

COLLEGE STUDENTS, CAREER CENTERS & CAMPUS RECRUITERS

A Guide to Connecting with Career Centers and Employers

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PwC
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Compiled By
Ron Roberts, Jr.
Career & College Planning Partner

3rd Edition

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SHARING MY PROFILE AND MY PROJECT

My Profile

I am passionate about supporting students (college and high school) in their quest to find careers that will align with their greatest strengths and interests. Due to this, I partner with students and others who support them by sharing information that will introduce students to the vast world of career possibilities and best prepare them for their chosen career path. My passion stems from my own missed career opportunities and eventually experiencing work that I absolutely loved and felt uniquely qualified to do.

My work history has primarily been in college career services and corporate recruiting. My career started with the University of Southern California (USC) where I spent several years in career and student services positions. I later transitioned into a Campus Recruiter role at the public accounting and professional services firm, Ernst & Young (EY), where I actively recruited students from multiple universities. I have since moved on to other employers, but these two experiences have significantly influenced the work that I do today including the creation of this guide.

My Project

This guide has been produced in collaboration with several career services professionals and college recruiters who have generously devoted their time, insights and advice. The goal of this guide is to arm current and future college students with information that will make their career discovery, job search and work readiness experience a lot easier and a lot more successful. The beauty of this project is that this information is coming directly from the folks whose purpose is to prepare college students for the workplace, and from employers who actively hire college students.

It is my hope that many, many college students and their supporters will benefit from this guide, and that ultimately our college career centers will have more students thirsting for their services, and that our employers will have more young talent ready to make a positive impact on their organizations.

Thank you in advance for reading this guide.

Ron Roberts, Jr., *Career & College Planning Partner*

Disclaimer: *The information offered by the individuals in this guide may or may not reflect the views of the entirety of their respective organizations.*

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THANKING MY CONTRIBUTORS

As I mentioned previously, this guide was created in collaboration with several professionals from the college career services and campus recruiting fields. My sincerest gratitude to all of these individuals listed below who have contributed their time, thought and content to this guide. Their collaboration on this project will offer many college students a greater possibility of identifying and effectively preparing for careers that will bring them true fulfillment and success.

A special thank you to my wonderful wife, Kelly, for her continued support of projects like this one.

Ron

My Contributors

- **Benjy Spiro**, *Campus Recruiting (MBA) Manager II, Walmart*
- **Brianne R. Wada**, *Associate Director, Employer Engagement, UC San Diego*
- **Cherrie Peters**, *Career Services Specialist, Cal Poly Pomona*
- **Christal Shillingford**, *Assistant Director, US-West Diversity Equity & Inclusion Campus Recruiting Lead, Ernst & Young (EY)*
- **Cindy Lewis**, *Executive Director of Career Services, California Lutheran University*
- **Jenny Araque**, *Senior Director North America Talent Acquisition, FTI Consulting*
- **Kathleen Schaum**, *Executive Director – University Talent Acquisition, KPMG*
- **Leanne Lutkus**, *Regional Campus Recruiting Senior Manager, Moss Adams*
- **Marcy Newman**, *Director of Campus Partnerships, Loyola Marymount University*
- **Mona Patel**, *Career Center Director/Associate Professor, San Diego Miramar College*
- **Rose Martinez**, *Regional Campus Recruiting Senior Manager, Moss Adams*
- **Ruth Armendariz**, *Talent Acquisition Consultant – Diversity Pipeline Programs, Wells Fargo*
- **Ryan Carty**, *Emerging Talent Recruiter, Business Recruiting, Meta*
- **Sarah Yoo**, *Associate Director, Undergraduate Business Career Services, UC Irvine*
- **William Chichester III**, *Director, Enterprise Campus Talent Acquisition, Target*

COLLEGE STUDENTS, CAREER CENTERS & CAMPUS RECRUITERS

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An Opening Message To College Students

Along your career journey you will encounter people who can be instrumental to your success. Among them are college career services staff and college recruiters. However, knowing how to best connect with and utilize these key people resources is not always obvious. In this guide you will learn directly from career services professionals and campus recruiters the value each can offer as you navigate the career and recruiting landscape. All of the best on your journey to the career of your dreams. Ron

INTRODUCING YOUR CAREER CENTER

One of the most valuable college campus resources is the career center. It is designed to equip students with opportunities, skills and contacts to make the transition into a full-time job easier and more successful. It is also a critical resource for meeting and impressing potential employers.

Using the career center can be the difference between multiple job offers or no job offer at all upon graduation. Below are the services and value that the career center can provide students.

Counseling Services

- Self-Assessment: Help with determining your career interests, skills, personality traits and values through in-depth conversations and administering of career interest assessments.
- Career Identification: Recommendation of careers that may fit you based on your interests, values, skills, goals and personality traits.
- Internship and Job Search: Assistance with domestic and international employment.
- Resume Writing: Help with constructing and developing resumes that will highlight your qualities and make a favorable impression on employers and graduate schools.
- Graduate School Applications: Assistance with crafting personal statements and managing other pieces of the graduate school application process.
- Interview Preparation: Assistance with preparing for a variety of interviews, and sharpening of interviewing skills to help impress employers and graduate school admissions staff.
- Networking: Support with networking and building relationships with industry professionals.
- Salary Negotiation: Assistance with negotiating job offers.

