



The Quest

Career Directions for Students Today

Volume 2, Issue I
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Student Professional Development

Location

701 E. Fifth Street
328-6050

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 SPD

With whom do I make an appointment?



Packing the Punch of a Power Greeting

Throughout your job search and especially when you are in a job interview, you need to be able to introduce yourself in a powerful way to people who don't know you. The statement you

make at this time is known as your **Power Greeting**.

Sometimes that Introduction will occur on the telephone and sometimes face-to-face. What you say at that moment will set the tone for the rest of your interaction. It is clearly in your best interest to control this introduction and advance preparation is the key.

A Power Greeting is like a "30-second commercial" and is composed of three distinct parts and a follow-up question.

The Three Parts of a Power Greeting

- 1). Your education and credentials (What you have studied)
- 2). Your experience in the field
- 3). Your strengths (What you do best)

Want to develop your own power greeting?

Go to: <http://www.ecu.edu/e3careers/pdf/PowerGreeting.pdf> for an example of a power greeting and a template to help you develop your own.

Don't miss the next "Career Coach" Coming in April 2005 To The Quest

Upcoming Career Fairs

College of Technology and Computer Science Career Fair
Science & Technology Building
February 16, 2005, 10am-2pm.

College of Business Career Fair
Bate Building
February 23, 2005, 10am-2pm

College of Education Career Fair
Murphy Center
Dowdy-Ficklen Stadium
February 25, 2005, 9am-Noon

Science Fields Career Fair
Science & Technology Building
March 3, 2005, 10am-2pm

Schools of Allied Health & Nursing Career Fair
Belk Building
March 3, 2005, 10am-2pm

Interested in becoming involved in one or more of these career fairs? Online registration is offered at <http://www.ecu.edu/e3careers/aboutus.careerfairs.asp> Please call (252) 328-6050 for further information.

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Interviewing the Interviewer

By: John Stiles

Students who participate in a mock interview at Student Professional Development (SPD) experience as close to a true-to-life interviewing experience with a real employer as possible. The staff of SPD attempts to embody real life recruiters representing the companies you aspire to join. One method to ensure the authenticity of the experience is to interview the interviewers.

Although the details between each company can be very different, several consistencies cannot be ignored: All companies are looking for enthusiasm, flexibility, a willingness to work hard, and the possession of a good knowledge of the company.



Enthusiasm can be demonstrated by a positive attitude in the interview and a positive outlook in answering their questions. In other words: Be positive;

Flexibility is key—employees are not always hired for the position to which they apply. Flexibility can also be demonstrated in your resume through the various positions you held or courses you took. Listen to the interviewer’s questions carefully. Give your best answer demonstrating your capabilities by using short stories called SACs (Situation, Action, Consequence).

Willingness to work hard is often evident through a student’s GP—the higher the better (>3.0). However, having a high GPA isn’t the only way to illustrate that willingness; working during the school year, being involved in multiple activities, or volunteer work is another great avenue to highlight this characteristic.

Students should research the company prior to the interview. Employers expect prospective employees to know the company’s values and orientation. Knowledge of company history, training, and organization will show your dedicated interest in this position. As a minimum, the interviewee should know the job requirements and qualifications, and be able to articulate why they are the best candidate for the position.

Students are invited to contact SPD for interviews at 328-6050 and/or use eRecruiting to prepare for their mock interview.

H I R E D

SPD and the Greenville Kiwanis team up to provide mock interviews to students

SPD and the Kiwanis Club of Greenville have teamed together to provide mock interviews for ECU students. H.I.R.E.D (Helping Individuals Reach Employment Destinations) was created by SPD in response to the growing request of professors to have their students go through a mock interview as a requirement for their class. SPD realized that the number of students seeking mock interviews would exceed available staff members. The Kiwanis Club of Greenville stepped in to help. Four members, Bill Baker, Bill Barnes, Jean Fox, and Hooker Horton, have volunteered their time this semester to provide half-hour mock interviews to students on Mondays and Fridays at set times during the next 10 weeks. SPD provided training on mock interviews to the Kiwanis members.



