FULL OF POSSIBLE

[ 2016–2017 UNDERGRADUATE CAREER GUIDE ]
EXPLORE YOUR FUTURE HERE

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YOUR FUTURE IS FULL.
Full of promise. Full of opportunity. And you might be full of questions. Are you in the right major? What career should you pursue? How can you get experience? This guide will help you get started. Whether you’d like to explore the possibilities during a one-hour career counseling appointment, design a resume and cover letter for the job or internship you want, or view thousands of opportunities in Bullseye, powered by Handshake, at UB Career Services we are full of direction. And FULL OF POSSIBLE.

Schedule your career counseling appointment now. (716) 645-2231
buffalo.edu/career
The possibility process is how you navigate your journey through college and your career search. Enter this process at any point, and revisit any steps as needed—no two people’s paths will be the same!

Look for the Possibility Process icons throughout this guide to see how the information connects to the process!

**LEARN ABOUT YOURSELF**
Understand yourself to clarify your life goals and the ways to reach them.

**GATHER INFORMATION AND EXPLORE OPTIONS**
The more information you find, the more informed your decision will be.

**NARROW YOUR CHOICES**
It’s time to put together the information you have collected.

**CUSTOMIZE**
Everyone’s process is different—feel free to add your own special steps or goals:

**CHECK IT OUT**
Now you are ready to gain experience and take action toward your career choice.
Where do you start?
What do you think you need to do?
Circle the 3 possibilities that are most on your mind:

- Identify what I want in a career
- Create a cover letter
- Create a LinkedIn profile
- Find a mentor
- Review my resume
- Switch my major
- Find jobs, internships & volunteer opportunities
- Practice interviewing
- Decide on a major
- Find employers with the job I'm interested in
- Start networking
- Apply to grad school
- Find out what employers recruit UB students
- Meet with a career counselor
- Meet with an academic advisor
- Login to Bullseye powered by Handshake, the ultimate job and internship spot. buffalo.edu/career/bullseye
- Take MyPlan, a tool to help you learn more about how your interests, values and abilities fit into the world of work (more info. on pg. 5)
HOLLAND CODE, the namesake of psychologist John L. Holland, is an approach to exploring your career options based on six personality types. Each personality type is identified by a letter—your personal combination of interests creates your code.

WHY IT MATTERS: Understanding your personality type can help you when selecting majors and careers. As a result, you’re more likely to land in a career that plays to your strengths, satisfies you personally, and works for you in the long haul—you’ll be happier, and more successful.

WHICH 3 SOUND MOST LIKE YOU?

REALISTIC
ARE YOU...Handy, Reliable, Coordinated, Persistent, Practical, Sensible, Athletic, Down-to-earth, Reserved, Cautious, Adventurous?
CAN YOU...Build things, Perform active labor, Work alone, Handle emergencies, Solve concrete problems?
DO YOU LIKE TO...Work outdoors, Work under a clear authority, Operate, build, repair mechanical equipment, Find solutions to mechanical problems?
FOR FUN MIGHT YOU...Garden, Hunt/Fish, Camp/Hike, Exercise, Build models, Restore cars, Woodwork?

INVESTIGATIVE
ARE YOU...Thoughtful, Curious, Problem-focused, Critical, Rational, Precise, Independent?
CAN YOU...Solve complex problems, Develop steps in research, Learn facts/principles, Apply theories?
DO YOU LIKE TO...Read technical writing, Solve math problems, Work independently, Seek challenges, Analyze problems and situations?
FOR FUN MIGHT YOU...Play strategy games, Read, Work with computers, Collect things, Learn new concepts?

ARTISTIC
ARE YOU...Creative, Imaginative, Original, Free-spirited, Open, Passionate, Idealistic, Expressive, Intuitive, Unstructured?
CAN YOU...Create artwork, Play a musical instrument, Brainstorm new ideas, Work independently?
DO YOU LIKE TO...Act or mentor others, Lead a group discussion, Express yourself clearly, Work well with others?
FOR FUN MIGHT YOU...Play photographs, Draw, Attend concerts, Dance, Write poetry, stories or plays, Cook and entertain, Go to museums or theaters?

SOCIAL
ARE YOU...Caring, Helpful, Kind, Generous, Patient, Cheerful, Talkative, Understanding, Insightful?
CAN YOU...Teach or mentor others, Lead a group discussion, Express yourself clearly, Work well with others?
DO YOU LIKE TO...Organize social events, Work in groups, Help people with problems, Give medical assistance, Teach young people, Explain things?
FOR FUN MIGHT YOU...Volunteer, Talk with friends, Play team sports, Give advice, Meet new people, Attend conferences?

ENTERPRISING
ARE YOU...Ambitious, Assertive, Persuasive, Resilient, Competitive, Influential?
CAN YOU...Lead others, Speak well in public, Initiate projects, Sell items well, Organize activities, Take the lead on projects?
DO YOU LIKE TO...Interact with others, Manage projects, Start your own business, Make a profit?
FOR FUN MIGHT YOU...Convince people of your point of view, Read business journals, Discuss politics, Lead organizations, Sell products, Follow the stock market?