Other Services

- Internship & Job Listings: Employment opportunities posted online.
- Workshops: Topics such as resume writing, interviewing, networking and job search.

Events

- Career Fairs: Opportunity to interact with a number of employers in a variety of industries.
- Career/Industry Panels & Speaker Events: Coverage of various career topics and fields.
- Grad School Fairs: Opportunity to learn about multiple graduate school programs.

MAXIMIZING YOUR CAREER CENTER

The first and most important thing...discover where the Career Center is located on the campus. Often times, students learn about the career center during a brief orientation but with all the information disseminated during orientation, the location is vague. Make sure to plan a route, so you can walk by the Career Center office often. Create a time frame to stop in at least three times a quarter and familiarize yourself with the services provided. Employers will provide job opportunities to the Career Center and handouts are a great way to find out who is hiring. In addition, most centers host time to review resumes. Stopping into the center also provides a way for students to engage and ask questions the first year and become very aware of all the services the Career Center has to offer.

Cherrie Peters, Career Services Specialist, Cal Poly Pomona

Career Centers assist with salary negotiations, preparation for reviews, information on how to get a raise/bonus, and training on how to find salary data for different types of positions.

Cindy Lewis, Executive Director of Career Services, California Lutheran University

Don't know what you want to do with your life after college? Have an idea and don't know where to get started? Got it figured out and want to boost your next move? Go to the career center! Think of folks who work there as professional mentors – they enjoy helping you explore career opportunities and level up. Meet with a career coach to help you gain an understanding of your current strengths, skills and abilities and identify what career paths resonate with them. Embarking on a career can be a road filled with uncertainty, but it's important to remember that fulfillment comes out of knowing thyself. Reaching an understanding of competencies, needs, core values and priorities helps you go out and find a job or organization that matches.

Brianne R. Wada, Associate Director, Employer Engagement, UC San Diego

Attend a variety of career center events and activities such as job fairs, networking events and workshops. By interacting with career counselors, alumni, employers, mentors and other professionals, you will gain more knowledge about internships, career options, industry trends and valuable tips on resumes/cover letters/interviews. Additionally, you will become more confident in making big decisions throughout your ongoing career development journey.

Mona Patel, Career Center Director/Associate Professor, San Diego Miramar College

Visit your school's Career Center as early as freshman year. I think many students believe we are a place you visit once you're a junior or senior but that's not the case. I encourage students to meet early on with a career coach to take assessments such as StrengthsFinder, the Strong Interest Inventory or Myers-Briggs to learn more about who they are and how their values, interests and personality all play a role in career and major decision-making. The process of discovering who you are and what career(s) you want to pursue is ongoing. Connect early on and each semester/quarter so you continue to gain clarity and support in developing your personal and professional identities.

Marcy Newman, Director of Campus Partnerships, Loyola Marymount University

Job Fair Preparation Checklist

Cal State Dominguez Hills

- First Impressions Count
- Know Your 30 Second Commercial
- Explore All Options
- Dress Professionally
- Bring Resumes
- Ask Plenty Of Questions

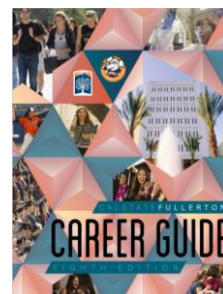
More tips at www.csudh.edu/Assets/csudh-sites/career-center/docs/get_the_most_job_fair.pdf.

Career Center Guides

Career guides contain information such as sample resumes, interview tips and job search advice. Try to locate your career center's guide via their website or in person.

Cal State Fullerton

www.fullerton.edu/career/students/jobs-internships/career-guide.php



- UC Berkeley – [Click here](#) to view.
- UCLA – [Click here](#) to view.

Networking Tips from College Career Centers

Cal State Chico

Networking is the informal sharing of information among individuals who are linked by a common interest. Seasoned professionals realize the value of networking when it comes to a job search. It's estimated that as little as 15-20 percent of jobs are advertised which means the remaining 80-85 percent must be tapped through word of mouth! There's a lot of truth to the old adage "It's all about who you know....". *More tips on networking (including virtual networking) are at www.csuchico.edu/careers/students-and-alumni/job-search-tools/networking.shtml.*

UC Davis

Networking: How to Introduce Yourself

A networking introduction or "elevator pitch" succinctly defines you and your background and interests. It can be used at career fairs, conferences and networking events. The elevator pitch is a short summary given in the time span of an elevator ride (approximately 30 seconds to two minutes). The goal is to introduce yourself, engage your audience and to start a conversation. An elevator pitch needs to quickly convey important information. *More tips are at icc.ucdavis.edu/sites/g/files/dqvnsk2236/files/files/page/UCD_CRM_18-19_1.5.pdf on page 11 of the Career Resource Manual.*

UC Santa Cruz

Identify and expand your network

"I don't have a network. I don't know anyone," may be your first reaction. But you probably know more people than you think. Start by listing everyone you know who could be potential prospects.

- Identify your network: family members (immediate & extended), friends, friends of parents, parents of friends, neighbors, members of organizations/clubs, faculty, classmates, teammates, roommates, supervisors, co-workers
- Expand your network:
 - Join a professional association in your field
 - Attend local community events
 - Connect on LinkedIn and post comments in group discussions

More tips can be found at careers.ucsc.edu/student/resources/networking/index.html.

