Career Services
Undergraduate Guide

du.edu/career

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Ben Focht and Suzanne Wilson (JD) Entrepreneurs, The Beer Stick
Welcome to Career Services

Your Pioneer Career starts here. You might know where you are headed, or may not have an idea how to start. Whether you want to be a business executive, teacher, entrepreneur, veterinarian or an opera singer, we can help you gather the information necessary to make the decisions that will put you on your own unique path to success.

Listed below are the main areas in which we provide services. You will find an overview of our resources in this guide, but please visit us online and in person to take full advantage of what DU Career Services has to offer as you plan your future!

Career Planning
Career Advising
Personality/Skills/Strengths Assessments
Explore Majors and Career Fields
Informational Interviews
Graduate School Preparation
Career Pathfinder

Networking and Events
Pioneer Career Network
Alumni volunteers to support DU student career development.
Workshops
Job and internship fairs
On-Campus Recruiting
Social Media
Networking Tips
Signature Events

Jobs and Internships
Pioneer Careers
The job and internship database with thousands of postings for DU students and alumni.
University Career Action Network Consortium of worldwide internships
Job/Internship Search Sites
Service Opportunities
Employer Contact Database

Resumes and Interviews
Resume and Curriculum Vita Guidelines and Samples
Cover Letter Guidelines and Samples
Professional Image
Interviewing Skills
Reference Letters
Job Offers and Salary Negotiation

Inclusive Career Resources
We are committed to providing an inclusive, welcoming environment to everyone at our events, counseling sessions, and online spaces.

The DU Career Services website at www.du.edu/career has extensive lists of resources that we have compiled especially to support the following groups:

- Students with Disabilities
- International Students
- Women
- LGBTQIA
- Military and Veterans
- Minority Students
Who We Are

Sue Hinkin
Executive Director

Mary Michael Hawkins
Director, University Career Center

Pat O’Keefe
Assistant Director & Career Counselor

Ruth Prochnow
Career/Internship Counselor

Rebecca Wolfe
Career Counselor
Undergraduate Business

Lindsey Day
Career Counselor

Carolyn Summers
Career Counselor

John Haag
Internship Director
Located in Driscoll South Suite 30  
(under the bookstore)
Open Monday-Friday 8am-4:30pm  
Evening and weekend hours available by appointment

Career Services around Campus  
Daniels Undergraduates at the Taylor Family  
Undergraduate Career Center

Quick Connections  
Drop-in times  
at the University Career Center

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Career Counseling

Our career counselors are available for one-on-one appointments throughout the school week to assist you with key parts of career planning, such as:

- Choosing a Major to Fit your Career Goals
- Personality/Skills/Strengths Assessments
- Resume and Cover Letter Writing
- Job and Internships Resources and Strategies
- Creating a Tailored Year-by-Year Plan

Brain Thompson (IMBA)
Entrepreneur, Tres Amigos Alpaca Ranch
Pioneer Career Pathfinder

PHASE 1: Self-Assess and Explore

PHASE 2: Develop Skills

PHASE 3: Search for Jobs and Internships

PHASE 4: Make Decisions and Transition

See more online at du.edu/career
Self-Assess and Explore

**Internal: Examine the past and the present to prepare for the future.**

- Meet with your Career Counselor to discuss your career ideas and take a personality, strengths and/or occupational interest assessment.
- Fill out your Pioneer Careers online profile and look at the resources and job/internship postings.
- Even if you think you have decided on a major, attend at least one “Choosing a Major” event to help confirm your choice.
- Join at least one student organization.
- Maximize part-time work by asking to create a project or volunteer to take on leadership responsibilities.
- Volunteer with an organization related to field of interest at least 5 hours per month.
- Fan/follow Career Services on Facebook, Pinterest, Twitter.
- Start a LinkedIn account and make 15 personalized connections by the end of first term.