CONVENTIONAL
ARE YOU...Organized, Systematic, Precise, Efficient, Stable, Detail-oriented, Dependable, Structured, Conscientious?
CAN YOU...Keep accurate records, Make charts/graphs, Work within a structured system, Focus on details, Follow through on tasks?
DO YOU LIKE TO...Process data, Check items off of a list, Manage systems/data, Work with numbers or computers?
FOR FUN MIGHT YOU...Play computer games, Organize your movies, music and shows, Research family history, Write computer code, Complete complex puzzles?
ACTION STEP: Meet with a career counselor to discuss a variety of tools to help you explore your interests and strengths!

ASSESS YOURSELF

Find out how your code relates to exploring majors. Take the MyPlan assessment at buffalo.myplan.com and then call 716-645-2231 to schedule an appointment with one of our expert Career Counselors.

After spending time exploring your possibilities, take some time to write down your goals, what actions you want to do to achieve your goals, what’s needed and the deadline for completing these actions. The road to success is always under construction—your action plan will always be, too. So just give it a try!

GOALS

e.g. Find UB majors and careers that connect to my interests

<table>
<thead>
<tr>
<th>ACTION</th>
<th>WHAT’S NEEDED?</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take MyPlan</td>
<td>Meet with a Career Counselor to go over MyPlan results</td>
<td>End of Freshman year</td>
</tr>
</tbody>
</table>

GET HELP. Contact Career Services for help from our expert staff: 259 Capen Hall (716) 645-2231
Use the instructional sample on right as a guide.

WHAT IS A RESUME?
A one- to two-page document that outlines your education, skills and experience. Its purpose is to help you capture the attention of an employer so you can get an interview.

On average, an employer spends under 10 seconds reviewing your resume!

Can you get employers to spend more than 10 seconds reviewing your resume? POSSIBLE.

HERE’S HOW...

☐ Create unique resume categories that include your relevant skills and experience.

☐ Emphasize experiences that have allowed you to gain skills related to the job/internship that you are applying to and adapt your resume to different positions. Sample headings include:
  ○ Honors
  ○ Volunteer Experience
  ○ Study Abroad
  ○ Campus Involvement
  ○ Leadership

RESUME

Use primarily if you live in the geographic area to which you are applying.

NAME
Phone number | Email
LinkedIn Profile URL
Address

1-inch margins are best, .75-inch if you need room. Use font sizes between 10.5 and 12pt.

OBJECTIVE
Objectives can be an opportunity to connect you to a specific job/internship/graduate school, but are not mandatory. Only needed if it is unclear what type of position you are seeking.

EDUCATION
University at Buffalo, The State University of New York
Bachelor of Arts or Science, Major, Expected Month 20XX
Minor: Subject/Concentration
GPA: X.X/4.0  Dean’s List, Semester Year

Relevant Coursework: May be included here or in separate section to highlight unique/major courses related to the position.

Prior School (if graduated), City, State [Country if applicable]
Degree Name, Major, Month 20XX

SKILLS
Use this section to highlight skills that are specifically related to the job/internship you are seeking. Examples could include nursing skills, laboratory skills, technical skills, language skills. Remember to include the “buzzwords” of your profession. Order your section headings by importance to the position you are applying for, so this section might be found anywhere on your resume.

PROJECTS
Title of Project, Semester Year
  • Identify team/classroom/individual noteworthy academic projects.
  • Concisely demonstrate your skills and knowledge.
  • Integrate the use of soft skills when communicating specific accomplishments. (Ex: Presented findings to more than 30 students, enhancing communication and presentation skills.)
  • Include your individual contributions and outcomes where possible.

INTERNSHIPS
Organization Name, City, State [Country if applicable]
Position Title, Date Range
  • Each bulleted accomplishment should start with a verb: think of the bullet as “I.”
  • Use action verbs to describe your skills and accomplishments. (See page 9.)

RELATED EXPERIENCE
Organization, City, State [Country if applicable]
Position Title, Date Range
  • Action verbs and bullets again! Use strong verbs like “created” rather than soft verbs like “assisted.”
  • Avoid passive phrasing such as “duties include;” “responsible for;” or “project was completed by using.”
  • Quantify information by including numbers, percentages and dollar amounts.
  • Demonstrate achievements by showing how you saved an employer money, time or resources.
  • Freshman/sophomores: Only list high school experiences if they enhance your candidacy.

LEADERSHIP AND ACTIVITIES
Organization, Title, Date Range
  • Include accomplishments using strong verb language.

HONORS AND AWARDS
Indicate noteworthy academic, athletic, community, club, and employer recognition. If 1-3 honors, consider incorporating into Education section rather than creating separate section.

INSTRUCTIONAL SAMPLE

Use primarily if you live in the geographic area to which you are applying.

NAME
Phone number | Email
LinkedIn Profile URL
Address

1-inch margins are best, .75-inch if you need room. Use font sizes between 10.5 and 12pt.

Don't include high school unless you’re a freshman or sophomore. Include GPA if over 3.0; if below consider a GPA in major. Most recent school first if you have a prior degree.

Optional sections should reflect your unique achievements: activities, leadership, professional affiliations, community service, publications and more.