Career Assessments to Be Aware Of

▪ DISC Assessment ▪ Myers-Briggs Type Indicator ▪ Strong Interest Inventory

Learn more about these and other assessments from your College Career Center.

UNDERSTANDING EMPLOYERS

Employers are looking for hard working students who have achieved high academic success, as well as used their time wisely over the last 4 years developing their leadership and management skills through student organizations, greek life, non-profits, or religious organizations on or affiliated with campus. Employers seek natural leaders who will be easy to cultivate, and acclimate to the workplace quickly. Employers seeks out motivated students who come to an employer representative, whether at a career fair or an interview, well researched and passionate about the potential opportunity and the company's industry in general. Lastly, an employer appreciates a well dressed, presentable candidate, who comes well prepared to the interview, and allows plenty of time for parking, security, and traffic.

Benjy Spiro, Campus Recruiting (MBA) Manager II, Walmart

- Soft skills including communication (verbal and written), problem solving, team player, multitasking, efficient time management, adaptable, proactive, leader
- GPA both major and minor, applicable major
- Technical skills and job experience

Christal Shillingford, Assistant Director, US-West Diversity Equity & Inclusion Campus Recruiting Lead, Ernst & Young (EY)

Analytical individuals who can be self-thinkers yet work well in a team environment. We are looking for individuals who have the aptitude to learn, adjust to new environments quickly (change management), strong communication skills and are client focused.

Ruth Armendariz, Talent Acquisition Consultant – Diversity Pipeline Programs, Wells Fargo

These general qualities are wanted by all employers, regardless of industry: a strong work ethic, being on time, giving effort, positive body language, positive attitude, energy, passion, be coachable, do the extra, be prepared, and ask questions. If someone does not show these characteristics, it stands out, but for the wrong reason. People are naturally drawn to those who do have these qualities.

Leanne Lutkus, Regional Campus Recruiting Senior Manager, Moss Adams

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Attributes Employers Look for on Student Resumes

Ability to Work in a Team
Problem-Solving Skills
Analytical/Quantitative Skills
Communication Skills (Verbal)
Communication Skills (Written)
Initiative
Leadership
Technical Skills
Flexibility/Adaptability
Strong Work Ethic
Computer Skills
Interpersonal Skills
Detail-Oriented
Organizational Ability
Creativity
Strategic Planning Skills
Friendly/Outgoing Personality
Entrepreneurial Skills/Risk Taker
Tactfulness
Fluency in a Foreign Language

Information courtesy of the National Association of Colleges & Employers (NACE)

www.naceweb.org

Informational & Inspirational

“Blizzard Entertainment was founded in 1991 by three new college graduates looking to build a future doing something they were extremely passionate about.” From Blizzard website.

ENGAGING WITH EMPLOYERS

Students should attend as many on campus organization presentations, career fairs and information sessions as possible. Recruiters are there to give insight into companies and their cultures. An excellent opportunity for students to listen, learn and ask questions.

Rose Martinez, Regional Campus Recruiting Senior Manager, Moss Adams

Visit the company website, read up on the company, leverage their network and if they know someone who works at the company, reach out to them. Participate in job fairs, attend info sessions and find out where the company representatives will be, as many times they might have a calendar on their site or banner on their landing page.

Ruth Armendariz, Talent Acquisition Consultant – Diversity Pipeline Programs, Wells Fargo

On campus via career forums, speaker meetings, etc.

Christal Shillingford, Assistant Director, US-West Diversity Equity & Inclusion Campus Recruiting Lead, Ernst & Young (EY)

I know students can feel intimidated about building their network with people they've met in passing or found through their alumni network, but it's a way of life for many successful people. It's something we coach students every day on since resumes don't land someone a job, but the personal interactions and relationships. I've had several students tell me that they landed interviews for summer internships after a positive interaction with a company recruiter where they were being helpful (providing assistance with setting up their booth, giving needed information, etc).

Sarah Yoo, Associate Director, Undergraduate Business Career Services, UC Irvine

Employers You May Meet Through Your Career Center

Accenture

AECOM

Amazon

Apple

Bain & Company

Bank of America

Blizzard Entertainment

Boeing

Capital One

CVS Health

Deloitte

DreamWorks Animation

Electronic Arts

Ernst & Young (EY)

ESPN

FBI

Fox Corporation

FTI Consulting

Gap

General Mills

Goldman Sachs

Google

Grant Thornton

Hewlett-Packard (HP)

Intel

Jacobs

J.P. Morgan

Johnson & Johnson

Kaiser Permanente

KPMG

Lockheed Martin

Mattel

Marriott

Meta

Microsoft

Moss Adams

NASA

Company Information Sessions

A Few Benefits

Inside information on companies.

Opportunities to network with decision makers.

Advice on how to make a good impression.

Free food.

Learn more from your career center.

WORK IN QUOTES: *"Pleasure in the job puts perfection in the work."* **Aristotle**

ENGAGING WITH EMPLOYERS

University career services offices often offer a variety of ways that students can meet with employers. Visit your career services website and look for the following upcoming events and ask about registration if needed:

Career fairs and information sessions tend to be more formal with many students attending at one time. Due to the volume of students, employers may have limited time to meet with you, so you should research the companies prior to the event to allow time to ask more informed questions. This will also allow you more time to stand out and sell your experience to the employer which could lead to an interview or potentially a job offer.

