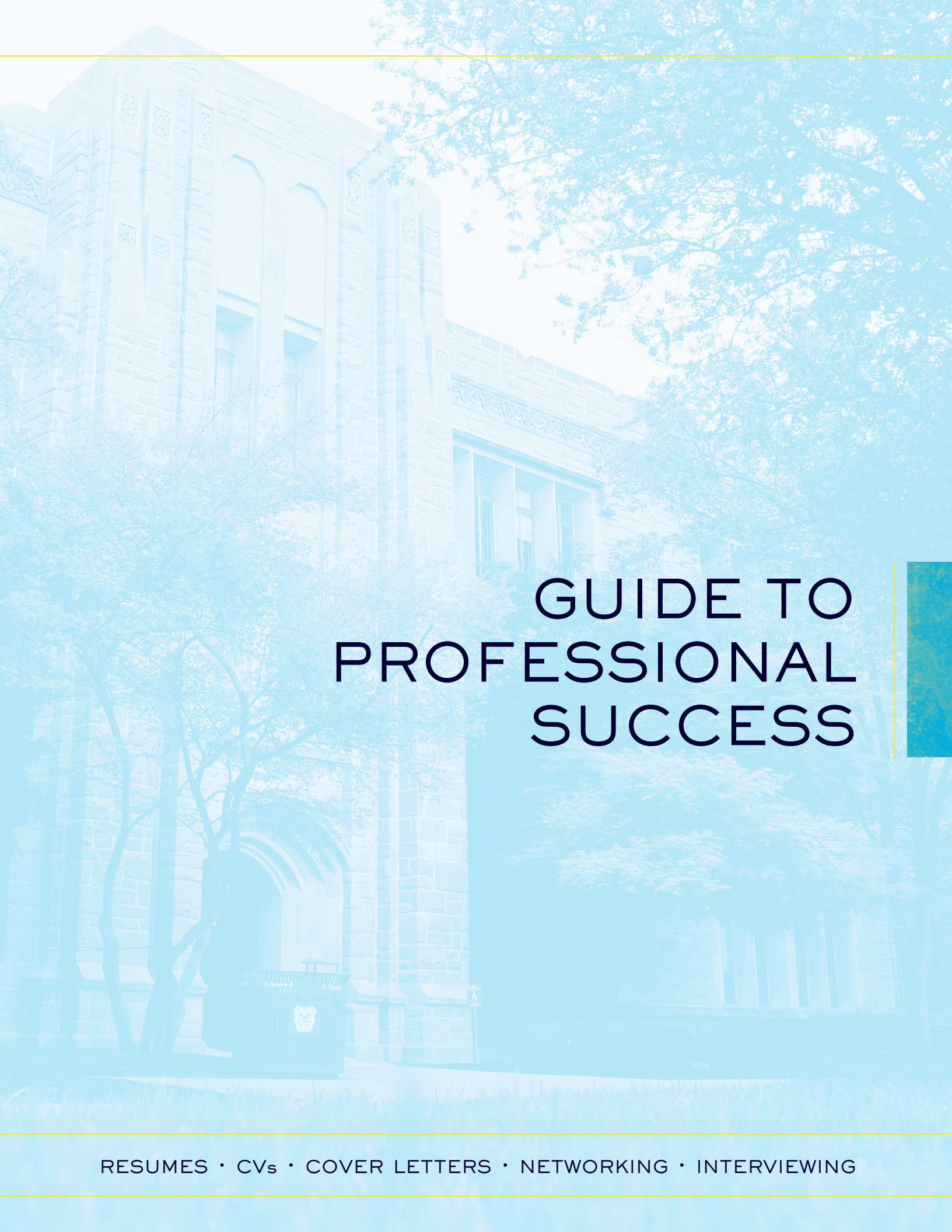

GUIDE TO PROFESSIONAL SUCCESS

RESUMES · CVs · COVER LETTERS · NETWORKING · INTERVIEWING

HOW TO USE THIS GUIDE

This guide has been designed so that you can use it in a number of different ways.

You can start at the beginning of the guide and work your way through all of the advice and topics, or you can choose the topics that are most applicable and refer to those specific sections. The appendix contains several examples of various documents and other resources.

The content was written to appeal to users of various experience levels from first-year students to seasoned alumni.

BUTLER
UNIVERSITY

INTERNSHIP *and*
CAREER SERVICES

WELCOME

Internship and Career Services (ICS) offers services and programs to undergraduate students, graduate students, and alumni of all majors for a lifetime. These include major and career exploration, assessments, resume and cover letter critiques, personal statement critiques, interview practice, networking assistance, job and internship searches, workshops, fairs, and more.

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ASSESSMENTS

ICS offers the following assessments to help individuals learn more about themselves, assist in choosing or changing a major or career path, and understand how their interests and natural strengths can shape their journey:

MYERS BRIGGS TYPE INDICATOR (MBTI)

The MBTI is a personality inventory that identifies natural preferences. Knowing personality type can help with career planning at every stage: from choices of subjects and majors in school, to choosing first careers or graduate school programs, to advancing in an organization or changing careers later in life. MBTI is a practical tool for understanding one's own preferences and appreciating the differences of others.

STRENGTHSQUEST

StrengthsQuest is a tool that provides individuals with the opportunity to develop strengths by building on what they do best—the way they most naturally think, feel, and behave as a unique individual. The assessment provides the individual's top five strengths and tools to reflect and build on each.

STRONG INTEREST INVENTORY

Empowers individuals to discover their true interests so they can better identify, understand, and often expand their career options. Generates an in-depth assessment of interests among a broad range of occupations, work and leisure activities, and educational subjects.

All three assessments are free to students, graduate students, and alumni.

Those interested in completing any of the assessments may contact ICS at ics@butler.edu or 317-940-9383.

JOB SHADOWS *and* INFORMATIONAL INTERVIEWS

Two extremely valuable tools to gain insight into potential career paths or graduate school options are job shadows and informational interviews.

JOB SHADOW

A short-term experience that involves following a professional around during a given time in a day to gain exposure to an occupational area of interest. A job shadow can be for an entire day or a small amount of time. Some organizations provide organized job shadow programs, while others do not.

INFORMATIONAL INTERVIEW

An opportunity to meet one-on-one with someone in a career path, organization, or graduate school of interest where you can ask questions to learn more. An informational interview can be a networking opportunity. While these meetings are more informal, ICS suggests you still represent yourself in a professional manner. It is strongly recommended to have questions prepared in advance as the person requesting the informational interview will in most cases lead the discussion.

Sample Questions That Can be Asked in an Informational Interview

- Can you share your career path from college to now?
- What are your main tasks?
- What do you enjoy most about your work?
- What do you enjoy least about your work?
- What is the company culture like in your department/organization?
- How do you balance work and life?
- If you were the leader of the organization, what would you change?
- What kind of education, training, or background does your job require?
- What has made you successful in the field?
- What advice do you have for me in seeking a position in this field?
- Do you recommend anyone else I could contact to ask similar questions?

How to Ask for a Job Shadow or Informational Interview

- Reach out directly to a connection you have via email or LinkedIn to ask if they would be willing to let you shadow or sit for an informational interview.
- Use your network, including the ICS staff, to help make email introductions between you and a contact of interest asking for the possibility of either a job shadow or informational interview. You would follow up on the email once sent to share more about your availability and appreciation for the opportunity.

SAMPLE EMAIL REQUEST

Dear Kay Butler:

Your email was passed along to me by a member of the Internship and Career Services staff. Your roles at Butler in the Marketing and Communications department and as the University's mascot handler seem like hard work but also so much fun. I wanted to know if you ever host students to job shadow. If that is something you would consider, I'd be open to any amount of time and can share my availability when I'm not in class. If a job shadow would be a challenge to coordinate, I'd also find sitting down for a 30-minute informational interview with you to be just as valuable.

Thank you for considering either of these options as I continue to narrow down my career aspirations!

Sincerely,

(Your Name)

TAILORING YOUR APPLICATION DOCUMENTS

Before crafting or updating your documents, it is important to consider your intended audience.

For example, if you were asked to talk about the first time you visited Butler University to a group of working professionals and again to a group of kindergarten-aged children, you would likely adapt the details and your approach to fit your audience.

This same concept applies when tailoring your professional documents—your story must appeal to the lens of your reader(s) in order to gain attention in the short amount of time they are reviewed. ***(Resumes are reviewed an average of only six seconds!)***

Tailoring your documents shows you took the time to highlight your most relevant skills as it relates to the opportunity and allows the reader(s) to more easily determine if you are a potential fit.

TIPS FOR TAILORING YOUR DOCUMENTS:

FIRST

- Thoroughly read through the details of the opportunity. This is the "cheat sheet" to understanding what your audience is seeking.
- Scan the description for themes to weave through your professional documents.
- Remember to look for action verbs and/or keywords; sometimes they are hidden within the description.

SECOND

- Update your bullet points to highlight specifically-related skills and experiences.
- Move more relevant information towards the top of the resume/CV.
- Use examples in a cover letter or personal statement related to the opportunity.
- Tailor your section headings to the specific field, unless applying through an Applicant Tracking System (ATS).
  See page 17 for ATS specifics

THIRD

- Verify your documents align with the organization and its culture (e.g., mission, vision, values).
- Do a final review by comparing the description side-by-side with your updated documents.

SAMPLE JOB DESCRIPTION

Job Title: Digital Marketing Associate
Department: Marketing
Reports to: Director of Marketing and Promotions

Description: Hamilton County Tourism (HCT), located in Carmel, Indiana promotes tourism growth through strategic marketing, hospitality, and community development initiatives. HCT is seeking a Digital Marketing Associate to oversee and execute the social media marketing strategies of HCT and provide creative input for the organization.

The description here provides an overall scope of the position and its overarching purpose.

Responsibilities:

In this section, position has been divided by its main responsibilities and uses keywords to describe specific tasks.

Social Media Management (65%)

- Develop and execute organic and paid social media campaigns across numerous channels by producing content designed for optimal engagement by fans and followers.
- Write, photograph, and develop video creative content for posting and engaging on social networks and blogs.
- Oversee blogger program including editorial calendar and timely submissions from contracted bloggers for various HCT outlets.
- Produce and execute social contests and giveaways.
- Manage user generated content (UGC) from various social channels pushed out to visitor centers, information kiosks, and other HCT outlets.
- Advise agency on digital strategy and best practices in social media.

Keywords

Event Management & Participation (35%)

- Conceptualize and execute new and creative social events and guerilla marketing tactics to celebrate a fun visitor experience.
- Invite and host bloggers and social media influencers for meet-ups and events, coordinating efforts with earned media when deemed appropriate.
- Visit attractions and attend events to stay connected with tourism partners and post new and engaging content as a result.
- Participate in HCT-sponsored functions and activities as needed.
- Attend staff meetings, project meetings as required by position or requested by supervisor.
- Other duties as assigned.

Requirements:

This section details required experience, education, and many transferrable skills. It also provides information about required hours and flextime. Keep in mind that some job descriptions will differentiate between desired skills and required skills.

- Bachelor's degree, preferably in communications, marketing, or public relations with at least one to three years relevant experience.
- Exceptional interpersonal skills, written communication skills and etiquette
- Ability to embrace social situations and events with poise and professionalism
- Firm grasp of electronic media, email marketing strategies, social media and web strategies
- Ability to problem solve and excel in a fast-paced environment
- Ability to work independently and as part of a team
- Although office hours are typically 8:00am to 5:00pm, Monday – Friday, the nature of this position often requires evening and weekend work. Coordinated flextime is available through supervisor approval.

Required skills and qualifications

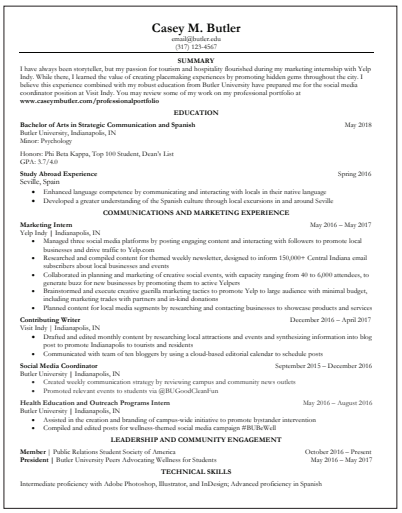
How to Apply:

Pay close attention to application instructions. Your ability to follow directions and pay attention to details is often a preliminary screening tool for employers.

Submit a cover letter, resume, and two to three samples of blog posts, social campaigns, or other promotions that showcase your work to: Hamiltonb@email.com

RESUMES

If you ask 10 different people how your resume should be structured, you are likely to receive 10 different perspectives. The bottom line is that there are many ways to craft a compelling resume. Most employers look at a resume for an average of only six seconds to make their fit/no fit decision (Source: Eye Tracking Online Metacognition: Cognitive Complexity and Recruiter Decision Making. Will Evans, Head of User Experience Design, The Ladders. 2012.). Therefore, this document should not be an exhaustive list of everything you have ever done but instead a concise showcase of your skills and accomplishments.



Casey M. Butler
email@butler.edu
(317) 123-4567

SUMMARY

I have always been storyteller, but my passion for tourism and hospitality flourished during my marketing internship with Yelp Indy. While there, I learned the value of creating placemaking experiences by promoting hidden gems throughout the city. I believe this experience combined with my robust education from Butler University have prepared me for the social media coordinator position at Visit Indy. You may review some of my work on my professional portfolio at www.caseymbutler.com/professionalportfolio

EDUCATION

Bachelor of Arts in Strategic Communication and Spanish — May 2018
Butler University, Indianapolis, IN
Minor: Psychology

Honors: Phi Beta Kappa, Top 100 Student, Dean's List
GPA: 3.7/4.0

Study Abroad Experience — Spring 2016
Seville, Spain
- Enhanced language competence by communicating and interacting with locals in their native language
- Developed a greater understanding of the Spanish culture through local excursions in and around Seville

COMMUNICATIONS AND MARKETING EXPERIENCE

Marketing Intern — May 2016 – May 2017
Yelp Indy | Indianapolis, IN
- Managed three social media platforms by posting engaging content and interacting with followers to promote local businesses and drive traffic to Yelp.com
- Researched and compiled content for themed weekly newsletter, designed to inform 150,000+ Central Indiana email subscribers about local businesses and events
- Collaborated in planning and marketing of creative social events, with capacity ranging from 40 to 6,000 attendees, to generate buzz for new businesses by promoting them to active Yelpers
- Brainstormed and execute creative guerilla marketing tactics to promote Yelp to large audience with minimal budget, including marketing trades with partners and in-kind donations
- Planned content for local media segments by researching and contacting businesses to showcase products and services

Contributing Writer — December 2016 – April 2017
Visit Indy | Indianapolis, IN
- Drafted and edited monthly content by researching local attractions and events and synthesizing information into blog post to promote Indianapolis to tourists and residents
- Communicated with team of ten bloggers by using a cloud-based editorial calendar to schedule posts

Social Media Coordinator — September 2015 – December 2016
Butler University | Indianapolis, IN
- Created weekly communication strategy by reviewing campus and community news outlets
- Promoted relevant events to students via @BUGoodCleanFun

Health Education and Outreach Programs Intern — May 2016 – August 2016
Butler University | Indianapolis, IN
- Assisted in the creation and branding of campus-wide initiative to promote bystander intervention
- Compiled and edited posts for wellness-themed social media campaign #BUBeWell

LEADERSHIP AND COMMUNITY ENGAGEMENT

Member | Public Relations Student Society of America — October 2016 – Present
President | Butler University Peers Advocating Wellness for Students — May 2016 – May 2017

TECHNICAL SKILLS

Intermediate proficiency with Adobe Photoshop, Illustrator, and InDesign; Advanced proficiency in Spanish

Always include your name, email, and phone number. You have the option of including your full address, city and state only, or omitting the address. You may also include a link to your LinkedIn profile or a website in the header.

One way to approach articulating your skills and experiences is through storytelling. As such, the resume is like the table of contents, the cover letter is like a chapter, and the interview is like reading the whole book. The purpose of a resume is not to share your life story but the right story to help you obtain an interview.

Please refer to the appendices onpages 38-47 for additional sample resumes (not including CVs).

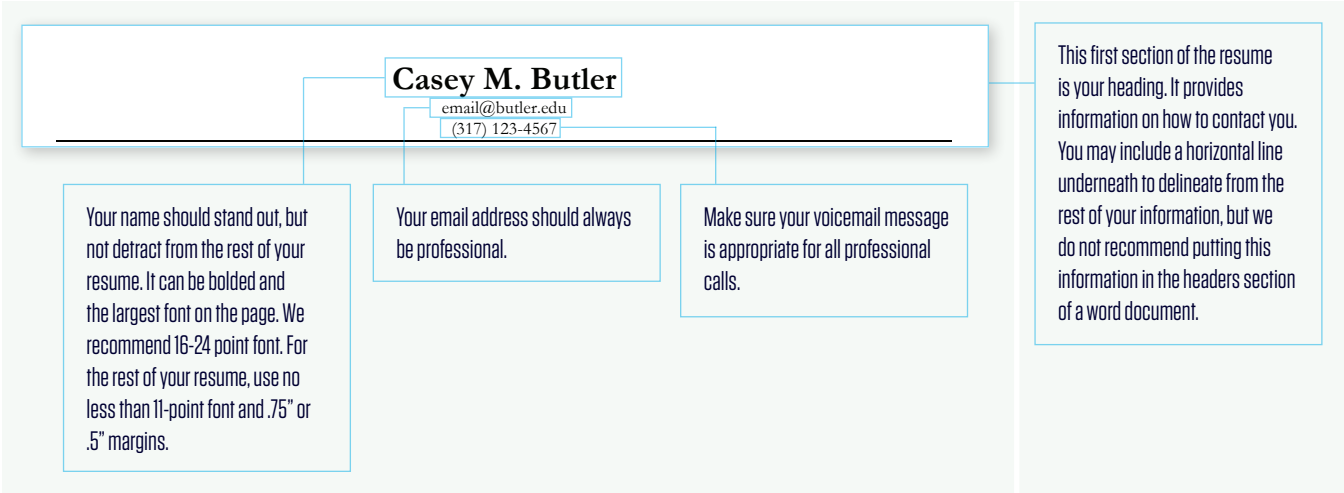
GETTING STARTED

When formatting your resume, there are myriad strategies that you may use to promote your abilities and capture the reader's attention. The information you include in your resume should support your objective and be tailored to your intended audience. Although many traditional formats exist, you may choose to structure or tailor your resume headings and sections in an order which best articulates your story.

