

The National College Planning Summit

How to Be Successful in College and Have Job Prospects When You Graduate

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Billy Glading is the co-founder of Candid Career. Candid Career.com has over 5,000 interviews with over 2,000 different professionals in all different career fields. During the interviews, the professionals explain about the work that they do, what they like about their career, what some of the challenges are and offer advice about how to prepare for that career.

1. Is it important for students to use the academic and career counseling while they are at college?

- a. Yes, it keeps you on track.

2. Do grades still matter once you are in college?

- a. Grades always matter. They are part of the whole picture.
- b. Employers want to see that you approach studies with seriousness and commitment - just like the working world.
- c. Employers are also looking at extracurricular activities, clubs, sports, jobs and working during college - all these things together create a picture for the employer.

3. How do students start networking?

- a. Networking is the key to forging connections. (It's also hard work - That's why the word "work" is in "networking.") The more people you know, the more it will help you. Build your network early on.
- b. Build relationships with students and professors. Networking should start now when you are in college, not when you are getting ready to look for a job.
- c. Professors may help you find internships, connections or job interviews.

4. Is work experience in college important?

- a. Yes, it is very important, whether it is during the summer or the school year or a paid or unpaid internship.
- b. It helps build your resume.
- c. Employers want to see that you can balance multiple things going on. Just like you will have to do in your work life.

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- d. The sooner you determine what path you want to get on and what you want to do— you can tailor your work experience and internships to that field.
- e. For example - If the employer is hiring for a marketing position, they want to see that you have marketing experience.

5. Where should students find internships?

- a. Networking, friends, professors, career counseling center, letting people know what you are interested in and what qualifications you have.

6. What are “Informational Interviews?”

- a. We recommend “Informational Interviews” - you’re not asking for a job - just asking a professional for 30 minutes over coffee to find out what they do because you may be interested in the field.
- b. Doing information interviews and building your network will pay off.

7. Let’s continue to talk more about internships. Where else can students find internships?

- a. Job fairs
- b. Internships take time to find. You can't expect to just walk in and get one in a month.
- c. You should be working towards an internship for the entire year by connecting with people, learning what you can and letting people know what you are interested in.
- d. When the times comes you have put in the legwork and the internship will be available to you.
- e. Students need to be proactive. Internships just don't fall into their lap.
- f. Networking takes time and commitment. Start early, use the resources that the school offers and formulate what you want to do. You can't tell anyone what you have to offer if you don't know yourself.
- g. Continue with self-assessment and exploration. Tell your story about why you would be a valuable candidate to them.

8. Studying abroad –Do companies look at that when students are applying for jobs?

- a. I think it is “neutral”, however, life experience can make you attractive to an employer.

9. Career Planning Centers vary from College to College, but what are the general resources available to the students?

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- a. One-on-one counseling. You can work with a counselor. The benefits are:
 - i. They interact with employers on a daily basis.
 - ii. They are there to help you determine how your passion and skills might fit into various professions and determine what path you might want to head down.
- b. Campus Job Fairs – Always take advantage of the Job Fairs.
- c. Company Internships – Find out what companies are hiring and what positions they may be hiring for.
- d. They can help you with the application process - resume, cover letter or interview preparation.
 - i. There are many ways to interview and each has own specific challenges.
 - 1. face to face
 - 2. phone
 - 3. virtual over skype

10. What else do students need to know about the Career Center?

- a. Many students do not use their Career Center but they are there to help - start early and use them as a resource.
- b. Career Centers also keep alumni involved and can help students connect with alumni. Many alumni have a sense of pride in where they went to school and want to help out.

11. Why are Campus Job Fairs important?

- a. You have the opportunity to meet face to face and talk with the recruiter or hiring manager. You can leave a positive impression in manager's mind. This is much more effective than just submitting your resume.
- b. You can learn about different companies - what you may be interested in.
- c. You can add the hiring managers to your network and follow up with them.
- d. Make connections and keep in touch. Good things may happen 1 or 2 years down the road.
- e. Before you attend the Job Fair - Do your research about the companies that will be there so you have good questions to ask.

12. We hear so much about how STEM majors are the students getting jobs. How should Liberal Arts students approach career planning?