Many universities host “Employer of the Day” or “Coffee Chat” walk-in sessions which are usually more casual with less student traffic. This is a great opportunity for you to ask questions one-on-one related to internship opportunities, company culture, application requirements and hiring timelines. This will help you evaluate if an employer is the right fit for you and your career goals.

Networking nights and happy hours are also a popular way to meet with companies and can be formal or informal. This is a great way to assess company culture because employers are interested in seeing how you interact in social settings. There is usually food and beverage offered at this event, so remember to eat but still focus most of your attention on networking with the employers. Ask about recommended attire as well.

Lastly, there are in-classroom opportunities offered by faculty which allow you to present a project to an employer partner. This may be a requirement for a senior-level capstone course, so ensure that you are prepared and present your best self! Of course you want to finish with a good grade, and you also never know which employers are interested in hiring students on the spot.

Ryan Carty, *Emerging Talent Recruiter, Business Recruiting, Meta*

Attend informational and social events to meet as many people from the company as you can. Do some research on the company and the type of jobs they have before you attend; then use the time at the event to probe further on the company culture and career development opportunities available. Follow up with key people you meet after the event so that you remain top of mind to them.

Kathleen Schaum, *Executive Director – University Talent Acquisition, KPMG*

Additional Employers You May Meet

Navy Federal Credit Union
NBCUniversal
Nestle
Nike
Northrop Grumman
Northwestern Mutual
Peace Corps
PepsiCo
PwC
Raytheon
RSM
Sony Pictures Entertainment
Southwest Airlines
Space X
Starbucks
Target
TD Ameritrade
Teach For America
The Clorox Company
The Coca-Cola Co.
The Walt Disney Company
Thermo Fisher Scientific
Toyota
Turner Construction
Twitter
Union Bank
U.S. Air Force
Verizon
Warner Bros.
Wells Fargo
Yahoo!

Employers and Student Organizations

Another great way to meet employers is through involvement in campus student organizations. Many employers like to recruit students from clubs that are industry themed (e.g. engineering; consulting; journalism; finance). Your career center or student life office can connect you to these clubs.

Employer Rankings and Ratings

Great information to see how your dream employer or others of interest stack up in the galaxy of employers. Also employer feedback from current and former employees. Keep in mind that the best evaluator of an organization's fit for you is YOU.

Firsthand

<https://firsthand.co/careers/rankings>

Forbes

<https://www.forbes.com/lists/best-large-employers/?sh=1006781b7b66>

Fortune

<https://fortune.com/best-companies/2022/>

Glassdoor

[glassdoor.com/](https://www.glassdoor.com/)

Great Place To Work

<https://www.greatplacetowork.com/worlds-best-workplaces>

Universum

<https://universumglobal.com/rankings/>



Sample List Employers by Industry

Entertainment & Sports

Activision
Blizzard Entertainment
Fox Sports
NBCUniversal
Sony Pictures Entertainment
The Walt Disney Company
Warner Bros.

Finance, Accounting & Consulting

Accenture
Bain & Company
Bank of America
Capital One
Deloitte
FTI Consulting
Ernst & Young (EY)
JPMorgan Chase & Co.
KPMG
Moss Adams
PwC
RSM
Wells Fargo

Retail & Consumer Products

Mattel
Nestle
Starbucks
Target

Technology & Engineering

AECOM
Amazon
Apple
Boeing
Google
IBM
Intel
Meta
Microsoft
Northrop Grumman
SpaceX

Telecommunications & Utilities

AT&T
Southern California Edison
Verizon

IMPRESSING EMPLOYERS

Impress a recruiter by being sharp, articulate, succinct and know about the company and what they do. Share a tidbit or an interesting fact about the company that has recently been in the news. We seek enthusiastic, honest, modest and unique students. We look for someone who is interested in being successful, but equally a strong team player, and is someone who shows proactivity.

Benjy Spiro, Campus Recruiting (MBA) Manager II, Walmart

Research firms, have pointed and specific questions, ask questions beyond surface level, be proactive, good-looking resume, practice elevator pitch, get involved on campus/maintain a job + academic excellence.

Christal Shillingford, Assistant Director, US-West Diversity Equity & Inclusion Campus Recruiting Lead, Ernst & Young (EY)

When possible, prepare in advance of meeting a recruiter or company representative. Find who will be attending a career fair ahead of time. Research the companies you are interested in. Have notes written down ahead of time. When you approach the company, refer to your notes. It tells us you are willing to put in the effort to give the best first impression you can, or be prepared to do your best.

Leanne Lutkus, Regional Campus Recruiting Senior Manager, Moss Adams

- Be prepared.
- Always have your elevator pitch ready.
- Know about the company, mission, purpose, values to reference throughout interview process.
- Clear, concise, specific, and timely communications throughout the recruitment process.
- Send prompt follow up thank you emails.
- Be early, or at the very minimum, on time to recruitment activities.
- Be able to speak to a few of the basic interview questions confidently (ex – tell me about yourself, why are you interested in X company, why are you interested in X role, etc.).

Jenny Araque, Senior Director North America Talent Acquisition, FTI Consulting

Your 30 Second Commercial

One of the best ways to impress employers is have a brief and compelling elevator pitch (or 30 second commercial). This is a short introduction of who you are, your career interests, your experience, strengths, accomplishments and anything else that will convince an employer you are right for the internship or job.

