



# Student Employment Services Guidebook

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## **Handbook for Job Seekers**

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**Employment search techniques**

**How to prepare for interviews**

**How to write a resume**

**And more.....**

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*To find out what one is fitted to do and to secure an opportunity to do it, is the key to happiness.*

*John Dewey*

# How To Contact Us

## Office Locations

### Racine

**Michael Costello**  
Student Services  
1001 South Main Street  
Racine, WI 53403-1582  
(262) 619-6386  
costellom@gtc.edu

For appointment please call:  
(262) 619-6300

### Kenosha

**Sheri Eisch**  
Student Services  
3520 – 30<sup>th</sup> Avenue  
Kenosha, WI 53144-1690  
(262) 564-2720  
eischs@gtc.edu

For appointment please call:  
(262) 564-2300

### Elkhorn

Ginger Buehner  
Student Services Office  
400 County Road H  
Elkhorn, WI 53121-2046  
(262) 741-8320  
buehnerg@gtc.edu

For appointment please call:  
(262) 741-8300

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## Student Employment Services Job Postings

### Visit TECHCONNECT

Our Job Leads Database at: <http://vorlon.gtc.edu>

All positions known to the GTC Student Employment Office are posted at this site.

NOTE: Only current students and graduates can access TechConnect.

**Please register at [saeso@gtc.edu](mailto:saeso@gtc.edu) for a login and password.**

For **more** information such as labor market stats, upcoming job fairs/workshops, helpful website links or special services please go to [www.gtc.edu](http://www.gtc.edu), click on “Employment Opportunities”, then “Student Employment Services”.

# Introduction to the Guide

When looking for employment, each person brings a different and unique set of social, personal and job related competencies to the job search. Some individuals are confident and well qualified, while others are less assertive and lacking in energy and necessary work skills. The function of this guide is to help the Gateway student and graduate learn to use the best possible job search techniques.

You will find specific samples of items required by most employers along with checklists and guides designed to help you prepare for the ups and downs of any job search.

Gateway Technical College has identified nine “core abilities” that it feels each student should possess after attending and completing courses. Among these core abilities is the “development of job seeking skills”. A major outcome of all of this preparation is one’s readiness to meet an employer’s expectations, whether we are looking at actual job performance skills or the applicant’s ability to “fit in” at the employers workplace.

This guidebook will help you organize your time, talent and schooling so as to allow you to confidently sell yourself to employers.

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## Services Offered By Gateway Student Employment Services

The primary mission of the Employment Services Office is to assist students and alumni in attaining their employment objectives. The Employment Services Office offers a variety of employment information and services.

### **JOB LISTINGS ON THE INTERNET**

Each year thousands of positions are announced to Gateway Technical College by area employers. Details on these openings can be found on TechConnect at the Gateway Student Employment Internet site organized by program area and alphabetically by employer name. The address is: <http://vorlon.gtc.edu> For current students and graduates of Gateway Technical College. Please register at [saeso@gtc.edu](mailto:saeso@gtc.edu)

### **APPLICATION ASSISTANCE, RESUME, AND LETTER WRITING**

While there are numerous styles and types of resumes and other printed material required of job applicants certain basic rules apply. Assistance is provided to candidates who wish to discuss accepted methods and styles of printed material used in the job search.

### **INTERVIEW SKILLS TRAINING**

Common interview situations can be intimidating to the new graduate. Individual and group sessions are available to help the individual get through the interview process.

### **LABOR MARKET AND EMPLOYER INFORMATION**

Specific information about employers and the labor market in general is available upon request. Employment trends and salary details can also be obtained.

### **EMPLOYER ON-CAMPUS RECRUITING**

Each semester numerous employers visit the Gateway campuses to recruit employees. Contact Student Employment Services on your campus to learn about upcoming employer visits.

# Frequently Asked Questions

**Is there a charge for the service?**

No, this service is free to all Gateway students and alumni.

**Can Adult High School and non-credit Adult Continuing Education students use Student Employment Services?**

Yes

**Where are job announcements posted?**

On the Internet at <http://vorlon.gtc.edu>.

Job listings are also posted on bulletin boards near Student Services on each campus.

**Is there a time limit as to the availability of services?**

No, services are always available to you, without regard to enrollment or graduate status.

**Will Student Employment Services prepare my cover letter and resume for me?**

No, time constraints and available resources don't allow us to create a cover letter and resume for you. However, tips, samples, ideas, and various formatting examples are available to help you prepare your own resume and cover letters.

**Will Student Employment Services mail out my cover letter and resume for me?**

No, again, time constraints and available resources don't allow us to do so.

**Does Student Employment Services work with graduates seeking part-time employment?**

Yes, job listings include full and part-time jobs that may be of interest to all types of job seekers, as well as seasonal positions and internships.

**Will Student Employment Services help me find work outside the local area?**

Yes, it is not uncommon to see job listings all over Wisconsin and northern Illinois. Also, via the Internet, job searches can be implemented nationwide.

