - **Short**, less than 1 page
 - 3-4 paragraphs max
 - NEVER start with: My name is...
 - Cover letter should **never repeat what is already in your resume**; however it may **expand** on something in the resume
 - Always state right up front what the **purpose of the letter/resume** is: I am applying for the summer internship XYZ...
 - **Tell them something about you that they won't get from your resume** (special skills, relevant interests)
 - **Show them why you are interested** in their company/this job (mention something you read/learned about them)
 - Explain simply **why you would be a good fit** for the job
 - Close by saying you hope to hear from them soon

*PS: Check out more helpful hints and examples at evanstonscholars.org/career-readiness.html
Or GOOGLE how to write a great cover letter.*

QUESTIONS ON COVER
LETTERS?

PERSONAL BRANDING –
INTERVIEWS, SOCIAL MEDIA
AND MORE

INTERVIEWS

- IN PERSON/OR BY VIDEO/SKYPE/FACETIME
 - **Dress** the part
 - **Arrive early/call in early** (check technology in advance!!!)
 - Fresh breath; clean fingernails (in person)
 - **SMILE**
 - Firm handshake (in person)
 - **Be prepared** (bring questions; don't ask anything that can easily be found on the website)
 - **Practice** in advance (see branding presentation) – 60 second elevator pitch; behavioral interviewing questions
 - Ask ES to help with mock interviewing
 - Watch the “likes” and “umms”
 - Remember to **breathe**; it's always OK to **pause** and think about your answer
 - Also it's OK to ask for question repeat/clarification
 - Use nervousness as positive energy
 - **Be sincere; be honest**
 - Say **thank you** (and send a handwritten thank you note afterwards; email OK if it is personal!)

NOTE: YOU HAVE 90 SECONDS TO MAKE A GOOD IMPRESSION

INTERVIEW

- BY PHONE

- **Be prepared** (have questions on hand; don't ask anything that can easily be found on the website)
- **Practice** in advance (see branding presentation) – 60 second elevator pitch; behavioral interviewing questions
 - Ask ES to help with mock interviewing
- Watch the “likes” and “umms”
- **Remember to breathe; it's always OK to** pause and think about your answer
 - Also it's OK to ask for question repeat/clarification
- Use nervousness as positive energy
- **Be sincere** – do you want this job? Show it!
- **Be honest**
- Say **thank you** (and send a handwritten thank you note afterwards; email OK if it is personal!)

INTERVIEW – DEVELOP YOUR ELEVATOR PITCH

Many interviewers will ask you that daunting question: **Tell me about yourself.**

This is your “elevator pitch – a 30-60 second clear and succinct explanation of your strengths, that is:

- Brief
- Persuasive
- Shares your skills
- Is flexible
- Speaks to your goals
- Addresses your audience
- Make sure you:
 - Slow down
 - Don't ramble
 - Don't frown
 - No monotone
 - Have more than one pitch

ELEVATOR PITCH EXAMPLE

- **Hello, my name is Elshaday Abraham and I am sophomore at Northwestern University studying Chemical Engineering. As an Ethiopian immigrant, I have learned to value and seek as many opportunities available. I have a broad selection of interests varying from health and wellness, to entrepreneurship and obviously chemistry. Luckily, I have been able to explore these fields through my involvement in research and clubs at Northwestern. Eventually, I want to dive into a career that will allow me to mesh my interests and utilize the varying skill sets I have learned.**

MORE ELEVATOR PITCH EXAMPLES

- **I recently graduated from college with a degree in communications. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work.**
- **I am presently a student at ABC University. I have a knack for making the conceptual practical and I have always been interested to getting an entry-level position at a non-profit organization which will give me the opportunity to educate others and develop curriculum. And since fellowships and non-profit programs were instrumental in my development, I have decided to pay it forward and give back to the community by helping students maximize their potential.**

NOTE: FOR JOB/INTERNSHIP INTERVIEWS

- *Your story/pitch should be well thought out and prepared for an interview. It should include where you're from, your spark, your growing interests, and your plans for the future. This should be well rehearsed and performed fluidly.*

ENGAGEMENT – HOW YOU SAY IT

- **Obvious:**

- Eye contact
- Facial Expressions (active listening)
- Handshake (look them in the eye)
- Posture
- Volume

- **Less Obvious:**

- Cadence of speech (OK to pause)
- Inflection (declarative)
- Use of qualifiers (don't!)
- WAIT (Why Am I Talking)
- Space and time
- Preparation

DRESSED FOR SUCCESS



YFX JOBS
השמה מיננסיות

FASHION DON'TS



BUSINESS PROFESSIONAL



LIGHT BUTTON-UP SHIRT

PORTFOLIO

PRESSED SUIT

APPROPRIATE LENGTH SKIRT

POLISHED, CLOSED-TOE SHOES

BUSINESS CASUAL



NATURAL LOOKING MAKEUP

NICE BLOUSE

NO BULKY JEWELRY

BUSINESS PROFESSIONAL



FRESH HAIRCUT

CLEAN SHAVEN

APPROPRIATE TIE

PRESSED SUIT

PORTFOLIO

POLISHED SHOES

BUSINESS CASUAL



BUTTON-UP SHIRT

MATCHING BELT AND SHOES

PRESSED SLACKS

What to wear?

This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.
NOTE: For Interviews, always choose Business Professional attire.