**External: Explore and accumulate resources.**

- Enroll in a Resume Workshop through Career Services.
- Create a draft of your resume.
- Use the Pioneer Career Network to conduct three informational interviews and/or job shadows with people in positions or careers of interest. Be sure to send thank you notes afterward.
- Sign on to O*NET and the university libraries website to explore at least three careers of interest.
- Meet with your Career Counselor to plan internship/job search strategies.
- Look for an internship through your Pioneer Careers account and through the University Career Action Network (UCAN). Secure an internship by the end of Sophomore year.
- Attend a Career and Internship Fair in fall or winter, and/or the Non-Profit and Government Career Fair in spring.
- Consider studying abroad and fill out an application by appropriate deadline.

"As a graduate of DU and someone who landed his first job by utilizing the DU Career Center, I have learned that having a great network can make all the difference. DU's Career Center helped me with its network as I began my career and after 25 years in my business, it is still the same. Having a network of people that are aligned with your goals and are there to help you is hugely important. This is especially in a tough economic market. Our firm (Aon) has 52,000 employees globally and we get thousands of applications each year. Having a network, either through DU or directly, will make you stand out and increase your odds of getting hired.”

If you are considering graduate school, also...

- Find a research opportunity related to your specific field of interest.
- Become a Teaching Assistant (TA) for a class in your specific field of study.
- Research graduate schools online and speak with professors in your field of interest.
Build your unique brand and develop skills for your future pathway.

- Create a “Master” resume and cover letter and meet with your Career Counselor to review. Tailor resume and cover letter for each internship/job you apply.
- Attend a workshop on Personal Branding or Social Networking offered by Career Services.
- Attend a College-to-Work event such as “Spring into Your Career.”
- Join a professional association related to your field.
- Create and/or update LinkedIn profile and make 15 more personalized connections. Join the “University of Denver Alumni” LinkedIn group.
- Use the Pioneer Career Network to contact alumni and friends of DU who would like to assist students with their career exploration. Visit du-csm.symplicity.com/students/.
- Look for internships through your Pioneer Careers account and through UCAN. Is the internship for academic credit or not for credit? Visit du-csm.symplicity.com/students/.
- Develop 30 second elevator speech.
- Meet with a Career Counselor to conduct a Mock Interview.
- Invest in professional attire.
- Attend a Career and Internship Fair in fall or winter, and the Non-Profit and Government Career Fair in spring.

Tips for a Successful Career Fair from Michelle, who met her future employer at a DU Career Fair

Definitely dress to impress! Make sure you look professional, and make sure your body language shows that you want to be there.

Keep in mind that recruiters want you to succeed! Don’t let yourself get intimidated. They are there to give you the information you need about their company and to answer questions — so ask them — if you are interested in working for their company, make sure they don’t doubt that for a second.

If you did your research ahead of time, make it known. Bring up something great you read about their company (whether that be an initiative they announce on the company website, a news article, etc.).
**Search for Jobs & Internships**

**Take action and make decisions for your future pathway.**

- Meet with your Career Counselor to plan your job/internship search strategy and set goals.
- Update your resume by turning experiences into marketable/transferrable skills.
- Update LinkedIn profile. Make 15 more personalized connections. Make sure all of your social media content is professional and appropriate.
- Attend a Career and Internship Fair in fall or winter, and/or the Non-Profit and Government Career Fair in spring. Attend Industry Expos. Visit du-csm.symplicity.com/students/.
- Schedule at least three appointments with on-campus recruiters.
- Check job/internship postings on Pioneer Careers and related sites weekly.
- Be sure to “opt-in” to the Pioneer Careers resume library so employers may view your credentials.

**If you are considering graduate school, also...**

- Draft personal statement and meet with your Career Counselor to review.
- Know the difference between a resume and a curriculum vita (CV) and which one (or both) that you need.
- Meet with at least three professors and go to the Writing Center to review your personal statement.
- If possible, visit graduate schools of interest.
- Conduct informational interviews with past/current students and faculty of graduate schools of interest.
- Study for standardized testing by attending class and/or using a book.
- Schedule and complete standardized testing.
- Apply to at least three graduate schools of interest. Be aware of deadlines.
- Have your Faculty Advisor review your final application materials.
- Schedule an appointment with your Career Counselor to practice for graduate school interviews.
Transition into a successful future.