*Know thyself.*

*William Shakespeare*

# Correspondence Guidelines

**Your job search will require that you be able to produce various letters and/or e-mail messages that include the following:**

- cover letter (when you know there is a job available and when you don't know if a job is available)
- thank you letter
- follow-up letters
- acceptance letters
- correspondence when you don't get the job
- other types such as a marketing letter used without a resume
- e-mail messages

**While a guide such as this cannot cover all aspects of such correspondence certain basic guidelines apply. For example:**

- cover letters should complement not repeat information given in your resume
- use accepted business letter format
- create brief paragraphs that stick to your goal
- thank you letters need to be sent within a day or two of the interview
- when writing after learning of a rejection thank the employer for their time and appeal to them that should another opportunity come along you would like to be considered
- always sign in black ink
- whenever possible write to a specific person
- use good quality paper
- maintain a record of your mailings to include actual copies
- when e-mailing keep the subject clear and the message brief
- avoid using addresses such as IloveBrittany@aol.com
- always spell check your message
- in every case avoid the use of abbreviations and acronyms

# Resume Guidelines

A resume is not meant to be an autobiography but rather a presentation of the highlights of your experience and schooling. It needs to be updated and rewritten as often as necessary.

There are two main styles of resumes:

The **chronological resume** is the most commonly used form. It works well for students and new graduates.

A **functional resume** lists your work competencies in a cluster-type format and is helpful to those making a career change or gaps in work history.

A **combination resume** utilizes both chronological and functional formats.

Some basic guidelines are:

## **“Do”**

- ◆ List a job objective or brief summary statement
- ◆ TRY to keep the resume to one page, it may need to be two.
- ◆ Use a reasonable font size (10, 11, or 12)
- ◆ Use standard fonts such as Times New Roman or Arial
- ◆ Use the same paper as your cover letter
- ◆ Include your e-mail address (professional one)
- ◆ Prepare three draft copies, have others review the final draft
- ◆ List work history including paid and unpaid internships
- ◆ Use reverse chronological order to list education and work history

## **“Don’t”**

- ◆ Include photographs or graphic art
- ◆ Repeat items that may appear in your cover letter
- ◆ Include personal information such as health, age, or marital status
- ◆ Use abbreviations or acronyms
- ◆ List salaries earned at previous employers
- ◆ Use headings such as “Resume,” “Phone,” or “E-Mail”
- ◆ Use the words I, me or my

*In the middle of difficulty lies opportunity.*

*Albert Einstein*

# Cover Letter Outline

1234 Some Street  
Anytown, WI 53177

*(One line of space)*

May 16, 2009

*(One line of space)*

Contact name (if known)  
Company Name  
9876 Any Avenue  
Sometown, WI 53177

*(One line of space)*

Dear Hiring Manager,

*(One line of space)*

**OPENING PARAGRAPH** (1 paragraph, 2-4 sentences)

Needs to state three things:

1. Tell where you found the position (newspaper, internet, TechConnect, etc.)
2. State the name of the position that you are applying.
3. Generate some interest in yourself

*(One line of space)*

**BODY OF THE LETTER** (1-2 paragraphs, 3-5 sentences each)

These paragraphs need to back up your statement you used to generate interest in yourself

1. Use specific examples from education or work experience that shows that you can perform the job. Help make the connection for the employer so that they “see” you doing the duties.
2. Utilize the job posting or job description to aide you in this task; point out specific skills that they are asking for that you possess.

*This information should NOT repeat information on your resume, only enhance the information.*

*1 (One line of space)*

**SALARY REQUIREMENTS** (Only give if the employer asks!)

1. This should be 1-2 sentences
  2. Never give a hard figure, give a salary range or hourly wage range
- Use [www.salary.com](http://www.salary.com) to assist you in finding the appropriate salary range.

*1 (One line of space)*

**CLOSING PARAGRAPH** (3-4 Sentences)

1. Thank them for their time
2. Give them contact information if they have any questions
3. Let them know there is a resume enclosed for their review

*(One line of space)*

Sincerely,

*(Three lines of space)*

John Doe

*(One line of space)*

Enclosure

## (Sample Cover Letter)

1234 Some Street  
Anytown, WI 53177

May 16, 2009

Contact name *(if known)*  
Company Name  
9876 Any Avenue  
Sometown, WI 53177

Dear Hiring Manager,

I noticed on *(name where you found the posting of the position)* on *(state the date)* that your company was in need of a *(name the position)*. I believe that my skills and experience make me an excellent candidate for this position.

**-OR-**

Please accept this letter and resume as an indication of my interest in working for *(insert organization name)* as a *(insert job title)*. I understand you may not have an opening at this time, but I want you to know of my interest in your organization.