EXERCISE: PUTTING TOGETHER YOUR ELEVATOR PITCH

CREATE 30-60 SECOND PITCHES

- TAKE 3-5 MINUTES TO WRITE DOWN YOUR THOUGHTS
 - 3 WORDS YOU WOULD USE TO DESCRIBE YOURSELF
 - 3 WORDS YOUR PARENTS WOULD USE TO DESCRIBE YOU
 - 3 WORDS YOUR FRIENDS WOULD USE TO DESCRIBE YOU
 - NAME, WHERE YOU'RE FROM, WHERE YOU GO TO SCHOOL, MAJOR/CAREER INTERESTS/ACTIVITIES (CAUSE THAT SPEAKS TO YOU)...AND SOMETHING UNIQUE ABOUT YOU...YOUR ASPIRATIONS
- THEN BREAK INTO TWO GROUPS OF 3-4
- SHARE AND CRITIQUE

+ Good elevator pitches

- *Are personal* – be friendly, confident, and energetic: in other words, someone that others want to work with.
- *Are clear and concise* – in a short period of time, you have to choose your words wisely.
- *Are sales pitches* – sell yourself or your idea to the person you are talking to.
- *Are engaging* – ask questions to your audience so that they are active participants in your conversation.
- *Are consistent* – use the same words every time you give your elevator pitch so that you communicate the same message to different audiences.
- *Are rehearsed* – practice makes perfect, but practice also makes normal, and practices makes consistent.





ELEVATOR PITCH

OTHER PERSONAL BRANDING TIPS



YOU ARE WHAT YOU TWEET

THINK ABOUT YOUR VIRTUAL BRAND

- **Twitter**
- **LinkedIn**
- **Snapchat**
- **Facebook**
- **Instagram**
- **YouTube**

ALERT

CONTROL YOUR IMAGE

- 80% of potential employers will Google your name before interviewing you and 70% will scan your social media accounts (including Facebook, Twitter, Instagram, LinkedIn)
 - Every picture and profile will appear in the search
 - Google yourself to see what appears, so you are in the know
 - Everything positive your name appears on like blogs, articles, and events, will only further supplement the hunch they have about you.

ALERT



LINKEDIN: MAKE IT ACCURATE, RELEVANT, COMPELLING

- The first step on the road to success on LinkedIn is creating a well-optimized LinkedIn professional profile.
- LinkedIn profiles generally rank on the first or second page of search results for your name, so you will want your profile to be complete if you want to make a good impression on those searching for you.
- Step-by-step set-up guide:
 - <https://www.wordtracker.com/academy/social/linkedin/set-up-linkedin-profile>
- 31 Best LinkedIn profile tips: <https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers>

FOR YOUR LINKEDIN PROFILE

- Collect this content:
 - Any current versions of your bio you have
 - Your resume or CV with your academic and employment history
 - A high-quality headshot (if you don't have one, get one)
 - Create these lists:
 - The 10 skills you want to be known for (include a good combination of hard skills, such as data analysis, and soft skills, such as relationship building)
 - Keywords for which you want to be known (these are the words people would use in searching to find you). These keywords may be the same/similar to those in the list above or they could be additional words.

LINKEDIN PROFILE

CREATING THE CONTENT:

- **Headline.** You have only 120 characters for grabbing your audience. Your headline should include these three things: What you do (student), the keywords people would use to find you, and Zing. Zing is something interesting that makes people want to know more. Think of your headline as the headline of an ad. Its role? To get your audience to want to read on.
- **FORBES guide to creating a stellar profile:**
 - <https://www.forbes.com/sites/williamarruda/2017/01/15/linkedin-101-how-to-craft-a-stellar-profile/#663e7a565379>
-



Zoe Ryan-Hubbard • 1st

Music Director at WBWC 88.3 FM The Sting | Program Management Intern at Holy Mattress Money LLC

Cleveland/Akron, Ohio Area

[Message](#)

[More...](#)



[WBWC 88.3 Radio Station](#)



[Baldwin Wallace University](#)



[See contact info](#)



[See connections \(161\)](#)

Experienced Music Director with a demonstrated history of working in the broadcast media industry. Strong arts and design professional skilled in Creativity Skills, Time Management, Teamwork, Leadership, and Event Planning.



[Zoe's Resume 2018.pdf](#)



Whitney Giroux • 1st

Tour Guide at University of Southern California

Evanston, Illinois

[Message](#)

[More...](#)

 USC Admission Center

 University of Southern California

 See contact info

 See connections (349)

A creative, driven, and passionate full-time student at the University of Southern California studying Public Relations and double minoring in Popular Music Studies and Music Industry. Inspired by her musical and artistic background, Whitney seeks to combine her love for music, people, and storytelling in all future endeavors. Whitney is known to work persistently in the face of adversity and is extremely self-motivated.



Elshaday Abraham • 3rd

Chemical and Biological Engineering Student at
Northwestern University

Greater Chicago Area



Message



Northwestern University



See contact info



68 connections

I am currently a student at Northwestern University at the Robert R. McCormick School of Engineering and Applied Sciences pursuing a Bachelors of Science in Chemical and Biological Engineering. I am interested in finance and entrepreneurship as well as the application of chemistry in the environment,...

Show more 

QUESTIONS ON PERSONAL
BRANDING/INTERVIEWS,
SOCIAL MEDIA, ETC.?

REMEMBER...

- **BE AUTHENTIC**
- **BE HUMBLE**
- **BE CLEAN**
- **BE LEGAL**
- **BE NEUTRAL*** (be humble; you can have your opinions, but be elegant in how you present them)

SO WHAT ARE YOU GOING TO DO TO BE READY FOR THE SUMMER???

- Get started now!
- Visit your Career Center on Campus
- Attend Campus Career and Internship Fairs
 - Find out when they are; calendar it!
- Get your resume up to date and reviewed
- Set up/update LinkedIn
- Bookmark and start researching job search sites
- Work on your 60-second elevator pitch!
- PERRC's
 - Be persistent
 - Be engaged
 - Be responsible
 - Be resourceful
 - Be connected