Resumes have guidelines not rules; so keep in mind this is one sample format you can use. There are others that may fit even better for you. Bring your resume to Career Services for a review.
Ivanna Job
(716) 555-1234; ubstudent@buffalo.edu
123 Elmwood Ave. #3, Buffalo, NY 14201

OBJECTIVE
Seeking an internship in human services for the Summer of 20XX utilizing demonstrated interpersonal and helping skills.

EDUCATION
University at Buffalo, The State University of New York
Bachelor of Arts, Philosophy Anticipated May 20XX
Minor: Spanish
GPA: 3.5/4.0; Dean’s List
Universitat de Barcelona, Spain
SUNY Study Abroad Program Spring 20XX

HUMAN SERVICES EXPERIENCE
Kids 1st Therapy, Getzville, New York
Intern May 20XX-August 20XX
• Observed up to 15 therapy sessions every week with licensed therapist
• Studied sessions in which therapist utilized Lidcombe Therapy techniques
• Participated in 1 feeding group each week in which 5-10 children were introduced to unfamiliar foods

Camp UB, Buffalo, New York
Camp Counselor May 20XX-August 20XX
• Lead group of 15 students ages 8-12 on campground and during field trips
• Scheduled group activities with 3 other executive-level counselors
• Created games and activities to keep campers active and entertained
• Supervised campers on overnight trips

LEADERSHIP EXPERIENCE
UB Club Hockey “B” Team, University at Buffalo, New York
Captain August 20XX-Present
• Organize and lead weekly practices for team of 15
• Study practice schedules of leaders in the league and modify practices to simulate competition
• Communicate with and encourage players to develop team chemistry

Victor E. Bull Foundation, University at Buffalo, New York
Secretary January 20XX-Present
• Take notes during meetings consisting of up to 50 people on topics including fundraising, club development, and recruitment
• Provide support to E-Board by proactively solving event planning problems during fundraising seasons

MEMBERSHIPS
Circle K, Member September 20XX-Present
Hall Council, Member September 20XX-May 20XX

INTERNATIONAL RESUMES
Many countries have very different ways of designing their resumes. Login to Bullseye powered by Handshake to access GoinGlobal where you can view resume samples by country.

ACTION STEP: Stop by 259 Capen Hall for same-day Express appointments to have your cover letter, resume and LinkedIn profile reviewed.
**PROFESSIONAL EXPERIENCE:** When you’re applying for a job and have related professional experience, showcase that experience at the top of your resume detailing your accomplishments that might apply to that job.

**TIP:** Draw attention to your experience and skills section by titling it something that helps it stand out to the reader.

**BULLETS:** Each bullet must convey impact and specific results!

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When seeking a full-time job, design your resume to highlight your most related experience and skills. Write about internship(s), related volunteer experiences; academic or individual projects depending on your field of study or career goals.

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**EDUCATION**

| Bachelor of Science, Mechanical Engineering and Aerospace Engineering (Double Major) | May 20XX |
| University at Buffalo, The State University of New York | GPA: 3.2/4.0 |
| Honors: Dean’s List |

**ENGINEERING WORK EXPERIENCE**

**Engineering Intern, FS-Elliott, Export, PA, May 20XX-August 20XX**

**Project: Motor Vibration Isolation System**

- Used QFD tools to identify critical design requirements and range of solutions for a group project.
- Developed Tuned Vibration Neutralizer effective for motors of various sizes and operating frequencies.
- Performed simulations using Matlab, Simulink and Excel to optimize the design parameters.
- Built a scaled prototype with a team of 3 and successfully reduced vibrations by more than 99%.
- Managed group meetings as team leader and monitored the quality of the work delivered by each member.

**ENGINEERING PROJECTS**

**Modification of a Box Fan Design Using Creo Parametric, Fall 20XX**

- Proposed modification of Box Fan by adding foldable legs with caster wheels for enhanced maneuverability and a bracket for holding the legs.
- Performed Finite Element Analysis (FEA) to understand the stress-strain behavior of the bracket.
- Created bill of materials (BOM) and performed cost analysis for every part.
- Designed 10 parts of the Box Fan using Creo Parametric to sketch a final assembly drawing.

**UB NanoSat Power Subsystem Team, Fall 20XX-Spring 20XX**

- Researched and tested the power board system that provided controlled power to the other subsystems of the student designed cube-satellite, GLADOS, based on the energy input from the other solar panels.
- Verified that power board worked as required using a controlled power supply source to ensure reliable voltage.
- Ran tests on the panels and board to ensure proper functioning inside a vacuum facility with natural sun radiation within a Clean Room.

**TECHNICAL SKILLS**

- Computer Skills: Windows OS, Linux OS, Microsoft Excel
- Programming Languages: Matlab/Simulink, Knowledge of C++
- Drafting Programs: AutoCAD, Creo/Creo Parametric, ProEngineer

**ADDITIONAL WORK HISTORY**

**Shift Manager, McDonalds, Amherst, NY, August 20XX-January 20XX**

- Trained 1 new employee every month on how to interact with customers and take orders in a professional and courteous manner.
- Resolved customer concerns by listening, identifying root issue and implementing best resolution possible.

