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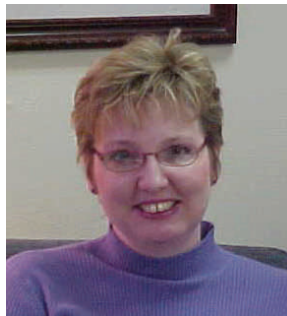
Procrastination: How to Lose a Job in 30 Seconds

Some college students may consider procrastination to be an art form, or at least a highly developed skill honed by years of practice. Waiting until the last minute to pull together a paper, speech, or other project may have gotten you through four years of college, but you better plan to put the "skill" of procrastination on the shelf when it comes to creating your resume.

Think of your resume as a Super Bowl commercial. Advertisers spend millions of dollars and invest significant time and resources to produce a 30 second commercial. At first glance it might seem wasteful or unnecessary to invest so much into something that will be over in the time it takes for you to run to the fridge and get a refill. However, those few seconds make a huge difference in the long-term success of a company.

In the same way, your resume has a "life span" of less than 30 seconds. That's how much time a prospective employer will take to evaluate whether or not you are worthy of an interview. Will your resume have the sparkle it needs to set you apart from the 100 other applicants vying for the job?

So how do you make sure your resume sparkles? Plan ahead, don't procrastinate, and know that you must invest time and energy into developing this important marketing tool. Just like Coca-Cola or Pepsi wouldn't wait until the last minute to throw together a



Sherry Weldy
CISC Career
Specialist

Super Bowl commercial and hope to get a "passing grade", the stakes are too high to procrastinate and hope that you will somehow come out on top.

The next question you might be asking is, "what is considered 'being on time' with a resume?" You should contact Sherry Weldy, CISC Career Specialist, *at least* two weeks in advance of when you want your resume completed. However, it is even better if you look one, two, or even three months down the road.

"I assist students with resumes on a first-come, first-served basis, so if there are 10 people in front of you it may take a week or more before I can even look at your resume, and then it could take another week or more to get it finalized," says Sherry. The sooner you contact Sherry, the more likely it is that she will have time to help you fine tune the details.

Resume packets are available in the CISC office and will assist you in writing a first draft. Once you have completed your first draft email it to Sherry at weldys@bethelcollege.edu and she will contact you to set up an appointment.

Thoughts from CollegeGrad.com:

Don't procrastinate on [writing a resume]. The tendency is to wait until your resume is required before you can go further in the job search process. Then it is often cranked out with just the basics to hopefully free you for going on to the more important steps.

But if you properly understand what the resume is and where it fits into the entry level hiring process, you will see that it requires a great deal more thought and preparation than just 'cranking it out.'

Your resume is a professional reflection of you as the potential product: professional resume, professional product; sloppy resume, sloppy product.

Take the time to develop your resume as the very best reflection of you.

Career & Intern Services Center

Huffman Administration Building ▲ Room A314 ▲ (574) 257-2661

careerservices@bethelcollege.edu ▲ www.bethelcollege.edu ↳ Student Life ↳ Career Services

Cookie Cutters are for Baking, not for Resume Writing!

It used to be that writing a resume was an event—something that was done one time, and then updated as needed. But just like low gas prices, the era of cookie cutter resumes is no more! Resume writing is a skill that you will use over and over because you must tailor every resume to the specific job for which you are applying.

Yes, you read that correctly—this means that every job you apply for will require you to write a separate resume! Employers want a resume that is tailored to their business and their needs. Here are some tips:

- ▶ **Research the company and the position for which you are applying.** Get inside the employer's head. What is their mission statement? What are their goals and objectives? What is the employer looking for in an employee? The internet is the best place to start your research. Take a look at the company web site, and search for other sites that contain information about their specific industry, market, or ministry. Who are their clients? If you have any personal connections within the company, take a few minutes to ask some carefully thought out questions. Find out anything you can about the person doing the hiring, the position, and the culture and management style of the company.
- ▶ **After conducting your research, take a look at how your skills can benefit that specific employer.** You need to demonstrate what you have to offer because the resume reader is selfish—he is only interested in what you can do for him. It's not that he doesn't care about you as a person, but you must think about the job search from his perspective. Your skills and accomplishments mean nothing unless they apply to his needs, so use your research and market yourself specifically to him.
- ▶ **Have a separate document where you keep all of the information that could be included on your resume,** such as your skills and work experience. Then pick and choose which specific information should be included in each resume that you prepare.

Don't forget to check out the EMPLOYMENT PAGE on the Bethel web site! On the Bethel home page, click on [Student Life](#), then [Career Services](#), then [Employment](#), then choose [Part-Time Childcare/Tutoring](#), [Part-Time Jobs](#), or [Internships](#).

Career Tip

Part-Time/Seasonal Job Openings

Help wanted for [DECORATING LARGE CHRISTMAS ITEMS](#) for commercial buildings. Some heavy lifting and climbing ladders required. Pay is \$8 per hour. Call Bob at 574-546-4098 or Joe at 574-546-0164 for more information.

Wanted: Industrious person to RAKE LEAVES in a condo community until December 10. Pay is \$8.25 per hour. If interested call Mike at 574-271-0629.

The Salvation Army in Mishawaka is seeking counselors for a before and after school program. For more information call Trudy at 255-1787.

Childcare Needed for two children, after school Monday through Friday. Pay is \$8 per hour. Call Robin at 273-2136 to apply.

Check out the CISC Employment Page for more job and internship opportunities! (see the green box for directions)

Mark your calendar

November 18 - **Pacers Sports & Entertainment "Inside the Front Office"**

Contact the CISC for more info.

December 20 - **Chicago Bulls Job Fair**

Registration deadline is Nov. 22

Contact the CISC for more info.

March 24 - **Career and Internship Fair**

IUSB Student Center

Career Tip

Print your resume on high quality paper, which you can purchase in the office supply section of a store like Target or Wal-Mart. The color should be white, off-white, cream, or gray. Just like your socks, your cover letter, resume and envelopes should all match. These may seem like small details, but they are the things that will set you apart from other applicants. And don't forget to send a simple thank you card to an employer after an interview. This is a wonderful personal touch that will give them one more reason why they need to hire you!

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