- Attend at least two events or conferences sponsored by professional networks related to your field.
- Attend a College-to-Work event such as: Graduating, Now What? Employers and Alumni Tell All (Fall) and Spring into Your Career (Spring).
- Visit Salary.com to gain a better understanding of salaries for at least three jobs of interest. Enroll in a workshop on salary negotiation.
- Follow up with employers by phone or email after sending in applications.
- Register with Alumni Relations and join a Chapter in your city of choice. Visit alumni.du.edu.
- Stay in touch with people with whom you conducted informational interviews and also with connections made through the Pioneer Career Network. Visit du-csm.symplicity.com/students/.
- Remember that DU Career Services are free of charge your first year post-graduation. After that, two free sessions are available each year with ongoing low cost services. All online resources are free.
A value is a principal or standard that is held in high esteem by an individual and is related to all aspects of one's personal and work life. You may have values around family, work, spiritual, leisure, personal, etc. In this exercise you will focus on your work values. As you rank each value, think about how important the value is to you in a work setting.

As you consider your work related values, keep in mind that there are no right or wrong work values; rather it is a process of identifying what matters most to you rather than someone else.

**Work Values Exercise**

Rate each of the following values on a scale from “1” to “5” with “5” being a most important work related value to you and “1” being not important. At the end of the list add any additional values that are important to you and rank them, too.

- **Advancement**
  Be able to get ahead rapidly, gaining opportunities for growth and seniority from work well-done.

- **Adventure/Risk-taking**
  Have duties which involve frequent physical, financial or social risk-taking.

- **Aesthetics**
  Be involved in studying or appreciating the beauty of things, ideas, etc.

- **Affiliation**
  Be recognized as an employee of a particular organization.

- **Altruism/Help Society**
  Do something to contribute to the betterment of the world or a greater good.

- **Balance**
  Have a job that allows time for family, leisure, and work.

- **Challenge**
  Engage with complex questions and demanding tasks, trouble-shooting and problem-solving.

- **Change and Variety**
  Have a wide range of work responsibilities frequently changing in content, setting, people and/or activities.

- **Community**
  Become active in volunteering, politics, or service projects.

- **Competition**
  Engage in activities that measure my abilities against others.

- **Creative Expression**
  Be able to express my creative ideas in the arts and communication.

- **Creativity**
  Create new ideas, programs, organized structures, or anything else that is unique and novel or not following a format developed by others.

- **Competence**
  Demonstrate a high degree of expertise and mastery of job skills and knowledge.
Work Values

____ **Excitement**
Experience a high degree of stimulation or frequent novelty and drama on the job.

____ **Fast Pace/Time Pressure**
Work in circumstances where work is done rapidly and/or there is little room for error.

____ **Financial Reward**
Earning a larger than average amount of income.

____ **Flexibility**
Work according to my time schedule.

____ **Friendships**
Develop personal relationships with people as a result of work activity.

____ **Fun**
Have opportunities to be playful and humorous at work.

____ **Harmony/ Tranquility**
Avoid pressures and stress in job role and work setting and seek harmonious relationships.

____ **Help Others**
Be involved in helping or being of service to people directly, either individually or in groups.

____ **Independence/Autonomy**
Be able to determine the nature of work without significant direction from others; not have to follow instructions or conform to regulations.

____ **Influence People**
Be in a position to influence attitudes or opinions of other people.

____ **Knowledge/Research**
Develop new information and ideas. Engage in pursuit of knowledge, truth and understanding.

____ **Leadership**
Direct, manage, or supervise the work done by others.

____ **Location**
Live somewhere conducive to my lifestyle, leisure, learning, and work life.

____ **Make Decisions**
Have the power to decide courses of action, policies, etc. or make decisions regarding the work activities of others.

