



# Your Roadmap to Success

HOW TO PREPARE FOR A CAREER LAUNCH

TUSCULUM EXPERIENCE WORKSHOP 2018 - 2019

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# It is Who You Know...

- ▶ Definition of Luck: *“Luck is what happens when preparation meets opportunity.”* – Seneca, Roman philosopher
- ▶ Know Yourself
- ▶ Know Industry
- ▶ Know Employer
- ▶ Know Job

# Four-Year-Plan

- ▶ A comprehensive Four-Year-Plan is available to you on the Tusculum Career Services website at:
  - ▶ <https://web.tusculum.edu/career/tusculum-student-four-year-plan/>
- ▶ *Doors of opportunity open at critical times during your college career. Only those who have prepared will be ready to walk through those doors, when they open. Some of those doors will close before you graduate, never to open again. Each door leads to another door. Don't miss your golden opportunity!*

# Academic Advising & Career Advising

- ▶ Every time you meet with your Academic Advisor, consider how your academic goals will help you achieve your career goals.
- ▶ *Every semester* assess your progress toward your career goals. Review the Four-Year-Plan.

# The Basics Steps of a Job Search

1. Career Assessment
2. Networking
3. LinkedIn Profile & College Central Network
4. Informational Interviews / Mentor
5. Social Media Review
6. Prepare: Resume/Cover Letter/Interview-Dress / Interview-Questions/Business Cards / Thank You Notes

# Career Assessments



Tusculum College Career Services website:

<https://web.tusculum.edu/career/career-assessments/>

Tratify

Strength's Finder

Values Assessment

Myer's Briggs Type Indicator

Strong's Interest Inventory

# LinkedIn Profile

## ▶ Join Linked In

- ▶ View information on how to set up a LinkedIn account on the Tusculum Career Services website on the resume preparation page at <https://web.tusculum.edu/career/resume-interview-preparation/>.
- ▶ Develop a branding strategy
- ▶ Upload new *professional* photo to your LinkedIn account
- ▶ Strategically connect with peers and professionals
- ▶ If someone agrees to connect you for an informational interview or any other reason, follow up ~ Don't drop the ball. You might not get another golden opportunity like this again.

# Networking for a Job

- ▶ **Most jobs are obtained through networking – 85%**
- ▶ Elevator Pitch Video  
<https://web.tusculum.edu/career/career-advice-videos/>
- ▶ Network - volunteer work
- ▶ LinkedIn account
- ▶ Join College Central Network [www.collegecentral.com/tusculum](http://www.collegecentral.com/tusculum)

Register a Student Account

- ▶ Use TC Student ID # as Access ID
- ▶ Create unique password



# Informational Interviews

- ▶ LinkedIn or In Person
- ▶ Research their company. Research the industry. Ask the interviewer for additional sources for research.
- ▶ Write a thank you note (snail mail).
- ▶ Thank You Matters Video:  
<https://web.tusculum.edu/career/career-advice-videos/>

# Social Media – Dynamite!

- ▶ Powerful Tool in careful hands!
  - ▶ Clean up your Facebook, Twitter, My Space, and other accounts...
    - ▶ No drinking or otherwise questionable pictures
    - ▶ No Social/Political Commentary
    - ▶ No negative comments (It's a small world)
    - ▶ No disrespecting of boss or coworkers (current or past)
    - ▶ No foul language
    - ▶ Monitor your protections- regularly
- ▶ Be Smart on Social Media Video
  - ▶ <https://web.tusculum.edu/career/career-advice-videos/>

# Preparing the Resume & Cover Letter

- ▶ Edit, Edit, Edit...Proofread, Proofread, Proofread!!!
- ▶ Use a targeted resume and cover letter for each job to which you apply.
- ▶ College Central Network – Resume Builder
- ▶ Interview & Resume Tips – <https://web.tusculum.edu/career/resume-interview-preparation/>

# Preparing for Interviews I

- ▶ Research the company online
- ▶ Rehearse questions (employer will ask)
- ▶ Prepare questions (to ask employer)
- ▶ Send a thank you note within 24 hours of interview
  
- ▶ Dress for Success:  
<https://www.youtube.com/watch?v=RNYfiM-M0Eo>
  
- ▶ Can You Tell the Difference? (CFP Board Ad):  
<https://www.youtube.com/watch?v=nXv6lkweUmc>
  
- ▶ Top Ten Interview Mistakes Video:  
<https://web.tusculum.edu/career/career-advice-videos/>

# Preparing for Interviews II

- ▶ Body Language Video:  
<https://www.youtube.com/watch?v=VV1cMmCKxmY>
- ▶ Eleven Reasons Why You Won't Get Hired:  
<https://www.slideshare.net/markrotoole/congratulations-graduate-eleven-reasons-why-i-will-never-hire-you>
- ▶ Practice! This helpful link will help you prepare:  
<https://myinterviewsimulator.com/>

# Pioneer Certified Program Checklist

- ▶ Complete Student Registration on CCN at [www.collegecentral.com/tusculum](http://www.collegecentral.com/tusculum)
- ▶ Complete a Career Assessment:
  - ▶ (Tratify recommended)
- ▶ Resume Review by Career Staff
- ▶ Professionalism Orientation by Career Staff
- ▶ Networking Requirement (Career Readiness Events)
- ▶ Active Interviewing Requirement
- ▶ Benefits to Pioneer Certification:
  - ▶ Honor Cord Recognition at Graduation
  - ▶ Spring Pioneer Certified Awards Banquet & Certificate

## Career Preparation: “Swim at Your Own Risk”



- Preparing for your career without help is like swimming without a life guard.
- *You might be okay. ..*
- *You might not.*

# Closing Remarks

- ▶ Career Services - Room # 405 Niswonger Commons
- ▶ Director, Robin Lay
  - ▶ Email: [rlay@tusculum.edu](mailto:rlay@tusculum.edu)
  - ▶ Phone: 423-636-7447
  - ▶ Available most weekdays by appointment (9am-5pm)
  - ▶ Evening appointments available by appointment *on a limited basis*
  - ▶ Drop-in hours *most weekdays* (3pm-4pm) for (15 minutes)
  - ▶ Appointments available for Tusculum Alumni

**Stay motivated the job search is a marathon not a sprint!**