**LEADERSHIP EXPERIENCE AND ACTIVITIES**

**President, Society of Women Engineers (SWE)**

**Member, Theta Tau, Professional Engineering Fraternity**
When applying to graduate school make sure your resume shows professional, research and related work experience. Extra-curricular activities also help too!

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**Action Step:** Call or stop by to schedule your Express 20-minute same-day resume and cover letter review appointment.
WHAT IS A COVER LETTER?

It’s a one page letter giving you the opportunity to make a first impression. It should make an employer want to know more about you.

Can a cover letter help you stand out to an employer? POSSIBLE.

HERE’S HOW...

1. Customize your cover letter for each organization and for each position.

2. If you are applying online by email, you may use your cover letter as the body of the email. Your resume can be an attachment. It will be viewed as a writing sample, so be sure to use formal language.

3. Be clear and get to the point.

4. Proofread! No spelling or grammatical mistakes.

TIP: Do not just repeat your resume content.

Use the same font that you’re using in your resume. 1-inch margins and font size 10.5–12 is best.

Try to find the name of a person to address your letter to. If that’s not available, use “Dear [name of company] Representative:” Do not use “To Whom It May Concern.”

Why are you writing this letter? If you are responding to a job posting, include the position, field, or area to which you’re applying and tell how you learned of the opening. If you are prospecting to determine if the organization has unpublished opportunities, or acting on a referral from one of your contacts, indicate how you learned about the organization. Who, if anyone, referred you? Include a brief statement about what is unique about your skills or experiences that would make you a good fit in the organization and the field. Also, offer a brief statement demonstrating specific knowledge of the company to which you are applying. Tailor this to each employer to demonstrate your interest and that you’ve done your homework.

Use this paragraph to demonstrate to the employer how your interests, education, and experience fit the requirements described in the position postings. Use specific examples that illustrate your related skills and experience. If you are prospecting, how do you see yourself fitting with this organization or experiences that would make you a good fit in the organization and the field. Also, offer a brief statement demonstrating specific knowledge of the company to which you are applying. Tailor this to each employer to demonstrate your interest and that you’ve done your homework.

Refer the employer to your resume for further details about your experiences and qualifications. Reiterate why you want to work at that specific organization. Offer your contact information and thank the employer for their time and consideration. If you are addressing your letter to a specific person, indicate when and how you plan on following up on the submission of your cover letter.

Sincerely,

Name

Enc. (Only if you send by mail and your resume is enclosed.)

Keep your cover letter to one page. Remember, this is to entice the employer to read your resume, so it does not need to include every single detail. Less is more.

If you are applying online by email, you may use your cover letter as the body of the email. Your resume can be an attachment. Remember: this is formal correspondence to a potential employer. It will be viewed as a writing sample, so be sure to use formal language.

E-NOTES!

TIPS FOR SUBMITTING COVER LETTERS ELECTRONICALLY

Ensure easy mobile phone readability by writing short paragraphs (3–4 lines each) and using 1-line bullet points to make a direct connection to the position.

Include live signatures: LinkedIn, Email, Mobile, Twitter handle, or Website
PHOTO: Appropriate and crisp

HEADLINE: Exciting and descriptive

LINKEDIN URL: Customize your URL using your first and last name, no spaces, all lowercase

SUMMARY: Motivations, skills and intentions

EXPERIENCE: All experience, even if part-time, with supporting accomplishments and visual examples
PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Clubs, in-school or outside, and your involvement

Projects

Modification of a Box Fan design using Creo Parametric
September 2014 – December 2014
• Proposed modification of Box Fan by adding foldable legs with caster wheels for enhanced maneuverability and a bracket for holding the legs.
• Performed Finite Element Analysis (FEA) to understand the stress-strain behavior of the bracket.

Skills

Matlab  Gimilink  AutoCAD  Creo Parametric  C++  Alternative Energy

Organizations

Society of Women Engineers (SWE)
President
September 2014 – May 2015

Additional Info

• Advice for Contacting Sellie N.

Feel free to contact me about any internship opportunities by emailing me at engineering@buffalo.edu.
WHAT’S LINKEDIN?
LinkedIn is the world’s largest professional networking site, with more than 400 million members. Your LinkedIn profile is a virtual resume that includes details about your education, professional interests, skills, and previous experiences.

WHY SHOULD YOU USE LINKEDIN?
It allows you to manage your professional online identity and build your professional network. By allowing you to see the profiles of current professionals and students, you can explore career options and find job/internship opportunities too.

Looking to build your network on LinkedIn? POSSIBLE.
HERE’S HOW...THE ULTIMATE LINKEDIN CHECKLIST

1. Create a Profile

• Create an exciting headline such as “Economics Major and Aspiring Financial Analyst.”
• Upload a crisp and appropriate picture.
• Customize your LinkedIn URL like this: www.linkedin.com/in/(your first and last name, no spaces)
• Write your summary focusing on what you’re good at, what’s happening in your career and that you are “seeking a job or internship for summer 2017”.
• Build your profile to look like your resume with sections such as education, experience and skills.

3. Make Connections

• Once your profile is finished, start “connecting” with people that you know:
  ○ Friends
  ○ Family members
  ○ Supervisors
  ○ Classmates
  ○ Current or previous work colleagues

• Use the “Advanced” search function to search for people on LinkedIn who have job titles, skills, industries, majors, belong to groups and work at companies that interest you. View their profiles to learn about their career path.