____ **Moral/Spiritual Fulfillment**
Feel that my work is consistent with my ideals or moral code.

____ **Personal Growth**
Have work which enables me to grow as a person.

____ **Physical Challenge**
Have a job that requires bodily strength, speed, dexterity, or agility.
Public Contact
Have a lot of day-to-day contact with people.

Recognition
Get positive feedback and public credit for work well done.

Security
Have a stable work environment and a reasonable financial reward.

Stability
Have a work routine and job duties that are largely predictable and not likely to change over a long period of time.

Status/Prestige
Gain the respect of friends, family and or the community by the nature and/or level of responsibility of my work.

Teamwork
Have close working relations with group; work as team for common goals.

Work Alone
Do projects by myself, with little contact with others.

Other value

Other value

Other value

After reviewing all of your values above, prioritize in order of importance your top five.

1.
2.
3.
4.
5.

1. In what kind of work situation would you be willing to work for less average pay because you would love the work so much?

2. What is your dream job/career?

3. How do you see your top five values expressed in your work?
Over 2,000 alumni, employers, and friends of DU have volunteered to answer your career questions. Find them online by signing into Pioneer Careers with your DU ID and WebCentral password. Then send them an email introducing yourself and asking for their help. Please remember the Pioneer Career Network members are not to be mined as leads for jobs and internships as they are volunteers whose sole purpose is to provide information and advice. Please do not violate this trust, which may result in loss of privileges.

Here are some sample introductory emails:

Hi Daniel,

I found your email address after reading your profile on the Pioneer Career Network today.

I am a junior, about half way done with my degree in Psychology. I am interested in learning more about your work as a Psychiatrist.

Would you be willing to take a look at my resume and help me get started with my career planning? I look forward to hearing from you.

Thank you,

Sam Noland

Dear Mr. Gray,

I just started my senior year at DU, and I would like to have an internship this year in the financial sector. I notice that you studied Finance.

Would you be willing to share your experience with me? I would appreciate use some assistance in how to choose and be chosen for an internship that would help launch my career.

I look forward to hearing from you.

Veronica Hall
Events

Workshops

Find an Internship! It Won’t Find You!
Dazed and Confused Over Deciding on a Major and/or Career Direction?
Explore Your Skills to Gain Career Focus
Using Social Media for Career Success
Giving Your Best Interview
Career Planning 101
Leveraging LinkedIn
Additional topics will be announced.

Visit du.edu/career/networkingandevents/workshops.html

“Courses to Careers” events for current or potential AHSS students
Putting Your Liberal Arts Degree to Work

Michael Claire Tedford, CMP
Senior Event Manager at SMG/Colorado Convention Center

“The Spring Into Your Career event was an amazing opportunity for students to hear advice first hand from professionals. It was also a wonderful networking tool. I’ve been in communication with two students since that event and look forward to continuing working with them in furthering their careers.”

Samantha Lobato (BS Computer Science)
Training Director, Project VOYCE

Check our site for a complete calendar!

du.edu/career
Pioneer Careers

Each year there are thousands of jobs and internships posted in Pioneer Careers by employers looking specifically for DU students and alumni.

Search jobs and internships, apply online for interviews/on-campus recruiting, research employers and career-related events at du.edu/career.

Be sure to register with Pioneer Careers. Upload and “Opt-in” your resume to advertise yourself to employers.

1. If you have not already done so, go to www.du.edu/career to register for Pioneer Careers and complete the Profile tab. Please complete your profile with as much information as possible. If you choose to “opt-in” to the Resume Referral Program, we use this information to search for applicants. Go to the Privacy Tab and select Yes next to the Include in DU Student/Alumni Resume Book.

2. After you complete your profile, click on the Resumes/Cover Letters Tab and upload your resume(s). Use this tab to upload your resumes, cover letters and any other job/internship search documents.

3. Employers contact Career Services when looking for qualified candidates to fill positions. With our Resume Referral Service, we can give employers access to resumes or email resumes directly to employers.

4. If you would like to be a part of the Resume Referral Program, be sure to have a “Default” resume and check “Yes” next to the “Include in DU Student/Alumni Resume Book” section on the Privacy Tab in your Profile.