I am currently in the *(technical diploma or Associates degree)* program at Gateway Technical College. I have *(number of classes)* classes left and am expecting to graduate *(month and year)*. Presently I am employed at a partnership school in the Racine Public School system for behavioral reassigned students in grades 6-8. During my time at the school, I have been involved with over 60 at-risk youths in our program and successfully worked with and placed students back into the main-stream schools. Some of my duties include meeting with students on a one-to-one basis, communicating with parents and guardians, planning short- and long-term goals, prepare and evaluate Individual Education & Training Plans, facilitate Life-Skills Training groups. I also communicate with school officials, parole officers, social workers, and parents about their student(s) when necessary.

Enclosed is a resume for your review. I would greatly appreciate the chance to discuss any available career opportunities. I can be reached at the following number 262-123-4567. Please leave a message if I am not available and I will respond within the next day.

Sincerely,

(Signature Here)

John Doe

## WRITING AN OBJECTIVE STATEMENT OR PROFILE SUMMARY

You may choose either an objective statement or profile summary for your resume. They are equally effective.

### **OBJECTIVE STATEMENT**

- **Objectives are:**

- Easy to write
- Direct and to the point
- Must tell what you want (position) and what you can give (meaning skills or Return of Investment)

Usually have to change with every resumes you send.

**Sample:**

To obtain a position as a \_\_\_\_\_ with a company that will benefit from my \_\_\_\_\_ skills and \_\_\_\_\_ experiences.

**Sample:**

Recent Mechanical Engineer graduate seeking a Drafting position with an organization that will benefit from a specialist in CAD Solids Works and CATIA programs.

### **PROFILE SUMMARY**

- **Profiles are:**

- Harder to write, takes more time
- More directed at skills and personal traits
- Like a 30 second elevator speech.

Typically do not have to change every time you send out resume.

**Sample:**

Professional Cosmetologist with over 3 years experience in providing customer service and skin care treatments to face and body to enhance an individual's appearance. Strong retail and marketing background with knowledge of quality products and services offered. Characterized as a dedicated worker with a keen eye for detail and quality of work. Excellent communicator with the ability to perform well in a fast paced, high volume, and customer friendly environment.

**Sample:**

Bi-lingual Social Service Professional with over 3 years experience in assessment and referral skills. Resourceful worker skilled in building rapport and respect with consumers. Experience in dealing with a diverse client population. Dedicated team player with excellent communication skills. Skilled at time management; ability to meet deadlines. Areas of knowledge include:

- Needs Assessment
- Referrals
- Public Speaking
- Counseling Principles
- Training
- Laws & Regulations
- Confidentiality
- Bi-lingual; Spanish

# (Sample Chronological Resume)

## JANE A. SMITH

1234 S. 56th Street  
Anytown, WI 53177

(262) 123-456  
e-mail: smithja@yahoo.com

### PROFILE SUMMARY:

Professional Administrative Assistant with experience in fast-paced environments that depend on efficiency and accuracy. Strong computer literacy with a proven track record of mastering major computer applications in the completion of work assignments. Interact effectively with co-workers, customers, and management. A highly motivated employee who is able to work creatively and diligently to achieve goals in a timely fashion.

### EDUCATION:

Gateway Technical College  
*Associates Degree - Administrative Assistant*

Racine, WI  
**Expected Graduation: 12/08**

### PROFESSIONAL SKILLS:

- **Computer Skills:** Experienced in Microsoft Office XP (Word, Excel, PowerPoint and Access), Internet, E-Mail (Lotus Notes) and 10-key (numerical keypad)
- **Time Management Skills:** Organizing and coordinating personal schedule and assisting others with their schedules, ability to meet deadlines.
- **Problem Solving Proficiency:** Adept in anticipating and analyzing problems, formulating solutions to be utilized.
- **Highly Organized:** Expert in multi-tasking and prioritizing.
- **Strong Customer Service Skills:** Well-developed interpersonal/customer relation skills; ability to communicate, offer assistance, and handle stressful situations with competence. **Decision-Making Skills;** Able to draw from experience and knowledge, and apply to current situations in a timely manner.

### WORK EXPERIENCE:

#### **WXYZ Corporation**

*Administrative Assistant*

Racine, WI  
11/2004-Present

Maintained hourly time and attendance of Kronos records for advertising associates.  
Coordinated schedules and confirmed meetings and appointments.  
Typed all reports and correspondence from dictation; prepared e-mail messages.  
Directed all phone calls and daily mail to appropriate people.  
Maintained inventory of office supplies and placed orders as needed.

#### **ABCD Enterprises**

*District Administrative Assistant*

Racine, WI  
01/2004-10/2004

Oversaw, under limited direction, the administrative and secretarial functions of the district office by maintaining office records, answering questions about the office policy and by using various office machines to complete assignments.  
Exercised independent judgment in actions regarding company matters to alleviate district manager involvement in routine matters.  
Coordinated all district internal meetings and seminars including locations, attendees, equipment, and materials.  
Made customer contacts of a complex and confidential nature.