• Find professionals in your field who also went to UB by clicking on “My Network” then “Find Alumni”. You’ll see 3 columns, “Where they live”, “Where they work”, and “What do they do”. To see more columns, “What they Studied” (Majors), “Skills and Expertise”, click on the > on the right of the page.

• Do an “Alumni Search” by the name of the company in which you’d like to work. Then reach out to those alums for an Informational Interview.

• Research Graduate/Professional schools by viewing the profiles of alumni of any school by clicking “Switch Schools.”

TIP: You should only connect with people you know. When sending an invitation to connect, always personalize your invitation. Indicate why you want to connect with this person or refer to the last conversation you had with them.
2. Join LinkedIn Groups

• University at Buffalo Career Advice Group:
  Join this group to network and get career advice from UB alumni and employers. To “message” a member of a group:
  ○ Click where it says the number of Members in that group.
  ○ Type in the name of the person where it says “Search Members”
  ○ Click “Send Message” link to send an email about connecting and/or set up an informational interview

• University at Buffalo Alumni Association
  All UB students can join the official UB Alumni Association LinkedIn group to network with UB alumni and search for jobs.

• Other LinkedIn Groups
  Search by keyword and join groups related to your career, field of interest and skills. Use the main LinkedIn search box to find groups related to your field.

TIP: The best way to contact a LinkedIn Group member you don’t already know is to send an email message through LinkedIn. Remember—you don’t have to be “connected” with them to send a LinkedIn email message.

ACTION STEP: Have your LinkedIn profile reviewed by our staff in a same-day Express appointment.

4. Search for a Job and Internship

• Type the company name in the Search box. You can see people in your network who work at that company, job postings and “updates” about the company on LinkedIn.

• Find out where others are doing internships related to your field by typing in the Search Box, “intern, (your field), Buffalo”.

• Search for jobs and internships posted on LinkedIn using the “Advanced” search to sort job openings by keyword, function, industry, location or level of experience.

• To get ready for an interview, use LinkedIn to research the company and even the professionals that will be interviewing you.

TIP: Don’t request to “Connect” with someone you will be interviewing with until after you get the job.
Ever hear the phrase “it’s not what you know, it’s who you know?” 80 percent of jobs and internships are found through networking. Career Services can help you start to make connections which can lead to informational interviews.

Looking to network? **POSSIBLE.**

- Create and practice your 30-60 second introduction describing your career goals.
- Join a professional association in your field.
- Use class projects as an opportunity to get involved with organizations and professionals in your field.
- Connect with members of the UB Career Advice Group on LinkedIn.
- Attend workshops and networking events such as Career Conversations and Road Trip to NYC.
- Ask for business cards and if you may connect on LinkedIn.
- Ask your contacts to keep you posted on any job openings.
- Update your family, friends, co-workers, employers, professors and advisors on your job search prospects.
- Ask UB alumni and professionals in your field to meet with you for an informational interview.

**ACTION STEP:** Login to Bullseye powered by Handshake and click “join event”
WHO’S ALREADY IN YOUR NETWORK?

1. WHO DO YOU KNOW?
Think of Friends, Family, Parents’ Friends, Co-Workers, Professors, etc.

2. FILL IN YOUR GAPS

- **THE ADVISER**
  Someone who has done what you want to do

- **THE ADVICE GIVER**
  Someone in a different field

- **THE BACKUP**
  Someone whom you might need in the future

- **THE ALUM**
  Someone who was a former student at the University at Buffalo

- **THE CONNECTOR**
  Someone who knows someone who has done it before

- **THE EXPERT**
  Someone whom you trust who will give you honest feedback

UB ALUMNI ARE WAITING...

IT ALL STARTS HERE WITH THE
UB CAREER CONNECTOR NETWORK

Powered by the Career COMMUNITY

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**Step 1:**
Go to buffalo.edu/career/community

**Step 2:**
Click on the UB Career Connector Network

**Step 3:**
Click Get Advice

**Step 4:**
Register with your UB email address

**Step 5:**
Complete your profile

**Step 6:**
Browse hundreds of UB alumni that are waiting to help you with your career
TOP 10 TIPS FOR INTERVIEWING

1. Offer a firm handshake.
2. Smile.
3. Make eye contact.
4. Express an interest in the position.
5. Be positive.
6. Turn your cell phone off.
7. Answer questions completely and avoid rambling.
8. Ask thoughtful questions.
9. Sit up straight with both feet on the floor.
10. Ask about the next steps in the interview process.
While there is no way to predict what kind of interview questions will be asked, here are some common questions. Take a look at the sample responses below and practice some answers on your own (pg. 21). Remember to speak your answers out loud and set up a practice interview with Career Services to boost your confidence.

**TELL ME ABOUT YOURSELF.**
I am a Junior at UB, originally from Queens, NY, studying Philosophy. I have spent the past 2.5 years at UB investing in the development of the city of Buffalo through volunteer work at Habitat for Humanity and as a Research Assistant for a professor in the Chemistry Department. Through Habitat for Humanity, I have learned that I thrive in team leadership positions, including a time when I led a team of five in the construction of a kitchen for a home in South Buffalo.

