

**BGSU**<sup>®</sup>

Career  
Center

BOWLING GREEN STATE UNIVERSITY

# RESOURCE GUIDE



CAREER EXPLORATION  
TO CAREER SUCCESS

The Bowling Green State University (BGSU) *Career Center Resource Guide* is written and designed by the BGSU Career Center, 225 Bowen-Thompson Student Union, Bowling Green, OH 43402, 419-372-2356. This publication is created for educational purposes and internal use of the BGSU Career Center to assist BGSU students and alumni. This publication is not to be used without the expressed written consent of the Bowling Green State University Career Center. Published 2017 and Updated 2020.

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# CONTACT INFORMATION

 419-372-2356

 [careerservices@bgsu.edu](mailto:careerservices@bgsu.edu)

 [bgsu.edu/hire](http://bgsu.edu/hire)

 Bowen-Thompson Student Union, Suite 225  
Bowling Green State University  
Bowling Green, OH 43403

## CONNECT WITH US!

 LinkedIn  
Bowling Green  
State University  
Career Center



# CAREER EXPLORATION TO CAREER SUCCESS

## OUR MISSION

The BGSU Career Center strives to engage, educate, and empower by providing high-quality services in career development, planning and preparation, experiential learning, and job attainment. Individual career and life goals as well as organizational objectives are enhanced by current information and resources. Through a variety of programs, workshops, courses, and employment opportunities, meaningful options are provided for students and employers.

## OUR SERVICES

The BGSU Career Center assists students and alumni with a variety of career preparation areas including:

- Career exploration
- Resume development and critiques
- Cover letter development and critiques
- Interview preparation
- Mock interviews
- Job and internship search strategies
- Graduate school preparation
- Statement of purpose assistance
- And more!

# FOUR YEAR ACTION PLAN

## YEAR 1

- **Check out the Career Center:**  
Visit the Career Center in person or online
- **Complete Your Profile on Handshake:**  
Log in to Handshake through your MyBGSU portal
- **Explore GoInGlobal:**  
Review potential global internships and other experiential learning opportunities
- **Connect with a Career Counselor:**  
Set up an individual appointment or visit during weekly drop-in hours
- **Take FOCUS:**  
Identify your skills, values, interests, and personality by completing the FOCUS self assessment
- **Establish your Resume:**  
Utilize the Career Center's Resume Checklist to get started
- **GET EXPERIENCE:**
  - » Join student organizations
  - » Volunteer

## YEAR 2

- **Participate in Career Center Programs:**  
Review calendar of events for more information
- **Refine Your Interview Skills:**  
Register for BIG Interview through the Career Center website
- **Identify Professional Experts:**  
Schedule informational interviews to gain insight about prospective career fields
- **Seek Out References:**  
Build and maintain relationships with personal, academic, or professional individuals
- **Audit Your Social Media Image:**  
Create a LinkedIn profile and review all other platforms to enhance or refine your image online
- **Maximize Your Summer Experience:**  
Consider opportunities that support your professional career goals
- **GET EXPERIENCE:**
  - » Secure a leadership role in a student organization
  - » Obtain part-time employment

## YEAR 3

- **Build your Network:**  
Seek out and attend Career Center major related events to actively network with professionals and alumni
- **Research Graduate Schools:**  
Begin exploring program options, testing requirements, and admission deadlines
- **Consider Potential Employers:**  
Explore organizations to identify career opportunities
- **Apply to Become a Career Student Ambassador (CSA):**  
Promote Career Center events and programs via peer-to-peer interactions
- **Participate in On-Campus Recruiting:**
  - Interview with potential employers on-campus for internships or full-time opportunities
- **Develop an Effective Tracking Tool:**
  - Organize your experiential learning, job search, and graduate school search
- **GET EXPERIENCE:**
  - » Secure job shadowing opportunities
  - » Join a professional organization related to your major

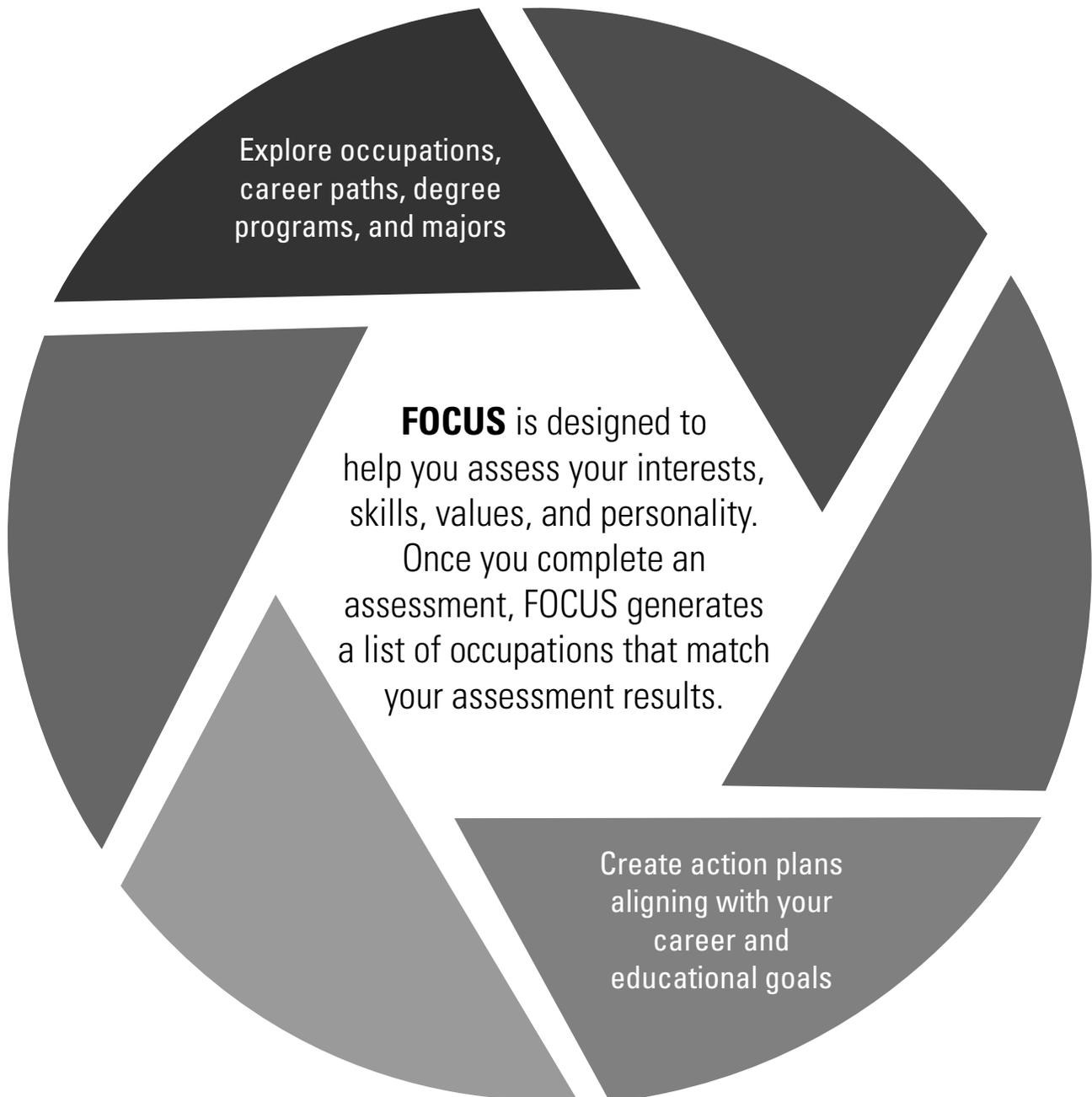
- **Practice the Art of Negotiation:**  
Develop effective strategies to evaluate salary and benefits
- **Critique Application Materials:**  
Meet with a Career Counselor to update materials for employment or graduate school
- **Maintain Knowledge of Industry Trends:**  
Review current professional literature
- **Inform Your Network:**  
Notify faculty, staff, references, and mentors of post-graduation plans
- **Build a Professional Wardrobe:**  
Review current professional trends and begin gathering industry appropriate attire

## YEAR 4

- **Apply and Evaluate Post-Graduation Offers:**  
Submit applications and discuss opportunities with trusted advisors
- **GET EXPERIENCE:**
  - » Seek out freelance opportunities
  - » Highlight your capstone project

# FOCUS

Answer the question,  
**"WHAT CAN I DO  
WITH A MAJOR IN...?"**



To access FOCUS, log into your MyBGSU web portal.