University Career Action Network (UCAN) Internship Database

Imagine a one-stop portal to access internships both in the U.S. as well as internationally! UCAN is a consortium of 22 of the best colleges and universities across the nation, including DU, which share thousands of internship listings in a single database (12,000+ internships listed last year). Search by keyword, location, employer, industry, job title or major at https://du-csm.symplicity.com/students/.

To register for UCAN from Pioneer Careers:

1. Click on the Jump To tab to UCAN or click on the UCAN icon on the home page.
2. Register with your DU email.
3. Check your email for a UCAN Email Verification message. Verify by clicking on the link, which allows Career Services to approve your registration.
4. Once your registration is approved, you will receive a second email with your username and password. You will only need to use this information once as long as you use your DU email in BOTH the main Pioneer Careers Profile and your UCAN profile.
5. Now, you can easily “jump” between the two systems using the Jump To tab without logging in twice.
**Kelsey Meyer**  
International Studies & Biology Double Major, Chinese Minor

"DU Career Services enabled me to pursue a one-of-a-kind internship opportunity, which is an important step for undergraduate academic studies and start to a career. With the help of the Career Center Summer Internship Grant, I was able to intern with a non-governmental organization in rural Nepal, conducting health surveys, evaluating access to care, and designing mentorship programs. This internship is a great way to take what I have learned in my courses at DU and apply them in the field; and in my case, take part in a great project seeking to improve quality of life for populations in Nepal."

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**Why Intern?**

**Clarify and Fine Tune Career Goals**

Students primarily intern to either confirm, through real world experience, if the career they are pursuing is a good fit for them or to gain work experience to make themselves more competitive in the labor market. You may also be able to earn academic credit.

**Gain Job Search Skills**

One major benefit to being hired as an intern is that the process of not only identifying and searching for an internship but also the process of successfully getting hired is very similar to what it takes to get hired into a career position.

**Test Drive Your Career**

Gaining a first hand view of what it is like to work in a career can give us confidence that our career direction makes sense. People often pursue careers based more on prestige or image, pay or demand than on satisfaction. With an internship you make career decisions based on personal experience in your field without relying on untested assumptions or advice.

**Make Classroom Learning More Relevant**

The application of what you are learning can make the information you obtain from the classroom much more interesting and relevant.

**Make a Higher Starting Salary**

Students who have interned make $1,000 - 2,000+ more in their first jobs. (National Association of Colleges and Employers, 2013)

**Internship Awards**

The University Career Center offers eight $2,500 awards to full time undergraduate students annually. The money is used for students’ expenses making it possible to participate in an unpaid internship. The online applications are due in April. Look for details on the Career Services website in Winter Quarter. The Division of Arts, Humanities and Social Sciences and the Daniels College of Business Taylor Family Undergraduate Career Center also offer internship awards. Check with these schools for details.

To learn more about the applying for UCAN internships, visit ucanintern.com
CAREER CLOUT
INTERNSHIPS PAVE THE WAY FOR A GREAT CAREER

In 2012, employers plan to increase internships by 9.3 percent. A solid internship will give you hands-on experience and increase your chances of getting hired after graduation. Completing an internship is the first step on the path to a great career.

WHY YOU SHOULD INTERNS

REAL-WORLD EXPERIENCE THAT EMPLOYERS REQUIRE

70% of organizations plan to offer internships in 2012.

$41,500 average starting salary offer for employees who completed an internship.

$34,601 average starting salary offer for employees who mostly complete an internship.

61% of interns in the for-profit sector received a job offer with the company where they interned.

TIPS FOR LANDNG THE BEST INTERNSHIPS

START EARLY.
You want to beat your competition to the punch.

NETWORK EFFECTIVELY.
Don’t just send out a blanket of resumes. Drop in on the computer if family members and friends know where employers are hiring.

POLISH YOUR RESUME.

Practice interviewing.

Interset experience is an indispensable tool for starting a new career.

Over 2,600 jobs and over 500 internships were listed in Pioneer Careers last year.