In addition, my research experience has allowed me to help a professor develop new knowledge to benefit the community, particularly in the study of different chemical effects on the environment. Currently, I am pursuing an internship with General Motors with the hope of contributing my leadership and organization skills to the customer service department.

**WHAT IS YOUR GREATEST STRENGTH?**
I would say that my greatest strength is my ability to adapt when things do not go as planned. For example, I was in charge of planning my fraternity’s “End-of-the-Year” banquet last semester. The event was expected to have over 200 people and my caterer called me 48 hours beforehand to say that they could not provide food. Upon hearing this news, I took action by calling a couple nearby caterers and secured a new caterer for an even better rate than the previous one. The food turned out to be delicious and everyone was satisfied with the outcome of the event. I think my flexibility in the time of pressure really helped me to make the event a big success.

**WHAT IS YOUR GREATEST WEAKNESS?**
I, sometimes, lose sight of the “big picture” when working on tasks, causing me to struggle with the creation of large-scale strategies to solve bigger problems. I have been working on this weakness over the past year by meeting with my agency director to discuss strategic planning and thinking approaches that have worked for her. Through this process, I have learned to think differently about problems and have applied many different techniques to overcome this weakness.
PRACTICE WHAT TO SAY IN AN INTERVIEW

Employers are full of questions during an interview and with the right amount of practice you will be ready with some answers. Below are some of the most common interview questions and a place for you to practice your answers. Try it!

WHAT DO YOU SAY TO “TELL ME ABOUT YOURSELF?” Focus on your academic and out of class experience. Make sure your enthusiasm shines by letting employers know why you are interested in the position. How would you answer it?

WHAT ARE YOUR STRENGTHS? Name your strengths, define them and give an example. Be specific, avoid using the words “hardworking,” and “people person.” Try it! Name your strengths.

1. 
2. 
3. 

To get to know more about your talents and strengths, search “learn about yourself” on buffalo.edu/career.

WHAT ARE YOUR WEAKNESSES? Briefly describe one thing you are working to improve, how you are working on it, and what’s the progress. How would you answer it?

1. 
2. 

WHY SHOULD WE HIRE YOU? Don’t worry about other candidates, come up with 3 reasons why you are the best candidate.

TIP: Be clear, concise and confident.

1. 
2. 
3. 

Looking for more opportunities to practice?
Login to Bullseye powered by Handshake and create a practice session on InterviewStream, a video interviewing tool.

There are some questions employers should not ask, such as:

Are you a U.S. Citizen? Where were you/your parents born?
How old are you? What’s your birth date?

How do you respond?

a. You can choose to answer the question.
b. You can refuse to answer the question.
c. You can think more about the question and try to connect it to the job.

ACTION STEP: Make an appointment for a practice interview or access InterviewStream in Bullseye powered by Handshake.
ANSWERING SITUATIONAL QUESTIONS

Anytime you hear the words “Tell me about a time when,” or “Describe a situation when,” think about the STAR method below to answer the question.

![STAR Method Diagram]

**ST** SITUATION OR TASK
- Describe the situation or task:
  - Who was part of the situation?
  - What was the purpose of the task?
  - Why did the situation happen?

**A** ACTION
- Focus on your role/part in the situation and specifically what action steps you took:
  - What did you do and why?

**R** RESULT
- Discuss what your actions led to:
  - Did you accomplish goals/objectives? Were you successful or not? Were you efficient and productive? What did you learn?

To make sure your interviewing opportunities are full of STAR answers, brainstorm a list of activities or projects and the skills you learned as a result of the activity or project.

<table>
<thead>
<tr>
<th>SITUATION OR TASK</th>
<th>ACTION</th>
<th>RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last semester in my Psychology class, I worked in a team of five to create a role-play dialogue and scenario to demonstrate a counseling theory. At first, everyone was on board with the project but then one of our team members stopped contributing ideas and missed a couple critical group meetings.</td>
<td>I decided to talk to this team member to understand why they stopped contributing. It became clear that they felt offended by some of the ideas that were being suggested. They appreciated that I connected with them and made an effort to understand their perspective.</td>
<td>From that point forward, everyone contributed equally and the result of the project was a great success. We all received A’s on the project. In fact, the professor said that it was one of the best presentations he had seen during his time teaching the course.</td>
</tr>
</tbody>
</table>

**TRY IT!**

ACTION STEP: Login to Bullseye to start practicing your responses online through InterviewStream.
Are you hearing “you need to get some experience” from professors, friends, family and even employers lately? We know you are full of questions like, What type of experience should I get? Where should I get experience?

**Types of Experience**

**internships** can be full- or part-time, paid or unpaid, for credit or not for credit, and can vary in length from a semester to an academic year.

**Want to get experience? POSSIBLE. Here’s how…**

1. Login to Bullseye powered by Handshake to view jobs, internships and volunteer opportunities.
2. Join the UB Career Advice Group on LinkedIn.
3. Research desired employers on LinkedIn and Bullseye powered by Handshake.
4. Go to semester career fairs and Road Trip events such as Career Conversations.
5. Contact the UB Office of Student Engagement for volunteer opportunities.
6. Check out exclusive UB opportunities to get experience below.