A strong elevator pitch can help you stand out at a career fair, networking event or any other interaction with an employer. Your career center can help you to develop an effective pitch. In the interim, you can find a few tips at: <https://ca.indeed.com/career-advice/interviewing/elevator-pitch>.



WORK IN QUOTES: “The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle.” **Steve Jobs**

DEVELOPING RESUMES

Make sure to write a resume where you can quantify your results ex. – Helped lower costs in annual budget vs. Analyzed budget and reduced over budget by \$300,000 for a savings of over 18%.

Benjy Spiro, Campus Recruiting (MBA) Manager II, Walmart

Have a friend proofread your resume and cover letters to ensure there are no typos. Include your GPA on your resume. If it's not there, the recruiter will assume it's not good. If your GPA is not as high as you'd like, you can include an explanation in your communications with the recruiter.

Consider all of the activities you are engaged in including volunteering, student organizations, sports teams and more. Consider the skills you have gained from these activities, include in your resume and be prepared to discuss them further in an interview.

Kathleen Schaum, Executive Director - University Talent Acquisition, KPMG

Resume Tips from a College Career Center

My Resume Checklist

- Makes a clear, concise and positive impression in 30 seconds or less.
- Does not include a personal photo, unless specific for that industry.
- No spelling, grammar or punctuation errors.
- Consists of one page (more if writing a CV for an academic or research position). A two-page resume is appropriate for 10+ years of relevant experience within the industry you are applying for.
- Organized, easy to read and has balance between content and white space.
- Uses standard fonts such as Times New Roman, Arial, Calibri, Helvetica or Verdana in sizes 10, 11 or 12; do not use a font size smaller than size 10.
- Highlights skills and accomplishments that match key words found in the job description.
- Quantifies accomplishments, if possible (e.g., amount of \$ raised, # of people served and % of time saved).
- Uses key words, terms, and skills from the job description; recruiters may use an Applicant Tracking Systems (ATS), or resume scanning software, to filter and rank candidates automatically based on their resumes.
- Does not have spaces between hyphens when writing dates; using hyphens confuses Applicant Tracking Systems (e.g., USE August 2019-Present NOT August 2019 - Present).
- Utilizes accomplishment statements.
- Cites relevant publications and presentations using the bibliographic style of your field.
- Avoids using generic resume templates. Keep it simple and start with a blank document to create your resume.

Taken from the [University of Southern California \(USC\) Career Center](#). Learn more resume writing tips by [clicking here](#), and by visiting your college career center.

Informational & Inspirational

Using your career center can certainly help you to develop an effective resume. Beyond that, using your career center early and often can introduce you to a world of great opportunities and set you on a path to a career that is truly satisfying and fulfilling of your true potential.

PREPARING FOR INTERVIEWS

Be prepared for your interview; know what the firm is successful in, know what the firm is getting involved with or a recent acquisition. Be prepared to discuss every single part of your resume, know how to give articulate and detailed answers without rambling. Make sure your outfit is modest but presentable; make sure you are client ready – Polish those shoes!!!

Benjy Spiro, Campus Recruiting (MBA) Manager II, Walmart

Be confident and be yourself! Make sure to prepare substantial questions to ask of the interviewer. As much as the interview is for the company, it's also for you to identify where you fit.

Christal Shillingford, Assistant Director, US-West Diversity Equity & Inclusion Campus Recruiting Lead, Ernst & Young (EY)

Tips for Virtual Interviews

- 1) Test your technology – internet, camera, microphone. Upload the latest version of Zoom and/or download virtual platforms (Webex, RingCentral, Microsoft Teams, etc) a few days prior to your interview.
- 2) Minimize any distractions – when possible, use a virtual background or create a neutral background. Silence your cell phone and provide your number to the interviewer as a backup in case your internet is unstable. Notify roommates and family members about the timing of your interview to avoid interruptions.
- 3) Start with a digital handshake - ask the interviewers how their day is going or a similar question to break the ice.
- 4) Sit down prepared – have a copy of your resume, don't click around, do your research.
- 5) Practice don't memorize – practice with a friend.
- 6) Monitor your body language – sit up, smile, keep the camera at eye level. Avoid frequently touching your face or hair during the interview and remain focused on the conversation.
- 7) Dress the part, head to toe to mimic an in-person experience .
- 8) Make a connection, tell a story that's memorable.
- 9) Be yourself and include a few personal details.
- 10) Express gratitude -- immediately follow up with a thank you email to each interviewer. Make an effort to personalize each email rather than sending the same one to each interviewer.

The above is adapted from an article published by the Harvard Business Review.

Sarah Yoo, Associate Director, Undergraduate Business Career Services, UC Irvine

Interview Tips from a College Career Center

Top 10 Interview Best Practices

1. Research the company and review the job description before the interview.
2. Identify your top skills and experiences relevant to position.
3. Complete a practice/mock interview prior to the actual interview.
4. Dress for interview success.
5. Bring copies of your resume/references to the interview.
6. Arrive 10-15 minutes before interview, turn off cell phone, go alone.
7. Be specific and provide examples in your responses.
8. Ask 2-3 questions when they ask for questions at the end.
9. Collect business cards of the individual(s) who interviewed you.
10. Send a thank-you note within 24 hours of interview.

Taken from the [University of California, San Diego Career Center](https://career.ucsd.edu/files/Interview-tips.pdf). Learn more interview tips at <https://career.ucsd.edu/files/Interview-tips.pdf>, and by visiting your college career center.