# (Functional Sample Resume)

## Mary M. Sample

123456 78<sup>th</sup> Street  
Racine, WI 53404  
262-987-6543

### OBJECTIVE:

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To obtain a position as a *Drafter* with a company that will benefit from my skills and experience obtained through Gateway Technical College.

### EDUCATION:

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<i>Gateway Technical College</i> Associates Degree—Civil Engineering	Racine, WI Currently Enrolled
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### SKILLS SUMMARY:

#### DRAFTING SKILLS

- Produced drawings using computer-assisted drafting systems (CAD) and by hand using compasses, dividers, protractors, triangles, and other drafting devices.
- Drafted plans and detailed drawings for structures, installations, and construction projects working from sketches, blueprints and notes. Drew maps, diagrams, and profiles, using cross-sections and surveys, to represent elevations, topographical contours, subsurface formations and structures.

#### PROJECT MANAGEMENT

- Ability to plan, organize, and direct activities concerned with the construction and maintenance of structures and facilities.
- Familiar with scheduling projects in logical steps and budget time required to meet deadlines.
- Can estimate and determined labor requirements.
- Inspect and review projects to monitor compliance with building and safety codes and other regulations.

#### CUSTOMER SERVICE

- Answered telephones to provide information to customers.
- Greeted customers and discussed the type and quantity of merchandise needed.
- Assisted in appropriate changes to resolve customers' problems.
- Resolved customers' service or billing complaints by exchanging merchandise, refunding money, or adjusting bills.

### EMPLOYMENT HISTORY:

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Cashier	Jim's Hardware Store	Racine, WI	04/04-Present
Cashier/Hostess	Joe's Diner	Racine, WI	04/99-11/03
Short Order Cook	Hamburger Heaven	Racine, WI	10/95-03/99

### REFERENCES:

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Available upon Request

## Key Resume Words

<b><u>Managerial Skills</u></b>	<b><u>Communication Skills</u></b>	<b><u>Research Skills</u></b>	<b><u>Technical Skills</u></b>	<b><u>Teaching Skills</u></b>
Administered Analyzed Assigned Attained Chaired Consolidated Coordinated Delegated Developed Directed Evaluated Executed Improved Increased Organized Oversaw Planned Prioritized Produced Recommended Reviewed Scheduled Strengthened Supervised	Addressed Arbitrated Arranged Authored Corresponded Developed Directed Drafted Edited Enlisted Formulated Influenced Interpreted Lectured Mediated Moderated Motivated Negotiated Persuaded Promoted Publicized Reconciled Recruited Spoke Translated Wrote	Clarified Collected Critiqued Diagnosed Evaluated Examined Extracted Identified Inspected Interpreted Interviewed Investigated Organized Reviewed Summarized Surveyed Systematized	Assembled Built Calculated Computed Designed Devised Engineered Fabricated Maintained Operated Overhauled Programmed Remodeled Repaired Solved Trained Upgraded	Adapted Advised Clarified Coached Communicated Coordinated Developed Enabled Encouraged Evaluated Explained Facilitated Guided Informed Initiated Instructed Persuaded Set goals Stimulated
<b><u>Financial Skills</u></b>	<b><u>Creative Skills</u></b>	<b><u>Helping Skills</u></b>	<b><u>Clerical/Detail Skills</u></b>	<b><u>List Any Other Skills You May Have</u></b>
Administered Allocated Analyzed Audited Balanced Budgeted Calculated Computed Developed Forecast Managed Marketed Planned Projected Researched	Acted Conceptualized Created Designed Developed Directed Established Fashioned Founded Illustrated Instituted Integrated Introduced Invented Originated Performed Planned Revitalized Shaped	Assessed Assisted Clarified Coached Counseled Demonstrated Diagnosed Educated Expedited Facilitated Familiarized Guided Referred Rehabilitated Represented	Approved Arranged Cataloged Classified Collected Complied Dispatched Executed Generated Implemented Inspected Monitored Operated Organized Prepared Processed Purchased Recorded Retrieved Screened Specified Systemized Tabulated Validated	

# Resume Worksheet

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Objective** \_\_\_\_\_

\_\_\_\_\_

Qualifications

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Education

School \_\_\_\_\_

City, State \_\_\_\_\_

Degree \_\_\_\_\_

Year \_\_\_\_\_

## Work History

Employer \_\_\_\_\_

Position Title \_\_\_\_\_ City, State \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

Job Duties \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Work History - Continued**

Employer \_\_\_\_\_

Position Title \_\_\_\_\_ City, State \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

Job Duties \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Employer \_\_\_\_\_

Position Title \_\_\_\_\_ City, State \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

Job Duties \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Employer \_\_\_\_\_

Position Title \_\_\_\_\_ City, State \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

Job Duties \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## (Sample Reference List)