WHEN YOU’VE FOUND THE PERFECT INTERNSHIP...

WORK HARD.
Ask questions.

Make friends.

Get a reference letter.

Send a thank you letter.

PIONEER CAREERS
IS A
POWERFUL RESOURCE
FOR DISCOVERING INTERNSHIP OPPORTUNITIES.

Search UCAN and DU internship listings at
www.du.edu/career
What internship advice do you have for DU students?

“No matter what, try and do something that you are passionate about. My dream of working with manatees has had challenges, but it is worthwhile because I care so much about this cause. Give it your all, enthusiasm, dedication and hard work even if it’s hard sometimes. Your excitement will show and then you will get to do more of what you are interested in.”

- Aspen Matthews (BSBA management),
  Intern, Save the Manatee

Aspen Matthews was a 2013 recipient of a Career Services Internship Award. See page 15 for more information.

See more student and alumni job and internship stories at careerblog.edu.edu!
Your resume and cover letter have a single purpose: to obtain an interview, which is your gateway to a job opportunity. The resume is an advertising tool; it is an organized summary about your qualifications as a potential employee. Start the career planning process by taking a personal inventory of your skills, interests, accomplishments, and experiences.

The University Career Center can assist you with this process. For more information on designing your resume, please go to www.du.edu/career and register with Pioneer Careers to use the Resume Builder. Since employers may spend as little as 30 seconds reviewing a resume, you must quickly convey a positive vision of who you are and what you can do for the employer. The resume must catch the reader’s attention with an attractive, powerful summary.

Contents

Contact Information
Always placed at the top of the page since electronic databases scan for this information within the first few lines of the resume. Include your name, street address, city, state, zip code, telephone number and an email address.

Career Objective
Convince the employer to interview you by relating everything on your resume to the job objective. Provide a concise statement of the position and/or the industry or field desired. If you do not include a job objective, be sure to describe your objective in the cover letter. Specifically name the job title and industry you want to target. Describe the skills you offer that relate to the position; focus on the employer’s needs.

Education
Any education-related information that enhances the employer’s view of you. High school information is usually excluded unless it significantly contributes to the vision. For undergraduates and new graduates, Education should be listed before the Experience section. Include the following information: Your degree (e.g. BS or Bachelor of Science), majors, and minors. If you have more than one degree, list your most recent and relevant degree first. You may spell out the degree (Bachelor of Arts) or use abbreviations (BA) if commonly understood. Include the name of the college or university, city, and state. Add your graduation date in the right margin.

Optional items: A short list of relevant classes or projects completed. Add your study abroad college or university, city, country and date. High GPA (3.5+), honors, awards, scholarships, special projects, and certifications.

Experience
Include your most recent job title, employer, city, state, beginning and end dates of employment (month and year), a description of job accomplishments, and outcomes. Begin each statement with an action verb (see page 19) and describe your accomplishments and outcomes using bullets. Quantify accomplishments using numbers, percentages, time frames, and other specific details. Avoid using personal pronouns (i.e.: my, I, their, etc.) and use a sentence fragment style. Include relevant experience (internship or volunteer), even if it was unpaid.
Accomplishments
Employers want to learn about your accomplishments and results in the following areas:
- Saving time or money
- Improving products or services
- Solving problems
- Managing a crisis
- Enhancing performance
- Increasing profits or services

References
The names, addresses, and phone numbers of references ARE NOT listed on your resume; be prepared to give them to an employer when they ask. References are usually former employers who can speak about the quality of your work. College professors are appropriate to list if they can discuss your qualifications. Obtain permission from your potential references before listing them as references. Be sure to keep your references informed as to who may contact them and be sure to thank them for any assistance they provided. Give your references a resume and keep them informed of employers who may contact them. Consider coaching your references on your strengths as they relate to specific jobs.

Additional Headings
You can create headings to fit the skills you want to highlight. Foreign languages, computer languages, and hardware/software are also often included in a special section. Include a heading if it is relevant in helping the employer get the best possible impression of you and if it relates to the job.