Pictured above, from left to right: Kiwanis volunteers Hooker Horton, Bill Baker, Bill Barnes. Not pictured: Jean Fox

Pictured below, from top left to bottom right: John Stiles and Bill Baker, Hooker Horton and J.P. Prieto, Simon Hunting and Bill Barnes



Students participating in the mock interviews, which simulate an actual job interview, will receive both written and oral feedback. Interviews from SPD staff are available to students not involved in a class project. If you are interested in participating in a mock interview, please call (252) 328-6050 to make an appointment with SPD.

The 's of Job Interviewing

Here are a few tips of successful Job Interviewing from SPD. For the complete list of job tips, please go to:
<http://www.ecu.edu/e3careers/pdf/JobInterviewinginBrief.pdf>

I. Preparation (3 out of 15)

- Identify what you have to offer the employer and how this position is a good fit for you.
- Create stories using Situation, Action, Consequence (SAC) format to demonstrate your ability to assist in solving the problems identified. Learn more by going to <http://www.ecu.edu/e3careers/pdf/JobInterviewing.pdf>
- Obtain a list of common interview questions from SPD and write out your answers.

II. Selling yourself in an interview (3 out of 12)

- Enter the office no more than ten minutes beforehand.
- Start the interview off right with a great First Impression and a Power Greeting. Learn more at SPD at <http://www.ecu.edu/e3careers/forstudents.virtualhandoutcart.asp>
- Create a discussion environment instead of a cross-examination environment by how you position yourself, your non-verbals, the questions you ask, and your efforts to put the interviewer at ease.

III. Interview Follow-up (3 out of 6)

- Complete an After-Interview Questionnaire before you leave the parking lot. Find one at SPD at <http://www.ecu.edu/e3careers/pdf/AfterInterview.pdf>
- Prepare an After-Interview Thank You letter for everyone who interviewed you.
- Be prepared to follow up with the interviewer using various forms—letter, email phone call—over time until a hiring decision is made but not to the extent that it will be seen as harassment

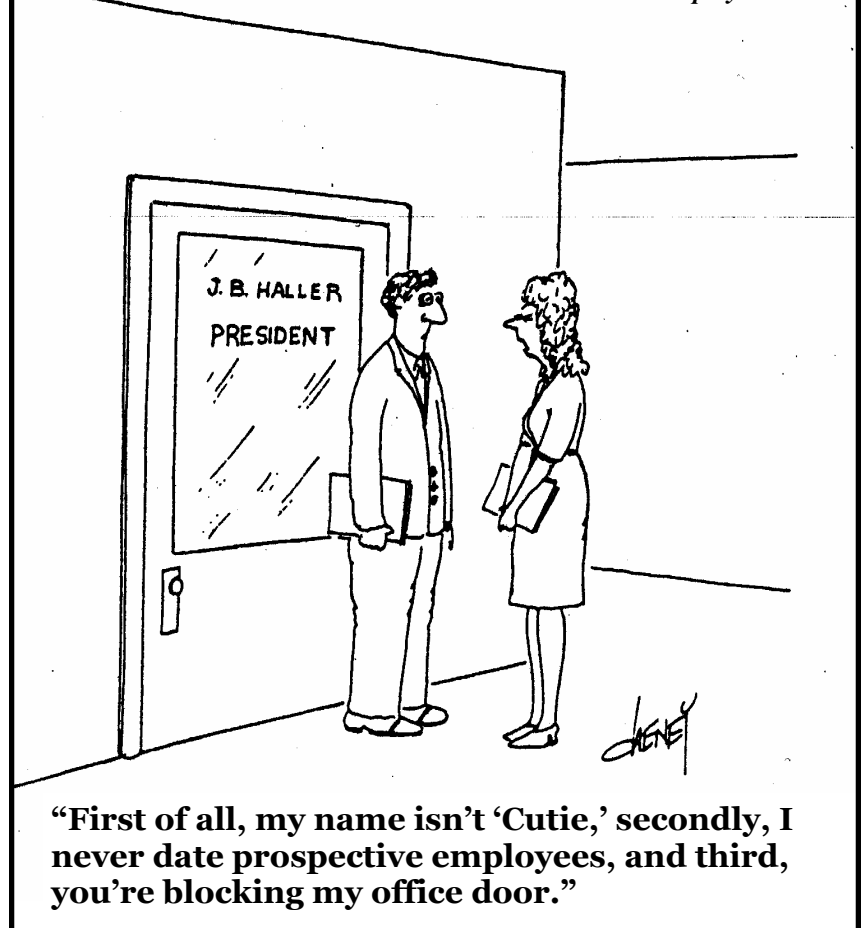
Vector Marketing Presents \$2,500 to SPD



Pictured above from left to right: Erin Brinson, James "JJ" Johnson, Jacques Passailaigue, Brian Newton, and Sue Martin.