# CO-OP 50

## COOPERATIVE INTERNSHIP OR ACADEMIC INTERNSHIP

CO-OP 50 is a zero credit course notation on your transcript, which allows you to maintain full-time status at BGSU while completing a minimum number of cooperative education or internship hours. Your employer provides a safe work environment, supervision, and instruction to help you acquire the skills and knowledge needed in your field of study.

### VALUABLE EXPERIENCE

Apply your knowledge and skills to real work experiences in your chosen field.

### MEANINGFUL WORK

Complete meaningful projects with direct impact on an organization.

### NETWORKING

Connect with other peers and professionals in your chosen field, while establishing a network of contacts.

### RESUME ENHANCEMENT

Strengthen your resume with work experience prior to graduation.

### OCCUPATIONAL EXPLORATION

Explore a potential career path related to specific majors.

# FALCON INTERNSHIP GUARANTEE

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The Falcon Internship Guarantee (FIG) Program is a year-long program, which is open to all sophomore and junior students who have completed at least one year at BGSU. FIG students gain the knowledge and career competencies needed to secure internship and other experiential learning positions.

## STUDENT OPPORTUNITIES

FIG participants are equipped with the tools to start thinking about and acting on their future career with access to the following opportunities:

- Exclusive employer networking events
- One-on-one support with a career coach
- Priority notifications for internship and job fairs
- Individualized resume and internship search support
- FIG student spotlight featured on promotional materials

**"THE FIG PROGRAM AND  
CAREER CENTER WORKSHOPS  
GAVE ME A REALISTIC  
PERSPECTIVE ON WHICH AREAS  
I NEEDED TO IMPROVE IN ORDER  
TO ACHIEVE MY GOALS."**

- FIG PARTICIPANT



# EXPERIENTIAL LEARNING OPPORTUNITIES

Experiential learning provides different ways for you to be more actively engaged in learning by practicing your academic discipline, rather than just studying it. These opportunities include a range of activities that occur inside and outside of the formal classroom setting. The Career Center oversees the following types of experiences.

## CLINICAL

A clinical laboratory applies only to health technology programs. A clinical is a laboratory section that meets at a health-related agency facility in lieu of on-campus laboratory facilities. Clinical laboratory sessions provide a realistic environment for student learning.

## CO-OP (COOPERATIVE EDUCATION)

A co-op alternates or combines semesters of academic study with work experience in appropriate fields as an integral part of degree plan completion and involves a partnership among you, BGSU, and employers that formally integrates your academic study with work experience in cooperating employer organizations.

## CO-OP 50

A zero-credit transcript notation available when you complete an internship or co-op.

## INTERNSHIP

An internship is a repeatable, variable credit-based experience (at least 3 credit hours), typically graded S/U that involves a partnership among you, BGSU, and employers that formally integrates your academic study with work or community service experience.

## PRACTICUM

A practicum is an on-campus or off-campus work experience that is integrated with academic instruction in which you apply concurrently learned concepts to practical situations within an occupational field.

# Handshake

Handshake is an online database that connects you with on-campus and off-campus employers looking to hire Bowling Green State University students and alumni for job and internship postings.

Handshake allows you to:

- Search thousands of postings from organizations across the country
- Post your resume to connect with organizations
- Attend a Career Expo to connect with organizations
- Submit and manage your job and internship applications
- Schedule on-campus interviews
- Register for Career Center events
- Update your individual profile

To apply for a position, sign up and create a Handshake profile with an approved resume through your MyBGSU account.



**SIGN UP & CREATE A  
HANDSHAKE PROFILE  
THROUGH YOUR  
MYBGSU ACCOUNT**

# HOW TO: SUBMIT YOUR RESUME ON HANDSHAKE

**STEP 1**  Log into MyBGSU and click on the Handshake icon.

**STEP 2**  Click on your name and then select "Documents".

**STEP 3**  Click on "Add New Document".

**STEP 4**  Click "Select From Computer" to upload your resume.

**STEP 5**  Ensure "Resume" is selected for "Document Type".

**STEP 6**  Click "Add Document" to complete the upload.

# GoinGlobal

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GoinGlobal is an online system that provides country-specific career and employment information, including world-wide internship and job postings, H1B employer listings, corporate profiles, and career resources.

**With GoinGlobal you are able to access a variety of career-related search tools on topics including:**



**Executive recruiters and staffing agency**

**Professional and social networking**

**Work permit regulations contacts**

**Resume writing guidelines**

**Interviewing and cultural advice**

**Salary ranges and cost of living data**

**Employment trends in major industries**

To access GoinGlobal, log into your MyBGSU web portal.

# BIG INTERVIEW

Big Interview is an online system that combines training and practice to help improve your interview technique and build confidence.

- Challenging, virtual mock interviews for all experience levels and industries
- Database of thousands of interview questions with tips on how to answer each one
- Ability to rate and share your interview answers for feedback
- Comprehensive video training curriculum covering all aspects of landing a position
- Step-by-step interview answer builder for crafting answers to behavioral questions

Big Interview provides users with two tracks, including a Fast Track for last minute preparation and a Mastery Track to more adequately prepare for upcoming interviews. These two tracks include the follow components:

- PART I: JOB INTERVIEW FUNDAMENTALS**
- PART II: COMMON INTERVIEW QUESTIONS**
- PART III: CLOSING THE DEAL**
- PART IV: PRACTICING YOUR TECHNIQUE**

To access Big Interview, sign up and create an account at [bgsu.biginterview.com/register](https://bgsu.biginterview.com/register) with your Bowling Green State University email address.

# COVER LETTER

A cover letter is the first opportunity to tell a potential employer about yourself and discuss how your skills and experiences make you the best candidate for their company. Utilize these do's and don'ts to ensure you write a successful cover letter that will get you noticed and selected for an interview.

## DOs

### **CUSTOMIZE**

Take the time to write and send an original cover letter to each company

### **PROOFREAD**

Ask a staff member from the Bowling Green State University Career Center to review your cover letter for any errors prior to submission

### **INCLUDE AS AN ATTACHMENT**

Consider attaching a cover letter to a resume during submission, even if it is not required

### **KEEP A COPY**

Save an electronic copy of each cover letter for your records

### **FOLLOW-UP**

Contact the potential company one to two weeks after submission to check the status and request an interview

## DON'Ts

### **LOSE THE READER**

Ensure your first paragraph catches the reader's attention and encourages them to continue reading

### **OVERUSE "I" STATEMENTS**

Focus on how you meet an employer's needs and not your personal story

### **BE TOO LONG**

Keep your writing concise and up to one page in length

### **OVERSELL ABILITIES**

Avoid using adjectives that exaggerate your experience such as "exceptional" or "impeccable"

### **DEMONSTRATE YOUR WRITING**

Remember that cover letters serve as a sample of your writing and communication skills to the potential employer

# COVER LETTER CHECKLIST

The checklist below should be used as a guide when writing your cover letter.

## LAYOUT AND FORMAT

- Name font size is minimum 18 and maximum 24
- Body text font size is minimum 10 and maximum 12
- Margins are minimum .5 inch and maximum 1 inch
- Font is easy to read
- Headings, fonts, and margins are consistent throughout
- Content fills entire page
- Free of spelling and grammatical errors
- No use of acronyms
- Cover letter design is consistent with professional practice
- Cover letter, resume layout, and format are consistent

## PERSONAL CONTACT INFORMATION

- First and last name is at top of page
- Full address, phone number, and professional email is at top of page

## COMPANY CONTACT INFORMATION

- Employer's first and last name is below heading
- Employer's position title, company name, and full address is below heading

## GREETING

- Reference employer's first and last name
- Address cover letter as "Greetings" or "Dear Hiring Committee" if employer name is unknown

## SIGNATURE

- First and last name is below signature
- Only blue or black ink is used for signature

## OPENING PARAGRAPH

- Full name is listed for potential company
- Full position title is listed for potential position
- Name of major is referenced
- Minimum of 3 and maximum of 5 sentences

## SECOND AND THIRD PARAGRAPH

- Experience is listed in order of relevance
- Full name is listed for each company
- Full position title is listed for each position
- Action verbs are used to explain duties and experiences
- Verb tenses are consistent with time frame of employment
- Minimum of 3 and maximum of 7 sentences per paragraph

## FOURTH PARAGRAPH

- Goal summary is listed in order of relevance
- Goals align with position requirements and employer mission
- Minimum of 3 and maximum of 5 sentences

## CLOSING PARAGRAPH

- Full name is listed for potential company
- Full position title is listed for potential position
- Minimum of 3 and maximum of 5 sentences
- Contact information matches heading

# SAMPLE COVER LETTER

First Name Last Name  
### Street Name, City, State ZIP Code

School or Professional Email Address  
Phone Number

Date

Employer's First and Last Name  
Employer's Position Title  
Company Name  
Address  
City, State ZIP Code

Dear Employer's Name,

This opening paragraph indicates the position title and company you are applying to and how you heard about the position. You should provide a brief overview of your background including your major and areas of expertise. You also should express your interest and enthusiasm in the position and how your career goals align with the company.