ADDITIONAL ADVICE FROM RECRUITERS

To identify a career path that aligns with intrinsic motivation, you must get to know yourself. How does one gain self-awareness? Career self-assessment tools, like Myers-Briggs, Strengthsfinder, Keirseley Temperament Sorter, and Personalysis, can help you better understand yourself. The tools are most helpful when you're truly honest in your responses to the assessment questions. Sadly, most people skip this vital first step of self-discovery in career development and assume they already know the answers.

Failure to understand oneself can cause someone to go down wrong paths and will oftentimes result in an avoidable future career, quarter-life, and or worse –a mid-life crisis. Students and professionals who heeded my advice to complete self-assessments will sometimes share that the types of careers they should pursue contradict their original career path entirely and inform them that it's completely misaligned with who they are and what they enjoy doing. I would prefer someone to get that wake-up call now versus a rude awakening later!

William Chichester, III, Director, Enterprise Campus Talent Acquisition, Target

Be confident! During an initial introduction to a recruiter or company representative show confidence and poise. Clearly introduce yourself, and what you are looking for. Follow up accordingly throughout the process. Ask when you will hear back, or when you should follow up. Send thank you notes! Most students do not, so yours will stand out. Use your resources for guidance – Career Centers, professors, advisor, family members, friends. Practice interviewing and asking questions. Continue to research the companies you are interested in, and ask questions about current news or events they are involved in.

Rose Martinez, Regional Campus Recruiting Senior Manager, Moss Adams

Career and Recruiting Tips: Employer Websites

Information from a few employer websites on how college students can discover great career options and prepare themselves to succeed in the recruiting process and beyond.

Accenture

www.accenture.com/us-en/blogs/blogs-careers-default

Amazon

www.amazon.jobs/en/landing_pages/in-person-interview

BDO

www.bdo.com/mycareer/home/bdo-careers/top-tips-for-the-next-bdo-intern-class

Citi

<https://careers.citigroup.com/students-and-graduates/interview-advice.html>

Deloitte

www2.deloitte.com/us/en/pages/careers/topics/recruiting-tips.html

Google

careers.google.com/stories/applying-to-google/

JPMorgan Chase & Co.

careers.jpmorgan.com/us/en/advice/interview-tips

Twitter

https://cdn.cms-twdigitalassets.com/content/dam/careers-twitter/university/2021_Resume_101.pdf

Guidance from Recruiters: Video Edition

Short video clips with highly relevant career advice from a couple of recruiters who are passionate about student career success.



William Chichester, III
Director, Enterprise Campus Talent Acquisition Target

View Video by [Clicking Here](#)



Benjy Spiro
*Campus Recruiting (MBA) Manager II
Walmart*

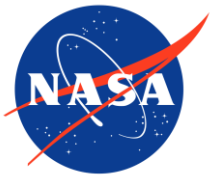
View Video by [Clicking Here](#)

INTERNSHIP INTELLIGENCE

accenture

KPMG

Walmart



TEACHFORAMERICA



SECURING AN INTERNSHIP

As a college student, an internship can significantly help with your career exploration and put you on track for a great job after college. Below is information to get you started on your internship search including some valuable tips from campus recruiters. All of the best in securing an internship and getting the most out of your experience.

Researching Companies

Do your research on the companies you are applying to so you can show them how your unique skills and experiences will provide value. Demonstrate why you want to work for that specific company.

Assessing & Demonstrating Your Value

Consider the various activities and experiences you've been involved with. Be ready to demonstrate how the skills you developed in these activities can be translated into success in the internship.

Attending Employer Events

Attend informational and social events to meet as many people from the company as you can.

Kathleen Schaum, Executive Director- University Talent Acquisition, KPMG

Qualities That Employers Seek In Intern Candidates

Outside of the basics of high academic performance and a well-organized resume, we're looking for students that are visible (attending on campus/networking events), curious, self-aware, informed, ambitious and have a willingness to learn.

Christal Shillingford, Assistant Director, US-West Diversity Equity & Inclusion Campus Recruiting Lead, Ernst & Young (EY)

Benefits of an Internship

- Real world work experience
- Opportunity to test out a career field
- Connections to industry professionals
- Added credibility to your resume
- A foot in the door to a company of interest
- Entry to a full-time job

Ways to Maximize Your Internship

- Ask lots of questions – gets information to help you do your job well and shows your appetite to learn.
- Take initiative – do more than is expected. Interns that work hard and perform well get rewarded.
- Look for ways to uniquely add value with your strengths.
- Do informational interviews to network with influential people you work with.
- Stay in touch with key people you meet during your internship – they may be helpful in the future.



<https://www.nationalinternday.com/2022-top-100-internships>

WORK IN QUOTES: *“Just don’t give up trying to do what you really want to do. Where there is love and inspiration, I don’t think you can go wrong.” Ella Fitzgerald*

Internship Snapshots

The Walt Disney Company - thewaltdisneycompany.com

Every
story
has a beginning...



Disney PROFESSIONAL INTERSHIPS
— students & recent grads —

Already applied?

[View Dashboard](#)

SpaceX - www.spacex.com

“SpaceX is currently seeking top talent to join our Intern Program. Our year-round program offers an unparalleled opportunity to play a direct role in transforming space exploration and helping us realize the next evolution of humanity as a multi-planetary species.” Learn more at <https://www.spacex.com/internships/>.

