



# The Quest

Career Directions for Students Today

Volume 3, Issue II  
December 2005



## The Career Center

### Location

701 E. Fifth Street  
328-6050

[www.ecu.edu/e3careers/](http://www.ecu.edu/e3careers/)

### Hours

M-F, 8:00 am – 5:00 pm

Appointments may be made for Career Advising, Resume Critiques, Mock Interviews, and various other services offered by The Career Center

With whom do I make an appointment?

### Inside this Issue

Networking	1
Spring 2006 Career Fairs	1
Succeed in Your 1st Job	2
Today's Job Candidate	2

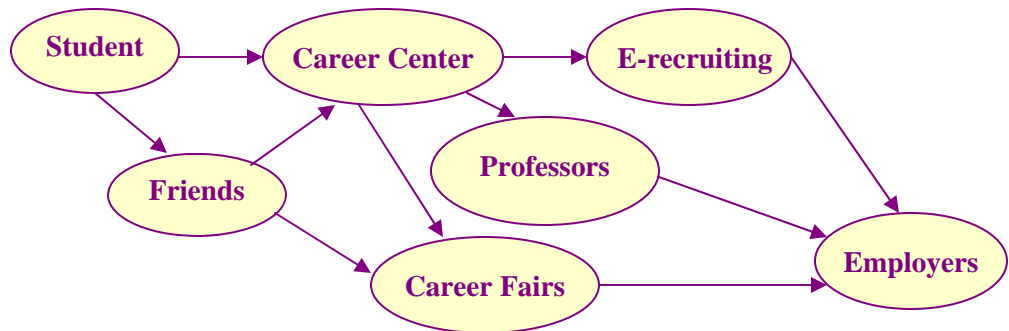
## Networking is a Necessity!

Networking is a key component of the job search.

Many people believe that the best way to find a job is to look in the newspaper in the "classifieds." However, statistics show that only 10-20 % of jobs are ever published. This means that people who only use classified ads in their job search are missing out on 80-90% of all jobs! How are students supposed to access those unpublished jobs? One way is through networking.



Networking is an important part of any job search, but it is *not* asking for a job. Rather, it is developing interconnected relationships in the job market and creating a good first and lasting impression. Networking is like building a linked chain of personal and professional contacts, people who can offer support and provide information on job leads. Each new contact is a new link in the networking chain, and the more contacts that are made, the stronger one's job search becomes.



For more information on networking, click [here](#).

## Spring 2006 Career Fairs



Health Careers Fair  
Spring 2005

### Technology Career Fair

Minges Coliseum

TBA

February 15, 2006, 10am-2pm

### Business Career Fair

Location:

February 22, 2006, 10am-2pm

### Science Career Fair

Science and Technology Building

February 17, 2006, 11am-1pm

### Education Career Fair

Minges Coliseum

February 24, 2006, 9am-12pm

### Careers Fair

Belk Building

### Health

## How to Succeed in Your First Job



- 1) **Become a professional.** Set goals to gain credibility, respect, and acceptance from your supervisor and co-workers.
- 2) **Build effective relationships.** Develop and utilize mentor and coaching relationships.
- 3) **Take responsibility.** Admit your mistakes and use them as a learning experience.

4) **If you don't know something, admit it!** This can be more important than showing off what you do know.

5) **Create a lasting positive impression.** Go above and beyond the call of duty from the beginning to build a good track record.

6) **Be prepared to work hard.** You'll earn more respect by paying your dues cheerfully rather than by resisting.

7) **Find your niche.** Build relationships and work on fitting into the corporate culture.



8) **Never stop learning.** Absorb all of the information you can from day one. Master the requirements of your position and seek to improve your knowledge, skills, and abilities.

9) **Be positive!** Approach your new job with excitement and a positive attitude. You'll always make a better impression by being positive and likeable.

10) **Develop organizational savvy.** Learn office politics, but don't be quick to get involved with them at the beginning.

## What Employers Look For in Today's Job Candidate

As a candidate in today's job market, it is extremely important to adequately prepare yourself for the job search process, and know how to separate yourself from the competition. The compiled list below shows some of the most sought after attributes by employers in 2005.

