FIRST IMPRESSIONS LAST: HOW TO MAKE CAREER DAY WORK FOR YOU

Ivy Tech Community College
Career Development Office
812-429-1422, Room 220
I found many opportunities for my career field I never would have considered.

I spoke with an employer, in doing so I filled an application and gave it to them. I also had two interviews, and I am waiting for a response for a full time job after my graduation date. I am very pleased with the directions Ivy Tech has lead me towards in receiving this job offer. I will let you know the outcome after graduation. Thank You for all your help and support!

I did receive quite a few leads from Career Day. I want to thank everyone that worked so hard to make it a success. Thank you all for a wonderful day. I am sure I will be successful at finding a good job from one of the employers who attended Career Day.

I received an offer within 2 days after Career Day, I was called for an interview with another employer 2 weeks later, and a couple months later I took a test for another.

I had a really good Career Day…from the workshops, to meeting individually with career services personal, to the day of career day, and days followed by contacts I was able to make. Since Career Day, I was offered a job the following week by an employer at the career fair and that I may be interested in the future. I have had an interview with a very good company and have been notified that I will be moving on to the next round. I am still waiting to set up interviews with two different companies that I am very interested in.

I attended the Job Fair at Ivy Tech and I got a job. If it weren't for the job fair I don't believe I would ever have been hired. I got several job offers from that day.

Friendly atmosphere was motivating and encouraging.

Great workshop!
Loved the speaker; Very informative
This was a great event with good traffic and promising career candidates.

I want to thank you for letting us be involved with the Career Day. I can see it went well. I know it did for us. I found two (candidates) that I will be bringing on with us this Friday.

I have several good leads to fill an intern position. Thank you.

Students seemed prepared this year. They were ready with questions and answers.

Email from employer: I just got back and wanted to thank you for all of your hospitality. Your Career Day was so nice! I filled out a sheet, but wanted to send a more personal email letting you know that all of your planning and prep work make the day work very well. Thanks!
CAREER DAY BASICS
THURSDAY, MARCH 17

- Career Day Workshop
  8:30 – 9:15 a.m.
  Vectren Auditorium, Room 147

IGNITE YOUR JOB SEARCH!

Pat Meehan, President of the Meehan Group, will lead us through the steps necessary for conducting an effective job search. Understand the importance of self-assessment, developing job seeking tools/skills, and being committed to and accountable for your job search from a professional Employment Consultant’s perspective.

- Career Day Employer Exhibits (job fair)
  10 a.m. – 1 p.m.
  First Floor Hallways and Koch Student Center (Room 152)
CAREER DAY BASICS

- Prepare for parking “challenges”.
- Arrive early to speak with recruiters while they are still fresh (student registration will open at 9 a.m.)
- Use the day for networking and learning about employment opportunities.
- Not all employers are hiring, some are looking to feed their applicant pool for jobs in the future.
- Think of Career Day as a process rather than an event.
3 STEPS TO CAREER DAY SUCCESS

- Step 1: Rehearsal
- Step 2: It’s Showtime!
- Step 3: The Encore
STEP 1: REHEARSAL

- Prepare yourself mentally
  - It will be a busy day and you need to be well-rested and confident.
  - Know your purpose.

- Prepare your wardrobe
  - Your wardrobe should be conservative, tailored, business-like, and professional. Pay attention to details!
  - For women: this would include a skirt (knee level) or dress pants, a blouse or quality top, and comfortable, closed-toe dress shoes.
  - For men: this would include a button up shirt, tie, dress pants and comfortable dress shoes.
  - See the Career Day webpage for additional suggestions (https://ivytech.edu/southwest/15607.html)
  - Carry a portfolio/padfolio for your resumes; no backpacks! Bring a pen & paper.
STEP 1: REHEARSAL

- Prepare your plan and your questions
  - Do this by researching the companies in attendance.
  - The updated list of employers is available online at [https://ivytech.edu/southwest/15607.html](https://ivytech.edu/southwest/15607.html)
  - Research will allow you to prioritize whom you want to see, develop informed questions, and tailor the information you choose to share to match the employer’s needs.
  - Don’t overlook the not-so-obvious opportunities! (Sure, hospitals hire Nurses, but they also hire Computer Technicians. Energy companies hire Power Plant Operators, but they also hire Accountants.)
- Anticipate questions that employers might ask and practice your responses.
- Prepare your introduction.
  - Open with a firm handshake
  - Prepare a 30 second “professional pitch”
STEP 1: REHEARSAL