Vector Marketing Corporation presented a check for \$2,500 to East Carolina University's office of Student Professional Development. The check was donated to recognize the hard work SPD does to assist ECU students in career directions and obtain high quality positions and for helping Vector Marketing exceed regional sales goals.

The Best Cartoons from the *National Business Employment*



“First of all, my name isn’t ‘Cutie,’ secondly, I never date prospective employees, and third, you’re blocking my office door.”



Dear Career Coach:

I'm getting ready to apply for jobs after graduation in the fall, but I'm terrible at interviews—my knees knock, my palms sweat, and I'm lucky to stay conscious. I never know what to say! Help!

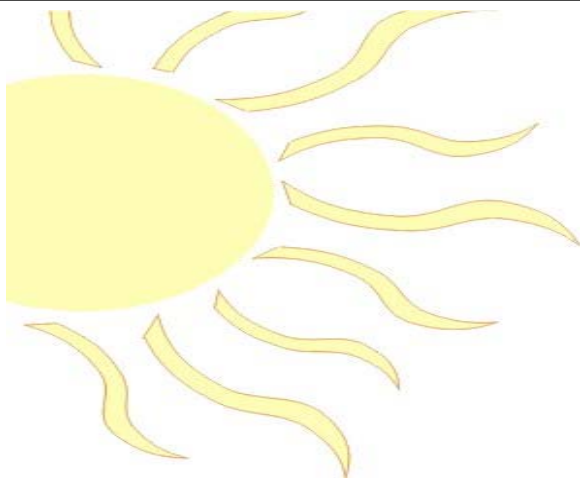
—Knocking on Employer's Tables and Doors



Dear Knocking:

Sounds like you could use some practice. Get in the game early with mock interviews at SPD where you can practice your interview skills. Someone at SPD will be delighted to sit down to practice—and even record—your interview. Get feedback on a variety of things, including power statements, how to create a discussion environment, giving SACs (Situation Action Consequences) instead of fumbling, and how to answer the famous interview question: “Tell me about yourself.” Even in the first century BC, a guy named Syrus was saying: “Practice is the best of all instructors.” Call 328-6050 to schedule one today.

**S
O
L
E
R**



Controlling Your Interviewing Environment

There are key factors to controlling your interview environment. For complete details, see “Controlling the Environment” in “The Art of Job Interviewing.” (<http://www.ecu.edu/e3careers/pdf/JobInterviewing.pdf>).

Some of key factors are SOLER, explained to the right.

Career Quotes to Live By

“Sometimes when I consider what tremendous consequences come from little things... I am tempted to think... there are no little things .”

—Bruce Barton

“Let us run the risk of wearing out rather than rusting out.”

— Theodore Roosevelt

S – Straight – Since your unconscious communication processes are most effective face-to-face, you will do the best job of interpreting the non-verbal communication of the interviewer if you are facing him or her. Sit straight in front of the person you are interviewing with so that your shoulders are parallel to his or her shoulders (even if you have to move the chair slightly or sit slightly crooked to do so).

O – Open – Control your non-verbals and make sure that you send open, receptive non-verbal messages. No folding of arms or legs (keep your feet on the ground). No playing with objects (pencils, buttons, purse straps, etc). Be pleasant, smile often, and be open.

L – Lean – Decision-makers like to see that others respect them. One way to convey respect is to lean forward slightly when THEY are talking (and sit up straight when you are talking), as if what they are saying is the most important and interesting thing you have heard all day.

E – Eye Contact – Most people have direct eye contact about 50% of the time when they are talking, but about 80% of the time when they are listening. Decision-makers expect you to be providing good eye contact when they are talking. You are not (and should not) expected to make 100% eye contact 100% of the time when you are talking.

R – Relax – It is *your* responsibility to put the interviewer at ease. You can't do that when you are nervous. Relax. If you have nervous energy, practice clenching and unclenching the toes of each foot, right-left, right-left.