Jonathon Sample  
1223 Maple St.  
Any Town, WI 53444  
(262) 555-5555  
jsample@email.com

### References

#### (Professional)

Ms. Sally Sample, Human Services Instructor  
Gateway Technical College  
3520 – 30<sup>th</sup> Avenue  
Kenosha, WI 53144  
(262) 555-5555  
instructorn@gtc.edu  
Relationship: Advisor

#### (Employment)

Employer Representative's Name  
Acme Co.  
2222- 45<sup>th</sup> Street  
Elkhorn, WI 53121  
(262) 741-5555  
employern@execpc.com  
Relationship: Former Supervisor

#### (Personal)

Friend's Name  
4444 – 85<sup>th</sup> Road  
Racine, WI 53409  
(262) 555-7890  
friendn@aol.com  
Relationship: Personal reference-friend

### NOTE:

- ◇ You **do not** have to list each type of reference, this is just an example that different types of references can be used.
- ◇ References **should not** be placed on the resume itself. Instead print separately on the same type of paper as your resume.
- ◇ References should be brought with to your interview.

# E-Resumes

Eighty percent of employers of Fortune 500 companies post jobs on their own websites and expect job seekers to respond electronically. They are also placing resumes into searchable databases. There are varying ways to send your e-resume so that the employer is successfully able to open and read the resume or place it in their database.

The following are two types of e-resumes:

## 1. Formatted Resume

The most common is a formatted or “print” resume. These are resumes we create in programs such as Microsoft Word. The formatted resume is the most attractive visual presentation to the employer. However, sending only a formatted resume as an attachment may lead to such problems as inconsistent formatting from computer to computer and vulnerability to viruses.

## 2. Text Resume (also know as plain-text, ASCII, or text-based resume)

This type of resume is not the most visually pleasing, but is compatible across all computer programs and eliminates worries from employers about Word attachments that may contain viruses. A text resume enables the employer to place your resume in their keyword-searchable database, which a vast majority of employers now use. The text resume is versatile and can be used for:

- Posting in its entirety on many job boards.
- Pasting into the body of an e-mail and sending to employers.
- Converting to a Web-based HTML resume.
- Sending as an attachment to employers, although you’ll probably want to send your formatted version also.
- Conversion to a scannable resume. (Basically a text resume that is sent by fax or postal mail)

One suggestion to insure your resume reaches the employer in good condition would be to explain to the employer in your email that you have sent your formatted resume as an attachment but have also included a text version in the body of your email to eliminate any software incompatibility problems.



Creating a text resume involves taking the Formatted Resume you created in Word, for example, and saving it as a Plain Text or Text file, re-opening it in a text editor program like Wordpad or Notepad, then making a few adjustments to it. The text document should be left aligned and NOT contain any Bold, Underlining, Italics or Bulleted words. Tips on how to make the Text Resume look better can be found on the following link:

Sample text resume can be found at:  
[http://www.quintcareers.com/text\\_resume\\_sample.html](http://www.quintcareers.com/text_resume_sample.html)

Check it out!

Source: Articles written by Katharine Hansen featured on Quintessential Careers: [www.quintcareers.com](http://www.quintcareers.com)  
[Your E-Résumé's File Format Aligns with its Delivery Method](#) and [The Top 10 Things You Need to Know about E-Resumes and Posting Your Resume Online.](#)

# Recommended Job Search & Resume Web Sites

Student Employment Services Job Search Site:

**TECHCONNECT**

at: [vorlon.gtc.edu/techconnect](http://vorlon.gtc.edu/techconnect)

All positions known to Gateway Student Employment Services are posted at this site or go to [www.gtc.edu](http://www.gtc.edu) and click on “Student Employment”.

## **Newspaper Websites**

[www.kenosha.com](http://www.kenosha.com) (Kenosha News)    [www.gazetteextra.com](http://www.gazetteextra.com) (Janesville Gazette)

[www.journaltimes.com](http://www.journaltimes.com) (Racine Journal Times)

[www.chicagotribune.com](http://www.chicagotribune.com) (Chicago Tribune)

[www.jsonline.com](http://www.jsonline.com) (Milwaukee Journal Sentinel)

## **Government Websites**

[wiscjobs.state.wi.us](http://wiscjobs.state.wi.us) (Wisconsin Civil Service)

[www.state.il.us](http://www.state.il.us) (State of Illinois)

[www.usajobs.opm.gov](http://www.usajobs.opm.gov) (Federal Civil Service)

## **Job Boards & Networking Links**

<http://jobcenterofwisconsin.com>

[www.careerbuilder.com](http://www.careerbuilder.com)

[www.racinerecruit.com](http://www.racinerecruit.com)

[www.monster.com](http://www.monster.com)

[wisjobs.com](http://wisjobs.com)

[www.linkedin.com](http://www.linkedin.com)

[www.statejobs.com](http://www.statejobs.com)

## **Resume Assistance & Job Search Topics**

[hotjobs.yahoo.com](http://hotjobs.yahoo.com) (go to Career Tools)    [www.knockemdead.com](http://www.knockemdead.com) (career and job search)

[www.acinet.org](http://www.acinet.org) (Career InfoNet, resume tutorial bottom of page)

[www.quintcareers.com](http://www.quintcareers.com) (Quintessential Careers, has career toolkit, sample letters)

[www.wetfeet.com](http://www.wetfeet.com) (Wetfeet, has career advice/employment articles)

# Hidden Job Market

As economic times have changed fewer employers openly advertise their job openings, but at the same time may have job opportunities. These positions are NOT announced to the public, but are filled through word of mouth and other less open methods.