**Opportunities to Get Experience**

**Career Peer Advisor Program**
Opportunity to intern as a paraprofessional in the Career Services office.

**Sophomore Internship Program (SHIP)**
Coordinated by Career Services and intended for sophomores interested in non-profit opportunities.

**Office of Internships and Experiential Learning**
For qualifying School of Management students.

**Social Sciences Interdisciplinary Internships**
Opportunities for students in the Social Sciences Interdisciplinary majors.

**Center for Undergraduate Research and Creative Activities (CURCA)**
The place for undergraduate students to find challenging research.

**Study Abroad**
Add an internship opportunity to your study abroad experience in Australia, Belize, Cambodia, China, Costa Rica, Ecuador, England, France, Germany, Ireland as well as other locations.

**ACTION STEP:**

Search for internships in Bullseye powered by Handshake by clicking jobs.
Navigating job opportunities can be a challenge but it’s all about the plan! Do you have a job search plan?

WHAT IS A JOB SEARCH PLAN?
Starting early, developing a plan of action, including goals, outcomes, methods, and a timeline. Create a method for tracking who you apply to, what stage of the application process you are in and how you followed up with each employer. *Use the framework below to help you get started on your 3 steps.*

<table>
<thead>
<tr>
<th>JOB</th>
<th>INDUSTRY</th>
<th>LOCATION</th>
<th>PAY</th>
<th>START DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**1. VISION**

Where would you like to be as a result of your job search? Think about the job you want, the industry you want to work in, where you want to live, what you want to get paid and when you want to start. Fill in the boxes below.

What do you know about the JOBS you’re interested in? ____________________________
What do you know about the ORGANIZATIONS you’re interested in? ____________________________
What do you know about the INDUSTRY you’re interested in? ____________________________

**HINT:** Don’t forget to check out [buffalo.edu/career](http://buffalo.edu/career) for on-campus interviewing opportunities, Career Services’ events like STEM UP, CareerFest and more...
## 2. DOCUMENTS

What documents will you need for your job search?

**HINT:** Resume, cover letter, transcripts, contact information for your references.

- What documents do you already have? Have they been reviewed?
- What documents do you need to still get? How will you get them and by when?
- Are all your documents stored on a flash drive or in an electronic format?

## 3. JOB SEARCH PLAN FOR ACTION

Map out your action plan!

**START HERE!**

<table>
<thead>
<tr>
<th>JOB SEARCH ACTIONS</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What will you do to achieve your vision? e.g., Work on your resume, attend</strong></td>
<td><strong>dates, times, duration</strong></td>
</tr>
<tr>
<td><strong>Career Services events like CareerFest and Career Prep Days.</strong></td>
<td></td>
</tr>
<tr>
<td>TOPIC</td>
<td>QUESTION TO ASK</td>
</tr>
<tr>
<td>------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Title</td>
<td>What is my exact title?</td>
</tr>
<tr>
<td>Report To</td>
<td>Who will I report to?</td>
</tr>
<tr>
<td>Start Date</td>
<td>Can we make my start date earlier or later?</td>
</tr>
<tr>
<td>Salary (Pay)</td>
<td>What is the base rate? Is it payable monthly, semi-monthly or bi-weekly?</td>
</tr>
<tr>
<td>Benefits (Health, Dental and Vision, etc.)</td>
<td>What benefits will I have? Health insurance, dental or vision? If so, what will my contribution be?</td>
</tr>
<tr>
<td>Vacation</td>
<td>How many vacation days will I receive? Any flexibility in providing more? When does it increase?</td>
</tr>
<tr>
<td>Holidays</td>
<td>How many? What holidays? Can any be flexed?</td>
</tr>
<tr>
<td>Sick/Personal Days</td>
<td>Do I get any sick or personal time? If so, how much? Any restrictions?</td>
</tr>
<tr>
<td>Overtime</td>
<td>Is there paid overtime?</td>
</tr>
<tr>
<td>Promised Increases</td>
<td>What % increases should I expect for the first 2-3 years?</td>
</tr>
<tr>
<td>Relocation (if applicable)</td>
<td>What expenses are covered? Is there a cap?</td>
</tr>
</tbody>
</table>
TIP: Professional dress matters. However, professionalism does not simply mean wearing a suit or carrying a briefcase. Professionalism is a combination of qualities. Professionals conduct themselves with responsibility, integrity, accountability, and competency, both online and in-person. Be sure to look and act the part!
**WHAT IS A “BRAND”?** A brand is who you are. How you want potential employers, mentors, colleagues, friends and family to describe you. It’s full of your promises, your thoughts, ideas and how you respond to challenges.

**HOW WILL CREATING A BRAND HELP YOUR CAREER?** Just like popular companies that have a brand they use to sell a product, you can create your own brand to sell yourself. Your resume, cover letter, and career portfolio are good starting points for defining and building your personal brand but first let’s spend some time thinking about the possibilities of your “brand.”

---

**MAKE IT HAPPEN:**

**CREATING YOUR PERSONAL BRAND**

How would your friends describe you? Write three adjectives.