Keep these tips in mind:

- There should be absolutely no typos. Spell check doesn't fix everything!
- Do not include personal information (e.g., relationship status, age, siblings).
- If using acronyms, spell them out and use the acronym in parenthesis for the first listing (e.g., Internship and Career Services (ICS); subsequent references can simply refer to the acronym).
- In different cultures and professions, there may be varying standards or expectations of what to include on your resume.

HEADING



PROFESSIONAL SUMMARIES/OBJECTIVES — *optional sections*

SUMMARY

You can include a summary header (Professional Summary, Qualifications Summary, etc.) in your resume which may highlight key words and share your selected strengths concisely. Although this is an optional section, it tells the story your bullet points cannot and helps "connect the dots." It may be considered a mini personal pitch.

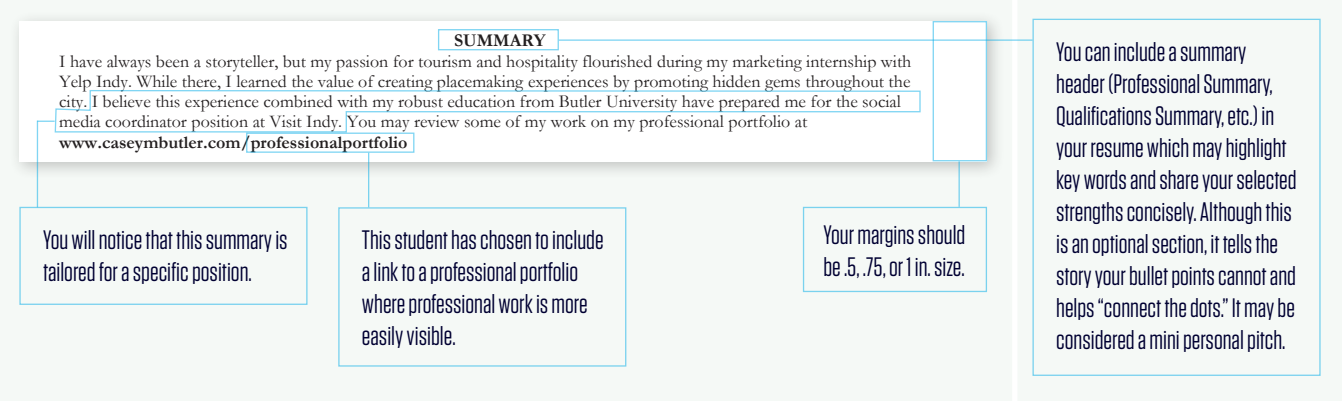
Answering the following questions may help you craft your objective/summary:

- Who are you?
  - Describe your academic/professional status and your major/field or industry.
- What are you seeking?
  - Identify whether you are seeking an advanced degree, a full-time or part-time internship, or employment opportunities. You may also broaden your statement to indicate you wish to learn more about a specific field, industry, or type of work environment.
- What do you have to offer?
  - Use this prompt to dive into a concrete, relatable example. This can be achieved by exploring why you chose your major/field, your greatest achievement, your greatest strength, or a significant experience.

Refer to summary examples in the following resume sample appendices: B-E, H, I, and K.

OBJECTIVE

Several sources have indicated that Objective Statements are no longer necessary to include on a resume. However, you still have the option of including a tailored objective that clearly states the type of position you are seeking and your specific qualifications.



EDUCATION

List your education in reverse chronological order.

EDUCATION

Bachelor of Arts in Strategic Communication and Spanish May 2018
Butler University, Indianapolis, IN
Minor: Psychology

Honors: Phi Beta Kappa, Top 100 Student, Dean's List
GPA: 3.7/4.0

Study Abroad Experience Spring 2016
Seville, Spain
- Enhanced language competence by communicating and interacting with locals in their native language
- Developed a greater understanding of the Spanish culture through local excursions in and around Seville

Include your anticipated or earned degree (bold the name of your degree and place it on the first line to stand out on the page), major, university, and expected year of graduation.

You may include your minor immediately below the name of the institution.

Include honors and awards, no more than two lines, that represent a composite picture of your strengths. Make sure your achievements in this section correspond with the appropriate degree.

List your GPA if it is not below 3.0 as a fraction out of 4.0 (or whatever number your institution used).

Add study abroad programs.
- Think about the skills you gained and what you learned while abroad.
- Did you become proficient in a language?
- Did you gain research experience?
- Have you become well versed in some aspect of your host country's culture?

EXPERIENCE

Include relevant experiences including employment, internships (including unpaid experiences), or others that relate to the opportunity. Volunteer work may also fall in this section if it is applicable to the specific field or industry. Remember that you may also feature highlights from your coursework such as group projects, research, presentations, or other notable achievements.

COMMUNICATIONS AND MARKETING EXPERIENCE

Marketing Intern May 2016 – May 2017
Yelp Indy | Indianapolis, IN
- Managed three social media platforms by posting engaging content and interacting with followers to promote local businesses and drive traffic to Yelp.com
- Researched and compiled content for themed weekly newsletter, designed to inform 150,000+ Central Indiana email subscribers about local businesses and events
- Collaborated in planning and marketing of creative social events, with capacity ranging from 40 to 6,000 attendees, to generate buzz for new businesses by promoting them to active Yelpers
- Brainstormed and execute creative guerilla marketing tactics to promote Yelp to large audience with minimal budget, including marketing trades with partners and in-kind donations
- Planned content for local media segments by researching and contacting businesses to showcase products and services

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Health Education and Outreach Programs Intern May 2016 – August 2016
Butler University | Indianapolis, IN
- Assisted in the creation and branding of campus-wide initiative to promote bystander intervention
- Compiled and edited posts for wellness-themed social media campaign #BUBeWell

Notice how this section heading title matches the desired position. (e.g., for a non-profit position, you can title it "Non-Profit Experience.")

Include relevant experiences including employment, internships (including unpaid experiences) or others that relate to the opportunity. Volunteer work may also fall in this section if it is applicable to the specific field or industry.

Include your specific title or role, name of organization, location, and dates (e.g., May 2013–June 2014) for each position.

Begin each bullet with an action verb. Refrain from using passive phrases such as "responsible for" (See Appendix A for a list of action verbs). Emphasize your strongest accomplishments, rather than a list of job duties.

Quantify when possible

ADDITIONAL SECTIONS

Additional section headings should be tailored to the opportunity as much as possible. These sections showcase experiences and skills outside of your work experience and tell the story of your involvement on and off campus.

Additional sections could include (not exhaustive):

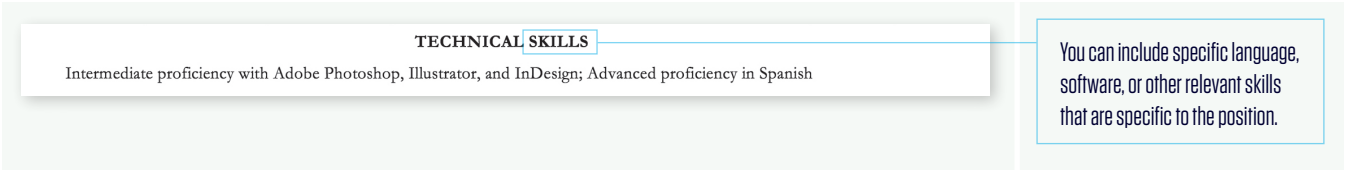
- Leadership
- Relevant Projects
- Community Service
- Activities
- Memberships
- Presentations
- Campus and Community Engagement

You could also combine these into sections such as "Leadership and Activities" or "Relevant Projects" and Presentations.

SKILLS

This is an optional section.

See the following appendices for sample skills sections: B, C, H, L, and M



CREATING ACCOMPLISHMENT-BASED BULLET POINTS

TURNING TASKS *and* RESPONSIBILITIES INTO ACCOMPLISHMENTS

If you want your resume to stand out among the crowd, you must construct bullet points to explain more than just your tasks and responsibilities. Essentially, you will want your reader(s) to be able to imagine the experience you are describing. You can use the following formula to create bullet points making your experiences unique to your story:

KEYWORD/ACTION VERB + TASK + HOW *or* WHY *or* RESULT = ACHIEVEMENT

HOW?
Talk about the method or process you used.

WHY?
What was the purpose or motivation behind your actions?

RESULT
What happened? Results may be external, tangible changes.
They may also be internal and related to your personal growth.

SAMPLE BULLET POINTS

EXPERIENCE

Marketing Intern | Yelp Indy — May 2015 – Present

- Managed three social media platforms by posting engaging content and interacting with followers
- Managed three social media platforms to promote local businesses and drive traffic to Yelp.com
- Managed three social media platforms (Facebook, Twitter, and Instagram) which resulted in a 25% growth in followers over the course of 16 weeks

Action verb +task

This describes HOW the social media platforms were managed.

This shows WHY the social media platforms needed to be managed.

This demonstrates a tangible RESULT.

It is always a good idea to quantify relevant information in bullet points to add further context.

Each bullet point above features the same story about managing content for various social media platforms. They differentiate in showcasing either how the action was completed, why it was completed, or by featuring the overall result. Another technique for tailoring bullet points is to swap or flip the first half of the bullet point with the last half. In the next sample you will find the same exact story with flipped bullets. The experience is still about managing social media content, however this time we are filtering the bullet points through a variety of lenses. This can be achieved by using different keywords. Below you will see how the same exact experience highlights different qualities by flipping the order of the text.

FLIPPED BULLET POINT SAMPLES

EXPERIENCE

Marketing Intern | Yelp Indy May 2015 – Present

- Posted engaging content across three social media platforms to interact with Yelp followers
- Promoted local businesses and drove traffic to Yelp.com by assisting with the strategy and posting on three social media platforms
- Contributed to a 25% growth in social media followers over the course of 16 weeks using Hootsuite to implement Yelp's social media strategy

Action verb +task

This shows WHY the content was posted.

This demonstrates HOW business was promoted.

Because a tangible RESULT is featured in the first half of the bullet point, the second half is used to indicate how it was achieved.

CURRICULUM VITAE (CV)

CREATING A CURRICULUM VITAE (CV)

While most undergraduate students will compose a resume, there are certain fields which may require a CV. A CV is typically required for academic positions including teaching or research, as well as healthcare-related fields such as physician assistant and pharmacy.

GETTING STARTED

The great thing about a CV is that you have more room to expand upon your education and past experiences. A resume is typically one or sometimes two pages, whereas a CV can be between two to 10 pages in length.

CONTENT

The content that you choose to include in your CV will depend upon your field and the position for which you are applying.

Your CV should begin with your name and contact information including your e-mail, address, and preferred phone number. Similar to a resume, you will want to begin each bullet point with an action verb and showcase your strongest accomplishments in each area. Also, quantify when possible and include the results of your actions (e.g., how your work benefited the students or the organization involved).

The CV can include many detailed sections. Typically, they include education, internships, experiential rotations, presentations, and community service. Other sections may include *(this list is not exhaustive)*:

- Achievements
- Career Highlights or Professional Summary
- Certifications
- Community Service
- Conferences Attended
- Honors and Awards
- Leadership
- Licensures
- Memberships
- Presentations
- Professional Associations
- Professional Development
- Professional Papers
- Professional Recognition(s)
- Proficiencies
- Programs and Workshops
- Professional References (at the end)
- Research Experience
- Rotations
- Student Teaching Experience
- Thesis Work

See Appendices K-N for CV samples.

REFERENCES *and* LETTERS *of* RECOMMENDATION

REFERENCES

What do we mean by references?

References are individuals who can speak to your knowledge, skills, and abilities in some capacity. Many types of applications may ask you to provide a list of references, whether for internships or jobs, graduate schools, summer programs, or other involvements.

Reference sheet format

A references sheet is a one-page document you create, and it should mirror the top header of your resume. Below your header you would include the title "REFERENCES" and then list each contact's name, organization or affiliation, email address and/or phone number, and your relationship to that person.

Tips

- Always ask first before listing someone as a reference. Any time you have submitted a reference sheet for an application, notify your references of the position and send along the description of the opportunity so they can prepare to be contacted; you never want your references to be caught off guard!
- Family and friends should not be references.
- Do not list references at the bottom of your resume; it should be a separate document.
- A list of three to five strong references is fairly typical; they may ask for a specific number of references and you would adhere to that.
- Strong references should be able to talk in depth and provide examples of your character, qualities, abilities, skills, etc.
- A strong reference might be a current or former supervisor, a professor you have worked with more closely, or a leader of an organization of which you were/are involved.
- If a reference sheet is not required, you can still prepare an up-to-date list of references to take along just in case you are asked to provide one.

See Appendix O for a reference sheet example.

LETTERS *of* RECOMMENDATION/REFERENCE

What is a letter of recommendation?

A letter of recommendation is a document written by a professor, supervisor, colleague, or someone familiar with your knowledge, skills, and abilities. Sometimes it may be referred to as a letter of reference.

When is it used?

Letters of recommendation are often requested for leadership and programming applications, as well as graduate school and fellowship applications. Additionally, they can be included in a job or internship application.

Tips

- If someone offers to write you a general letter of recommendation, it can be helpful to share your updated resume and a list of your strengths and interests to aid them.
- When requesting a specific letter of recommendation, be sure to provide the description of the opportunity, any important details that are needed (e.g., the letter should focus on the candidate's leadership abilities), and a few key points you think would make the letter stand out.
- On Linkedin, letters can be uploaded as a document to your profile. Alternatively, you may request a recommendation from a LinkedIn contact that will appear on your profile. *(see page 21 for more information about LinkedIn)*

COMPOSING A COVER LETTER

Your resume serves as the table of contents and cannot tell the whole story. Therefore, consider a cover letter like a chapter in your story that can dive deeper into a few specific experiences.

Not every application will require a cover letter, but submitting one—unless explicitly indicated otherwise—can allow you to share more of your story. Tailoring a cover letter to each opportunity you're seeking allows you to describe your experiences in more detail, demonstrate your qualifications, and showcase why you stand out above all other candidates.

If you are applying for graduate school, a personal statement may serve in place of a cover letter.

Start with the job description

Reading and understanding the position's job description is the road map that will help you navigate your cover letter. The descriptions explain to you exactly what they are looking for in a candidate, and you need to use this to your advantage. Determine the most important responsibilities, skills, and experiences; and focus your attention there. Consider how your skills and accomplishments meet the requirements.

Show why you're qualified

Because your cover letter isn't a replica of your resume, dive deeper into specific experiences that tell the story of why you're the perfect fit for the company. You'll need to include the most relevant experiences from your resume, expand upon them, and explain why they're applicable to the position. Along with showcasing your qualifications, take the opportunity to tell the hiring manager you understand what makes the organization and job special.

COVER LETTER OUTLINE

The sample cover letter that follows is tailored to a specific position and features experiences of a graduating senior seeking an entry-level position. In general, the cover letter breaks down into several key sections.

1. Headings
   a. Start with your name and contact information
   b. Add today's date.
   c. Include the name(s)/contact information for the recipient(s).
2. Introduction
   a. Include the name of the position and the organization.
   b. Please do not simply copy the introductory phrase from the sample. Think about what you would actually say and go from there.
   c. Use this section to mention relevant contacts or anyone who may have referred you to the position.
   d. Add a few reasons why you are qualified for the position.
3. Paragraph one
   a. Introduce one or more of the reasons you are qualified and tell a story using the Circumstance, Action, Result (CAR) method. This means you will have a beginning, middle, and end to your story in this paragraph. Sometimes you are able to share a single story to demonstrate a few qualifications.
4. Paragraph two
   a. Use the second paragraph to explain the remaining qualification(s) in the structure of the CAR method.
5. Conclusion
   a. Restate your qualifications.
   b. Tailor the summary by including something relevant from the organization or the position.
   c. Ask for an interview.
   d. Thank those who have taken the time to review your application.

SAMPLE COVER LETTER

Kennedy Butler
4600 Sunset Avenue
Indianapolis, IN 46208
kbutler@email.com
(555) 940-0000

Your name, email, and phone should be at the top. You may also include your address. Use .75" to 1" margins.

September 15, 2017

Include the current date. Refrain from using abbreviations.

Harper Hamilton
Communications Director
Hamilton County Tourism, Inc.
123 East Main Street
Carmel, IN 46032

Provide the name, title, organization, and address of the person you are addressing. You can use the organization name and contact info for their Human Resources department if you do not have a specific contact for the position.

If you do not have contact information for the person/people in charge of hiring, you may address the Hiring Committee, Hiring Manager, or Internship Coordinator (when seeking internships). Please refrain from using "To Whom it May Concern."

Dear Harper Hamilton:

Use full names and avoid gender prefixes to promote inclusive language. Feel free to add "Dr." when appropriate.

I am delighted to submit my application for the Digital Marketing Associate position at Hamilton County Tourism (HTC). I learned of this opportunity from my internship supervisor, Yelp Indy Director Butler Hampton. My Yelp marketing experience, enthusiasm for hospitality and tourism, and passion for writing make me a strong candidate.