- a. Many companies like Liberal Arts Majors because they have a broad knowledge base, the ability to interact with others, enthusiasm about learning and independent thinking.
- b. Take what you have done and determine how it can be beneficial to the employer.
- c. It is not so much what you study as how you approach the studies.

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- d. What did you do with the courses you took? How did you perform?
- e. What did you get out of your major?
- f. Paint the broad picture of who you are and what you bring to the table.

13. Are there differences between a CampusJob Fair and a Job Fair after you graduate?

- a. They are similar but at the Campus JobFair, the companies and the college already have a relationship.
- b. Companies hire from the University. They already have relationships with the school and have a good track record with previous students that they have hired.

14. What should students do at networking events?

- a. Do your research before you go to know who is going to be there and who you might want to meet.
- b. Don't brag or boast. There is a fine line between being confident about your accomplishments and boasting.
- c. The most successful networkers have the attitude when they meet someone "How can I help this person?" Insteadof "What can I get out of this person?"
- d. Don't try to meet everyone - set a goal for the event - talk to 5 people.

15. Do you have any advice for LinkedIn?

- a. College Students need to have a LinkedIn presence. It should include what you are studying, what you are interested in and what you want to do after college.
- b. Ask individuals to link in with you. Once again, you must be proactive.

16. What advice do you have for Social Media?

- a. You need to be careful about what you post! Employers go to Facebook, Twitter and Google the applicant's name and see what comes up. Employers ask, "Do we trust a person like this to interact with our clients?"

17. Do you have any interview pointers about how to prepare and ace the interview?

- a. Be prepared and research as much as you can. Don't ask "What does your company do?" You should already know about the company!
- b. When you are researching, find out if they have been in the news. Have they announced new hires, new areas they are breaking into, new products, etc. This shows you are prepared for the interview.

18. What are employers looking for?

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- a. People who present themselves well.
- b. First impressions matter- have a professional appearance.
- c. They want self-assured individuals who will also be team players.
- d. The same characteristics that makes someone not want to hang out with you are the same reasons why an employer doesn't want to hire you.
- e. Employers look at the whole picture. "What are your skills? What can you bring to the company?"
- f. The company will ask "Why do you want to work here?" You need to be prepared to answer. Here are some examples.
 - i. "This is what I know you do here and this is what I've done and this is what I'm passionate about."
 - ii. "These are some of the experiences I've had. And this is how I can apply what I've experienced to help your company."
 - iii. "I'm interested to work for this company because I feel I can bring value to the company."
 - iv. This shows your self-confidence without boasting.

19. What should you do after the interview?

- a. Follow-up with a handwritten note, an email or phone call. The worst thing is not to follow up at all.
- b. "Thank you for meeting with me, I'm very interested and look forward to any opportunities that might come up."
- c. Don't overdo the follow up but continue to let them know you are interested.

20. Can you give us some professional & business etiquette tips

- a. Cell phone etiquette –it is so rude to have your phone out all the time at networking events or in a meeting or interview. Put it away when you interact with someone face to face!

21. You mentioned that Candid Career has over 5,000 interviews with over 2,000 different professionals in all different fields. Are there any common themes that jump out at you?

- a. People are willing to help other people.
- b. There are challenges to every job. Even if you love your job, everyone has rough days and challenges.
- c. People like to feel their work makes a difference. They like to feel their work is appreciated and that they can grow with the company they are working for.

22. Do you have any final thoughts for our listeners today?

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- a. Enjoy yourself during college but remember when you go to college that there is life after college. Start early, explore what you want to do and set goals.
- b. Research, talk to people and formulate what direction you want to go.

22. Can you give us any other information about www.candidcareer.com?

- a. We are in about 175 different College Career Centers all across the country. (including University of Southern California, Tufts University, Princeton University)
- b. Our interviews are with professionals explaining the work they do, giving advice to students on how to prepare for that particular field, what they like about their field and the challenges they encounter.
- b. Additionally, we have interview preparation tips.
 - a. For example, if you are interviewing for a finance position, we have hundreds of videos of financial professionals.
 - b. The videos can be a great tool to help you prepare.
- c. We have three month and annual subscriptions available.
- d. For any questions, please contact us at info@candidcareer.com