To penetrate this “Hidden Job Market” consider following these steps:

- A. Define the geographic area where you would accept work
- B. Identify approximately 5 employers in each of the following fields:
  - 1. government (include school systems)
  - 2. industry
  - 3. finance
  - 4. healthcare
  - 5. sales/marketing
  - 6. staffing services
- C. Mail an unsolicited resume and cover letter to the employer indicating that you understand they may not be looking for job candidates at this time, but you want them to know of your interest
- D. Keep accurate records of job search
- E. Follow up with each employer within one to two weeks by mail, e-mail, phone, or even in-person to inquire about job opportunities.

**Employment Fact:** Only approximately 20% of job available are openly advertised; the rest are unadvertised.

**Tap the Hidden Job Market!**

## Job Seeker's Checklist

- Visit Student Employment Services Office...  
remember to establish a network of friends and relatives along with public service offices and staffing services who want to help you
- Research employers...  
establish a target list of employers whom you have identified through research that may employ candidates like you, learn about products and/or services, study prevailing wage rates and understand fringe benefit packages
- Learn about job hunting in the Hidden Job Market...  
in slow economic times employers aren't inclined to advertise job openings readily so after establishing a list of target employers (keep complete records) start a campaign to contact and follow-up with these employers in a professional manner
- Prepare your resume, letters (cover, thank you, follow-up) and reference list...  
obtain written references from Gateway teachers as well as current and past employers
- Assemble a job search portfolio...  
include area maps, transcripts, written references, notepad, samples of your work, black ink pen, resume, Gateway program curriculum sheet
- Perfect your interview...  
have a job search outfit ready to go (a good guideline is to dress one level above what the people who already hold the job you want are wearing), understand types of interviews (especially behavioral interviewing) see our interviewing section, have a clear job objective, be able to explain and defend your skills, have a list of questions ready to be used at the end of the interview, show energy and interest!
- Mail resumes and cover letters...  
be ready to e-mail and fax letters and resumes along with the traditional first class mail, have a "tickler" system so that you follow-up with each employer every thirty days either by mail, phone, e-mail or in-person

# Interview

The interview is "where the wheel hits the road" so to speak and it is in fact the most crucial part of any job search.

During the interview you will have a chance to demonstrate your job skills, your personal strengths and self-confidence. While being interviewed you'll want to show the employer that you know about their products and/or services as well as specific details about their history and organization.

Further you should take the opportunity to show that you'll fit well with the responsibilities of the job and with the culture of the employer.

In any case the key to success in an interview is **PREPARATION**.

## **Preparation means you'll be:**

- dressed appropriately
- knowledgeable about the employer's operations
- able to explain and defend your skills
- confident in your non-verbal and verbal technique

## **What the employer wants in a candidate**

- able to communicate well orally and in writing
- self – confidence
- willing to accept personal responsibility
- flexibility
- self – knowledge, especially regarding skills
- sound interpersonal relations skills
- ability to work as a team player
- understanding of important daily living skills such as promptness, conflict resolution and personal integrity

## **Finding employer information**

- obtain employer reports, handouts, catalogs, brochures from the employer itself
- view the Internet using search engines like [www.google.com](http://www.google.com)
- check with the librarian on your campus
- inquire at the local Job Center, Chamber of Commerce, etc.
- talk to relatives and/or friends who work there
- visit your campus Student Employment Services Office

## Interview Arrangements

- ◇ *Telephone* (your interview may start when the employer calls you to set up the initial in-person interview)
- ◇ *Group interviews* that include 3 to 10 job candidates
- ◇ *Panel interview* with more than one interviewer asking questions

## Styles of Interviews

- ◇ *Traditional Interview* usually has open-ended questions....Tell me About Yourself...
- ◇ *Performance or Behavioral Based Interview*...employer asks you to "to tell a story" about some aspect of your past performance as it relates to an aspect of the new position

## The Interview Process

Most interviews follow a predictable series of steps:

### Step 1: The Greeting

Use this time to breath deeply, relax and respond to the interviewers casual inquiries. They may comment about the weather, or some part of your application or resume where you cited a special interest or hobby. Make eye contact, shake hands warmly, smile and get comfortable in your seat. Place your portfolio on the floor next to your chair.