Start by including the title of the position to which you are applying.

If someone relevant referred you to the posting, now is the perfect time to share that information.

Throughout my year-long internship with Yelp Indy, I have developed an interest in promoting hidden cultural gems throughout the city. My main focus has been connecting residents and visitors to great local businesses through social media strategy, event planning, and guerrilla marketing tactics. For example, in an effort to increase our online presence, I utilized analytical tools to discover optimal times of day to post content and engage with followers. I noticed high engagement with Monument Circle Instagram posts, therefore we implemented a #CircleSunday social media campaign to capitalize on this interest.

Use the last sentence of the introduction to summarize two to three reasons why you are qualified for the position. These skills/strengths/experiences serve as the foundation for your subsequent paragraphs.

My passion for writing and communication has been a huge asset throughout my Yelp internship, and I've been a writer at heart since high school journalism class, excited by the challenge of brainstorming creative ways to craft a message. Blogging for different audiences has allowed me to further develop my writing style and utilize my research skills. When drafting my latest blog about kid-friendly indoor activities, I searched for local businesses across Indianapolis and compiled the information into a visual, easy-to-read post suitable for on-the-go parents who quickly scan content to find what they need. Web traffic to our blog has increased nearly 20% over the past year.

In the introduction, marketing experience with Yelp was referenced as a qualifying experience, This paragraph dives into a specific story illustrating this experience.

Circumstance | Action | Result

I want to leverage my passion for writing as well as my marketing experience in the field of hospitality and tourism to strategically promote the eight great towns of Hamilton County. Thank you for taking the time to review my application. I look forward to sharing more about my qualifications during an interview.

A passion for writing was referenced during the introduction. This paragraph provides more specific evidence supporting this claim.

Sincerely,
Kennedy Butler

Although this is not necessary, you may print your cover letter, sign it above your typed name, and scan it back to yourself.

Don't forget to ask for an interview.

Always thank your application reviewer(s) for taking the time to look over your documents.

This is one of the trademark slogans of this organization. By including this, the cover letter is tailored to the position and the applicant has clearly researched the organization.

Summarize your qualifications from the introduction using different language.

See Appendices P-R for other sample cover letters.

COMPOSING A PERSONAL STATEMENT

Writing a personal statement can be a challenging aspect of applying to graduate school. There are often numerous questions that come to mind during the process: What should I write? What *shouldn't* I write? How long should it be? How "personal" does it really need to be? And so on....

Writing a compelling personal statement is not unlike writing other documents meant to serve a purpose by reaching a specific audience. Combined with your other application materials, a well-written personal statement will provide the reader with a deeper understanding of your reasons and readiness for pursuing their graduate program. The goal is to secure you an interview for your chosen program.

Tips

- For a specific personal statement, answer the questions you are asked to address.
  - Often, there will be questions or writing prompts to answer provided by a program. It is critical that you address these since these will be the filter by which the reader will be reviewing your statement.
- For a general personal statement with little or no prompts, you will want to tell a story that is engaging and has a focus such as the following:
  - Career goals and professional aspirations: Why did you select your field or major area of study?
  - Your life story and any unique experiences: Why should a program consider you over anyone else? What are your specific strengths and attributes that make you an asset? *(ICS offers a Wise Wandering Map exercise that can help you reflect on past achievements.)*
  - Leadership and community engagement: Where have you shined on campus and in your community during your time at Butler?
  - Grit and perseverance: Graduate schools are looking for talent from individuals who are more likely to finish a program. What academic, professional, and/or personal experiences have you encountered that prove your ability to persist through a difficult situation?
- Do your research and know your audience
  - Write specifically about the program to which you are applying and explain what attracts you to their program and why you are a great fit.
- Write well and avoid clichés
  - Use your resources such as ICS and the Writer's Studio as resources to ensure your statement is personalized and does not have any grammatical or spelling errors.

Please see Appendix S for a sample personal statement.

For more sample statements and additional tips, please visit the Purdue Owl: owl.english.purdue.edu/owl/resource/642/1/

TIPS FOR ONLINE APPLICATIONS (Using Applicant Tracking Systems)

Adapted from *The Easy How-To Guide to Formatting Resumes for Applicant Tracking Systems* by Lisa Rangel, Executive Resume Writer, Chameleon Resumes LLC.

WHAT IS AN APPLICANT TRACKING SYSTEM (ATS)?

An applicant tracking system (ATS) is software that works like a resume database to help companies streamline their hiring process and review applications more quickly. They organize and sort applications, and can also be programmed to screen candidates based on the content you include in your resume. Submitted applications are stored in a database and recruiters can search submissions using keywords and phrases to identify candidates to advance through the hiring process. Many ATSs score applications based on parameters of the open position. Applicants are then ranked and sorted based on their score. It is important to note that not all ATSs are alike. Some scan key words, while others may not. Some systems can handle small graphics, while others can't. Some prefer PDFs while others require Word files; the system should tell you the format it prefers. If you are not applying directly to an email address, it is almost certain that you are applying through an applicant tracking system.

STEP 1: Answer filter/pre-screening questions completely and properly

- Make sure to answer all the questions on the application. When a question is left blank, the ATS may discard your resume.

STEP 2: Format your resume in an ATS-friendly manner

- Stick to common resume headings like Summary, Work Experience, Education, and Skills.
- Remove images, columns, tables, fields, text boxes, and graphics so the ATS can quickly scan your text for keywords and phrases. Avoid templates, which are a combination of fields and tables. The ATS may not be able to read data placed in images, tables, and text boxes, so avoid them.
- Remove special characters and avoid fancy bullets that are often illegible to an ATS scanner.
- Avoid special fonts and colors. Stick to easy-to-read fonts (Arial, Georgia) and use black color. Avoid underlining words which may hinder legibility of lower case letters such a g, j, or y.
- Avoid spelling errors, since it doesn't know what you 'meant' to write. Don't use slang...ever.
- Include your contact information in the body of your resume, not in the header or footer.
- Save your resume as a basic word doc (.doc) or .txt file.
- Avoid page numbers.
- When writing your employment history, present the information for each employer in the same order, i.e., company name, title, city, state, and date, and in reverse chronological order (most recent first).

STEP 3: Focus on your resume's content

- Beef up your skills section
  - Include any certifications you've received and mention any industry-specific terminology (i.e., Salesforce for sales professionals or Oncology for healthcare professionals). Include both the spelled-out version and abbreviations of the same word. Include ALL of your skills that are WORK relevant.
- Customize your resume
  - Optimize your professional summary with bulleted achievements and skills that relate to the job description. Then, find a natural way to include those keywords and phrases in your summary and throughout your resume.
  - You can also optimize your headers and titles based on the job description. Let's say you see the term "communication skills" sprinkled throughout the job description. In your resume, make sure you mention your "communication skills" as an exact phrase.
- Don't overuse keywords
  - Do you need keywords? Absolutely. Should you stuff keywords throughout your resume? No. Do some research on what keywords are relevant to you.

NETWORKING

Networking is the key to the career development process, from exploring possibilities to learning about openings to having your application noticed for various opportunities. Ideally, you build your network before you need it.

WHAT IT IS	WHAT IT IS NOT
› Talking to people you know such as parents, friends of the family, and alumni and/or asking them to introduce you to others. › Volunteering in your community. › Visiting with other members of different social or religious groups. › Asking for a referral. › Striking up a conversation with someone while you are waiting in line. › Meeting new contacts on LinkedIn, Facebook, or other social networks. › Attending professional or trade association meetings.	› Making cold-calls to people with whom you have no connection. › Handing out as many business cards as you can to anyone who will take them. › A one-way street. › Just for professional purposes; it can be beneficial in multiple ways. › About quantity; it's about quality of contacts. › A onetime-activity; it should be an on-going lifelong process.

IDENTIFY WHO YOU ALREADY KNOW

Networking starts with who you already know and serves as your built-in framework of connections. Think about your family, friends, coworkers, supervisors, professors, Butler resources including ICS, and community members. This group ultimately connects you to new connections.

The following activity will help you begin to identify connections that can assist you whether searching for internships or jobs, applying to graduate school, or growing your network.

A few examples have been provided.

YOU *Your reason(s) for making the connection*	NETWORKING CONTACT *Who you know*	INFORMAL NETWORKING *Linking with the people you know*	FORMAL NETWORKING *Participating in formal events/opportunities*
List your networking goal(s).	List all the people you know (e.g., friends, family, professors, community members, etc.).	List a person you might connect with who knows the person to the left of this column.	List events/opportunities and briefly describe how you would connect with people there.
Example 1: You think you may want to own your own business someday and want to gain advice from a company owner.	Parent	Your parent's good friend Mr. Smith is the owner of XYZ company.	Ask to be introduced via email or in person.
Example 2: You are interested in research and would like to learn more about what that could look like in a lab setting.	Professor X	Does research for a pharmaceutical company in addition to teaching at Butler, and has several contacts there.	Make appointment with Professor X to ask about his connections at the pharmaceutical company.

See Appendix T for a practice worksheet to begin filling out your own personal network and ways to connect.

WHERE YOU CAN NETWORK

- Speakers in class/student organization meeting
- Professional organizations
- Block Party during Welcome Week
- Alumni chapter networks and events
- Internships
- Social events
- Volunteering
- Information tables
- On-campus employment
- Career or networking fairs
- ICS workshops and panels
- Social media

NETWORKING WITH SOCIAL MEDIA

A high percentage of employers use social media such as LinkedIn, Facebook, Twitter, Instagram, and others to build awareness of their organization, promote job openings, and locate qualified candidates. According to a 2014 National Association of Colleges and Employers (NACE) Recruiting Benchmarks Survey, nearly half of all employers surveyed claimed to use social media to search for and contact potential candidates. Their preferred platforms are LinkedIn (92.6%), Facebook (73%), and Twitter (69.4%).

These social media platforms are another option to expand your social and professional network, search for jobs, promote your skills and accomplishments, or showcase your creativity and personal brand. It will be very important to review your profiles to ensure that they convey the message that you would like employers to receive. If you have information or images that may hinder your candidacy, it is highly recommended that you remove these items.

Remember that employers may not have access to regularly check social media or email at work. Have patience, and follow up via email or phone call after several days if you haven't received a response.

DO

- Evaluate your digital footprint (what you post) and your digital shadow (what others post about you) to determine if your digital brand is what you want employers to see.
- Consider adjusting your settings so you have control of what friends post or tag.
- Promote your professional experiences, activities, and interests.
- Follow organizations and groups of interest.
- Tie your account to an email you check on a regular basis.
- Connect with your peers, professors, and colleagues on LinkedIn; this is good practice for building your network before you need it.

DON'T

- Talk negatively about past or current employers or experiences.
- Immediately friend request a professional contact on Facebook; many consider these profiles social in nature and not for business networking.

LINKEDIN

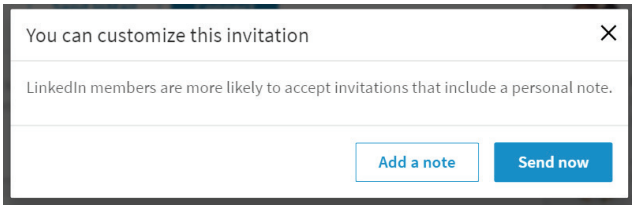
LinkedIn is a highly valuable resource and is preferred for professional networking among many employers and recruiters. Your LinkedIn should be tailored to fit you, and there are many ways to craft a robust profile. If you do not have a LinkedIn account or need to start from the beginning, go to this site first www.linkedin.com/help/linkedin and select "Getting Started" on the lefthand side. This particular page also has valuable information to update your profile no matter where you are in the process. Additionally, you can find college student-specific tips at university.linkedin.com/linkedin-for-students.

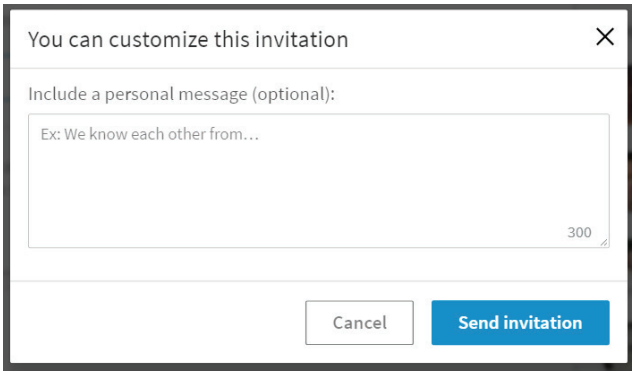
Here are some ICS tips for using LinkedIn:

- ☐ Tie your LinkedIn account to an email that is checked regularly.
- ☐ Build a complete profile using your resume as a guide (education, experience, organizations, courses, projects, etc.).
- ☐ Look at profiles of peers, professors, supervisors, etc. to see how others are using LinkedIn to showcase their strengths and experiences.
- ☐ Consider including a well-written and descriptive summary; this can be similar to your elevator pitch.
- ☐ Add connections starting with people you know including professors, supervisors, coaches, teammates, mentors, alumni, etc.
- ☐ Search your connections' connections (these are your 2nd degree connections). This is a great way to meet new people in your field and to expand your professional network. Ask for introductions through the system or send a connection request.
- ☐ Join groups of interest, review job boards, follow employers in your field, and participate in discussions to help connect with others.
- ☐ Build your profile early on instead of waiting until you need your network.
- ☐ Keep content professional including all status updates and headlines.
- ☐ Feature a profile picture that represents your brand. It can be a professional headshot or a simply a photo that captures your professional personality. It should be a photo of only you—please do not include photos where other people are clearly cropped out.

MAKING CONNECTION REQUESTS *on* LINKEDIN

It is more impactful to send personalized invitations on LinkedIn. When initially connecting with a contact through the site, you are limited to 200 characters, so brevity is key. Provide your reason for connecting and how you know the contact. The connection may or may not see the initial personalized message when accepting your connection request, depending on use of computer or mobile app, so follow-up is highly recommended.





Each connection you make does not necessarily require a follow up message; however, if you want to follow-up once the connection has accepted your request, you can do one of the following:

1. Reach out via the Send a message option directly through LinkedIn
2. Find the contact's email address under the Contact Info tab of the profile and send a separate email message

The purpose of this follow-up message is to include more detail about your reasons for connecting and to ask if they will serve as a resource for you.

After the connection request was accepted, John Doe chose to send an email to follow up.

To: mr.smith@aitlabs.com
Subject: Networking Contact Request

Dear David:
Thank you for accepting my LinkedIn connection request! I also wanted to thank you for your insight at the Life Sciences networking panel at Butler University on Monday. I will be graduating in May with a degree in biology, and while I have done some initial job searching and resume updates, I have also started reaching out to local connections to gain their advice for my search in the area. Would you be willing to provide your guidance over a brief meeting? I'd be happy to meet at a location near you and have more availability on Tuesday and Thursday afternoons as my classes are finished by 2:00 PM.

Thank you for your time and consideration.

Sincerely,
John Doe
jdoe@butler.edu
(317) 940-0000

CONNECTING *at a* NETWORKING EVENT

Below are tips on how to prepare for a networking event, including ways to increase your chances of making connections and etiquette for follow-up correspondence.

Keep in mind the following:

- Not every connection will lead to a professional opportunity, but every connection can lead to more connections.
- You don't have to meet with everyone in the room. More is not always better.
- Because networking events can be overwhelming, take breaks when you need them.
- It is not imperative that you stay the entire time.

Sample questions for beginning a conversation:

- What led you to your field/company/organization?
- What do you enjoy about your current role or position?
- How would you describe your organization in three words?
- What did you study in college?

EVENT PREPARATION	WAYS *to* CONNECT	THE FOLLOW UP
Review the list of attendees and identify those with which you want to connect.	It's okay to attend with a friend or two if that makes you feel more at ease.	Email or send a LinkedIn connection request within 48 hours of making contact
Set goals prior to the event, such as meeting five new connections or visiting 10 tables.	Ask a friend or the event host to introduce you to someone they know at the event.	Don't treat your new contact as a best friend. Show restraint in both frequency and length of your messages.
If going to a job fair, research the companies to create discussion points.	Study name tags, circle the room, and scan for potential companies or contacts you want to meet. Then approach, introduce yourself, strike up a conversation, and ask for a business card to follow up.	Follow up from time to time with information or updates on your search to keep your contact active.
If food is offered, try to eat before you begin networking. If alcohol is offered, it is recommended to pass so you can focus on your objective.	Bring business cards and, if a job/internship fair, copies of your resume.	Inform your networking contacts of major activity related to their recommendations.

CULTIVATING YOUR PERSONAL BRAND USING SOCIAL MEDIA

Definition: "A personal brand is what you stand for and what makes you special. It's composed of values, a mission, and a positioning statement that depicts what you do and who your audience is." (Dan Schawbel, author of *Me 2.0: 4 Steps to Building Your Future*)

In other words, **YOU** are a brand. Everything you do, say, and post on social media becomes your brand.

The following tips, adapted from a Forbes.com article *7 Things You Can Do To Build An Awesome Personal Brand* (Shama Hyder), may be helpful:

1. **Start thinking of yourself as a brand**
   Everything you say, do, or curate becomes your brand.
2. **Audit your online presence**
   Search for yourself online. Anything that you post is considered your digital footprint while information about you posted by others (e.g., being tagged in a photo on Facebook) is your digital shadow. Together, these two components makeup your digital stamp. If something comes up that isn't ideal, fix it. If you don't come up at all, even more reason to craft your own narrative in order to build your personal brand.
3. **Secure a personal website**
   It can be short and to the point but should add more than can be found on your resume. Wix and Weebly are examples of simple and free website development tools.
4. **Find ways to produce value**
   Someone in your social media network posts about having toast for breakfast; someone else posts about a volunteer opportunity that allowed him to make a difference in the community. Which one do you think adds more value to a personal brand?
5. **Be purposeful in what you share**
   Every piece of information you provide that others can access either online or elsewhere contributes to your personal brand.
6. **Associate with other strong brands**
   Think Butler's bulldog mascot or Google. Also consider commenting on LinkedIn discussions and joining or following groups with similar interests, etc.
7. **Reinvent**
   Your brand should always be evolving because you should always be growing and learning.