This second paragraph should summarize your previous employment experiences that will allow you to meet the expectations and responsibilities of the position. You should provide two or three examples of your duties and experiences outlined on your resume without copying verbatim and connect them to the requirements of the position. You can utilize terminology from the position posting to make this connection.

This third paragraph should be an extension of the second paragraph if you have a longer employment history. If you do not have a long employment history, you can skip this paragraph and move directly to the fourth.

This fourth paragraph should summarize your career goals and how these goals align with the position. You also should reference your knowledge of the company including topics such as their history, vision statements, values, and strategic plan. You want to demonstrate to the company that you support and represent their mission.

This closing paragraph restates your interest in the position. You should request an opportunity to arrange a mutually convenient time to further discuss your qualifications. You should include your contact information again and thank the employer for their time and consideration in reviewing your application materials.

Sincerely,

*Full Signature*

First Name Last Name

# SAMPLE CONTENT COVER LETTER

Frieda Falcon  
1001 Wooster Street, Bowling Green, Ohio 43403

friedafalcon@bgsu.edu  
419-372-2356

September 17, 2020

Ms. Jane Doe  
Spirit Coordinator  
Bowling Green State University  
401 Bowen-Thompson Student Union  
Bowling Green, OH 43403

Dear Ms. Jane Doe,

Please accept this letter of interest and attached resume for the Mascot position at Bowling Green State University (BGSU) that was advertised through Handshake. I am currently a first year student pursuing a degree in communication with a minor in marketing. I welcome the opportunity to represent BGSU through this position to promote a sense of spirit and comradery between the students and greater community, while finding innovative ways to enhance the University's mascot brand.

In my previous position as the Mascot at Perrysburg Academy, I had the opportunity to interact with students, parents, and community members to promote school spirit. The position required an extensive amount of time management due to the large number of appearance requests. I represented the school at over 50 events as the Mascot, designing routines and skits with high energy to engage the audience.

Furthermore, I currently work as a Barista at The Coffee Bean where I have gained valuable, hands-on experience in customer service, while working in a fast-paced and team-oriented environment. The position provides me the opportunity to greet and interact with over 100 customers each day and craft specialty beverages of their choice. I am entrusted with cash handling and following all health, safety, and sanitation guidelines.

These experiences have demonstrated my responsibility, leadership, and commitment to an organization's values. I recognize the large role BGSU has within the greater community and ways this position unites students and community members. I am confident in my ability to exceed expectations and demonstrate the high level of energy and dedication required to promote the University's brand, while bringing together audience members to support BGSU.

I would welcome the opportunity to meet and discuss my qualifications for the Mascot position at BGSU. I am available for an interview at your earliest convenience. I can be reached directly at 419-372-2356 or [friedafalcon@bgsu.edu](mailto:friedafalcon@bgsu.edu). Thank you for your time and consideration. I look forward to hearing from you!

Sincerely,

*Frieda Falcon*

Frieda Falcon

# RESUME ✓ CHECKLIST

## RESUME **MINIMUM REQUIREMENTS**

The following minimum requirements must be met for a resume to be approved in Handshake.

### **LAYOUT AND FORMAT**

- Name font size is minimum 18 and maximum 24
- Body text font size is minimum 10 and maximum 12
- Margins are minimum .5 inch and maximum 1 inch
- Font is easy to read
- Headings, fonts, bullets, margins, and subheadings are consistent
- Header with name and page number is on subsequent pages
- Content fills at least half of last page
- Free of spelling and grammatical errors
- No use of personal pronouns or acronyms
- Resume design is consistent with professional practice
- White space is effectively used for visual appeal
- Cover letter and resume layout and format are consistent
- References listed on a separate document

### **CONTACT INFORMATION**

- Contact information is located at top of first page
- First and last name is included in heading
- Full address is listed in heading
- Preferred phone number is included in heading
- Professional email is listed in heading

### **EDUCATION**

- Highest or most recent degree is first
- Full name is listed for college or university
- City and state is listed for college or university
- Official name of degree is listed
- Licensure, minor, or specialization is listed below degree
- Graduation date includes month and year

### **EMPLOYMENT EXPERIENCE**

- Experience is listed in reverse chronological order
- Full name is listed for each company
- City and state is listed for each company
- Full position title is listed for each position
- Starting and ending dates for each position are listed, including month and year
- Current position(s) have an ending date as "Present"
- Action verbs are used at the beginning of each bullet
- Bullet points describe key accomplishments, emphasize transferable skills, and quantify results
- Verb tenses are consistent with time frame of employment

# RESUME ✓ CHECKLIST

## **OPTIONAL RESUME ENHANCEMENTS**

The sections below are optional enhancements for your resume. If you choose to include any of these enhancements, the following minimum requirements must be met for a resume to be approved in Handshake.

### **OBJECTIVE**

- Section title is listed as Objective or a similar category
- Statement is one sentence in length
- Statement clearly outlines career objective, while tailored to fit the position you are seeking

### **AWARDS AND HONORS**

- Section title is listed as Awards and Honors, Achievements, Key Accomplishments, or a similar category
- Awards or honors are listed in reverse chronological order
- Full name is listed for each award or honor
- Date of award or honor received includes month and year

### **SKILLS**

- Section title is listed as Skills, Competencies, Proficiencies, Unique Qualifications, or a similar category
- Skills are listed in order of importance
- Skills focus on strengths and abilities

### **COMMUNITY ACTIVITIES**

- Section title is listed as Community Activities, Extracurricular Activities, Leadership Experience, or a similar category
- Experience is listed in reverse chronological order
- Full name is listed for each organization
- City and state is listed for each organization
- Full position title is listed for each position
- Starting and ending dates are listed for each position, including month and year
- Current position(s) have an ending date listed as "Present"
- Action verbs are used at the beginning of each bullet
- Bullet points describe key accomplishments, emphasize transferable skills, and quantify results
- Verb tenses are consistent with time frame at each organization

# RESUME ACTION VERBS



## CREATIVITY

Brainstormed	Improvised
Conceptualized	Invented
Constructed	Modified
Customized	Optimized
Designed	Renovated
Developed	Shaped
Illustrated	Transformed



## PROBLEM SOLVING

Adapted	Reinforced
Anticipated	Repaired
Defined	Restored
Extracted	Revitalized
Finalized	Solved
Generated	Strengthened
Refined	Supplemented



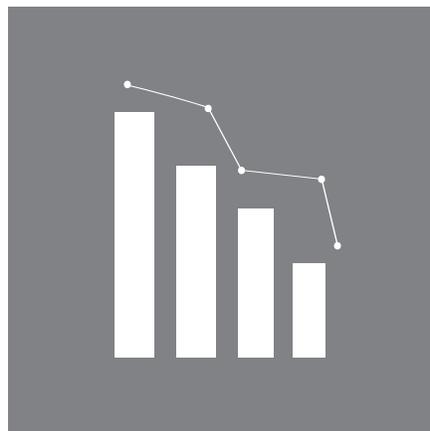
## TEACHING

Conducted	Lectured
Developed	Mentored
Educated	Oriented
Encouraged	Partnered
Explained	Persuaded
Informed	Trained
Instructed	Tutored



## LEADERSHIP

Attained	Managed
Chaired	Planned
Delegated	Prioritized
Directed	Produced
Executed	Restructured
Increased	Strategized
Launched	Supervised



## DATA

Analyzed	Interpreted
Calculated	Measured
Collected	Processed
Compared	Projected
Estimated	Recorded
Evaluated	Summarized
Forecasted	Tracked



## COMMUNICATION

Advertised	Lectured
Advocated	Interacted
Articulated	Interviewed
Clarified	Moderated
Corresponded	Presented
Discussed	Represented
Edited	Translated