- **30 second “professional pitch”**
  - Your name (first & last)
  - Program of study
  - Knowledge of the company and how you “fit” with the company or why you came to their table
  - Career goals/job objective
  - Relevant experience, skills, education, strengths and brief examples to demonstrate these
  - End with a focused, informed question that will engage the employer in conversation
  - *Practice* to build confidence
  - This can be the perfect response to the job interview questions: "Tell me about yourself" or "Why should I hire you?"
STEP 1: REHEARSAL

- Elevator Introduction/Professional Pitch example:

"Hello, my name is Sally Smith, and I am seeking an accounting position. I'll be receiving my accounting degree in May. I'm very skilled at using QuickBooks. During my QuickBooks course, I set up and maintained the books for four companies. As a matter of fact, my instructor said that I am one of the most conscientious and skilled students in her class and my accuracy rate was 98%. I can perform accounts payable and receivable, and payroll duties. I've always had an eye for detail and enjoy working with numbers. Could you tell me about any entry level accounting positions you might have available?“

Adapted from
STEP 1: REHEARSAL

- Engaging the recruiter in intelligent conversation will make you stand out. You can do this by asking informed questions that you have prepared.
- Be respectful of the recruiter’s time.
- Examples of appropriate questions:
  - Do you have any advice for someone wanting to enter the field of …?
  - What specific qualifications do you look for when hiring for xyz position?
  - What does your company consider to be the most important qualities in an employee?
  - How do you see the field changing over the next 10 years?
  - Can you tell me about your company’s hiring process?
  - What types of entry level positions exist in your company?
STEP 1: REHEARSAL

- Prepare your resume
  - Schedule an appointment to have your resume reviewed by Career Development staff. (812-429-1422, Room 220)
  - If you need assistance with starting a resume stop by the Career Development office for a Job Search Handbook.
  - Proofread, proofread, proofread!
  - Bring multiple copies printed on resume paper.
  - Objective statements are not necessary.
  - Cover letters are not necessary when delivering your resume in person.
  - **Some employers will not accept resumes and will direct you to their website.**
STEP 2: IT’S SHOWTIME!

- Lights, camera, action…this might be as close to an audition as you will ever be.
- Arrive early and be sure to stop at one of the STUDENT/ALUMNI REGISTRATION TABLES:
  - North Entrance-(C, located by Technology offices, Room 153)
  - South Entrance-(H, located by Rooms 169, 171)
  - West Entrance-(B, located by the Express Enrollment Center)
- Pick up a program booklet and map, obtain a nametag…wear it on the right just below your shoulder, don’t forget to register for the door prizes!
STEP 2: IT’S SHOWTIME!

- You have limited time so use it wisely. Identify “need to see” vs. “like to see” employers.
- Don’t ignore the employers who aren’t an obvious “fit” with your program of study, because you may find an opportunity you had not previously considered.
- Begin with one or two of your “like to see” employers to practice your introduction and build confidence.
- Manners: turn off your cell phone or switch to vibrate, do not “shop” for promotional giveaways, do not cruise the booths with a group of friends (you want the spotlight to be on you!), do not ask questions about money, do not talk about other companies.
- Be aware of your non-verbal communication: smile, direct eye contact, firm handshake.
STEP 2: IT’S SHOWTIME!

- You’re on!
  - Open with a handshake upon meeting the employer. Make sure to smile and engage in appropriate eye contact.
  - Introduce yourself and what you have to offer with your 30 second “professional pitch”.
  - Ask an informed question to engage them in intelligent conversation.
  - Offer them your resume but don’t be surprised if they ask you to complete an online application instead.
  - Ask for a business card if they have not already offered one.
  - Thank the employer and close with a handshake.
STEP 3: THE ENCORE

- Organize your notes and information that you gathered.
- Send a follow-up letter (better sooner than later!).
- In your letter, thank them for taking the time to discuss their company.
- Also, express an interest in pursuing a position with their company and in meeting with them to further discuss your qualifications.
- Include a copy of your resume…this is your encore!
- If you need assistance with writing a follow up letter see the Career Development office for a sample and template.
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QUESTIONS?

Contact the Ivy Tech Career Development office at 812-429-1422, Room 220

Visit the Career Day webpage: https://ivytech.edu/southwest/15607.html