Marketing your brand: If we refer back to the analogy of your resume serving as the table of contents in your story, your brand is like the marketing strategy you use to promote your narrative. It should remain consistently woven across multiple social media platforms.

Activity:

1. Google yourself. What do you find in the initial results? Did you find yourself or someone else with the same name? Does the content represent you? If you review your last 10 posts on any given platform, how would you characterize your brand? Remember that inactivity carries its own message. What does a dormant account, blog, or website say about you?
2. Identify your digital stamp. Your digital stamp is comprised of your digital footprint (everything you post) and your digital shadow (content posted about you such as being tagged in a photo by someone else). Are you crafting your narrative (digital footprint) or are you letting others tell your story (digital shadow)?

PREPARING *for an* INTERVIEW

A successful interview will be the result of prior preparation and practice. Below are some points to consider as you prepare to sell your strengths and experiences.

KNOW YOURSELF

- Analyze your interests, skills, accomplishments, values, and passions.
- Identify examples of success from your past experiences.
- You should be able to tell short stories that explain problems or situations you encountered, the action you took to solve those problems, and the results of your actions.
- Present these scenarios by focusing on the skills, abilities, and personal traits that allowed you to achieve your successes.
- Try to make your scenarios relevant to the job for which you are applying. If possible, quantify your achievements.

IDENTIFY TWO *or* THREE THEMES

- A theme could be an example of your strong leadership experience, your role in a meaningful community service project, or direct experience in your field of interest.
- Determine how you will convey these points during the interview using the CAR method (See page 26 for an example).

RESEARCH *the* ORGANIZATION PRIOR *to the* INTERVIEW

- It is expected that candidates perform research on the organization or institution.
- Up-to-date information can usually be found online.
- Key facts to gather before interviewing could include:
  - Products, services, or programs
  - Mission and vision statements
  - Core values
  - Size
  - Locations other than your community
  - Organizational structure
  - Latest trends

ACQUIRE *as* MUCH INFORMATION *as* POSSIBLE

- What skills are required? What are the responsibilities?
- You may find it helpful to conduct an informational interview with someone who is currently working in a position similar to the one to which you aspire.
- Searching LinkedIn may provide you with several alumni and employer contacts that are willing to help.

REMEMBER THAT *the* INTERVIEW *is a* TWO-WAY EXCHANGE *of* INFORMATION

- Your goal is to discover if the organization or institution is a good fit for you.
- The goal of the interviewer is to assess whether you are a good fit for them.
- Be sure to prepare questions to ask at the end of the interview.

PRACTICE YOUR INTERVIEWING SKILLS

- Practice your answers to several interview questions out loud. Find a friend to ask questions and help you prepare. It is recommended you keep your answers between one and two minutes long.
- A practice or "mock" interview is strongly suggested to continually strengthen your interview skills. In a one-on-one setting with a qualified career advisor, your performance will be critiqued and you will receive immediate suggestions for improvement. Questions will be tailored to the position or program of interest.
- To request a practice interview, contact the ICS office at 317-940-9383 or ics@butler.edu.

IMPORTANT TIPS *and* SUGGESTIONS - BEFORE *the* INTERVIEW

PHONE	› Leave it in your car or turn it off before you enter the building or meeting location to ensure that a call or text message won't disrupt your important interview; even in silent or airplane mode, your alarms and some notifications may not be completely disabled. › Refrain from texting or using other phone functions while you wait for your interview.
PLAN FOR UNFORSEEN CIRCUMSTANCES	› Always take the contact phone number with you to ensure you can notify the interviewer if you face unexpected circumstances such as illness, slow-moving traffic, accident, flat tire, road closures, etc. Plan ahead to allow yourself plenty of time. › Take a spare outfit in the event of a spill or stain, adverse weather, or other unexpected wardrobe catastrophes.
KNOW WHERE YOU ARE GOING	› Make sure you are aware of your meeting location and the best route to get there. › If time allows, practice a "test run" and drive to the location a few days before your meeting. › Determine where you need to park before the day of your interview, especially if it is a meeting in a location with limited or metered parking. If parking is not indicated in the communication about your interview, don't hesitate to ask!
TAKE A FOLIO *or* BINDER	› Carry along a folio or binder that will allow you to store extra copies of your resume and references along with other information such as articles or company web pages to review while waiting for your interview. › If you have prepared a cheat sheet of keywords or relevant examples, you may want to take this with you as a reference. › Write down your questions and tuck them in the folio to have ready at the close of the interview. › If you don't have a folio or binder, check with the Butler bookstore or other office supply retail store, or ask to borrow one from a friend or advisor.

BEHAVIOR-BASED INTERVIEWS

A behavior-based interview focuses on experiences, behaviors, knowledge, skills, and abilities that are job-related. It is premised on the belief that past behavior and performance predict future behavior and performance.

The Circumstance, Actions, Result (CAR) method of interview preparation provides you with a systematic way to practice and become familiar with behavior-based interviewing. The CAR method allows you to tell the interviewer a story (with a beginning, middle, and end). Use work experience, activities, hobbies, volunteer work, school projects—anything that would be considered strong examples of your past behavior.

CAR METHOD EXAMPLE

Sample Question: Can you tell me about a time when you used your problem-solving skills?

C (Circumstance)	A(Actions)	R (Results)
Start by providing some context about your situation. What was your role, task, or possibly a challenge you were facing?	Next, share the specific action(s) you took. What skills did you use? What was your approach? Consider your unique strengths.	Finally, don't forget to share your results. What did you learn? What did you achieve? How can you tie this back to the opportunity you are seeking?
Example: *(Circumstance)* I was on a team of five students in my history class, and we worked on a project that required research and a class presentation. One team member was always late to our meetings and did not put in as much effort. We were concerned about our class presentation, which counted for 25% of our final grade.	**Example:** *(Actions)* Because I value relationship building, I reached out to the team member and asked why he was frequently late. I learned that he was working a night shift to pay for school which limited his time and made him very tired. After sharing this with the other members of my team, we agreed to shift responsibilities and use Google Hangouts for our meetings.	**Example:** *(Results)* In the end, our team member had a more solid relationship with our group and was thankful for our solution. We received an A on the presentation and everyone was happy.

You may also follow-up your CAR method answer with a brief statement explaining the connection between your example and how it aligns with the objectives of the position. This approach is especially helpful if the example isn't field-specific as it will help demonstrate how your skills and experiences can transfer over to the new position. Remember that your answers should stay between one and two minutes.

For the CAR method example listed above, this connecting statement might sound like, "I know I could use the same relationship building and communication skills for the social media internship when it comes to collaborating with clients."

BEHAVIOR-BASED INTERVIEW QUESTIONS

Below are some examples of behavior-based interview questions that you may encounter during your next interview.

Organization and Planning Skills

- Describe a specific situation which illustrates how you set objectives to reach a goal.
- Tell me about a time when you had to choose between two or more important opportunities.
- Tell me how you normally schedule your time in order to accomplish your day-to-day tasks.
- Describe a situation where you had a major role in organizing an important event.
- Think about a lengthy term paper or report that you have written. Describe how you organized, researched, and wrote that report.
- Give an example of how you organized notes and other materials in order to study for an important exam.
- Describe a time when you reorganized something to be more efficient.

Interaction and Leadership

- Tell me about an event in your past which has greatly influenced the way you relate to people.

- Give a specific example that best illustrates your ability to deal with an uncooperative person.
- Tell me about a time when you had to work with someone who had a negative opinion of you and how you overcame this.
- Recall a time when you participated on a team.
- Tell me an important lesson you learned that is useful to you today.
- Describe an instance when you reversed a negative situation at school, work, or home.
- Describe a situation which best illustrates your leadership ability.
- Think about someone whose leadership you admire. What qualities impress you?

Assertiveness and Motivation

- Describe several work standards that you have set for yourself in past jobs. Why are these important to you?
- Tell me about a time when you experienced a lack of motivation and how you overcame this.
- Describe a situation where you had to work with someone whom you felt was dishonest.
- Describe a situation that made you extremely angry.
- Tell me about a time that best illustrates your ability to persevere in a tough situation.
- Describe a time when you motivated an unmotivated person to do something you wanted them to do.
- Give me an example of when someone tried to take advantage of you and how you reacted.

Decision Making and Problem Solving

- Give an example that illustrates your ability to make a tough decision.
- Tell me about a decision you made even though you did not have all the facts.
- Describe a situation where you had to "stand up" for a decision you made, even though it was unpopular.
- Describe a situation where you changed your mind, even after you publicly committed to a decision.
- Describe a situation that illustrates your ability to analyze and solve a problem.
- Tell me about a time where you acted as a mediator to solve a problem between two other people.
- Describe a problem that seemed almost overwhelming to you and how you handled it.
- Tell me about a time where you have used a creative or unique approach to solve a tough problem.

General Interview Questions

- Tell me about yourself. (Sample answer on page 29)
- What do you consider to be your greatest strength? Weakness?
- Why did you choose Butler University?
- Why are you interested in our organization?
- What interests you about this position?
- What do you know about our company?
- What led you to choose your major or career field?
- What are some issues being faced by our profession?
- What college subjects did you like best/least? What did you like/dislike about them?
- What has been your greatest challenge in college?
- Describe your most rewarding college experience.
- If you could change a decision you made while at college, what would you change?
- What campus involvements did you choose? What did you gain/contribute?
- What are your plans for continued or graduate study?
- What challenges are you looking for in a position?
- How have your educational and work experiences prepared you for this position?
- What work experiences have been most valuable to you and why?
- In what way do you think you can contribute to our company?
- What accomplishments have given you the most satisfaction? Why?
- What are your long-term career goals? How do you plan to achieve these?
- How would you describe your ideal position?
- What two or three things are most important to you in your job?

QUESTIONS YOU CAN ASK IN AN INTERVIEW

It is critical that you have questions prepared for your interviewer(s). This helps you learn more about the culture of an organization and provides the interviewer(s) with information about your values and interests based on the questions you ask.

Below are some examples.

- Can you describe the typical career path of a _____ in this department/organization.
- What professional development opportunities are available? How frequently?
- What issues or concerns are facing this department/organization?
- What are the goals for this department/organization for the near future?
- What new projects have this department/organization recently undertaken?
- Can you share some examples about why you enjoy working here?
- What direction do you see this organization going in the future?
- What is your relationship with the local community?
- Could you share a little bit about people who have been successful in this role? What were their strengths, qualities, etc.?
- What characteristics do you possess that have made you successful with this organization?
- What do you wish you had known about (Organization/Department/School/Program) before coming here?
- What makes (Organization/Department/School/Program) unique?
- Can you tell me where the interview process will go from here and share your anticipated timeline?*
- May I have your business card(s)?*
- Unless brought up by the interviewer(s), it is advised not to ask about salary or benefits.

**These questions will provide you with a timeline/contact information for writing your thank yous.*

ILLEGAL INTERVIEW QUESTIONS

Various federal, state, and local laws regulate the questions a prospective employer can ask you, the job candidate. An employer's questions—whether on the job application, in the interview, or during the testing process—must be related to the job you are seeking.

Examples of legal and illegal interview questions can be found in Appendix V.

If asked an illegal question, you have three options:

- **Examine** for its intent and respond with an answer as it might apply to the job. For example, if the interviewer asks, "Are you a U.S. citizen?" or "What country are you from?" you've been asked an illegal question. You could respond, however, with "I am authorized to work in the United States." Similarly, let's say the interviewer asks, "Who is going to take care of your children when you have to travel for the job?" You might answer, "I can meet the travel and work schedule that this job requires."
- **Answer.** You are free to do so, if you wish. However, if you choose to answer an illegal question, remember that you are giving information that isn't related to the job. In fact, you might be giving the "wrong" answer, which could harm your chances of receiving a job offer.
- **Refuse/Deflect.** This is well within your rights. You may consider saying, "I don't think that question relates to the job or my abilities, so I'd be happy to answer a different question if that is okay."

See Appendix V for a list of legal/illegal interview questions.

TOUGH INTERVIEW QUESTIONS:

Tell me about yourself.

This is one of the most common interview questions and also one of the most difficult to answer. It is important that you share the proper information with the employer. This is typically the first question of the interview, so it is your chance to make a great first impression. Refrain from providing personal information and instead start selling your skills right from the start.

To help construct your answer, start by reviewing the job description and pick out two or three of the skills that the employer is looking for that you also possess. Then, provide brief yet convincing examples from your past that prove that you have the skills they are looking for in a candidate.

A formula used by Kathryn Minshew, CEO & Founder of The Muse, is called the Present-Past-Future formula. Start with the present—where you are right now. Then, transition into the past—a little bit about the experiences you've had and the skills you gained at the previous position. Finally, end with the future—why you are really excited for this particular opportunity.

> **Example:** "I'm currently a history major at Butler University and became passionate about this field when I was young as my father was a high school history teacher. I completed an internship last semester at the Indiana Historical Society where I was able to archive documents and artifacts and utilized Google Docs to more effectively organize my findings. The position utilized my attention to detail and strong passion for connecting our past to our present, and I also loved working with a team of people, which is why I'm extremely interested in the tour guide position for the Indiana War Memorials."

What is your greatest weakness (or area for improvement)?

It is important not to respond with an answer that could cause concern or false assumption on the part of the interviewer as you want your response to be positive. Also, make sure your weakness does not relate to one of the major qualifications or requirements of the opportunity. Instead, state an area that you have already begun to improve upon. You may briefly state the weakness and then spend a majority of the time discussing the steps you have taken to address it and your plan going forward to ensure that it is resolved.

> **Example:** "I love to be involved on campus but recently found myself getting over-involved in too many activities, and I wasn't able to give 100 percent to all of them. I have started to be more selective in the activities that I become involved in, so I can dedicate more of my attention to the ones I am most passionate about. As a result of limiting my options to only those I'm most passionate about, I have been able to provide quality participation in my current activities while also giving 100 percent to my studies."

What do you look for in a job?

When preparing an answer to this question, first think about what is important to you in a position. Then share the aspects that align with what the employer is looking for in a candidate. The motive behind this question is to see if what you are looking for in a position aligns with what they are looking for in a candidate. To help construct this answer, review the job description and the requirements that they list. This will give you a good starting point for finding those areas that are a match.

Why are you leaving your present position?

Never answer with negative reasons (e.g., I didn't like my boss), even if it is true. Frame your answer positively by answering why you want to move to the target company instead of why you left or want to leave your most recent position. In your approach, be honest. You don't want something to come up later in your references or a background check that may discredit you. For difficult situations, talk to your career advisor to construct a proper approach to this question.

Example: "I'm leaving my current position because I'm ready to take on new projects that better utilize my talents and interests. I also have limited opportunities for professional development, which I have heard is an important aspect for employees at your organization. And after speaking with some current employees, I'm very drawn to the company culture and team atmosphere, which I value highly!"

Why should we hire you?

Keep your response brief. Recap any job requirements the interviewer mentioned earlier in the interview; then, point by point, match your skills, abilities, and qualifications to those items. Relate a past experience which represents success in achieving objectives.

Example: "I think I am the ideal candidate because I have the organizational, communication, and creative skills you desire along with proven leadership and on-the-job experience." Then recap them and state how each of these items align with the position.

"STRESS" QUESTIONS

In some cases, employers have been known to ask "stress" questions. The purpose is to catch you off guard and see how you react to an unexpected question or scenario. Typically, there are no right answers to these questions. The keys to successfully answering a "stress" question are to remain calm and justify why you chose your answer.

Sample Stress Questions:

- Why is a manhole cover round?
- If you could be a tree, what kind would you be?

Sample Answers:

- A manhole cover is round because a manhole is round. The cover fits perfectly and keeps people and cars safe from injury.
- If I could be a tree, I would be an apple tree because I would be able to create a product and share it with others.

TRICKY SCENARIOS

You may encounter some tricky situations during your interview process. Below are a few examples and advice to navigate those challenges.

Sequential Interviews: You may be asked to participate in a series of interviews ranging from one-on-ones to group sessions over the course of one or more days.

- Plan on repeating yourself. A lot. Although you may get tired of hearing your personal pitch, remember that this is likely to be the first impression for most of your interviewers.
- If there is a presentation request, make sure you get as many details as possible to help you prepare.
- Ask for an agenda/timeline ahead of time. You will want to know when you have scheduled breaks and if you will be interviewed during a meal.

Multiple Interviews: You are likely to encounter several rounds of interviews for a position spanning several weeks. These could range from an initial phone screening followed by Skype and/or in-person interviews.

- Consider each interview an opportunity to further highlight and develop your relevant skills and experience.
- Take advantage of subsequent interviews to ask additional questions related to the organizational culture.

Panel Interviews: It is not uncommon to find yourself seated across from a hiring committee or panel of three or more people. Although intimidating, this gives interviewers a chance to see how you fit into a group of people and saves time.

- Make eye contact with all of your interviewers rather than only focusing on the person who asked the question; use specific names when answering questions.
- Try to relax and remind yourself that this is a conversation.
- Request business cards before you leave in order to write personalized thank-you cards/emails.

Group interviews: Although it is uncommon to participate in an interview with multiple candidates, it does happen in order to save the interviewer(s) time. It also showcases your natural tendencies in a group setting.

- Be sure to speak clearly and respectfully without interrupting others.
- Pay attention to the flow of the interview and refrain from dominating the discussion.