# RESUME ACTION VERBS



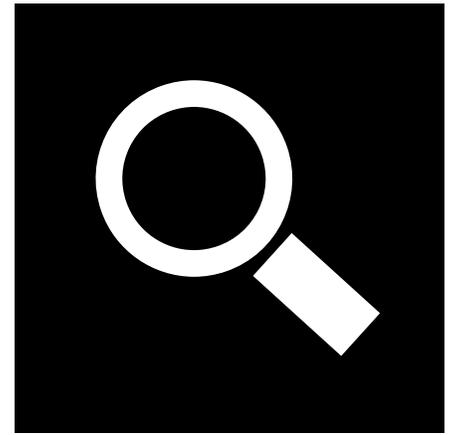
## HELPING

Assisted	Facilitated
Coached	Guided
Collaborated	Influenced
Consulted	Motivated
Counseled	Negotiated
Cultivated	Participated
Expedited	Referred



## ORGANIZATIONAL

Arranged	Gathered
Classified	Merged
Collected	Outlined
Consolidated	Planned
Coordinated	Specified
Distributed	Streamlined
Executed	Updated



## RESEARCH

Assessed	Identified
Discovered	Reported
Defined	Reviewed
Examined	Surveyed
Experimented	Tested
Extracted	Validated
Formulated	Verified



## ACHIEVEMENT

Awarded	Improved
Completed	Nominated
Demonstrated	Pioneered
Displayed	Promoted
Earned	Reached
Exceeded	Recognized
Expanded	Showcased



## ADMINISTRATIVE

Administered	Ordered
Balanced	Prepared
Composed	Registered
Contacted	Reviewed
Documented	Scheduled
Generated	Screened
Logged	Submitted



## FINANCIAL

Accumulated	Maximized
Adjusted	Purchased
Allocated	Quantified
Audited	Reconciled
Budgeted	Reduced
Forecasted	Saved
Invested	Totaled

# SAMPLE RESUME

First Name Last Name  
### Street Name, City, State ZIP Code

School or Professional Email Address  
Phone Number

## OBJECTIVE

This is an optional statement best utilized when attending a career fair or a conference for networking purposes

## EDUCATION

Full University or College Name  
**Full Degree Name**

- Minor and Specialization

City, State  
Expected Graduation Date: Month Year

## EMPLOYMENT EXPERIENCE

Company Name  
**Position Title**

- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience

City, State  
Month Year – Month Year

Company Name  
**Position Title**

- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience

City, State  
Month Year – Month Year

## COMMUNITY ACTIVITIES

Organization Name  
**Position Title**

- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience

City, State  
Month Year – Month Year

Organization Name  
**Position Title**

- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience
- Use action verb(s) to describe duties and experience

City, State  
Month Year – Month Year

## SKILLS

- List of skills relevant to position
- List of skills relevant to position

- List of skills relevant to position
- List of skills relevant to position

## AWARDS AND HONORS

Name of Award or Honor  
Name of Award or Honor  
Name of Award or Honor

Month Year  
Month Year  
Month Year

# SAMPLE CONTENT RESUME

**Frieda Falcon**  
1001 Wooster Street, Bowling Green, Ohio 43403

friedafalcon@bgsu.edu  
419-372-2356

## OBJECTIVE

Spirited and driven individual seeking an experiential learning opportunity related to marketing

## EDUCATION

**Bowling Green State University**  
**Bachelor of Arts in Communication**  
• Minor: Marketing

Bowling Green, Ohio  
Expected Graduation Date: May 2024

## EMPLOYMENT EXPERIENCE

**The Coffee Bean**  
**Barista**

Perrysburg, Ohio  
May 2018 – Present

- Provide prompt, courteous, and reliable service with a customer focused attitude
- Operate cash register functions and handle transactions in an accurate and consistent manner
- Craft specialty beverages following all health, safety, and sanitation guidelines

**Multiple Clients**  
**Child Care Provider**

Perrysburg, Ohio  
August 2015 – June 2017

- Supervised up to five children ranging in age from 10 months to six years old
- Transported children to extracurricular activities to and from sites
- Administered first aid and daily medications as required

## COMMUNITY ACTIVITIES

**Perrysburg Academy**  
**Mascot**

Perrysburg, Ohio  
August 2017 – June 2018

- Upheld school values and mission by representing academy in a positive manner
- Developed, created, and executed routines and skits to perform at events to enhance crowd experience
- Participated in over 50 school related functions with audiences ranging from 100 – 1,000 attendees

**Sunshine Senior Community Center**  
**Volunteer**

Maumee, Ohio  
August 2016 – June 2017

- Assisted with patient transportation within facility
- Led patient leisure and exercise activities
- Educated and mentored 25 new volunteers in patient handling and sensitivity

## SKILLS

- Conversational Spanish
- Photo Editing
- Brand Awareness
- Digital Design

## AWARDS AND HONORS

National Honors Society  
Barista of the Month

June 2019  
September 2018

# SECURING STRONG REFERENCES

A strong reference plays an important role in an employer or graduate school's decision making process to make an offer. The reference check provides an opportunity for a former supervisor, colleague, professor, or other reference to attest to your work ethic and provide a clear picture of who you are as a potential employee or graduate school student. Utilize these suggestions to ensure you select and secure references that make (and not break) your search.

## DOs

### **VERIFY CONTACT INFORMATION**

Ensure you have current information for all of your references before submitting your references page

### **DIVERSIFY**

Consider utilizing references from multiple companies or organizations to showcase your range of knowledge and skills

### **GIVE UPDATES**

Inform your references about each step in your interview process so they can anticipate when to receive a reference check

### **REMEMBER YOUR ETIQUETTE**

Follow up with a thank you note to your references to show appreciation for their efforts

### **MAINTAIN A PORTFOLIO**

Keep electronic copies of your reference contacts and letters for future use

## DON'Ts

### **MAKE ASSUMPTIONS**

Never assume a former supervisor or faculty advisor will serve as your reference just because you have an established relationship

### **CHOOSE ANYONE**

Ensure your references have effective written and verbal skills to communicate your ability as a successful candidate

### **FORGET TO ASK**

Communicate with your references each time you apply for a new position or graduate school to ensure they are still willing to support your candidacy

### **PUSH FOR AN ANSWER**

Provide your references with enough time to respond to your request to ensure they are able to speak positively on your behalf

### **UTILIZE FRIENDS AND FAMILY**

References should consist of professional connections and not friends or family who have not worked with you in a professional setting

# REFERENCES CHECKLIST

The checklist below should be used as a guide when writing your references page.

## LAYOUT AND FORMAT

- Name font size is minimum 18 and maximum 24
- Body text font size is minimum 10 and maximum 12
- Margins are minimum .5 inch and maximum 1 inch
- Font is easy to read
- Headings, fonts, and margins are consistent throughout
- Content fills at least half of page
- Free of spelling and grammatical errors
- No use of acronyms
- Reference design is consistent with professional practice
- Reference and resume layout and format are consistent

## PERSONAL CONTACT INFORMATION

- Personal contact information is located at top of first page
- First and last name is included in heading
- Full address is listed in heading
- Preferred phone number is included in heading
- Professional email is listed in heading

## REFERENCE CONTACT INFORMATION

- Section title is listed as Professional References, Academic References, or a similar category to organize types of references
- Full name is listed for each reference
- Position title is listed for each reference
- Company name is listed for each reference
- Professional email address is given for each reference
- Phone number is given for each reference
- Relationship is listed to describe how you professionally know each individual
- Minimum of 3 and maximum of 6 references are given

# SAMPLE REFERENCES

First Name Last Name  
### Street Name, City, State ZIP

School/Professional Email  
Phone Number

## PROFESSIONAL REFERENCES

First Name Last Name  
Position Title  
Company Name  
Professional Email Address  
Phone Number

Relationship: Identify how you professionally know the individual

First Name Last Name  
Position Title  
Company Name  
Professional Email Address  
Phone Number

Relationship: Identify how you professionally know the individual

First Name Last Name  
Position Title  
Company Name  
Professional Email Address  
Phone Number

Relationship: Identify how you professionally know the individual

## ACADEMIC REFERENCES

First Name Last Name  
Position Title  
Company Name  
Professional Email Address  
Phone Number

Relationship: Identify how you professionally know the individual

# SAMPLE CONTENT REFERENCES

Frieda Falcon  
1001 Wooster Street, Bowling Green, Ohio 43403

friedafalcon@bgsu.edu  
419-372-2356

## PROFESSIONAL REFERENCES

John Doe  
Lead Manager  
The Coffee Bean  
john.doe@thecoffeebean.com  
123-456-7890  
Relationship: Direct Supervisor

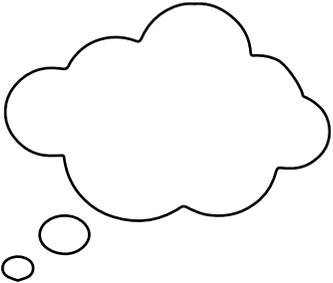
Jane Doe  
Assistant Director of Student Activities  
Perrysburg Academy  
jane.doe@perrysburgacademy.edu  
234-567-8901  
Relationship: Direct Supervisor and Mentor

John Roe  
Volunteer Coordinator  
Sunshine Senior Community Center  
john.roe@gmail.com  
345-678-9012  
Relationship: Peer Volunteer

## ACADEMIC REFERENCES

Jane Roe  
Adjunct Professor  
Bowling Green State University  
jane.roe@bgsu.edu  
456-789-0123  
Relationship: Faculty Advisor

# 10 QUESTIONS TO ASK YOURSELF



## *BEFORE* WRITING A PERSONAL STATEMENT

The personal statement is a document submitted as part of your graduate school application, which provides a brief narrative of your past experiences and future goals. This statement is an opportunity for you to stand out from other applicants to clearly express your unique qualifications. Consider these questions to help shape your writing and ensure you submit a strong personal statement.