### Step 2: Their Questions and Your Answers

This is your chance to explain your skills and experiences while at the same time showing energy and interest. Be careful to answer the questions asked and not waste the interviewer's time by rambling away from the topic. A key goal here is to demonstrate confidently your belief that this is the right position for you.

### Step 3: Your Questions and the Closing

Be ready with a minimum of three questions and a closing statement.

1. Inquire if the position is a newly created one or if you will be filling the position of someone who was promoted or transferred.
2. Question how your performance will be evaluated.
3. You might ask "What do you think would be my biggest challenge in this position?"
4. Ask about the next step in the selection process. You might go as far as asking if you can follow up with the interview the following week.

## **Closing Statement:**

Rather than exiting the interview with a simple "thank you" make a point of expressing your appreciation for the time the interviewer spent with you. Confirm your desire to obtain the position by specifically stating that you hope you will be the successful candidate.

## **Specific Interview Guidelines**

### **“DO”**

- know your skills and be able to explain how you know them
- be positive, courteous and appreciative
- ask questions that are job related
- be assertive
- find out what is expected in the job
- relax and be genuine
- use direct eye contact without staring
- dress up and be clean and neat
- convey interest
- make sure you know the interviewer’s name and position
- use an action oriented vocabulary
- notice the interviewer’s body language
- turn off your cell phone

### **“DON’T”**

- expect that you have to be perfect
- be aggressive
- use the interviewer’s first name
- try to prepare on the same day as the interview
- talk too much or interrupt, or speak too quickly
- say negative things about yourself or others
- take control of the interview (let the interviewer lead)
- request information about salary or benefits
- act desperate for the job

## **Following-up with the Employer**

As soon as possible after the interview sit quietly somewhere and review what happened. It may be helpful to make notes about what you feel went well and not so well.

Within 24 hours, but not later than five working days send a thank you letter or note to everyone who interviewed you (make sure you get their names and positions before you leave the building).

After several weeks if you haven’t heard from the employer feel free to contact them renewing your interest in the position. This can be accomplished by phone, mail or e-mail. Should you receive a number of rejections please visit Student Employment Services at Gateway.

## (Sample Thank You Letter)

7 Apple Court  
Eugene, OR 97401  
503-555-0303

Mr. Archie Weatherby  
California Investments, Inc.  
25 Sacramento Street  
San Francisco, CA 94102

Dear Mr. Weatherby,

Thank you for taking the time to discuss the insurance broker position at California Investments, Inc., with me. After meeting with you and observing the company's operations, I am further convinced that my background and skills coincide well with your needs.

I really appreciate that you took so much time to acquaint me with the company. It is no wonder that California Investments retains its employees for so long. I feel I could learn a great deal from you and would certainly enjoy working with you.

In addition to my qualifications and experience, I will bring excellent work habits and judgment to this position. With the countless demands on your time, I am sure that you require people who can be trusted to carry out their responsibilities with minimal supervision.

I look forward, Mr. Weatherby, to hearing from you concerning your hiring decision. Again, thank you for your time and consideration.

Sincerely,

John Oakley

**A Free General Thank You Letter Sample** from Quintessential Careers Website:  
[www.quintcareers.com](http://www.quintcareers.com)

# **Using The Portfolio As An Interview Aid**

## **Why use a portfolio?**

There are two reasons to use a portfolio as part of your job search. First it becomes part of your appearance and helps make a good first impression. And, possibly more important, it serves as a confidence builder as you will have the contents of the portfolio ready to present to the interviewer when appropriate. As well, it is a great place to store your job search documents in one handy location. Note: most often a portfolio is a plastic or leatherette case or briefcase.

## **How to use the portfolio.**

Review the portfolio contents list at the bottom of this page and include multiple copies (usually not more than two) of each item in your portfolio. During the interview place the portfolio on the floor next to you may not use it at all, but it has already served to enhance your appearance and confidence. Don't hesitate to offer the interviewer copies of any of the documents you have as an aid in confirming the skills or information you wish to demonstrate.

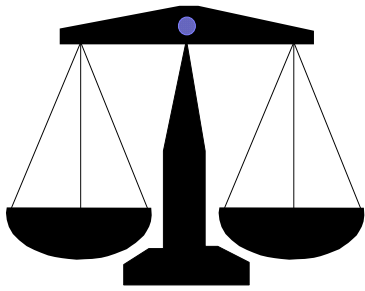
## **Notepad, pen and maps**

The notepad, etc. are tools that may be helpful as you complete applications, make notes and locate the interview site. It is acceptable to make notes during the interview as appropriate.

## **Portfolio contents**

- **Resume**
- **Reference list**
- **Letters of reference**
- **Transcript**
- **Samples work and/or projects**
- **Curriculum sheet (for the program you are enrolled in)**
- **Map (directions)**
- **Black ink ballpoint pen**
- **Notepad**

## Legal and Illegal Job Interview Questions



Much as they might like to, interviewers are not allowed to ask such questions as “Do you plan to start a family soon?” or even “How old are you?” Only questions dealing with the actual requirements of the job may be asked.