PHONE *and* VIDEO INTERVIEWS

Some organizations offer phone or video interviews before inviting candidates to meet in-person or they may offer this option for those living outside the local area. Phone and video interviews should be met with the same level of preparation and professionalism as face-to-face interviews.

Prior to your interview, make sure it is clear who is responsible for initiating the call or video chat.

PHONE INTERVIEW	VIDEO INTERVIEW (SKYPE, ETC.)
› You may choose to wear traditional interview attire to boost your confidence.	› Dress in interview attire.
› It is recommended you find a quiet location where you will not be interrupted or distracted. Needless to say, we do not recommend driving during a phone interview.	› Find a quiet setting that will not be distracting for your interviewer(s). Notify any roommates of your interview if it is taking place in your residence. Please reach out to ICS if you would like assistance reserving a space to interview on campus.
› When you answer the call, make sure to say hello, this is (first name).	› Test your internet connection prior to the interview and make sure you are in a space with reliable wifi.
› Speak clearly and refrain from chewing gum or eating while interviewing.	› Adjust settings and/or turn off applications on your device that distribute sound or notifications.
› Don't be afraid to smile. Your positivity will come through over the phone.	› You may also ask for a phone number in the event that you become disconnected.
› Do not eat or chew gum while on the phone. The sound carries and will not leave a positive impression.	› Look at the webcam lens directly from time to time to provide direct "eye contact."

WHAT *to* WEAR

Below are some pointers on what to wear to an interview or when business professional is required. You may also receive guidelines from your respective college and/or faculty. Keep in mind that this is not a "one-size-fits-all" approach. If you have a specific question or concern, please contact ICS for additional guidance.

BUSINESS PROFESSIONAL ATTIRE

Acceptable Attire for Interviews, Career Fairs, and Networking Events:

- Dress pants, skirt, or dress—while darker colors such as navy, gray, or black are often suggested, prints or color may also be worn as long as they are not distracting.*
- A pressed or wrinkle-free dress shirt, blouse, or top.
- Suit jacket—darker colors are often suggested such as navy, gray, or black. Light patterns or other colors may also be worn as long as they are not distracting.*
- Dress shoes—close-toed is often suggested, though open-toed may be suitable. Sandals are typically not suggested.
- Minimal, subtle accessories—you do not want what you are wearing to take away from what you are saying during the interview.

Additional Tips:

- Minimal or no fragrances—you may encounter someone with an allergy to strong scents.

- All clothes should be tailored and fit comfortably—avoid clothing that is too tight or too short.
- Pack a backup outfit just in case—you never know what might happen on your way to the interview (e.g., coffee or food stains, inclement weather, rips or tears).
- Personal hygiene—Although this may seem obvious, you will want make sure you are clean, polished, and presentable for the interview. This will boost your confidence and help make a great impression.

Piercings, Tattoos, Dyed Hair, and Other Body Art:

- Piercings, tattoos, bright-colored hair dye, and other forms of body art or expression are more common than they were a few years ago.
- In general, interviewers are more interested in how you articulate your skills and abilities, but you should consider how these body expressions could impact a first impression.
- Some organizations are more conservative while others are very liberal. Doing your research* and knowing the company culture can allow you to respect their policies and expectations while also not muting your personality and who you are.
- Some organizations may have specific policies around visible tattoos and piercings.
- Be yourself and amaze them with your interviewing skills. If they don't accept you the way you are and how you prefer to express yourself, it probably isn't the organization or program you want.

***Do Your Research**

It is important to keep in mind the culture of an organization prior to selecting attire for an interview. While ICS recommends erring on the side of caution and wearing business professional, a suit may not always be necessary depending on the field, industry, or geographical location. When all else fails, a more conservative professional look is always encouraged.

AFTER *the* INTERVIEW

THANK-YOUS, MULTIPLE OFFERS, SALARY QUESTIONS, *and* SALARY NEGOTIATION

THANK-YOUS

Within 24 hours of the interview it is important to send a simple thank-you, either in the form of a brief handwritten note or email. It is expected and could determine whether or not a candidate receives an offer. This simple gesture can go far in showing your gratitude, professionalism, interest, and enthusiasm.

Thank-you tips:

- Send a personalized thank-you to each person involved in the interview.
- Keep your comments clear and concise.
- Ensure it arrives prior to the final decision.
- If sending via postal mail, keep in mind the delivery time.
- You may also send an email the day of your interview and follow up with a handwritten card.

See Appendix U for sample thank you letters.

MULTIPLE OFFERS

It can be very stressful to be in this situation as you want to make the right choice without burning bridges.

Scenario: You've had two interviews with your top and third company choices and another one scheduled for your second choice. You are still waiting to hear from choice number one, and the interview with choice number two is next week. You just received a phone call from choice number three with an offer.

- **Option 1:** You may decide to accept the offer for choice number three and not wait.
- **Option 2:** You may decide you want more time to pursue an answer from number one and/or interview with number two.

- Say that you are thankful for the offer.
- Mention you have another deadline on the table.
- Ask how much time they will give you to make a decision—or ask if they would be willing to give you a specific amount of time. This hopefully gives you time to hear from your top choice and interview.

Scenario: You receive two job offers the same week. Your top choice salary is less than your second choice. You have asked both to give you a week to make a decision.

› **Option 1:** You can choose to accept either offer and not negotiate the salary.

› **Option 2:** You may decide to take this chance to negotiate. It is perfectly acceptable to reach out to choice number one to let them know you received another offer for a higher salary but your top choice is to work for them.

- Ask if they are willing to offer you the same salary as choice two.
- They may come back with an offer to match number two's salary, offer a slightly higher value than their original offer, or stick firmly with their original salary offer.
- Based on the response, determine the best fit based on your interests, values, opportunities for growth, other benefits, future goals, etc.

Scenario: You had two internship interviews and were so excited about receiving an offer from Company A that you accepted and are set to work with them in the fall. Two weeks later you receive an offer from Company B, the one that sounded like it would be your dream internship in a highly competitive program.

› **Option 1:** You stick with your initial decision to intern at Company A, and let Company B know that you are extremely interested in their program but you already made a commitment to another company and you believe in upholding it. You ask if Company B would consider extending their offer for the spring, after your internship with Company A is over.

› **Option 2:** You decide, because of your future goals and the unique experience Company B will provide, to accept their offer and rescind the offer from Company A. Scheduling a face-to-face meeting or phone call with Company A to share your decision and rescind your offer is strongly suggested. Sending an email or simply not showing up would be unprofessional in this scenario. Share your specific reasoning for pursuing the other offer. If you are still really interested in the internship with Company A, you may ask if they would be willing to offer you the internship in the spring instead, so you can intern with Company B in the fall.

SALARY QUESTIONS

Questions and discussions around salary can be very intimidating and stressful for candidates. Rule of thumb: Do NOT ask about or bring up salary in an interview; however, if the employer brings up the topic, you should be prepared.

Ideally, before you go into the interview, you should:

1. Research the market value of the position based on location (payscale.com and glassdoor.com can be helpful sites).
2. Create a monthly budget to determine a realistic salary range.

Prepare a budget spreadsheet and tuck it away in your padfolio just in case you need to refer to it during the interview. Being prepared and showing the employer that you have done your research will be more impressive than simply suggesting a salary you desire.

Question: ***What salary do you expect if we offer this position to you?***

To answer the initial question, try to avoid giving an actual figure by expressing your interest in the job because it fits your career goals and mention that you would expect a fair salary based on the job responsibilities, your experience and skills, and the market value of the position.

Example: "If I were offered the position, I would be open to a competitive offer based upon my experience and skills."

If you are asked to provide a salary range, be prepared to provide the research mentioned above to suggest a salary range. You may suggest a range within the 10,000s such as $30,000–$40,000.

Example: "I have researched the market value of the position based on my experience and determined a reasonable and competitive salary range of $35,000 to $45,000."

SALARY NEGOTIATION

Once an offer has been made, candidates have the opportunity to negotiate or counter the offer. Typically this involves asking for a higher salary but can also include negotiating other aspects of the compensation package including benefits, etc. Many candidates are afraid that asking for more will put the offer at jeopardy, but most employers expect candidates to negotiate. You don't know unless you ask!

Scenario: Tom receives a phone call that he is being offered the Account Coordinator position at XYZ Company. Tom says he is thrilled and asks for a few days to consider the offer. He has until the end of the week to provide an answer. That Friday afternoon, Tom calls back to accept the offer and asks if there is any room to negotiate the salary.

- **Option 1:** They say the salary is fixed and there is no room to negotiate. At that point, Tom can either accept the offer as is or graciously decline.
- **Option 2:** They say yes and ask him to submit a counter-offer letter. Tom composes a letter similar in format to a cover letter that states his interest in the position and the original offer amount. He then suggests a higher amount ($5,000 more) and justifies his reason(s) for asking for more such as his experience level, skill set, talents, or other reasons. He submits the letter and awaits a response.

Other aspects of the offer that could possibly be negotiated:

- Work from home options
- Company-issued computer options (Mac vs. PC)
- Bonus
- Parking
- Office furniture and equipment (e.g., standing desk)
- And many more

YOU HEAR NOTHING AFTER AN INTERVIEW

Scenario: You had an interview on a Monday. You were told a decision would be made and candidates would be notified of their status by Wednesday of the following week. It is now Friday of the following week (two days past the time they said they'd be in touch) and you haven't heard a word.

1. Send a brief email to the main point of contact for the interview. The subject line can read "Follow Up from (Job Title) Interview."
2. Reiterate your strong interest in the position and give them the benefit of the doubt by mentioning that you realize it is a busy time or that you understand the decision process can sometimes take longer than expected.
3. Ask if any updates on the decision timeline can be shared so you know what to expect.

SUCCESS TIPS *for* INTERNS *and* NEW PROFESSIONALS

As you enter into a new professional space, whether it's with research, an internship, student employment, or your first full-time position as a new graduate, below are some suggestions for making a great first impression and for gaining the most from the opportunity.

1. **Say yes.**

   Although there may be some less glamorous aspects to a new position or role, it is important to remember how some of the less exciting and often repetitive tasks fit into the bigger picture. Every task has value and will offer foundational knowledge about the organization. As you master tasks and show that you are willing to help where needed, chances are your responsibilities will increase.

2. **Show initiative.**

   If you find yourself having excess time after completing your usual tasks, ask how else you can help. If you have ideas for a new project or thoughts on improving a process, don't hesitate to share these with your supervisor. Always consider new ways to be innovative or use creative problem solving. Doing so demonstrates not only your value, but also your commitment to the organization. Remember to keep in mind your own limits for project completion so that you don't bite off more than you can chew.

3. **Get to know your colleagues.**

   During the first few weeks, see if you can set up meetings with individuals in your office to learn more about their role in the organization. This will allow you to see how the office works and also provide you an opportunity to get to know the team you will be working with. You will also gain a deeper understanding of the organization's culture.

4. **Learn everything you can about the field or industry.**

   It is very helpful to learn about the industry in which you are working. Learn the history, the language, and any other important pieces of information. The more you know your industry, the more prepared you will feel for your line of work.

5. **Find a mentor.**

   Seek out individuals in the organization who have achieved some of the goals that you would also like to reach. Reach out to them for guidance and advice throughout your time at the company. Later in your career, you may then choose to become a mentor to those just entering the field.

6. **Communicate.**

   This may sound obvious, but make it a habit to say hello when you arrive each day and goodbye when you leave. Make sure to connect with your supervisor if you will be late due to traffic or other unforeseen circumstances.

7. **Consider yourself part of the team.**

   Don't be afraid to share your ideas and feedback during staff meetings or group discussions. If you were selected for a position, you have something to offer. Remember that your lens, experiences, and skills have value. Ideally, this will be a learning experience for you as well as your colleagues.

8. **Always choose to feature people in a positive light, including yourself.**

   Refrain from gossiping or speaking negatively about past or present colleagues. This also means you should be careful not to share too much personal information and avoid offensive language.

APPENDIX

APPENDIX A - ACTION VERBS

The words in **bold** are especially good for pointing out accomplishments.

MANAGEMENT SKILLS	COMMUNICATION SKILLS	RESEARCH SKILLS	CREATIVE SKILLS	CLERICAL *or* DETAIL SKILLS
administered	addressed	clarified	acted	approved
analyzed	arbitrated	collected	conceptualized	arranged
assigned	authored	critiqued	created	catalogued
attained	collaborated	diagnosed	customized	classified
chaired	**convinced**	evaluated	designed	collected
consolidated	corresponded	examined	developed	compiled
contracted	developed	extracted	directed	dispatched
coordinated	directed	identified	established	executed
delegated	drafted	inspected	fashioned	generated
developed	edited	interpreted	**founded**	implemented
directed	enlisted	interviewed	illustrated	inspected
evaluated	facilitated	investigated	**initiated**	monitored
executed	formulated	organized	instituted	operated
improved	influenced	reviewed	integrated	organized
increased	interpreted	summarized	**introduced**	prepared
organized	lectured	surveyed	**invented**	processed
oversaw	mediated	systematized	**originated**	purchased
planned	moderated		performed	recorded
prioritized	negotiated		planned	retrieved
produced	persuaded		**revitalized**	screened
recommended	promoted		shaped	specified
reviewed	publicized			systematized
scheduled	reconciled			tabulated
strengthened	recruited			validated
supervised	translated			

FINANCIAL SKILLS	TECHNICAL SKILLS	TEACHING SKILLS	HELPING SKILLS	MORE ACCOMPLISHMENTS
administered	assembled	adapted	assessed	**achieved**
allocated	built	advised	assisted	**expanded**
analyzed	calculated	clarified	clarified	**improved**
appraised	computed	coached	coached	**reduced**
audited	designed	communicated	counseled	**resolved**
balanced	devised	coordinated	demonstrated	**restored**
budgeted	engineered	developed	diagnosed	**spearheaded**
calculated	fabricated	enabled	educated	**transformed**
computed	maintained	encouraged	**expedited**	
developed	operated	evaluated	facilitated	
forecasted	**overhauled**	facilitated	familiarized	
managed	programmed	guided	guided	
marketed	remodeled	informed	motivated	
planned	repaired	instructed	referred	
projected	solved	persuaded	rehabilitated	
researched	**upgraded**	stimulated	represented	
		trained		

APPENDIX B - SAMPLE RESUME - CCOM LAS SOCIAL SCIENCE

Casey M. Butler

email@butler.edu
(317) 123-4567

SUMMARY

I have always been a storyteller, but my passion for tourism and hospitality flourished during my marketing internship with Yelp Indy. While there, I learned the value of creating placemaking experiences by promoting hidden gems throughout the city. I believe this experience combined with my robust education from Butler University have prepared me for the social media coordinator position at Visit Indy. You may review some of my work on my professional portfolio at **www.caseymbutler.com/professionalportfolio**

EDUCATION

Bachelor of Arts in Strategic Communication and Psychology May 2018
Butler University, Indianapolis, IN
Minor: Spanish
Honors: Phi Beta Kappa, Top 100 Student, Dean's List

COMMUNICATIONS AND MARKETING EXPERIENCE

Marketing Intern May 2016 – May 2017
Yelp Indy | Indianapolis, IN

- Co-managed three social media platforms by posting engaging content and interacting with followers to promote local businesses and drive traffic to Yelp.com
- Crafted regular blog posts for Visit Indiana Insider blog and Indy's Child Parenting Magazine to promote local businesses and Yelp to new audiences
- Researched and compiled content for themed weekly newsletter, designed to inform 150,000+ Central Indiana email subscribers about local businesses and events
- Collaborated in planning and marketing of creative social events, with capacity ranging from 40 to 6,000 attendees, to generate buzz for new businesses by promoting them to active Yelpers
- Brainstormed and executed creative guerilla marketing tactics to promote Yelp to large audience with minimal budget, including marketing trades with partners and in-kind donations
- Planned content for local media segments by researching and contacting businesses to showcase products and services on local media

Contributing Writer December 2016 – April 2017
Visit Indy | Indianapolis, IN

- Drafted and edited monthly content by researching local attractions and events and synthesizing information into blog post to promote Indianapolis to tourists and residents
- Communicated with team of ten bloggers by using a cloud-based editorial calendar to schedule posts

Social Media Coordinator September 2015 – December 2016
Butler University | Indianapolis, IN

- Created weekly communication strategy by reviewing campus and community news outlets to discover enticing events to promote to student population via @BUGoodCleanFun
- Managed Twitter, Instagram, and Facebook campaigns using Hootsuite

Health Education and Outreach Programs Intern May 2016 – August 2016
Butler University | Indianapolis, IN

- Assisted in the creation and branding of campus-wide initiative to promote bystander intervention through messaging in residence halls and on social media
- Compiled and edited posts for wellness-themed social media campaign #BUBeWell

LEADERSHIP AND COMMUNITY ENGAGEMENT

President | Butler University Peers Advocating Wellness for Students May 2016 – May 2017
Member | Public Relations Student Society of America October 2016 – Present
Volunteer | Humane Society of Indianapolis August 2016 – Present

TECHNICAL SKILLS

Intermediate proficiency with Adobe Photoshop, Illustrator, and InDesign; Advanced proficiency in Spanish

APPENDIX C - SAMPLE RESUME - FIRST YEAR STUDENT

Ashley Dwyer

(317) 555 – 9383 | email@butler.edu

EDUCATION

Exploratory Studies Student Anticipated Graduation: May 2021
Butler University, Indianapolis, IN

Honors: Presidential Scholar, University Honors Program

High School Diploma June 2017
Pawnee High School, Pawnee, IN

Honors: National Honors Society, Creative Writing Award Winner, Model United Nations President
GPA: 3.8/4.0

EXPERIENCE

Summer Office Assistant Summer 2017
Parks and Recreation, Pawnee, IN

- Assisted Deputy Director by color coding and filing Harvest Festival press and visitor feedback
- Created and posted content for the Parks and Recreation Instagram account featuring highlights from local summer programming and activities
- Co-facilitated Pawnee's sixth annual adopt-a-pet day in Ramsett Park which resulted in 30 animals finding their forever homes

Lead Editor August 2016 – August 2017
Li'l Sebastian Youth Press (Li'l SYB), Pawnee High School, Pawnee, IN

- Drafted and edited articles in memoriam of public figure, Li'l Sebastian, and profiling Li'l Sebastian look-a-likes to provide a creative outlet for young adult fans of Li'l Sebastian
- Founded and oversaw a school-wide open-mic event featuring spoken word tributes to Li'l Sebastian which produced an audience of over 70 people

Server Summer 2016
JJ's Diner**,** Pawnee, IN

- Served the city's best waffles and other breakfast foods using exceptional customer service
- Collaborated with a team of five servers and two managers using active listening in a fast-paced environment

COMMUNITY ENGAGEMENT AND LEADERSHIP EXPERIENCE

President, Model United Nations, Pawnee High School August 2016 – May 2017
Pet Care Assistant, Pawnee Animal Shelter March 2015 – March 2016
Active Member, Pawnee Goddesses August 2010 – May 2014

SKILLS

Familiar with Adobe InDesign and Photoshop; Proficient in Social Media Operation (Facebook, Instagram); Working proficiency in Microsoft Office Suite; Intermediate proficiency in written Spanish

APPENDIX D - SAMPLE RESUME - LAS HARD SCIENCE

Katy Butler

email@butler.edu | 555.444.1234

SUMMARY

I am a rising junior majoring in biology and chemistry who is passionate about lifelong learning. In my current work as an educator with The Children's Museum of Indianapolis, I have been thriving in an environment that allows me to cultivate activities for children grounded in wildlife biology.

