

Career Chronicle

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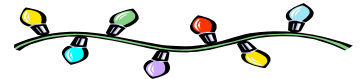
Home for the Holidays? Great Opportunity for Career Development

The holiday season is rapidly approaching and as the 2004 Fall semester comes to a close, the average student is looking forward to heading home for a nice relaxing break. Most of us will spend those first three or four days in hibernation recovering from the sleepless nights of finals week. But after unpacking, eating a home-cooked meal or two, and having your fill of daytime television, the boredom will inevitably set in.

The semester break is an excellent time to take advantage of networking opportunities, to fix up your resume, or to make a plan of action for your job/internship search for this coming semester. Utilize those three weeks to do the things that you put off during the semester because of academic priorities.

Outlined in this issue are a few ways you can avoid being a total bum during your break this year. If nothing else, keeping busy will prevent you from turning into mom's personal grocery shopper or little sister's chauffeur.

But no matter how you decide to spend your break, the Career Services staff would like to wish you and your family a safe and happy holiday.

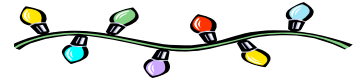


Holiday Hours

Mon-Fri 8-5

University Closed
Dec 24-Jan 3

Regular Office Hours
Resume Jan 10



Upcoming Events

- **Spring Career Fair**
Thursday, Feb 3
- **On-Campus Recruiting Begins**
Monday, Feb 7
- **Roadtrip Nation**
Tuesday, April 5

Importance of Networking

Family and friends are invaluable resources in a job search. The holidays are a great time to connect and talk with those close to you about colleagues or friends they might have in your field of interest. Be proactive and ask to contact some of these people to conduct informational interviews or inquire about positions or internships with their company/organization. Do not hesitate to use these connections. It will improve your chances of getting an interview.

According to a survey of Midwest employers regarding their recruiting practices, respondents ranked a company referral in the top 3 reasons for inviting a candidate to an interview. Having this connection makes your resume stand out from hundreds of others they may have received. Instead of applicant #4, they will think of you as their old college buddy's nephew, etc...

So while you and Aunt Sally decorate the gingerbread house this year, ask if she might know anyone who could help you in your job search. She might not, but it never hurts to ask.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful



Caption describing picture or graphic.

content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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Getting the Most out of an Informational Interview

Informational interviews are beneficial for several reasons. They are a great way to begin networking, especially for freshmen and sophomores. They will also give you a more detailed idea of a particular field or industry that you might be interested in entering. This kind of interview differs from a job interview in that you will be asking most of the questions. With that in mind, you should come prepared as to not waste your interviewee's time or your own.

- Research the industry/company to get some general background information. It is best to be somewhat familiar with the basics so that you will better understand the more detailed information they will provide for you in the interview.
- Prepare a list of questions. You are in control of the interview, so ask what you want to know. Most people will be more than happy to talk about themselves and what they do.
- Follow up with a thank-you-note. Do this promptly after your interview. This is an important gesture to show that you understand the value of their time and to express your appreciation.



Sample Questions

- What education have you received and how did that lead you to this position?
- What do you like best about your position/field?
- What are some of the challenges you face in this particular field?
- What experiences best prepared you for your current responsibilities? (education, work experience, internships, etc...)
- What advice would you give to someone who is pursuing a career in this field?

SPRING CAREER FAIR 2005



Thursday, February 3
Busch Student Center



- Beat the rush and have your resume reviewed today.
- Make an appointment with a career counselor to identify your job search goals and objectives.
- Visit <http://careers.slu.edu> for updates on participating employers and graduate schools.