<b>Communication skills</b>	<b>Motivation/Initiative</b>
<b>Honesty/Integrity</b>	<b>Flexibility/Adaptability</b>
<b>Interpersonal skills</b>	<b>Computer Skills</b>
<b>Strong work ethic</b>	<b>Detail-oriented</b>
<b>Teamwork skills</b>	<b>Leadership skills</b>



## Making the Most of Your Mock Interview

Remember the old saying, “Practice makes perfect?” Make the most of your practice (mock) interview by following these helpful guidelines:

- Be sure to know the exact location and time of your mock interview. In a real situation, you may not get a second chance to be on time.
- Study various sample interview questions ahead of time and come prepared with answers. The virtual handout cart on the Career Center website is an excellent place to find such examples.
- Be prepared! Make sure that you research your mock interview company and prepare open ended questions to probe into their needs.
- Have your resume in hand. Do not always assume that the interviewer will have a copy with them.
- Dress for the job you want, not the job you have. Even in a mock interview, dress is VERY important.
- Make a good first impression by developing a Power Greeting. A Power Greeting is a "30-second commercial" that provides just enough information to make the listener want to know more about you.
- Body language accounts for 60% of communication between people, so remember to smile, make direct eye contact, and exhibit a positive overall self image that will communicate your desire for the position.
- Develop SAC (Situation, Action, Consequence) stories for the interview. The best predictor of future performance is past behavior. Be prepared to share examples of your related experiences and communicate your potential.
- Use the interviewer's last question as an opportunity to summarize their needs, explain why they should hire you, and ASK for the job



## Strategies to Negotiating the Salary and Benefits You Deserve



You have worked hard on your job search, from targeting employers to developing a sharp resume to succeeding in the interviews. And all of that hard work has paid off with a job offer. Now you should just “accept” the job and start working right? No way. Successfully negotiating a salary and benefits is another important step in the job search process. With a basic knowledge of how to negotiate, you will have a better chance of getting the salary and benefits you deserve.

### What is negotiable?

Consider these areas that could be negotiable.

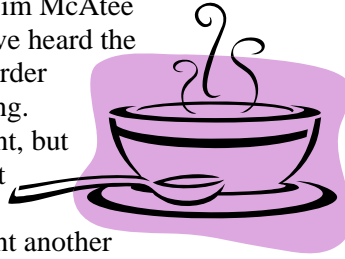
- Salary and benefits (certain limits apply)
- Geographic location of the job
- Start date
- Appraisal review date
- Relocation expenses
- Signing bonuses
- Fringe benefits/perks

### Be prepared to market yourself

- Know your market value and the going rates in your field.  
<http://www.careeronestop.org>
- Understand your bargaining abilities. What is it about your skills and abilities that interest the potential employer? What is your value added?
- Plan what you will say and how you will say it. Develop convincing rebuttals to possible objections.
- Know your bottom line prior to an interview.

## Have You Heard the One About the French Onion Soup?

If you have had the pleasure of hearing Jim McAtee speak in one of your classes, chances are you have heard the “French Onion Soup” story. Just imagine, you order a bowl of French onion soup at a business meeting. You are trying to appear impressive and confident, but instead, you spend the next 10 minutes trying not to get the cheese and onions everywhere.



To help calm these worries and to prevent another needless, “French onion soup” catastrophe, Jim McAtee along with Sue Martin, Assistant Vice Chancellor for Academic Affairs and the Director of The Career Center, held an “Interactive Dining Seminar” at Chef’s 505. Students were treated to a five course meal including a salad, chicken marsala, and pecan pie.

“This [seminar] was definitely helpful. I know I don’t want to make a fool of myself during something as simple as dinner,” said Kristen Polyniak. An ounce of prevention is worth a pound of cure, as the old saying goes, which was exactly the goal of the evening. “It’s really important for guests at a table to wait, and follow the lead of the host or hostess while at the table,” stated Sue Martin.

Just to be on the safe side though, when at a formal dinner, never order the French Onion soup!

## Career Quotes to Live By

Analyzing what you haven't got as well as what you have is a necessary ingredient of a career.  
-Orison Swett Marden

Communication--  
The human connection--is the key to personal and career success.  
-Paul J. Meyer

Job security is gone. The driving force of a career must come from the individual.  
-Homa Bahrami

Pleasure in the job puts perfection in the work.  
-Aristotle

## Strategies to Negotiating the Salary and Benefits You Deserve

### Establish realistic, achievable salary and benefit goals

Understand your needs and those of the employer. Have realistic goals in mind that provide you with the lifestyle, security, and economic returns you are looking for in a job.



### If you can, get it in writing

In this age of global competition, mergers and acquisitions, it is not uncommon for a company to make employment decisions, only to have those decisions reversed by new management.

### Be creative

Look for different ways to achieve your salary and benefit goals. If you are creative, you can package what you want in ways that will be acceptable to the company.

### Know when to quit bargaining

Don't be greedy. If you feel that you have achieved everything you possibly could have through negotiation, stop. Being perceived as greedy and unreasonable may cause the deal to fall apart or do immeasurable harm to your future with the company.

### Be honest, but you don't have to be exact

If you are dishonest during negotiations, sooner or later, you are likely to be found out. On the other hand, total candor may be naive. Choose your words carefully. You are not under obligation to blurt out everything you know to the potential employer.