Northwestern Mutual - www.northwesternmutual.com

“Join our award-winning team this summer, as you get real-world experience with one of the most diverse, inclusive Fortune 100 companies in the U.S.”

“For the past 50 years, more than 52,000 college students have participated in our internship program. 98% of them reported that the program was instrumental or very helpful to their future careers —whether in the financial services industry, sales or other business endeavor.” Learn more at www.northwesternmutual.com/internships/.

Mattel - <https://about.mattel.com/>

“Our internship program is driven by a single focus: to find our future leaders. We encourage interns to push boundaries because we want to see how far you might take us some day. We give you phenomenal managers, mentors and buddies to help you accomplish more than you would have thought possible.” Learn more at <https://corporate.mattel.com/careers/internships>.

Internship Snapshots

Microsoft - www.microsoft.com

“Every year, thousands of university students from every corner of the world join Microsoft. You bring your aspirations, talent, potential—and excitement for the journey ahead. Our internship experience brings interns from around the world together to connect, collaborate and co-create virtually to make a difference and impact the world.” Learn more at careers.microsoft.com/students/us/en.

PwC - www.pwc.com

“Advance PwC's Internship Experience. Develop your digital skills and business acumen through experiential training and client experiences. Build your network with PwC professionals and fellow interns. Give back to your community through Responsible Business Leadership activities.” Learn more at www.pwc.com/us/en/careers/entry-level/internships.html.

Bain & Company - www.bain.com

“Our summer internship program for bachelor's degree candidates provides broad exposure to the consulting industry and teaches business strategy through full-time immersion on a Bain case team. As an Associate Consultant Intern (ACI), you'll begin with a week of intensive training led by our experienced consultants—and very similar to the training received by new associate consultants. Learn more at www.bcg.com/careers/students/internships.aspx.

Turner Construction - turnerconstruction.com

“The Turner BRIDGE program is one of the industry's most comprehensive internship experiences for undergraduates seeking a career in construction. The BRIDGE program is more than a summer job – it's a professional and educational process that prepares students for a successful transition to a challenging and rewarding career. It's also a chance for Turner to see students in action. We match the talents and interests of today's brightest minds to the emerging needs of our business.” Learn more at www.turnerconstruction.com/careers/recruits/interns.

Nike - www.nike.com

“The Nike internship program is a critical talent pipeline for Nike. We continue to invest in providing a world class experience for our summer interns. Our interns work on meaningful projects that are part of the business road map, are exposed to multiple teams, and are a major part of our community.” Learn more at <https://jobs.nike.com/internships>.

Internship Profile

FOX - www.fox.com

FOX

“FOX is proud to support a culture of creativity, entrepreneurial spirit and community that attracts the industry’s brightest talent. The FOX Internship Program offers an exciting opportunity for you to gain practical experience

while interning for one of the biggest media and entertainment companies in the world. You will have the opportunity to participate in real-world projects, which provides valuable work experience and leadership skills.”

Areas Where FOX Interns are Placed

Art & Design

- Graphics

Communications

- Corporate/Government Relations; Media Relations/Public Relations; Talent Relations.

Corporate

- Accounting; Food Services & Special Events; Human Resources; Legal; Music Licensing; Security Operations and more departments.

Editorial

- Digital Content Production (Web-based and Social Media)

Marketing

- Affiliate Marketing & Strategy; Content Partnerships; Distribution Marketing; On-Air Promotions; Marketing Strategy; Social Media Marketing.

Production

- Booking; Casting; Crew Staffing; Digital; Field Production; Post Production; Radio; Studio Production and more departments.

Research & Analytics

- Ad Sales Research; Audience Research & Insights; Data Science; Programming Analytics.

Technology

- Product Management; Engineering.

2022 Most
Prestigious
Internships

Top 20

Firsthand.co

NASA

Google

Apple

Microsoft

Goldman Sachs

Tesla

SpaceX

J.P. Morgan

Morgan Stanley

Dow Jones &
Company

Berkshire Hathaway

Amazon

McKinsey & Company

Deloitte

Facebook

NBA

NFL

EY

The Walt Disney
Animation Studios

Nike

Internship Rankings: Firsthand

- Most Prestigious Internships
- 100 Best Internships
- Best Internships by Employment Factor

- Best Internships for Diversity
- Best Internships by Role
- Best Internships by Industry

<https://firsthand.co/most-prestigious-internship->

Internships: Global and Diversity

Global Internships: Some Tips and Resources

Tips

- Look for global internships through your college's career center and or study abroad office.
- Research employer(s) of interest to learn if international internships are offered.

Resources

- CIEE - www.ciee.org/go-abroad/college-study-abroad/ciee-internships
- IES Abroad - www.iesabroad.org/ies-internships
- University Of California - <https://uceap.universityofcalifornia.edu/internships>

Internship Programs to Increase Industry Workforce Diversity

INROADS

inroads.org/

"The INROADS Internship Program works at the college level to prepare talented diverse students across the country for corporate readiness with business soft skills, real world leadership development activities, academic and career support, and an opportunity for a paid internship."

Multicultural Advertising Intern Program (MAIP)

<https://foundation.aaaa.org/>

"Established in 1997, the 4A's foundation is committed to identifying, developing, empowering and ensuring the most diverse talent enters and succeeds in the marketing industry. We achieve this through programs aimed at discovering and cultivating talent through scholarships, high school initiatives and the Multicultural Advertising Intern Program (MAIP) fellowship and Alumni communities."