- 1** Why do I want to apply to this graduate program?
- 2** What are my educational achievements and how do I want to continue my intellectual development?
- 3** What are the major themes of my life story?
- 4** How did I overcome any unique obstacles or hardships?
- 5** What knowledge, skills, and experiences make me qualified for admittance into the program?
- 6** What have I learned about this field through my coursework, extracurricular activities, and employment experience?
- 7** Are there any gaps or discrepancies in my academic record that I want to explain?
- 8** What are my short and long term academic and professional goals?
- 9** How will the knowledge I obtain through this graduate program help me to achieve my academic and professional goals?
- 10** Why do I think I would be a stronger candidate compared to other applicants?

# WRITING YOUR **PERSONAL STATEMENT**

The personal statement writing process is considered a significant part of your graduate school application for admission. This statement is a chance to communicate your unique qualifications and connect your experiences to present yourself as a fully qualified candidate. As you go through the writing process, utilize these tips to help your personal statement stand out in the applicant pool and obtain your next letter of acceptance.

**1**

## **GET SUPPORT**

Utilize free resources and services provided by the Bowling Green State University Career Center to write and review your personal statement

**2**

## **RESEARCH THE INSTITUTION**

Adequately describe what sets their program apart from other institutions

**3**

## **FOLLOW THE PROMPT**

Pay attention to each institution's questions and write separate statements to focus your writing

**4**

## **TRY DIFFERENT ORGANIZATIONAL PATTERNS**

Consider using an essay or narrative structure depending upon what works best for you

**5**

## **FIND AN ANGLE**

Distinguish yourself and make your personal statement memorable

**6**

## **FOCUS ON YOUR FIRST PARAGRAPH**

Use a hook to grab the reader's attention from the beginning

**7**

## **AVOID CLICHÉS**

Refrain from using often-repeated or tired statements to express original thoughts and your unique qualifications

**8**

## **EXPLAIN INCONSISTENCIES**

Discuss your academic experience such as transferring institutions or differences between your overall GPA and major GPA

**9**

## **BE CLEAR AND CONCISE**

Simply and directly convey your meaning to effectively communicate in your writing

**10**

## **ADHERE TO WORD LIMITS**

Follow all requirements to ensure your application materials are reviewed for consideration

# SAMPLE PERSONAL STATEMENT

First Name Last Name

## Personal Statement

This opening section has a hook that draws the reader's attention and encourages them to continue reading. The hook may consist of an anecdote, personal story, or other interesting statement. You should avoid using clichés within these statements. This hook should intentionally connect to your reason for applying or pursuing the degree within your field and may be longer than one paragraph depending upon your format of choice.

This middle section should effectively answer the question or questions posed by the institution. You should consider your prior employment, extracurricular activities, community involvement, undergraduate coursework, and other academic, personal, or professional experiences that support your interests in the program. You also want to ensure you explain any inconsistencies within these experiences and how they shaped your path. This section should be the primary focus of your writing and the longest in length with multiple paragraphs.

This closing section should reconnect your hook and restate your reason for applying or pursuing the degree within your field. You should intentionally cite reasons for applying to a specific program at an institution such as course listings, program descriptions, and institutional mission statements. You want to ensure you stay within the allotted word limit throughout and conclude this section with a memorable statement. This memorable statement may consist of a quote, inspirational phrase, or other meaningful statement and should be one or two paragraphs in length depending upon your format of choice.

# SAMPLE CONTENT PERSONAL STATEMENT

Frieda Falcon

## Personal Statement

"Excuse me, can you tell me where the Math and Science building is located on campus?" My head turned to focus on the meek voice originating from my right side. The voice belonged to what I could only assume was a new, and intimidated, first-year student on campus.

"Of course, just follow this sidewalk until you see the building with pillars that look like the Pi symbol. Once you know to look for that, you will never miss it again." The first-year student breathed a deep sigh of relief, thanked me, and marched on with renewed purpose toward her first collegiate math course. She did not realize, but in that moment, her question made me recall my first day on campus at Bowling Green State University.

The late August air was heavy with humidity and I remember drops of perspiration covering my brow as my body temperature rose due to the climate and my growing anxiety of being late to class. I also had stopped someone to ask for directions, despite being embarrassed and scared. The individual was kind and informative, and I remember in the moment thinking college might not be so intimidating after all.

Moments like this one, small moments that seem inconsequential, are what led me to apply to the College Student Personnel Program at Bowling Green State University. This program was not the path I envisioned when I arrived on campus four years ago, but getting lost on my first day was not a part of the plan either. This path found me as much as I found it and has led me to a new career field that I am excited to pursue.

I was introduced to the field of higher education during my second year at Bowling Green State University when I was given the opportunity to represent the institution as the official Mascot for campus and community events. The position required a high level of energy, spirit, and enthusiasm to engage the crowd and strengthened my desire to seek out diverse experiences that support school spirit. My next opportunity was in the Office of Admissions working as a Tour Guide where I was involved in different admissions activities including campus visit days, orientations, and prospective student tours. The position deepened my college experience and was the first time I saw the impact an individual could have on a prospective student's decision to become a Falcon.

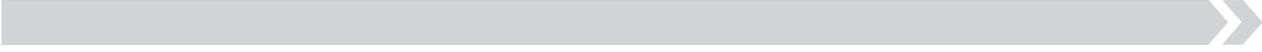
I hope to continue my journey at Bowling Green State University as a graduate student in the College Student Personnel program and obtain a graduate assistantship in the Office of Admissions. The program will provide me an opportunity to apply knowledge gained from courses in environmental dimensions, student development theory, and industry trends to my role in the field with a balance of academic and field based experiential learning. I want to be an active participant inside and outside of the classroom to learn and grow from my advisors, classmates, colleagues, and faculty. Furthermore, I want to develop new and innovative ways to enhance a prospective student's recruitment experience and decision-making process.

Upon graduation, I aspire to obtain a full-time position in the areas of recruitment, admissions, or new student orientation at a four-year, public institution. My time at Bowling Green State University will adequately prepare me to achieve my career goals and give back to a field that has given me the confidence, determination, and motivation to succeed as a professional. I would be honored to prepare for this career and achieve my goals through the College Student Personnel program and positively represent the institution as a forever Falcon.

# SMART MOVES TO

## ENHANCE YOUR SOCIAL MEDIA PRESENCE

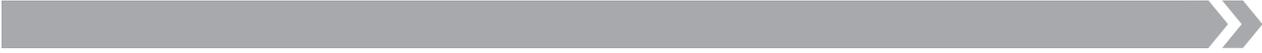
The information you provide on your social media accounts can impact a future employer or graduate school's perceptions of who you are as a candidate. Follow this guide to critically review and build your online reputation and ensure your social media accounts positively promote your professional brand.