EDUCATION

Bachelor of Science in Biology May 2019
Butler University, Indianapolis, IN
Minor: Chemistry

GPA: 3.7/4.0

BIOLOGY AND CHEMISTRY EXPERIENCE

Children's Educator – The Children's Museum of Indianapolis May 2017 to Present

- Create and facilitate lesson plans for 3rd-5th grade students about North American wildlife to expand their knowledge and create fun learning experiences
- Coordinate games for students to internalize learning through activities

Lab Coursework – Butler University August 2015 to Present

- Analyze NMR, IR spectroscopy and mass spectroscopy data to determine chemical structure
- Develop a foundational understanding of recent scientific breakthroughs by interpreting research
- Control records and logs of research to ensure accuracy and care in experiments and data collection

Independent Study – Butler University August 2016 to May 2017

- Increased independence and autonomy in researching native plant species by practicing exceptional laboratory maintenance
- Collected, interpreted and evaluated data from 13 native plant species to determine significance and draw conclusions in research
- Created sterilized experimental environments to achieve accurate and uncontaminated results

COMMUNITY AND INSTITUTIONAL INVOLVEMENT

Waiting Room Support – Kindred Hospital August 2016 to Present
Active Member – Butler Biology Club January 2016 to Present
Active Member – Black Student Union November 2015 to Present
Tutor – School on Wheels August 2016 to May 2017
Food Pantry Volunteer – Shepherd Community Center January 2016 to May 2016

OTHER EXPERIENCE

Barista and Cashier May 2014 to August 2015
Blackberry Market – Glen Ellyn, IL

- Communicated with customers to provide them with the best product and service possible
- Maintained proper food and beverage safety requirements to deliver safe and high quality meals

Sales Associate May 2013 to August 2014
AliKat Boutique – Glen Ellyn, IL

- Conducted inventory checks and stock records for over 100 styles of merchandise
- Assisted customers in selection of clothing in order to help them find the best product for them

APPENDIX E - SAMPLE RESUME - LAS HUMANITIES

JORDAN BUTLER

abutler@email.edu 555-555-5555

SUMMARY

Passionate about social justice, refugee support, and ethical legal and governmental operations. Seeking an entry-level position to gain professional experience, develop written and verbal communication skills, and cultivate a skill set base in public policy and government operations.

EDUCATION

Bachelor of Arts in Political Science and History May 2018
Butler University – Indianapolis, IN
GPA: 3.53/4.0 Major GPA: 3.78/4.0

Honors Thesis - Teaching a Man to Fish: New Employment Skills Training for Resettled Refugees in Indiana
Honors – Dean's List, Butler Top 100

PROFESSIONAL EXPERIENCE

Services Intern August 2017-Present
Exodus Refugee Immigration – Indianapolis, IN

- Create case files and documents for new clients to provide organized records of their past experiences and current status
- Curate new files in the client database to streamline the records process and make the system more efficient for case managers to use
- Transport clients to various appointments to aid them in accessing healthcare, legal counsel, and general living provisions
- Provide one-on-one employment training for four clients two hours per week

Communications Intern May 2017-August 2017
Board of Ethics and Government Accountability (BEGA) - Washington, D.C.

- Supported office tasks through conducting legal research, updating contact lists, and creating training binders for new employees
- Assisted in Code of Conduct training for 12 new employees through creating training packets, facilitating small group discussion, and updating presentation materials
- Connected with various offices in the District in order to provide them with educational resources and meaningful interactions with the BEGA

Special Projects Intern May 2016-August 2016
Appellate Clerk's Office – Indianapolis, IN

- Conducted thorough research for attorneys in order to provide them with background information on specific cases
- Assisted in coordinating the distribution ceremony of the Oath of Attorneys to newly admitted attorneys
- Processed over 200 documents for filed appeals within the Judicial Branch of Indiana

ACTIVITIES AND INVOLVEMENT

Volunteer – American Civil Liberties Union August 2017-Present
Active Member – Be the Voice March 2016-Present
Active Member – TRANSform August 2016-Present
Active Member – Model United Nations August 2016-May 2017
Peer Tutor – Butler University Speaker's Lab January 2016-December 2016
Tutor for English as a Second Language – Immigrant Welcome Center August 2015-May 2016

APPENDIX F - SAMPLE RESUME - LSB

John Robert Butler

email@butler.edu 317-555-5555

EDUCATION

Butler University Lacy School of Business, Indianapolis, IN **Expected Graduation May 2020**
Finance and **Marketing** Double Major; **GPA: 3.8/4.0**
Dean's List, Butler Business Scholar

Study Abroad, London, England **May 2018 – June 2018**

- Developed leadership skills through studying various leadership styles of Winston Churchill, Queen Elizabeth I, Martin Luther King Jr., and more.
- Reinforced cross cultural experience through travel, hands on learning, and international business experiences at Lloyds of London and Ernst & Young.

BUSINESS EXPERIENCE

Zimmer Biomet, Warsaw, IN **Fall 2019**
Finance Intern – Internal Audit

- Traveled to France to audit a Zimmer Biomet entity and implemented two processes to improve the Travel and Entertainment and discount approval processes to cut expenses by 10% and improve business operations.
- Reviewed and performed PwC SOx tests on past processes and procedures in the company.
- Developed a solution to a case study to improve patient joint health and increase product pull by 16% over a 20 year period.

Stryker Orthopedics, Indianapolis, IN **Summer 2019**
Marketing Intern – Extremities

- Conducted market research within the hand and wrist market to develop three new product lines.
- Developed a 92-page research portfolio for the company on the hand and wrist market.
- Formed relationships with the top 50 hand and wrist surgeons in the United States to create a resource for future development at Mayo Clinic and OASIS Hospital.
- Provided a product development action plan, which projected earnings in excess of $250,000,000.

LEADERSHIP EXPERIENCE

Delta Tau Delta Fraternity, Beta Zeta Chapter, **Treasurer** **January 2019 – Present**

- Manage and control a $115,000 budget.
- Elected by peers to control and manage cash flows.
- Lead a committee within the fraternity to keep financials accountable.

Butler University Student Foundation, **Development Committee Chair** **September 2018 – May 2019**

- Run and organize Philanthropy Awareness Day to show appreciation to Butler donors nationwide, and educate the campus on how 92% of students have an academic scholarship due to alumni donations.
- Created a Service Event for *Keep Indianapolis Beautiful* to create aesthetically pleasant streets in the Butler-Tarkington Area; exceeded member participation.

Student Government Association, **Finance Board** **January 2018 – Present**

- Manage a $81,500 budget allotted to various clubs and organizations on campus to enrich the lives of students.
- Manage and communicate to the Grants Committee about grant proposals from clubs on campus.

Butler University Dance Marathon, **Marketing Chair** **February 2017 – Present**

- Collaborated with the executive board to increase our marketing reach in order to grow BUDM by 8%.
- Broadcast messages about the organization across social media platforms like Instagram, Twitter, and Facebook.

Butler University, **Student Orientation Guide (SOG)** **August 2017, August 2018**

- Mentored first year students to ensure a smooth acclimation to college life.
- Contributed to a Community of Care by collaborating with Faculty Orientation Guides (FOGs).

Joey Butler

jbutler@email.com | (317) 555-5555 | jbutler.portfolio.com

EDUCATION

Bachelor of Science in Arts Administration - Theatre May 2018
Butler University, Indianapolis, IN
Minor: Digital Media Production
Honors: Cum Laude, Departmental High Honors, Butler University Top 100 Nominee

ADVANCEMENT EXPERIENCE

Development Intern September 2017 – December 2017
Indianapolis Children's Museum, Indianapolis, IN

- Coordinated with the Director of Development to assist with all aspects of fundraising such as annual campaign mailings, donor correspondence, and the Museum by Moonlight Gala
- Created a short video featuring the #MyMuseum hashtag to promote the Extraordinary Campaigns fundraising effort
- Produced post-sponsorship reports using Raiser's Edge by compiling data sets
- Assisted with drafts of grant applications to secure funding for The Sports Legends Experience
- Facilitated on-site promotional efforts by coordinating sponsor signage

National Advancement Intern January 2017 – May 2017
John F. Kennedy Center for the Performing Arts, Washington, D.C.

- Researched prospective donors and designed materials for tailored pitches using inDesign
- Designed templates used for brochures, booklets and sponsorship packets for future reference
- Involved in the process of planning and executing each of the national leadership committees' spring and summer meetings. Assisted in the responsibility for hospitality and logistical arrangements, as well as administrative and on-site assistance to the committee members.
- Collected, analyzed and presented information regarding each member of the National Leadership committees

PRODUCTION AND VIDEOGRAPHY WORK

Video Documentarian Intern Summer 2017
Jacob's Pillow Dance Festival, Becket, MA

- Collaborated with a team of three videographers over the course of 12 weeks to chronicle the essence of the festival using Adobe Premiere
- Documented live performances, events, talks, and dance classes to create promotional videos
- Assisted with the maintenance of archival footage dating back to the 1930's by logging and organizing videos

Production Intern August 2016 – December 2016
Indianapolis Repertory Theatre, Indianapolis, IN

- Assisted with costuming, set, and prop design for three shows during the fall repertoire
- Coordinated with Production Stage Manager to review and verify lighting placement and strategies

CAMPUS AND COMMUNITY LEADERSHIP

Butler Student Ambassador, Butler University August 2016 – Present
Volunteer, Indy Reads Books August 2016 – Present
VP of Marketing and Events, Alpha Phi International Fraternity January 2016 – December 2016
Volunteer Usher, Clowes Memorial Hall August 2015 – May 2016

APPENDIX H - SAMPLE RESUME - JCA ART+DESIGN

BUTLER SMITHE

VISUAL COMMUNICATION ARTIST

WHO AM I?

I am an Art + Design major with a minor in Strategic Communications at Butler University. Through my coursework, I have developed exceptional leadership, technical, and communication skills. Design is my passion. I thrive in creative spaces where I can work with a team to communicate a vision.

CHECK OUT MY WORK

www.ButlerSmithe.website

CONNECT WITH ME

Email: ButlerSmithe@email.com
Phone: (317)555-1234
LinkedIn: ButlerSmithe.linkedin

EDUCATION

BACHELOR OF ARTS IN ART + DESIGN | May 2018
Butler University, Indianapolis, IN
Minor: Strategic Communication

ART AND DESIGN EXPERIENCE

DESIGN INTERN
BOHLSEN GROUP | SUMMER 2017

- Applied visual communication techniques to real world scenarios by designing promotional materials using Adobe Illustrator and InDesign
- Assisted with tailored marketing campaigns for clients following weekly brainstorming and project management meetings

COMMUNICATIONS EXPERIENCE

GRASSROOTS MARKETING INTERN
BOHLSEN GROUP | SEPTEMBER 2016 - MAY 2017

- Developed a deeper appreciation for the city of Indianapolis by distributing promotional materials to small businesses
- Collaborated with four peer interns to practice guerrilla marketing techniques spanning the Broad Ripple and Mass Ave. neighborhoods

HEAD OF PUBLIC RELATIONS
BULLDOGS INTO THE STREETS | APRIL 2016 - AUGUST 2016

- Planned advertising for a campus-wide service event for 1100 incoming students during welcome week
- Created a promotional campaign complete with press kits and a social media strategy

LEADERSHIP EXPERIENCE

NEW MEMBER DIRECTOR
Kappa Alpha Theta Fraternity | JANUARY 2016 - JANUARY 2017

- Integrated new members into the house through rituals in order to teach them about house responsibilities
- Planned recruitment activities by liaising with six executive committee members

TECHNICAL SKILLS

- Adobe Photoshop
- InDesign
- Illustrator
- Microsoft Office Suite
- Front End Web Design

APPENDIX I - SAMPLE RESUME - ALUMNI RESUME

Napoleon "Al" Butler

email@org.com | (123) 456-7890

PROFESSIONAL SUMMARY

Energetic, team-oriented professional with proven leadership and project management experience. Passionate about helping others succeed and contributing to an engaging and productive work environment. Top strengths include relationship-building, collaboration, and mentoring.

PROFESSIONAL EXPERIENCE

University Activation Manager September 2016 to Present

TechPoint, Indianapolis, IN

- Oversee programming for the Indy Xtern summer intensive by organizing structured activities focused on TechPoint's values: Grit, Gratitude, Investment, Inclusion, and Growth
- Mentor 20 fellows during a two-year program through leadership training, one-on-one meetings, and teambuilding exercises
- Collaborate with hundreds of major tech companies across the state of Indiana to promote and accelerate the growth of Indiana's tech community

Project Manager June 2013 to May 2016

Salesforce, Indianapolis, IN

- Assisted with control design and assessment to optimize business flow for internal audit processes
- Managed and developed project budgets and staffing needs through analysis of project progress to ensure deadlines are met while exceeding client expectations
- Created proposals and facilitated monthly stakeholder meetings to assist with business development

Project Management Intern June 2012 to December 2012

People for Urban Progress, Indianapolis, IN

- Assisted with stakeholder meetings and interviews by distributing targeted agendas, attending to logistics, and facilitating conversation
- Reviewed timelines for submitted projects to determine confidence and coherence for each proposal
- Leveraged cross client experience in order to increase the efficiency of clients' testing procedures while also minimizing risk

COMMUNITY ENGAGEMENT

Advisory Board Member August 2016 to Present

Internship and Career Services (ICS), Butler University

- Collaborate with a board of 40 community leaders on a quarterly basis to provide feedback on current hiring trends
- Guide undergraduates in the ICS career planning courses through resume and LinkedIn profile critiques in addition to practice interviews

Entrepreneurship Consultant July 2016 to Present

Ruckus Makerspace, Indianapolis, IN

- Create and facilitate workshops for aspiring local entrepreneurs to learn the fundamentals of business
- Provide monthly guidance for Ruckus makers and artists on the topics of project management and branding

LEADERSHIP EXPERIENCE

Student Ambassador, Butler University Admissions April 2010 to May 2013
Student Body President, Butler University August 2011 to May 2012
Ross Hall Resident Assistant, Butler University August 2010 to May 2012
Volunteer, Hugh O'Brian Youth Leadership (HOBY) May 2008 to May 2012

EDUCATION

Bachelor of Science in Marketing - Lacy School of Business May 2013
Bachelor of Arts in Psychology
Butler University, Indianapolis, IN

Jordan P. Hall

Indianapolis, IN 46208
jphall@email.com
(317) 123-4567

EDUCATION

Bachelor of Arts in Organizational Communication & Leadership
Bachelor of Arts in Sports Media
Butler University, Indianapolis, IN Expected Graduation: May 2018

Honors: Dean's List (2015-2017)
GPA: 3.7/4.0

TECHNICAL SKILLS

Microsoft Word, PowerPoint, Excel; Adobe Photoshop, Illustrator, After Effects; Garage Band, Audacity, Final Cut Pro

SPORTS AND MEDIA EXPERIENCE

Game Day Operations Intern August 2017-Present
Indianapolis Colts, Indianapolis, IN

- Organize, set up, and manage the official pre-game entertainment experience outside of Lucas Oil Stadium
- Collaborate with sponsors regarding both pre-game and in-game promotions using email and phone communication
- Manage teardown of all pre-game entertainment in an organized and efficient manner
- Promote the Indianapolis Colts brand across the state of Indiana and nationwide using social media outlets such as Facebook, Twitter, and Instagram

Game Operations & Fan Promotions Intern January 2017-May 2017
Pacers Sports & Entertainment, Indianapolis, IN

- Produced and managed an entertaining, exciting, and safe professional basketball game for fans and television viewers
- Liaised with promotions team to develop fans locally and nationally
- Scheduled player and mascot appearances outside of in-game routines using Outlook calendars
- Assisted with game day duties including on-court presentations, emcee support, interactive fan games, and concourse setup/teardown

Sports Marketing & Game Operations Intern August 2016-December 2016
Athletics, Butler University, Indianapolis, IN