SEO

<https://www.seo-usa.org/career/>

"We propel human potential. SEO Career recruits and trains high achieving Black, Latinx, and Native American college students for challenging summer internships that lead to coveted full-time jobs. What sets us apart is a combination of coaching, training, exposure, high standards, and a powerful, lifelong alumni network."

T. Howard Foundation

<https://www.t-howard.org/students/>

"The T. Howard Foundation's Internship Program is dedicated to improving the participation of diverse and underrepresented groups in the media and entertainment industry. This is accomplished by recruiting diverse and underrepresented college students from public and private academic institutions across the country."

The Getty Foundation

www.getty.edu/foundation/initiatives/current/mui/

"Aiming to encourage greater diversity in the professions related to museums and the visual arts, the Getty Marrow Undergraduate Internship program in Los Angeles supports substantive, full-time summer work opportunities for college undergraduates from cultural backgrounds that have traditionally been underrepresented in the arts."

ADDITIONAL CAREER INTELLIGENCE

Informational Interviews: Getting in the Know from Those Who Know

A great way to learn about companies and the qualities they look for, is to do an informational interview with 1 or more employees. An informational interview is what it sounds like: interviewing someone for information that is of interest to you. The process typically requires about 20-30 minutes of time and a little preparation. Informational interviews can yield BIG dividends: deeper insight into careers and companies, good contacts, and possibly internship and job leads. Talk to your career center to learn how to get started.

Plenty more useful information about informational interviewing can be obtained from the California Lutheran University Career Services Office at: <https://www.callutheran.edu/students/career-services/career-counseling/explore-career-options.html>. You can learn how to schedule an informational interview, how to prepare for one, questions to ask and what to do afterwards.

For College Freshmen and Sophomores: A Few Suggestions

- Visit your career center in your first or second year. Using your career center early will enhance your prospects of finding a great internship, great job and ultimately a great career.
- Join student organizations affiliated with your career interests - many employers connect with these types of student groups.
- Do plenty of informational interviews to discover careers and employers of interest. Doing these early on will provide clarity as you try to identify internship opportunities that may be a good fit.
- Explore the range of opportunities available with employers. Employers traditionally offer internships only to juniors, but some make leadership programs, skills competitions and career discovery programs available to underclassmen.
- Investigate opportunities to connect with employers through job shadowing and volunteer projects.
- Create a LinkedIn profile (www.linkedin.com) – another great way to connect with employers and showcase what you can offer them.

Learning LinkedIn for Students

Course designed to help students maximize the power of LinkedIn.

[Click here](#) to view.

Learning LinkedIn for Students

with Garrick Chow
LinkedIn can seem a little daunting and difficult at first



WRAPPING THINGS UP WITH A QUIZ

At this point you are well aware of the value of college career services and how to move through the recruiting process like a champ. Below is a quick quiz to test and refresh your memory of what you learned from this Guide. Hopefully you are lot more career intelligent, and will have a smoother journey toward the career you have imagined for yourself. Ron

Fill in the Blanks

- 1) This career center resource contains information such as sample resumes, interview tips and job search advice. _____
- 2) Name the social platform that allows you to create a professional profile. _____
- 3) An Informational Interview is _____ someone for _____ that is of interest to you.
- 4) You can learn about global internships through your career center or your _____
- 5) This employer campus activity allows for students to get inside information, network with decision makers, and grab free food. _____

True or False

- 1) You should wait until your senior year before you visit your career center. _____
- 2) Most of the available job opportunities are advertised. _____
- 3) According to the USC Career Center, 10 font should be the smallest size for a resume. _____

Multiple Choice

- 1) Which is not a career assessment?
 - a) Myers-Briggs Type Indicator
 - b) Thompson Personality Assessment
 - c) Strong Interest Inventory
 - d) DISC Assessment
- 2) Which is not one of the 20 attributes that employers look for on resumes?
 - a) Flexibility/Adaptability
 - b) Strategic Planning
 - c) Workplace Intuition
 - d) Leadership
- 3) What website would most likely have a listing of top employers for college students?
 - a) Amazon.com
 - b) Unversum.com
 - c) Economist.com
 - d) Freehand.com
- 4) Which is not one of the UC San Diego Career Center's Top 10 Interview Best Practices?
 - a) Dress for interview success.
 - b) Initiate the handshake with your interviewer.
 - c) Bring copies of your resume/references to the interview.
 - d) Ask 2-3 questions when they ask for questions at the end.

COLLEGE STUDENTS, CAREER CENTERS & CAMPUS RECRUITERS

A Guide to Connecting with Career Centers and Employers

“The people who make it to the top – whether they’re musicians, or great chefs, or corporate honchos – are addicted to their calling ... [they] are the ones who’d be doing whatever it is they love, even if they weren’t being paid.” Quincy Jones

Ron Roberts, Jr. – Career & College Planning Partner

Ron is a former college career advisor. He has also actively recruited college students for internships and full-time jobs. He is passionate about guiding high school and college students to satisfying college experiences and satisfying careers. You can learn more about Ron and get in touch at:

- LinkedIn: <https://www.linkedin.com/in/ronrobertsjr/>
- Career and college resource hub for students: <https://careern4yl.wordpress.com/>
- Email: ronald.robertsjr@yahoo.com

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