Here’s a rundown of what can and what can’t be asked, based upon current laws. Of course, you may volunteer any of this information if you think it is in your interest to do so.

### These questions are legal . . .

### You are not required to answer these . . .

#### **Birthplace/ Citizenship**

“If hired, can you show evidence of being legally allowed to work in the U. S.?”

“Where were you born?”

“What is your mother tongue?”

#### **Sex/Family Status**

May ask for name and address of parent, if candidate is a minor.

“With whom do you live?” or any questions which would indicate whether the candidate is male or female.

#### **Race**

Almost nothing is legal, until after the candidate is hired.

“What is your racial/ethnic group?” or anything dealing with color.

#### **Age**

May verify that candidate meets minimum requirement such as “Are you 18 or older?”

“How old are you?” or

“When did you finish high school?”

#### **Military Service**

May ask about job-related skills acquired during military service.

Questions dealing with dates of military service and type of discharge.

#### **Names**

“To help check prior employment, list any other names you used.”

“What was your maiden name?”

#### **National Origin**

“These positions require language skills. what languages do you speak?”

“How did you acquire your language skills?”

“What did your family speak?”

#### **Physical Characteristics**

May require a photo only after hiring.

“Please submit a recent photo with your application.”

#### **Religion**

May tell the candidates the hours when they would be required to work.

“Do you belong to a church?” or

“What is your religion?”

#### **Criminal Record**

“Have you ever been convicted of a felony?”

“Have you ever been arrested?” or

“Have you ever been in trouble with the law?”

#### **Physical Condition**

“If hired, you will have to pass a physical exam based on actual job requirements.”

“What is your physical condition?” or

“Do you have any disabilities?”

#### **Memberships**

“Please list all job-related organizations to which you belong. You do not need to list any which indicate your race, religion, sex or other personal characteristics.”

“Please list all the organizations to which you belong.”

## Student Recommendation Form

The Student Recommendation Form is used for employment references. Students can submit the form to their teacher to be sent to the employer.

**Note: It is the Instructor's choice to agree/disagree to complete this form.**

The student must provide the **form with their signature** and an **addressed envelope** with the **employers name on it** to the instructor. If the student would like to have a copy of the completed Student Recommendation Form, the student should also provide a self addressed envelope. Forms will be completed and sent directly to the employer/student. Forms will not be handed back to the student.

If the employer requests the form back immediately, the student can provide the teacher with the employer's fax number and request that the form be faxed.

The form can be obtained on the Student Employment Services Website at: [www.gtc.edu](http://www.gtc.edu), Employment, Student Employment Services. Under the Students/Graduates column you will find the link to the form.

### **Summary:**

1. Print out form ([www.gtc.edu](http://www.gtc.edu)) and sign it.
2. Submit signed form and employer-addressed envelope to your teacher
3. If you want a copy, include a self-addressed envelope
4. If needed by the employer ASAP, provide fax number to the teacher

**GATEWAY TECHNICAL COLLEGE**  
**Student Recommendation Form**  
**Student Employment Services**  
**( S E S )**

Sample

Student Name \_\_\_\_\_ Date \_\_\_\_\_

Program \_\_\_\_\_

Instructor Name (Please Print) \_\_\_\_\_

Please List the class or classes you have taken with this Instructor: \_\_\_\_\_

**Release of Information:**

I do hereby give my permission to Gateway Technical College to forward or release information about me which may include instructor evaluations and personal student directory data. I understand this directory data will be released only to prospective employers.

Date \_\_\_\_\_ Student Signature \_\_\_\_\_

**Instructor:**

Please rate the student in terms of the following characteristics by circling the appropriate number and/or write a description narrative which states the student's abilities below.

	Needs Improvement	Average	Excellent		
<b>PROGRESS</b> <i>Has student advanced in skill &amp; knowledge during the past period?</i>	1	2	3	4	5
<b>INITIATIVE</b> <i>Does student exhibit creativity and problem solving capabilities?</i>	1	2	3	4	5
<b>RELIABILITY</b> <i>Does student exhibit personal integrity and a sense of responsibility?</i>	1	2	3	4	5
<b>WORK ATTITUDE</b> <i>Does student have a good attitude toward work?</i>	1	2	3	4	5
<b>COOPERATION</b> <i>Does student work well with others?</i>	1	2	3	4	5

**Attendance:** (Circle One)      Excellent      Good      Fair

**Comments:** \_\_\_\_\_

**Narrative Statement:** (Optional) \_\_\_\_\_

Instructors Signature \_\_\_\_\_ Date \_\_\_\_\_

*PLEASE NOTE:* Student Employment Services does not maintain credential files for students. 09/07