- Managed all game day activities and promotions for over 50 athletic events
- Created and executed effective fan promotions within budget restrictions
- Organized and supported the student cheer section during home games and student rallies
- Interacted with and provided assistance to season ticket holders and sponsors

Team Store Manager April 2016
Official Team Store (Fan Fest), NCAA Final Four, Indianapolis, IN

- Facilitated setup and teardown of team store before and after Fan Fest
- Managed sales floor to enhance customer relations and maintain stock levels
- Connected with external vendors on customer and event promotions through consistent email check-ins
- Collaborated with store team of 25 members to create valuable customer experience

E-Commerce Intern August 2015-December 2015
LIDS Sports Group, Indianapolis, IN

- Designed and implemented Search Engine Optimization (SEO) content including target keywords and high quality internal links to assist Lids.com to go after valuable sports trends
- Produced blog posts for the Lids Blogs to showcase top styles and kept Lids content relevant to sports industry
- Assisted merchandisers in improving product information on Lids digital properties which resulted in increased understanding of internal buying and promotional programs
- Created marketing materials to assist with general advertising campaign tasks across paid search, affiliate, and display

OTHER EXPERIENCE

Student Assistant August 2016-May 2017
Internship and Career Services**,** Butler University, Indianapolis, IN

- Assisted with data projects and offered input to enhance office programs and services
- Posted internship and job postings online using Handshake portal
- Greeted office visitors and answered phones to serve as the first point of contact

Building Supervisor August 2015-May 2016
Health and Recreation Complex, Butler University, Indianapolis, IN

- Trained new control desk student assistants using communication and delegation skills
- Greeted patrons and ensured policies were upheld
- Rounded each level of the facility every hour to ensure safety of all patrons
- Held leadership responsibility of front desk student staff

Retail Associate January 2015-May 2015
Butler University Bookstore

- Managed cash register and assisted with customer inquiries
- Maintained order of store layout by folding and reshelving merchandise
- Created appealing displays featuring new merchandise specific to Butler sports

LEADERSHIP AND COMMUNITY SERVICE

Founding Member, Beta Theta Pi Fraternity, Butler University August 2017-Present
Events Committee, Butler Ambassadors for Special Olympics (BASO) August 2016-Present
Member, Student Advisory Board, Internship and Career Services August 2016-Present
Volunteer, Bulldogs Into the Streets (BITS) Community Service August 2016, 2017
Volunteer, Butler University Undergraduate Research Conference April 2017

Lilly Butler

ELEMENTARY EDUCATION EDUCATOR

(317) 940-9383 email@butler.edu 4600 Sunset Avenue Indianapolis, IN 46208

I believe all children have the capability to reach their fullest potential—no matter prior schema or individual abilities. I believe in building safe and engaging communities by fostering teaching ideals such as differentiated instruction and SIOP strategies. I believe in providing an environment that allows children to flourish emotionally as well as academically into life-long learners and community members.

EDUCATION

Bachelor of Science in Elementary Education

Butler University
Indianapolis, Indiana

May 2017
GPA: 3.95/4.0

LICENSES

Indiana Teaching License
Elementary Education K-6

Indiana Teaching License
Mild Intervention K-6

EdTPA Assessment K-6

MINORS

English as a New Language
(ENL) K-6

Reading Teacher **K-6**

TEACHING EXPERIENCE

32 Weeks of Student Teaching

Life Skills Classroom (16 weeks) ***January 2017—April 2017***
Spring Mill Elementary School, MSD of Washington Township
Indianapolis, Indiana
Full time student teacher

- Implemented appropriate curriculum for 14 students by differentiating instruction to meet a variety of students' needs
- Developed Individualized Education Plan goals and conducted an Annual Case Conference Review in order to effectively communicate student, parent, and district desires while upholding professional documentation

3rd Grade – High Ability (16 weeks) ***August 2016—December 2016***
Brook Park Elementary School, MSD of Lawrence Township
Indianapolis, Indiana
Full time student teacher

- Crafted and integrated project-based and workshop approaches with an emphasis on communication using *Optimal Learning Model*
- Executed practices of *Marzano's Monitoring for Student Learning* through a variety of engaging strategies to track student growth over time

Teaching Assistant (paraprofessional for students with autism)

Giant Steps Autism Organization ***Summers 2015 & 2016***
Carmel, IN
Summer school assistant and occasional substitute

- Gained knowledge and experience with autism spectrum disorders and sensory/behavioral relevant instructional strategies
- Provided 1:1 instruction and preparation for classroom sessions
- Liaison with members of students' academic and behavior teams

EXPERTISE

Community Building

Differentiated Instruction

Engaging Learning

Communication of student needs

Project-Approach Learning

Flexible under stressful situations

HONORS

Outstanding Student Teacher Honors Applicant
Fall 2016

- *Recognized as outstanding educator during student teaching experience*

Butler University Top 100 Most Outstanding Student

- *Acknowledged during 2016-2017 academic year*

College of Education Dean's List

- 3 semesters

INTENSIVE FIELD EXPERIENCE

IPS 60: Butler Laboratory School ***August 2015—December 2015***
Indianapolis, Indiana

- Conducted Teacher Research within Reggio Emilia-inspired K-1 classroom context exploring *engaging and appropriate curriculum based off the individual learning needs of all students*
- Assessed overtime using Math Fact Fluency and Running Records

Central Elementary School, MSD of Pike Township ***January 2015—April 2015***
Indianapolis, Indiana

- Instructed upper elementary students reading and math interventions
- Planned and implemented enrichment unit on water conservation.

North Central High School: ENL Tutor ***January 2014—December 2014***
Indianapolis, Indiana

- Completed 10 contact hours of tutoring with English language learners
- Supported students through clear and effective communication of academic language using SIOP model strategies and lesson planning

PROFESSIONAL DEVELOPMENT & EXPERIENCE

- **Kappa Delta Pi Education Honors Society** January 2014—Present
- **Council for Exceptional Children Conference** April 2016
- **Marzano Monitoring for Learning** November 2016
- **CPR/AED Certified** November 2016
- **Project WET Certified** May 2016
- **Day at the Indiana Statehouse University Advocate** February 2016

COLLEGIATE AFFILIATIONS

- **Answers for Autism, President** February 2016—Present
- **Council for Exceptional Children, President** August 2016—Present
- **Mortar Board Honor Society** March 2016—Present
- **Best Buddies Indiana** August 2014—April 2016
- **College Mentors for Kids** August 2013—April 2014

APPENDIX L - SAMPLE CV - CCOM CSD AUDIOLOGY CV

Frankie Butler

fbutler@email.com
4600 Sunset Ave, Indianapolis, IN 46208
(317) 555-9383

EDUCATION

Bachelor of Arts in Communication Sciences and Disorders (CSD) and German May 2017
Butler University, Indianapolis, IN
GPA: 3.9/4.00

Coursework: Introduction to Phonetics, Phonological Development and Disorders, Anatomy and Physiology, Speech Science, Fundamentals of Audiology, Language Development, Communication Research Methods, Language and Culture, Clinical Procedures, Medical Audiology, Aural Rehabilitation

Honors: Dean's List (five semesters), Charles O. McGaughey Leadership Award for German, Phi Eta Sigma Freshman Honors Society, Delta Phi Alpha German Honors Society, and Mortar Board

Study Abroad
Catholic University Eichstätt-Ingolstadt, Eichstätt, Germany Summer 2016

- Achieved greater proficiency in the German language through interactions with locals and coursework
- Increased cultural knowledge through developing relationships with students from 20 different countries and cultures worldwide

CSD EXPERIENCE

Audiology Student Clinician August 2016-Present
Butler University, Indianapolis, IN

- Determine threshold hearing levels and construct an audiogram through use of pure tone audiometry using air and bone conduction
- Administer otoscopic and tympanometric exams to check for obstructions and to measure middle ear function
- Attain detailed patient histories through use of strategic questions tailored to the patients' complaint
- Counsel clients on the results of their otoscopy, tympanogram, and audiogram, and advise them on proper ear health

Student Observer (20 hours) November 2014-Present
Various locations in Indiana and Missouri

- Observe pure tone audiometry and multiple videonystamography (VNG) evaluations to better understand the scope of practice of an audiologist
- Attend an Epley Maneuver performed on a client with Benign Paroxysmal Positional Vertigo (BPPV) to learn how BPPV is treated
- Gain exposure to augmentative and alternative communication devices used by school-aged children through interactions in a therapy session

Student Screener August 2015-December 2015
Butler University, Indianapolis, IN

- Screened preschoolers throughout the Indianapolis community to identify potential speech, language, and hearing disorders in children
- Utilized play audiometry with younger children as a way to get consistent results
- Administered the Fluharty Speech and Language Screening test to assess receptive and expressive language
- Collaborated with preschool teachers to write well-informed referrals for parents

TEACHING EXPERIENCE

German Tutor September 2014-Present
Butler University Modern Language Center, Indianapolis, IN

- Clarify aspects of German language and culture to students through intensive grammar explanations and examples
- Demonstrate study techniques such as mnemonic devices and use of charts to encourage increased comprehension and use of German
- Collaborate with professors regarding the progress of their students by filling out a report after each session
- Provide a safe, positive space for struggling students to improve and practice their written and spoken language skills

WORK EXPERIENCE

Student Assistant January 2015-Present
Butler University Modern Language Center, Indianapolis, IN

- Assist modern language faculty and staff with clerical tasks to keep department running smoothly
- Catalogue and maintain over 1,500 foreign films in an online database to promote ease of access for students and professors
- Train five new assistants in Modern Language Center procedures regarding day to day operations of the center as well as other expectations for the job
- Lead ePortfolio information sessions in language classes to teach students to use the online system more effectively

Day Camp Counselor Summers 2015, 2016
Ballwin Day Camp, Ballwin, MO

- Planned engaging activities and games for nine and ten-year-olds to encourage active participation for children of all interests and ability levels
- Resolved conflicts between campers through listening and encouraging appropriate behaviors
- Collaborated with other counselors and camp directors to ensure safety of campers while on field trips to the zoo and parks

CERTIFICATIONS

HIPPA Confidentiality Certification October 2014-Present

CSD MEMEBERSHIPS AND ACTIVITIES

Indiana Speech Language Hearing Association (ISHA), Active Member March 2016-Present
National Student Speech Language Hearing Association (NSSLHA), Active Member August 2015-Present
One Butler: The Brain Project, Schizophrenia and Alzheimer's Lecture Attendee October 2016

LEADERSHIP AND COMMUNITY SERVICE

President, German Klub August 2016-Present
Active Member, Mortar Board, Scarlett Quill Chapter April 2016-Present
Public Relations Chair, *Manuscripts* Literary Magazine August 2015-Present
Non-Profit Volunteer, Gleaners Food Bank October 2014-Present
Family Volunteer, Ronald McDonald House February 2015-Present
Secretary, Alpha Phi Omega National Service Fraternity January 2016-December 2016
Volunteer Event Planner, Dayspring Center March 2016

LANGUAGE SKILLS

Fluent in German language and conversational in American Sign Language

APPENDIX M - SAMPLE CV - COPHS PHYSICIAN ASSISANT

Harper Hampton

hhampton@email.com
4600 Sunset Ave, Indianapolis, IN 46208
(317) 940-8000

EDUCATION

Master of Physician Assistant Studies May 2010
Butler University, Indianapolis, IN

Bachelor of Science in Health Science May 2008
Butler University, Indianapolis, IN

Study Abroad Experience Fall 2003
University of Guadalajara, Guadalajara, Mexico

- Demonstrated leadership skills and independence while navigating a foreign country
- Explored Spanish language and culture through coursework and interacting with locals

LICENSURES AND CERTIFICATIONS

Physician Assistant Certification May 2010
Advanced Cardiovascular Life Support July 2010–Present
Basic Life Support April 2001–Present
Medical Technologist, American Society for Clinical Pathology September 2004–September 2009

RESEARCH

Butler University, Indianapolis, IN October 2007–May 2010

- Synthesis and Chemistry of Low Valent Fe and Cr Complexes: Synthetic Approaches to Alkane Complexes
- Indiana University, Bloomington, IN September 2000–May 2002
- The Substituent Effect of Pentamethylcyclopentadiene on the 1, 2-Alkyl to Iron Migration with Concomitant
- Carbene Formation

PROFFESIONAL EXPERIENCE

Physician Assistant Student May 2009
Barnabas Task Medical Mission Trip, Santiago, Dominican Republic

- Applied Fluoride treatments for local children to improve dental care
- Performed blood pressure screenings and checked vital signs to gauge current level of health and identify possible concerns for physician to evaluate further
- Assisted in the pharmacy to sort and distribute various donated medications
- Educated the community by passing out educational materials and giving talks on hypertension, diabetes, and domestic violence issues in order to better quality of life and health in the local community

Research and Development Intern Summers 2007, 2008, 2009
Roche Diagnostics, Indianapolis, IN

- Aided researchers in the development of blood glucose monitoring systems, specifically a new chemistry that contains a different enzyme with less drug interference in order to create an improved product
- Led and analyzed the stability and performance of diabetic test strips to help document product reliability for FDA regulatory clearance process
- Compiled a database of pharmacokinetic information relating to diabetic pharmaceuticals, thereby creating an efficient reference tool for the company

Medical Technologist II, Hematology and Oncology December 2006–August 2008
IU Health Pathology Laboratory, Indianapolis, IN

- Performed assays and communicated results with clinical staff for diagnosis and treatment
- Improved patient care by research, development, and implementation of new coagulation technology
- Educated 45 clinical staff and laboratory medicine students by developing and implementing comprehensive training program for coagulation department, thereby increasing quality of care
- Assisted clinical staff during bone marrow procedures for diagnosis and treatment of disease

CLINICAL ROTATIONS

COMMUNITY MENTAL HEALTH — May 2009–June 2009
Richard L. Roudebush Veterans Affairs Hospital, Indianapolis, IN
Preceptor: Dr. Paula Mathewson

- Gathered psychiatric patient history to assist clinical staff in diagnosis and treatment
- Collaborated with social services, clinical pharmacist, and families to coordinate comprehensive care
- Mentored five medical students by orienting them to workflow, documentation, and computer skills
- Obtained the ability to form an integrated view of the patient beyond their diagnosis to include other aspects such as psychosocial and environmental factors

EMERGENCY MEDICINE — September 2009–October 2009
St. Francis Hospital and Health Centers, Indianapolis, IN
Preceptor: Carrie Colman, PA-C

- Gathered patient history and performed physical exams to aid in the diagnosis and treatment of disease
- Formulated differential diagnoses, suggested initial studies, treatment plans, and dispositions
- Practiced and refined exam skills and procedures common to emergency medicine
- Established competency in numerous procedural skills in the area of emergency medicine including suturing of lacerations, endotracheal intubation, lumbar puncture, joint aspiration and pelvic examinations
- Performed focused history and physical examinations in a thorough but efficient manner to assist in delivering high quality immediate medical care

Scheduled future rotations:

CARDIOVASCULAR — December 2009–January 2010
CorVasc Cardiothoracic and Vascular Surgeons
Preceptor: Undetermined

SURGERY — February 2010 –March 2010
Clarian Cardiovascular Surgeons Methodist Hospital, Indianapolis, IN
Preceptor: Maria Bever PA-C

MEMBERSHIPS

American Academy of Physician Assistants — August 2009–Present
Indiana Academy of Physician Assistants — September 2008–Present
Butler Physician Assistant Club — August 2007–Present

LEADERSHIP AND COMMUNITY SERVICE

Member, 2011 Butler National Medical Challenge Bowl Team — January 2010–June 2010
Non-Profit Volunteer, Shepherd Community Medical Clinic — June 2009–June 2010
Volunteer, Gennesaret Free Medical Clinic — May 2008–July 2008
Vice President, Sycamore Cyclists — May 2003–May 2004
Vice President, Alpha Tau Omega — August 2002–May 2003
Treasurer, Alpha Tau Omega — August 2001–August 2002
Coach/Rider, Alpha Tau Omega Cycling — August 2001–May2003

LANGUAGE SKILLS

Fluent in Spanish and conversational in German and Italian

APPENDIX N - SAMPLE CV - COPHS PHARMACY

Lilly P. Hall

email@butler.edu
4600 Sunset Ave, Indianapolis, IN 46208
(317) 555-5555

EDUCATION

Doctor of Pharmacy May 2016
Butler University, Indianapolis, IN
Research Advisor: Professor Jon Smith

Bachelor of Science in Chemistry May 2013
Indiana University, Bloomington, IN
Minor: Spanish

LICENSURES AND CERTIFICATIONS

Pharmacy Intern/Extern, State of Indiana, 12312312A April 2014–Present
CPR/AED, American Red Cross August 2012–Present
BLS for Health Care Providers, American Heart Association December 2014

ADVANCED PHARMACY PRACTICE EXPERIENCE

Clinical Community, Kroger Pharmacy, Indianapolis, IN July 2014–August 2014
Preceptor: Fred Smith, RPh

- Counseled patients on prescription and OTC medications and provided individualized recommendations
- Performed patient screenings for osteoporosis, providing exceptional customer care during the process
- Further developed prescription dispensing skills in a high-volume community pharmacy
- Contacted hospitals, insurance companies and physician offices to promptly resolve issues for patients

Ambulatory Care, Community Hospital East, Indianapolis, IN June 2014–July 2014
Preceptor: Kathleen Blanton, PharmD

- Acquired experience in patient interviewing and counseling through gathering medical histories
- Reviewed drug regimens and made recommendations on medications as well as monitoring
- Presented a journal club on lifestyle change in type 2 diabetes mellitus to help improve patient health

Pediatrics, Community North Hospital, Indianapolis, IN May 2014–June 2014
Preceptor: Jeremy Wilson

- Provided discharge counseling to all patients and their parents/guardians regarding necessary medications
- Monitored drug therapy for Neonatal Intensive Care Unit (NICU) patients to ensure proper patient care
- Applied identified patient pharmacokinetic differences to medical selection and dosage amounts

Upcoming Rotations:
Psychology, Community Hospital North, Indianapolis, IN September 2014–October 2014
Preceptor: Jane Doe, PharmD

General Medicine, Clarian/Methodist Hospital, Indianapolis, IN October 2014–November 2014
Preceptor: John Doe, PharmD

Alternative/Complimentary Medicine, Complementary Medicine Center, Indianapolis, January 2015
Preceptor: John Doe, PharmD

Oncology, Clarian/Methodist Hospital, Indianapolis, IN January 2015–February 2015
Preceptor: Jane Doe, PharmD

Long Term Care, Cornerstone Pharmacy Services, Indianapolis, IN — February 2015–March 2015
Preceptor: Jane Doe, PharmD

Underserved Clinic, Alivio Medical Center, Indianapolis, IN — March 2015–April 2015
Preceptor: Jane Doe, PharmD

PROFESSIONAL EXPERIENCE

Pharmacy Intern — May 2012–August 2013
CVS Pharmacy, Indianapolis, IN

- Increased patient safety by ensuring the accuracy of prescription and patient names on all orders
- Counseled patients on their new medications as well as disease state management to promote wellness
- Managed inventory including receiving and inter-store transfers, bookwork and ordering maintenance

Pharmacy Technician — June 2011–May 2012
Weis Pharmacy, Reading, PA

- Assisted pharmacists by accurately entering data and filing new and refilled prescriptions for customers
- Introduced to patient counseling and observed effective techniques and procedures to assist patients

RESEARCH EXPERIENCE

Butler University, Indianapolis, IN — October 2012–May 2014

- *Synthesis and Chemistry of Low Valent Fe and Cr Complexes: Synthetic Approaches to Alkane Complexes.*

Indiana University, Bloomington, IN — September 2004–May 2005

- *The Substituent Effect of Pentamethylcyclopentadiene on the 1, 2-Alkyl to Iron Migration with Concomitant Carbene Formation.*

PRESENTATIONS

Poster Presentations:

O'Neal J.W., Smith K, *Synthesis and Reactivity of the Cyclopentadienyl-iron Dicarbonyl Phenyl Triflate Carbene complex* American Chemical Society 39th Midwest Regional Meeting, Chicago, IL, November 10 2014.