Special Situations
Some people have individual situations or concerns that may impact their resumes. If you are unsure of how to best present yourself on a resume, please schedule a meeting with a Career Counselor at the University Career Center, 303-871-2150, to discuss your concerns.

Special situations may include:
- Gaps in employment history
- Being downsized or laid off
- Involvement in controversial organizations
- Termination from a job
General Guidelines

- Always include a cover letter. A well-written, targeted cover letter can only increase your chance for an interview.
- Write your resume yourself. If you cannot effectively write about yourself, you may be ineffective in selling yourself during an interview.
- Proofread for typographical, spelling, and grammatical errors.
- Ask a DU Career Counselor to critique your resume.
- Use quality paper and a quality laser printer.
- Understand the impact of potentially controversial information such as inclusion of your religious or political affiliations, your sexual orientation, or detailed, personal information. Is there a compelling reason for including the information? Does it relate to the job?
- Keep your resume focused and targeted to a specific job.
- Prioritize experience and education sections depending upon the employer’s needs.
- Focus on higher level and transferable skills. Include specific examples of significant accomplishments and results.

Language

- Avoid vague career objectives such as “Seeking a challenging position.” Career objectives should be specific to the job you are applying.
- Find appropriate synonyms rather than using the same words repeatedly.
- Describe the positive results or outcomes of your actions or duties.
- Exclude abbreviations that the employer is not likely to understand.
- Speak positively about your background and skills, persuasively relating them to your job objective.
- Be consistent with verb tenses.
- Use past tense verbs with jobs in the past, and present tense verbs for current positions. Use action verbs to start the phrases in the experience section of your resume.
- Use key words (nouns and short phrases).
- Eliminate extraneous information.

Jose Guerrero (BA Sociology and Theater)
Poet and Human Rights Activist
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JUSTIN PIONEER

1900 South University Boulevard
Denver, Colorado 80210
303-555-1880
JJPion1880@gmail.com

OBJECTIVE
Improve the lives of athletes through understanding and communication of psychological concepts which can build confidence and promote optimum performance and well-being.

EDUCATION
University of Denver, Denver, Colorado 2012-2014
Master of Arts, Sport and Performance Psychology

University of Colorado, Denver, Colorado 2006-2010
Bachelor of Arts, Sports Management
Study Abroad in Hallsberg, Norway Spring Term 2009

WORK EXPERIENCE
Outside Services Manager 2010-2013
Cherry Hills Golf Club, Denver, CO
• Increased profitability by 27% through relationship-building with new outside organizations.
• Trained and coordinated the work of volunteers during events.
• Prepared golf course for corporate tournaments and events.
• Created schedule for outside services employees.

Health Club Attendant (summers) 2008-2009
Awhanee Lodge, Yosemite National Park, CA
• Helped create lifelong memories for our guests through excellent customer service.
• Coordinated Kids Day Camp programs.
• Selected as a Staff Trainer for new staff members.

Group Coordinator (part-time) 2007-2009
Littleton IceDogs, Denver Minor League Hockey
• Greeted, hosted and served as liaison with groups attending the event from local churches, schools, sports teams and scout programs.
• Coordinated player appearances with children’s groups.
• Ensured all pre-game ceremonies were conducted efficiently.

VOLUNTEER EXPERIENCE
• NCAA Men’s Frozen Four Hockey Tournament 2013
• Guest Speaker, Denver West High School 2012
• Mentor, Sacred Heart High School 2011
• Assistant Coach, Littleton IcePups Novice A Hockey 2011-2014
• Brendan Ford Foundation Board Member 2010-11
• NCAA Men’s Basketball Tournament Championship 2009
• NCAA Women’s Frozen Four Hockey Tournament 2008

OTHER SKILLS
Bi-lingual French/English, Microsoft Office, NCAA Division 1 athlete in hockey
Josh Littleton  
2913 Asbury Street, Denver, CO 80812, PH 303-555-1212, josh.littleton@du.edu

**Education**  
University of Denver, Denver, Colorado  
Bachelor of Arts in Political Science, expected 2014  

Study Abroad: Capetown, South Africa, 20xx  
Coursework on the Politics of Apartheid

**Experience**  
R.E.I., Highlands Ranch, CO  
Sales Associate, Summers and part-time, 20xx-Present

- Provided merchandise advice and demonstrated climbing and winters sports equipment.  
- Resolved customer complaints (especially teens and children).  
- Updated store blog site and facebook page.  
- Worked with local school summer programs to teach respect for the environment and outdoors skills.