**NAME:** Add your middle initial to all social media accounts and application materials if you have a common name to help separate you from others who may have inappropriate posts



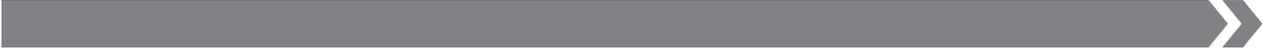
**USERNAME:** Utilize a username that is professional and represents who you are as a candidate to a future employer or graduate school



**EMAIL ADDRESS:** Ensure your accounts are connected to an active email address that portrays a positive image



**USER PROFILE:** Completely fill out your social media profiles to provide a window into your personality as a candidate



**POSTS BY YOU:** Examine and delete any comments, pictures, and videos that you would not want a future supervisor or faculty member to view



**POSTS BY OTHERS:** Review and ask contacts to delete any comments, pictures, and videos posted or tagged to your accounts that you would not want a future supervisor or faculty member to view



**GROUP MEMBERSHIP:** Connect and join groups which best represent your career interests and remove yourself from groups that do not accurately reflect your online reputation



**PAGES:** Like or follow pages which best reflect your career interests and unlike or unfollow pages that do not match your professional brand



**CONTACTS:** Scroll through your list of contacts to confirm you know each of your connections and delete any unfamiliar names or profiles



**PRIVACY SETTINGS:** Log out of your social media accounts and search for yourself to see what the public can find about you and then adjust your settings

# LinkedIn

Your LinkedIn profile is an opportunity to showcase your experience, build a professional brand, and connect with your network. It also plays an important role in the job search process as a continuous recruiting tool for potential employers. Take your profile to the next level by following these recommendations to help you get noticed and secure your next position.

---

**WWW.**

Get a custom URL to simplify and publicize your profile

Discuss your values and passions to inject your personality through organizations and courses



Use a professional photo that matches your industry culture

Showcase your projects through examples by adding photos, videos, or slideshows



Request at least one recommendation a month to validate your skills

Keep your profile up-to-date as you build your portfolio



Use keywords with intent to show up in tailored search results

Treat your profile like your resume by highlighting your best accomplishments



Write a meaningful headline that demonstrates the value you will bring to an employer

# ONE-MINUTE COMMERCIAL

The one-minute commercial is critical to the job search process. It is a great introduction to use when you first meet a potential employer to summarize your talents, accomplishments, skills, and interests. You can follow these guided questions to construct your commercial:

- 4 What is your name, major, and class standing?
- 3 What can you offer through your relevant experiences?
- 2 What do you know about your chosen field or industry?
- 1 Why are you interested in learning more about this company?

## ACTION!

Hello, my name is Frieda Falcon. I am a first-year student at Bowling Green State University majoring in communication with a minor in marketing. I am currently a participant in the Falcon Internship Guarantee Program, which has prepared me to search for my first internship experience. I currently work off-campus for The Coffee Bean as a Barista. The position has enhanced my skills in the areas of professional communication, multitasking, and promotion of company culture. I also served as the Mascot for my high school athletic programs during my senior year to promote a sense of spirit and comradery between the students and greater community. I am interested in combining my professional experiences with my current academic focus to find innovative ways that enhance an organization's marketing efforts. I would welcome the opportunity to learn more about your experience as an employer, and how I may be able to best support your organization's goals.

# 6- STEP GUIDE TO LANDING AN INFORMATIONAL INTERVIEW

Informational interviews are brief meetings for you to explore potential fields and further your understanding of career options. These types of interviews are not advertised and often require a great amount of effort to secure. Follow this step-by-step guide to help you find and approach potential contacts to land your next informational interview.

**1** Ensure your professional profile, including your resume and LinkedIn account, is updated before reaching out to secure an interview

**2** Write down the names of individuals in your network and reach out to them about potential contacts in a field, company, or position that interests you

**3** Make this line personal and direct to catch the potential contact's attention and move them to read your email

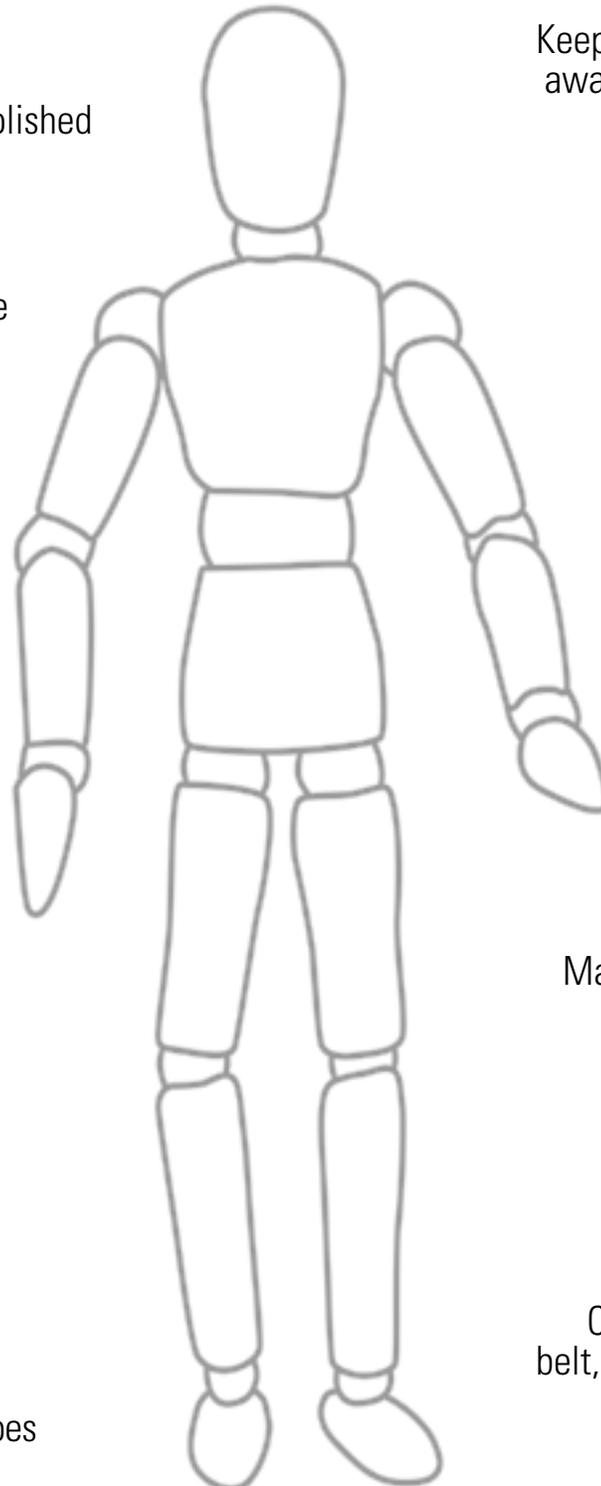
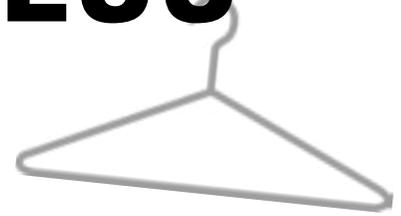
**4** **FIND THE BEST CONTACTS:** Be selective in who you choose by finding potential contacts who are in an aspirational role

**5** Ensure your request is short and to the point by writing a brief summary of your background, shared connections, and meeting purpose

**6** **DON'T TAKE IT PERSONAL**  
Some potential contacts may be unable to find time in their schedules so do not let a lack of response discourage you from continuing to reach out to others and secure your next meeting

# DRESS FOR SUCCESS

The selection of a candidate has many factors, including dress. In your interview, you want to gain a nonverbal advantage and look the part you want by presenting yourself in a professional manner.



Utilize neutral and polished make-up techniques

Embrace your personal style

Remember the importance of personal hygiene

Wear attire that fits with the organization's culture

Bring a professional bag, padfolio, and pen

Ensure attire is clean and wrinkle free

Wear clean and polished dress shoes

Keep hair simple and away from your face

Avoid gum, mints or candy in your mouth

Wear minimal jewelry

Use a small amount of cologne or perfume

Clean and trim fingernails

Make sure pockets are empty

Choose solid colors over patterns for clothing

Coordinate pantyhose, belt, and socks with attire

# 10 TIPS TO PREPARE FOR YOUR JOB SEARCH

If you are in the market for a new job, you want to ensure you are prepared to successfully navigate the search process. It requires more than just submitting an application and waiting on a response. Follow these strategies to increase your job search results and secure your next position (and beyond).

1

## GET SUPPORT

Utilize free resources and services provided by the Bowling Green State University Career Center to update your application materials

2

## BE HONEST WITH YOURSELF

Create a list of what is most important in your job search such as geographic location, salary requirements, and position responsibilities

3

## USE YOUR NETWORK

Ask your peers, friends, faculty, and family if they know of any potential companies with vacant positions

4

## BUILD YOUR DIGITAL PRESENCE

Follow companies and relevant hashtags for your search

5

## CREATE A PROFESSIONAL JOB SEARCH EMAIL ADDRESS

Keep track and separate your personal from professional emails

6

## GET ORGANIZED

Keep an ongoing log of your applications

7

## DO NOT LIMIT YOURSELF TO ONLINE APPLICATIONS

Schedule informational interviews and speak with recruiters to ask questions

8

## BREAK THE ELECTRONIC BARRIER

Follow up on pending applications via phone

9

## BE MORE THAN PREPARED

Bring additional copies of your resume and research the trends within your field

10

## SEND A THANK YOU NOTE

Follow-up with a personalized note after an informational interview or interactions with recruiters

# JOB INTERVIEW SAMPLE Q&A

## **CAN YOU TELL ME ABOUT YOURSELF AND WHY YOU ARE INTERESTED IN THIS POSITION?**

I am currently a first-year student at Bowling Green State University majoring in communication with a minor in marketing. I have immersed myself in different leadership opportunities that support school spirit, including my recent experience as the Mascot for the Perrysburg Academy. The position provided me the opportunity to promote a sense of comradery between the students and greater community. I am interested in continuing to develop and refine my leadership skills as the Mascot for this campus. I am confident that I would bring the level of energy, dedication, and knowledge needed to represent and engage the University community.