Oral Presentations:

O'Neal J.W., Smith K, *Synthesis and Reactivity of ethane Tricarbonyl Iron.* American Chemical Society National Meeting, Washington, DC, September 21-26, 2013.

O'Neal J.W., Smith K, *Perfluorinated Alkyl Phosphine Substituted Transition Metal Complexes.* Departmental Seminar, University of North Carolina at Chapel Hill, February 23, 2013.

PUBLICATIONS

O'Neal J.W., Smith K, Jones O, Jacobs, P.L., Thomas A, Hall C, *Matrix Isolation and Transient Absorption Studies of Bis ethane Tetracarbonyl Chromium.* submitted for publication.

LEADERSHIP AND COMMUNITY SERVICE

Volunteer, Julian Center, Domestic Violence Shelter — June 2009–August 2013
Board Member, Student Advisory Board — September 2009–May 2013
Chemistry Representative, Professional Student Federation — August 2005–May 2009
Lab Volunteer, Indiana University Chemistry Department — August 2003–May 2005

CONFERENCES ATTENDED

American Chemical Society 39th Midwest Regional Meeting, Chicago, IL — November 2014
NCPA Annual Conference, Ft. Myers, FL — February 2014
ASHP Midyear Clinical Meeting, New Orleans, LA — December 2013

APPENDIX O - SAMPLE REFERENCE SHEET

Casey M. Butler

email@butler.edu
(317) 123-4567

REFERENCES

Michael G. Scott
Manager, Scranton Branch
Dunder-Mifflin
1725 Slough Avenue
Scranton, PA 18503
(570) 123-0000
email@dunder-mifflin.com

Dr. Corey Smith
Professor of Philosophy, Religion, and Classics Department
Butler University
4600 Sunset Avenue
Indianapolis, IN 46208
(317) 940-8000
email@butler.edu

Chase Rooney
Career Advisor
Internship and Career Services
Butler University
4600 Sunset Avenue
Indianapolis, IN 46208
(317) 123-0000
email@butler.edu

Gail Flores
Client Experience Manager
MentorMe
142 South Meridian Ave
Indianapolis, IN 46225
(317) 555-5555
email@mentorme.org

APPENDIX P - SAMPLE COVER LETTER 1

Kennedy Butler
4600 Sunset Avenue
Indianapolis, IN 46208
kbutler@email.com
(555) 940-0000

September, 15, 2017

Harper Hamilton
Communications Director
Hamilton County Tourism, Inc.
123 East Main Street
Carmel, IN 46032

Dear Harper Hamilton:

I am delighted to submit my application for the Digital Marketing Associate position at Hamilton County Tourism (HCT). I learned of this opportunity from my internship supervisor, Yelp Indy Director Butler Hampton. My Yelp marketing experience, enthusiasm for hospitality and tourism, and passion for writing make me a strong candidate.

Throughout my year-long internship with Yelp Indy, I have developed an interest in promoting hidden cultural gems throughout the city. My main focus has been connecting residents and visitors to great local businesses through social media strategy, event planning, and guerrilla marketing tactics. For example, in an effort to increase our online presence, I utilized analytical tools to discover optimal times of day to post content and engage with followers. I noticed high engagement with Monument Circle Instagram posts, therefore we implemented a #CircleSunday social media campaign to capitalize on this interest.

My passion for writing and communication has been a huge asset throughout my Yelp internship, and I've been a writer at heart since high school journalism class, excited by the challenge of brainstorming creative ways to craft a message. Blogging for different audiences has allowed me to further develop my writing style and utilize my research skills. When drafting my latest blog about kid-friendly indoor activities, I searched for local businesses across Indianapolis and compiled the information into a visual, easy-to-read post suitable for on-the-go parents who quickly scan content to find what they need. Web traffic to our blog has increased nearly 20% over the past year.

I want to leverage my passion for writing as well as my marketing experience in the field of hospitality and tourism to strategically promote the eight great towns of Hamilton County. Thank you for taking the time to review my application. I look forward to sharing more about my qualifications during an interview.

Sincerely,

Kennedy Butler

APPENDIX Q - SAMPLE COVER LETTER 2

Norris Butler
123 W 46th Street
Indianapolis, IN 46208
(123) 456-7890
nbutler@butler.edu

September 9, 2017

Riley Children's Hospital
705 Riley Hospital Drive
Indianapolis, IN 46202
(317) 944-5000

Dear Riley Children's Hospital Hiring Committee Members:

I would like to enthusiastically submit my application for the Patient Care Technician position with Riley Children's Hospital. I believe my positivity, adaptability and ability to foster empathy make me a strong candidate for this position.

I believe a positive attitude is a foundational piece to quality healthcare. Even with the most difficult cases, holding oneself in a positive manner can set the tone for a patient. I feel one of my more unique skills is in making positive connections. Working as a Disney Princess developed my personality to be exceptionally positive. There were times I had to stand in 99 degree weather, feeling the powder blue eye shadow melt off my eyes, but make it seem like the best day ever. What made it worth it was my interactions with children. I received some of the most tender hugs, truest tears, and heart touching experiences while wearing my costume, especially with children facing medical issues. This experience taught me the power of positivity which I will use daily as a PCT.

I feel adaptability is very important in the medical field. One cannot plan out how a patients' care will go, so an ability to adapt to any situation is critical. An example of how I've shown adaptability is in my decision to withdraw from my first round of Organic Chemistry. Instead of spending the extra time I had on my hands on my ever-so-inviting couch, I gained an internship with the Make-A-Wish foundation. Thanks to my adaptability in the face of my struggles in Organic Chemistry, I gained an eye-opening experience. Interacting with families of children battling life-altering disorders gave me perspective on obstacles. These families taught me, with so much grace and strength, to continue to move forward through all of life's curveballs and find ways to see them as opportunities for growth. If these families can gain closeness through the bald heads, heavy chemo drugs, and miles of IV tubing to find peace and strength, then my struggles with a course are only temporary and can lead to new opportunities.

Brené Brown's quote, "I believe empathy fuels connection with patients" excites me. Being a first-generation college student, I feel I have empathy for rural individuals as I have lived the life that many of these people do. I am a small town, rural farm girl. Where I come from, we have more cows than people and only two stop lights in the entire county. It may not be surprising to hear that we do not have easy access to healthcare. Rural health is a major issue our nation is facing today. I hope to provide empathy to these types of families as a PCT, as many families travel to Riley's to get the quality healthcare they need.

I hope to develop my skill set through the PCT role at Riley Children's Hospital. In addition, I am looking forward to gaining hand-on patient care that I can incorporate into my journey to becoming a Physician Assistant. I look forward to further discussing my qualifications during an interview, and can be reached at the email or phone number listed above.

Sincerely,

Norris Butler

APPENDIX R - SAMPLE COVER LETTER 3 - LSB FOCUS

John Robert Butler
email@butler.edu
777 Miraculous Way Indianapolis, IN 46234 (555) 555-5107

April 20, 2018

ABC Company
411 Toronto Drive
Malibu, CA 55555

Reference: Associate Product Marketing Lead

I am interested in the Associate Product Marketing Lead position and am attaching my resume for your consideration. In March, I had the opportunity to talk with Bill Smith, Vice President of Marketing. This conversation sparked my interest in ABC Company, in general, and this position, in particular. From my conversation with Bill and considering the Associate Product Marketing Lead job description, it is clear that business strategy, brand management, leadership skills, and collaboration are key skills and attributes for this position.

While working toward my undergraduate degree in Marketing at Butler University and completing internships at Stryker and IU Health, I developed marketing strategies, executed sales, and worked to expand sales territories. These experiences helped me hone my skills in the management of projects and clarified my passion for product marketing. The following highlight my additional experience and qualifications for the Associate Product Marketing Lead position:

- Three years of deepening my understanding of business strategy and problem-solving applications while in a leadership position with the Student Government Association. Collaborating on ideas, planning and orchestrating events, my experience directly relates to strategy and brand management and the leadership skills necessary to execute effectively.

- My internships and classroom involvement increased my skills utilizing quantitative and qualitative methods while enhancing my organizational skills, time management, and oral and written communication.

I hope to have the opportunity to speak with you about my passion for manufacturing and new product development, learn more about your objectives for this role, and help you see how I would be an asset to your team. Thank you in advance for your consideration.

Sincerely,

John Robert Butler

John Robert Butler

APPENDIX S - SAMPLE PERSONAL STATEMENT

School of Public and Environmental Affairs (SPEA) Master's Program

Graduate Application Prompt:
Please consider the following prompt: Describe your most important accomplishments and how they have prepared you for graduate study at the School of Public and Environmental Affairs. Outline carefully your current goals and professional plans. Explain your reason for selecting the School of Public and Environmental Affairs. While there is no word limit, this statement is usually two pages or about 500 words.

During my third year at Butler, I stood in front of a room filled with my peers, as I prepared to present on a typically taboo subject. The program was called "Good Sex Starts with Health", and I'd planned it in collaboration with our advisor Sarah, seeing a need among our students for an honest lesson about sex and health. The tables were sprinkled with contraceptives and lubricant, and a five-minute video likening ordering pizza to having consensual sex was queued up and ready to share. The evening would include frank advice from Sarah and graphic images of symptoms of STDs from campus nurse, Vicki. The presentation elicited laughs and questions, and students continued to talk excitedly on their way out. It was after this program that I knew I wanted to become a health educator.

Since the beginning of my time at Butler University, I have been an active member of Peers Advocating Wellness for Students, or PAWS. As peer educators, we seek to inform our peers on topics like nutrition, sexual health, stress management, and alcohol and other drugs. We meet weekly, discuss needs we see on campus, and plan programs accordingly. Through my time in PAWS, I held leadership positions including Co-President and Education Committee Chairman. As Co-President, I helped take PAWS from an organization that held the same programs every year to one that actively discusses campus issues and brainstorms new programs to respond to changing student needs. As the Education Committee Chairman, I have further developed the conversation we have by bringing in current news articles about health and wellness. During my first year of PAWS, meetings consisted of quickly reading the agenda and hearing about events. Now, our meetings last nearly an hour and involve more education and collaboration from members.

My work with PAWS has been some of the most enjoyable work I've done at Butler, and I would love to continue that work professionally. The most rewarding part of my work with PAWS is teaching my peers that health and wellness encompass more than their physical health and seeing them take that advice to heart. Through PAWS, we have helped students stress less, utilize the counseling center, and recognize that their health should take priority in their lives. In my career, I would like to continue this work in a larger community. Specifically, I am interested in health education at the community level and presenting education on nutrition, exercise, and obesity. I come from a family where sports and physical activity is celebrated, but not enacted individually, and where nutrition is not a primary concern. I've seen my family members endure numerous diagnoses and take many medications that they may not have needed if they had been more conscientious about their health. What draws me to Indiana University is the impressive evolution of the School of Public Health. With the goal of reimagining health in the 21st century, it is clear that the faculty are concerned with providing students with the most relevant education moving into their professional work. Also, the redesign of the School of Health, Physical Education, and Recreation into the School of Public Health is a sign of the innovative nature of the school. Finally, I am drawn to the research interests of the faculty members. I have developed an interest in sexual health and I also have an interest in nutrition and obesity, so Dr. Ellis's and Dr. Ray's research is of interest to me. The Indiana University School of Public Health will provide me with the education I need to be a successful and empowered leader in the field of Health Education.

Identify Who You Know

YOU *Your reason(s) for making the connection*	**NETWORKING CONTACT** *Who you know*	**INFORMAL NETWORKING** *Linking with the people you know*	**FORMAL NETWORKING** *Participating in formal events/opportunities*
List your networking goal(s).	*List all the people you know (e.g., friends, family, professors, community members, etc.).*	*List a person you might connect with who knows the person to the left of this column.*	*List events / opportunities and briefly describe how you would connect with people there.*
Sample: I'm interested in owning my business someday and want to gain advice from a company owner	My parents	Mom and Dad are good friends with Mary, who owns her own company	Ask Dad to connect me to Mary by email Ask Mary if I can meet for an informational interview/job shadow

APPENDIX U - SAMPLE THANK-YOUs

SAMPLE HANDWRITTEN THANK-YOU

Dear Julie:

Thank you for taking the time out of your busy schedule to meet with me last week and share more about your career path! I have been narrowing down my areas of interest to government, non-profit, and higher education. It helped to know that your path included many different jobs and experiences until you found your position in higher ed. I can tell you are so passionate about what you do! I appreciate all of your advice. I plan to stay in touch and will also reach out if I need connections in other areas.

Thank you again.
Ben Campus

SAMPLE EMAIL THANK-YOU

Send	To...	jennifer@iworks.com
	Cc...	
	Subject	Thank you!

Dear Jennifer:

Thank you for interviewing me on Thursday for the assessment internship with iWorks. I was especially interested after learning about the special research project regarding workplace satisfaction and benefits. I'm confident the opportunity would utilize my attention to detail, passion for using data in meaningful ways to help an organization, and desire to gain more real-world working experience. I could tell the team atmosphere is greatly valued there, and I know I would fit right in! Finally, I loved learning that we grew up in neighboring cities. I hope to hear more from you soon regarding the internship.

Best regards,

Shea Butler (If current student, you may list major/minor and college)
sbutler@butler.edu
(317) 123-4567

APPENDIX V - ILLEGAL INTERVIEW QUESTIONS

Inquiry Area	Illegal Questions	Legal Questions
National Origin/ Citizenship	• Are you a U.S. citizen? • Where were you or your parents born? • What is your "native tongue"?	• Are you authorized to work in the United States? • What languages do you read/speak/write fluently? (This question is okay only if relevant to the performance of the job.)
Age	• How old are you? • When did you graduate? • What is your birth date?	• Are you over the age of 18?
Marital/Family Status	• What is your marital status? • With whom do you live? • Do you plan to have a family? When? • How many kids do you have? • What are your childcare arrangements?	• Would you be willing to relocate if necessary? • Would you be able and willing to travel as needed for the job? (This question is okay if asked of all applicants for the job.) • Would you be able and willing to work overtime as necessary? (This question is okay if asked of all applicants for the job.)
Personal	• How tall are you? • How much do you weigh? (Questions about height and weight are not acceptable unless minimum standards are essential for the safe performance of the job.)	• Are you able to lift a 50-pound weight and carry it 100 yards, as that is part of the job?
Disabilities	• Do you have any disabilities? • Please complete the following medical history. • Have you had any recent or past illnesses or operations? If yes, list them and give dates when these occurred. • What was the date of your last physical exam? • How's your family's health? • When did you lose your eyesight? How? • Do you need an accommodation to perform the job? (This question can be asked only after a job offer has been made.)	• Are you able to perform the essential functions of this job? (This question is okay if the interviewer has thoroughly described the job.) • Can you demonstrate how you would perform the following job-related functions? • As part of the hiring process, after a job offer has been made, you will be required to undergo a medical exam. (Exam results must be kept strictly confidential. Medical/safety personnel may be informed if emergency medical treatment is required. Supervisors may be informed about necessary job accommodations, based on exam results.)
Arrest Record	• Have you ever been arrested?	• Have you ever been convicted of _____? (The crime named should be reasonably related to the performance of the job.)
Military	• Were you honorably discharged?	• In what branch of the Armed Forces did you serve? • What type of training or education did you receive in the military?

Internship and Career Services
4600 Sunset Ave.
Atherton Union 315
Indianapolis, IN 46208
317-940-9383
www.butler.edu/ics
ics@butler.edu

BUTLER UNIVERSITY