1. ______________
2. ______________
3. ______________

What would your friends say you are known for?

____________________________

What are the top 3 things you love to do?

1. ______________
2. ______________
3. ______________

What are you interested in learning more about?

____________________________

If you had to create a hashtag (#) that described you and related to your career what would it be? *(e.g., #AlwaysCurious)*

#______________________________

What is the top characteristic you want people to remember about you? *(e.g., When I commit to something, I always follow through.)*

______________________________

**LETS PRACTICE**

What would you do if you were invited to a professional networking event and asked to RSVP? *RSVP means please let me know if you plan on attending or do not plan on attending. Either way you need to respond.*

______________________________

Now, what if you responded to the event organizers that you were going to attend but something came up or you’ve changed your mind. What would you do?

______________________________

Think back to the hashtag you created to describe you, what if you had no control over it anymore? How would that affect your “Brand?”

______________________________

**TIP:** Remember that the minute you commit to something and don’t follow through your personal brand is affected, including your hashtag, and how you want potential employers, mentors, colleagues, friends and family to view you.
Are you thinking about going to graduate school? Making your decision can be challenging—there are many options to consider, too many to list! Start by utilizing resources like advisors, mentors and the staff at Career Services to determine if graduate school is right for you.

If you’re considering graduate school, use the timeline below to help guide you through the application process:

**GRADUATE AND PROFESSIONAL SCHOOL**

**JUNIOR YEAR**
- Start investigating available programs
- Start exploring financial aid resources
- Sign up for required standardized tests in the UB Testing Center within Career Services.
- Set-up an appointment with Career Services to discuss a plan
- Identify potential letter of recommendation writers
- Develop your personal timeline for applying

**SENIOR YEAR FALL SEMESTER**
- Write the first draft of your personal statement
- Request your letters of recommendation from faculty
- Order transcripts from all post-secondary institutions. If fall grades are expected, check with the registrar’s office to see if a transcript including fall grades can be sent in time to meet your deadlines
- Write final draft of personal statement
- Investigate funding sources
- Apply for aid available through program assistantships, fellowships, scholarships
- Complete your applications

**SENIOR YEAR SPRING SEMESTER**
- Complete and submit financial aid applications
- Visit prospective campuses if possible
- Follow-up with schools to make sure your applicant file is complete
- After receiving acceptance from the school of your choice, send in the required deposit, and contact other schools to decline acceptances
- Write thank you notes to the people who helped you

**ACTION STEP:** Make an appointment with a career counselor to discuss your graduate/professional school application.
SO YOU WANT TO BE AN ENTREPRENEUR?
What does entrepreneurship mean? It is a career path that can take many directions and goes far beyond the sole idea of owning a small business and being your own boss.

WHAT DO ENTREPRENEURS DO?
Entrepreneurs identify needs, develop a vision, take action, and turn dreams into reality. They create products, companies, or even industries. They change individuals’ lives or an entire society. Some work for themselves and others do entrepreneurial work within traditional companies. Some entrepreneurs focus on money and others focus on leading social change.

WANT TO LEARN MORE ABOUT BECOMING AN ENTREPRENEUR? POSSIBLE.
HERE’S HOW...
Join the UB Career Advice Group on LinkedIn. It has more than 650 mentors from a variety of career areas including a lot of entrepreneurs.

Follow “top influencers” on LinkedIn.

Attend a Career Services Road Trip Career Experience such as Career Conversations in Buffalo, Rochester, and New York City.

See your academic advisors to find faculty who teach Entrepreneurship.

Find out about entrepreneurial opportunities at UB such as:
• The Henry A. Panasci Jr. Technology Entrepreneurship Competition
  Designed to bring undergraduate and graduate-level students from science and technology disciplines together with MBA students to maximize their business and scientific potential to create viable businesses in Western New York.
  mgt.buffalo.edu/entrepreneurship/panasci

• UB School of Management’s Center for Entrepreneurial Leadership
  mgt.buffalo.edu/entrepreneurship/center-for-entrepreneurial-leadership-cel

• Blackstone LaunchPad
  A campus based entrepreneurship program designed to support and mentor students staff and alumni - regardless of major, experience or discipline.
  https://blackstonelaunchpad.org/campus-page/buffalo
Enter the Panasci Technology Entrepreneurship Competition for your chance to win

First Place
$25,000 cash plus in-kind services valued at $27,000

Second Place
$10,000

Apply
mgt.buffalo.edu/panasci

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We Offer Online/Hybrid Class Options
Our Trauma-Informed and Human Rights Perspective
We Promote Social Justice

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MSW
MPH/MSW
MBA/MSW
JD/MSW
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Western New York Chapter

University at Buffalo
School of Social Work

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Podcast

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- Chats with mentors about their experiences.
- And MORE!

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CAREER COUNSELOR
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- Easy to apply from anywhere
- Search for jobs & internships using filters
- Customized to you
- View upcoming events
- Get updates by

buffalo.edu/career/bullseye
Here is how our graduates become successful:

The Graduate School of Education offers a broad range of academic opportunities to ensure future success in the career of your choice. Online programs are also available.

Learn more at gse.buffalo.edu