## **HOW DO YOU MANAGE YOUR TIME AND PRIORITIZE MULTIPLE PROJECTS?**

As a Child Care Provider, I had the responsibility of watching three children all under the age of five years old. The level of attention and needs of each child were unique, and I constantly found myself having to balance multiple responsibilities. I remember a time in which I was making dinner for the children, when one fell ill and another was crying over a broken toy. I had to prioritize the needs of the situation and determined to first address the child who fell ill and ensure I communicated this change with their parents before finishing dinner and consoling the other child with a broken toy. When addressing situations that have competing priorities such as this one, I always determine the level of importance for each priority and ensure I communicate with my employer to keep them updated on my progress. This level of communication would be important in the Mascot position to ensure my priorities align with the needs of your office during events and throughout the season.

## **WHEN WAS A TIME YOU HAD A CONFLICT WITH ANOTHER TEAMMATE? HOW DID YOU RESOLVE THE CONFLICT?**

As part of my coursework, I completed a team project on group dynamics. My professor pre-assigned the groups, in which I was paired with three other students I had not previously worked with inside the classroom. The team project focused on observing and evaluating leadership styles and how these styles impact group dynamics. During the first set of observations, one of the students failed to show. I contacted the student via email to check in and ensure the student had all remaining observation dates in their calendar. When I did not receive a response, I followed up with a phone call that was left unanswered. I was finally able to reach the student in class the following week and expressed how the student's absence impacted our group. The student stated they could not find a ride to the observation site, so I volunteered to drive the student for the remaining visits. The student attended the remaining visits and our group was able to successfully complete and present the project to our professor.

## **WHERE DO YOU SEE YOURSELF IN FIVE YEARS?**

I am a participant in the Falcon Internship Guarantee program, which provides students the opportunity to participate in experiential learning activities during their undergraduate career. As a communication major, I am excited about the possibilities available upon graduation, but I have been unable to narrow my options to a specific industry that I want to apply my knowledge and skills. This program provides me with resources to help tailor my search and try different opportunities to determine the path that is best suited for me in graduate school or full-time employment.

Regardless of the path I choose, I am confident that I will be able to apply my strong communication skills and creativity in marketing to achieve my career goals.

## **WHAT ARE YOUR GREATEST PROFESSIONAL STRENGTHS?**

I believe my greatest strength is in my ability to effectively communicate with customers in different settings. This has been demonstrated through the multiple positions I have held in an arena, café, and senior living facility. These opportunities have developed my communication skills in unique ways. I quickly learned how I interact with a customer regarding their coffee order at The Coffee Bean is vastly different than my interactions with a patient's family at the Sunshine Senior Community Center. I always listen to the requests of the customer and clearly communicate their needs to ensure a positive experience.

I also bring a great amount of creativity to my work. When I volunteered at the Sunshine Senior Community Center, I was asked to lead leisure activities for the residents. The attendance had decreased in recent months and after speaking with some of the residents, they expressed frustration with the lack of variety in events. I created a new events schedule for the following month, which included different activities such as ballroom dancing and virtual bowling. These changes helped to build a stronger sense of community and resident attendance doubled in less than three weeks after implementation.

## **WHEN WAS A TIME YOU FAILED? HOW DID YOU LEARN FROM THIS EXPERIENCE?**

During my experience at The Coffee Bean, I had the opportunity to wait on many regular customers. There was one customer who always arrived during our busiest period of the day. I greeted the customer and took their order, but in my hurry to move onto the next customer, I spilled part of the beverage on their shirt. I repeatedly apologized and remade the beverage, even upgrading their drink and giving the customer a complimentary pastry. The customer assured me that they were not upset and could easily change their attire. This experience demonstrated the importance of completely following through on each task I am given prior to beginning a new one. This experience also demonstrated the importance of providing utmost care to customers and taking ownership of my mistakes to provide the highest level of service and positively represent the company.

**JOB INTERVIEW**  
SAMPLE Q&A

# J O B I N T E R V I E W

# **YOUR TURN**

## TO ASK THE QUESTIONS



At the end of your interview, most companies will provide an opportunity for you to ask them questions. The questions you choose should be used to gain a deeper understanding of the company and help you to decide whether or not to pursue the position further. Review the questions below to help you get started in creating your list.

**HOW WOULD YOU DESCRIBE THE ORGANIZATIONAL CULTURE?**

**WHAT IS YOUR PREFERRED LEADERSHIP STYLE?**

**WHAT ARE YOU LOOKING FOR IN AN IDEAL CANDIDATE?**

**WHAT ARE SOME CHALLENGES THAT AN INDIVIDUAL  
WILL FACE IN THE POSITION?**

**WHAT DOES THE ONBOARDING AND TRAINING  
PROCESS ENTAIL FOR THE POSITION?**

**HOW WILL MY PERFORMANCE BE EVALUATED IN THE POSITION?**

**HOW DO YOU SEE THE POSITION EVOLVING OVER TIME?**

**WHAT DOES A TYPICAL DAY LOOK LIKE IN THE POSITION?**

**WHAT CAN YOU TELL ME ABOUT THE POSITION THAT IS NOT  
INCLUDED IN THE DESCRIPTION?**

# MASTER YOUR GRADUATE SCHOOL SEARCH

The graduate school search process can often times feel overwhelming with different programs, institutions, and opportunities to choose from. You want to ensure that you stand out as a candidate by being prepared and researching the path that is best for you. Follow these strategies to guide you towards graduate school success.

## **GET SUPPORT**

Utilize free resources and services provided by the Bowling Green State University Career Center to update your application materials

## **RESEARCH YOUR INDUSTRY**

Determine if a graduate degree is the next best step to gaining employment or advancing your knowledge

## **SCHEDULE CAMPUS VISITS**

Take tours of campuses before applying to ensure the institutions are a good fit

## **SEEK OUT FUNDING**

Consider a graduate or teaching assistantship to help finance your academic pursuits

## **UTILIZE YOUR PERSONAL STATEMENT**

Add context to your GPA and test scores in your submission

## **START AS EARLY AS POSSIBLE**

Application requirements can take a significant amount of time to complete so pay attention to early deadlines and standardized test dates

## **FOCUS ON CONNECTIONS**

Schedule time to meet with current or former graduate students to gain insight into the process

## **APPLY TO SEVERAL PROGRAMS**

Broaden your opportunities and consider a variety of programs within your industry

## **COMMUNICATE WITH REFERENCES**

Provide adequate time for references to complete your recommendation

## **REMAIN PATIENT**

Graduate school review processes can take several months before decisions are made regarding application status and funding

# GRADUATE SCHOOL INTERVIEW SAMPLE Q&A

## **WHAT ATTRACTS YOU TO OUR PROGRAM COMPARED TO OTHER INSTITUTIONS?**

I am interested in becoming a graduate student in the College Student Personnel program at Bowling Green State University. The program offers several theoretical frameworks in the curriculum with an emphasis on providing experiential learning opportunities that are distinct from other programs throughout the country. I am interested in learning more about theory and assessment as it relates to college student development and multicultural competencies. More so, the experiential learning requirement demonstrates the program's commitment to applying course knowledge to practical experience. This provides all graduate students in the program with the foundation needed to transition into a full-time position in higher education upon graduation.

## **WHAT PREVIOUS EXPERIENCES HAVE PREPARED YOU FOR OUR PROGRAM?**

My experience as an undergraduate student at Bowling Green State University has adequately prepared me to take this next step in my graduate career. I completed coursework in the areas of advocacy, relational, and intercultural communication, which helped me to critically examine and effectively interact in personal and professional settings. These courses deepened my knowledge and appreciation for the role communication has when interacting with diverse groups inside and outside of the classroom. Furthermore, my prior experience as a Tour Guide in the Office of Admissions has provided me with a thorough understanding of the expectations and responsibilities required of a Graduate Assistant position. Overall, I believe my academic and professional background makes me an ideal candidate for admission to this program.

## **DO YOU FEEL YOUR ACADEMIC RECORD ACCURATELY REFLECTS YOUR ABILITIES AND POTENTIAL TO SUCCEED IN OUR PROGRAM?**

I am confident my academic record accurately reflects my abilities and potential to succeed in the program, as well as my ability to overcome challenges throughout my academic and professional career. As noted in my academic transcript, I experienced a family issue during my second year at Bowling Green State University, which impacted my fall semester performance. I communicated with my faculty advisor to ensure I stayed on track and passed all of my courses, while working through this issue. I also communicated with my supervisor to ensure I was able to work all scheduled hours or find coverage. The experience exposed me to the supportive network at the institution and helped me to learn more about myself and ability to overcome such challenges. I was able to bring my GPA back up the following semester and I am proud to be graduating cum laude.

## **WHAT DO YOU SEE AS THE MAJOR TRENDS IN YOUR FIELD OF STUDY?**

One of the greatest trends impacting the field of higher education is the emphasis placed on retention rates within colleges and universities across the country. There is a great amount of focus on an institution's ability to not only recruit students, but recruit students they can retain with the intent of graduating. My experience in the Office of Admissions has exposed me to the importance of evaluating a student's application with a holistic viewpoint. This viewpoint emphasizes the whole person, not just select pieces such as a GPA or SAT scores, and includes areas such as leadership, employment, extracurricular activities, and volunteerism. When we examine all of these factors we are able to more accurately determine if the student fits the values of the institution and if the institution will be able to support the student throughout their academic career. Furthermore, we are able to support students in their academic journey to ensure they find the best institutional fit for their diverse needs.

## **HOW DO YOU SEE THIS PROGRAM FITTING INTO YOUR CAREER GOALS?**

As a future higher education administrator, I aspire to obtain a full-time position in the areas of recruitment, admissions, or new student orientation at a four-year public institution. This program provides experiential learning opportunities that utilize the Practitioner Professional Skills Model as a framework to describe and evaluate these experiences. This framework challenges each graduate student to thoroughly evaluate their internships and practicums, which helps to clarify their path for the future and provide a comprehensive competency portfolio. I am confident this program's coursework, combined with a Graduate Assistantship, will provide me with a deep understanding of my strengths as I strive to meet the needs of incoming students.

## **WHY DO YOU THINK WE SHOULD SELECT YOU COMPARED TO OTHER CANDIDATES FOR ADMITTANCE INTO OUR PROGRAM?**

As a first-generation college student, I encountered many questions while navigating the admissions process to Bowling Green State University. There were different admissions steps with financial aid forms, on-campus visits, and transcript submissions that were unfamiliar to my family. I had to look into resources and reach out to my Admissions Counselor for support and guidance. Throughout my four years at the institution, I also continued to seek this support and guidance from faculty, staff, and peers, which impacted and contributed to my success at the institution. I would bring this unique level of understanding and commitment in working with first-generation and other non-traditional students to my role inside and outside of the classroom. As higher education administrators, I believe we need to continue to serve as advocates and mentors for all students as they navigate their academic journey.

**GRADUATE  
SCHOOL INTERVIEW  
SAMPLE**

**Q&A**

# GRADUATE SCHOOL INTERVIEW **YOUR TURN TO ASK THE QUESTIONS**



At the end of your interview, most graduate schools will provide an opportunity for you to ask them questions. The questions you choose should be used to gain a deeper understanding of the program and help you to decide whether or not it is the best fit. Review the questions below to help you get started in creating your list.

**WHAT MAKES A GRADUATE STUDENT SUCCESSFUL IN YOUR PROGRAM?**

**CAN YOU DISCUSS THE TYPES OF PROJECTS GRADUATE STUDENTS HAVE COMPLETED AS PART OF THE PROGRAM?**

**WHAT TYPES OF ACADEMIC OR PROFESSIONAL EXPERIENCES ARE YOU LOOKING FOR IN AN IDEAL GRADUATE SCHOOL CANDIDATE?**

**WHAT EXPERIENTIAL LEARNING OPPORTUNITIES ARE AVAILABLE OR OFFERED AS PART OF THE PROGRAM?**

**HOW ARE ACADEMIC ADVISORS PAIRED WITH INCOMING GRADUATE STUDENTS?**

**HOW LONG DOES THE AVERAGE FULL-TIME STUDENT TAKE TO COMPLETE AND GRADUATE FROM THE PROGRAM?**

**WHAT PERCENTAGE OF STUDENTS PUBLISH OR PRESENT THEIR WORK PRIOR TO GRADUATION?**

**WHAT FUTURE CHANGES DO YOU ANTICIPATE IN THE FIELD?**

**WHAT PERCENTAGE OF STUDENTS OBTAIN EMPLOYMENT WITHIN SIX MONTHS AFTER GRADUATION FROM THE PROGRAM?**

# CLOSING THE DEAL

## NEGOTIATING YOUR JOB OFFER

When you land a job offer, it is important to take time in between when the initial offer is made and when you accept for negotiation. You should consider what factors are most important to you that may go beyond salary and ensure you know how to confidently ask for additional benefits. Remember, every job offer is unique, but utilizing these strategies can help address some of the issues you may face when negotiating with potential companies.

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## NEGOTIATION STRATEGIES

### KNOW YOUR NEEDS

- » Create a list of pros and cons to determine if the offer will meet your needs and if the position is the right fit

### PUT IT IN WRITING

- » Ask the company for your offer in writing to review details and provide time to consider the offer

### BE POSITIVE

- » Keep the conversation positive by avoiding use of ultimatums or direct statements during the process

### CONSIDER THE TIMING

- » Be mindful of deadlines when accepting, denying, or negotiating if you have multiple offers on the table

### NEGOTIATE WITH PURPOSE

- » Focus on what is important and be willing to compromise on areas that are less significant to you

### BE EFFICIENT

- » Propose and communicate your areas of concern at the same time to avoid back and forth negotiations

### REVIEW THE ENTIRE DEAL

- » Look beyond the salary and examine all factors in your offer to determine its full value

### RECOGNIZE CONSTRAINTS

- » Understand there may be constraints within a company that prevent negotiations in some areas such as salary caps or start dates due to trainings

### CONVEY YOUR VALUE

- » Help the company understand the value you bring by stating and justifying your requests and leveraging other offers

### DON'T FEAR THE "NO"

- » Recognize that "no" is part of the negotiation process and not a reflection of your candidacy

## NON-SALARY BENEFITS TO NEGOTIATE

Relocation Expenses

Cell Phone

Transportation Reimbursements

Flexible Scheduling

Office Space

Professional Development Funding

Vacation Time

Start Date

Tuition Reimbursements

# JUGGLING MULTIPLE OFFERS TO GRADUATE SCHOOL

If you receive multiple letters of acceptance from colleges or universities, you will need to decide on the institution that best meets your needs as a graduate student. Utilize these strategies to help narrow down your decision and make the most of this challenging and exciting time in your academic career.

1

## **Express Enthusiasm**

Communicate your high level of excitement and appreciation for the acceptance without immediately saying “yes”

2

## **Visit the Location**

Identify the type of setting you are interested in living and what options come closest to your ideal match

3

## **Run the Numbers**

Review the total cost of each institution, including out-of-pocket expenses and future loans

5

## **Connect with Students**

Reach out to current students and alumni to learn more about the student culture and institutional fit

6

## **Develop a Decision Matrix**

Weigh each graduate school offer by listing what you most value in a program and assign a weight on a scale of 1-10 to reflect the importance of each factor and each institution’s ability to match these values

4

## **Find Your Notes**

Read the notes you made when you selected institutions to apply to and consider the program that most closely matches your interests

8

## **Consider the Future**

Determine how well each institution will set you up for future career opportunities, especially as it relates to specializations within your chosen field

9

## **Adhere to Deadlines**

Make a decision by each institution’s deadline and immediately contact them to accept or decline the offer

7

## **Read Graduate School Blogs**

Do a search for blogs of each institution to check the pulse of graduate student complaints or issues

10

## **Celebrate**

Enjoy and embrace your successful journey as a graduate school candidate

# A NOTE FROM US



We wish you the best of luck in exploring career options and finding the path that is best for you. We hope you will take advantage of the many resources and services our Career Center team provides students during your time at Bowling Green State University and beyond as alumni. We look forward to working with you throughout your journey to a rewarding and successful career!

*Career Center Team*



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