St. Paul Lutheran Church, Ghana, West Africa  
Volunteer, Summer 20xx

- Accompanied Denver area church group to West Africa to assist in humanitarian project.  
- Co-coordinated water distribution to area families.  
- Provided labor for clean-up of storm-damaged buildings.  
- Led games and activities for children.

Excelsior Center for Children, Aurora, CO  
Volunteer, 20xx

- Provided tutoring assistance to middle school boys and girls.  
- Led fitness activities.  
- Assisted with day-trips to outdoor activities on weekends.

**Skills**  
Microsoft Office, social networking, French language (moderately fluent)

**Other Activities**  
Lacrosse player, University of Denver Club  
Denver Climbing Club (facebook page administrator)  
Snowboard instructor (substitute and part-time), Eldora Ski Resort
The number one rule for writing cover letters:
Tailor each cover letter to the organization to which you are writing

(match resume heading)
Your address
City, State, Zip
Email, Phone
(double space)
Date
(double space)
Mr. /Ms. Name, Title
Company
Address
City, State, Zip
(double space)
Dear Mr. /Ms. Last Name:
(double space)
Introductory Paragraph: This is the attention grabber that should arouse the reader's interest. Most introductory paragraphs are short, so be brief and clear.
(double space)
Middle Paragraph: This is the sales pitch. It is the longest of your paragraphs (may be split into two paragraphs) where you attempt to persuade the employer that you are worth an interview.
(double space)
Final Paragraph: This is the request for action. Ask for an interview or a meeting to discuss how your skills might assist the employer.
(double space)
Sincerely,
(four spaces)
Signature here
Your name

Other Rules to Remember:
• In referencing a personal referral, state that the referral suggested you write or email the contact.
• Utilize impressive quotes from letters of reference in your cover letter, e.g. “I am highly organized; my internship supervisor stated in her letter of reference, “Pat is the most organized intern I have ever had.”
• Use brief personal examples to back up what you say about yourself, e.g. “Several instructors have consistently commented on my excellent writing skills.”
• Talk about and quantify your accomplishments that relate to the position.
• Be brief and concise, no more than one page. Proof-read and have others proof-read your letter for errors; the Career Center Career Counselors will help review your cover letter.
• Do not overuse “I” to begin sentences, vary the sentence structure.
• Single space within each paragraph, double space between paragraphs.
• Always sign your cover letter except for email versions.
• Matching the paper and heading of your cover letter to the heading of your resume, (for hard copies), is a nice professional touch.
• If you lack a skill or some required experience discuss how you can pick up the skill quickly, or how other experience will substitute.
• It is common to have the cover letter be the text of an email, with the resume attached.

For more on writing cover letters, go to the DU Career Services website at www.du.edu/career.
September 1, 20xx

Hiring Manager
Starbucks Coffee
100 15th St.
Denver, CO 80203

Dear Hiring Manager,

While visiting your Cherry Creek store last week I had a conversation with the manager, Sandy Brozowski, about the opening for a Marketing Coordinator. My work with the Cherry Creek Arts Festival, a marketing internship with a Denver boutique brewery and a Bachelor of Arts degree from the University of Denver, have all provided experience that will make me a strong candidate for this position.

My accomplishments during the 2012 Cherry Creek Arts Festival demonstrate my ability to contribute to the Starbucks team. I coordinated ongoing projects for the Art Festival including the media schedules, the layout and printing of collateral materials and the updating of all website information. To ensure that deadlines were met, I worked directly with the Arts Festival staff to guarantee their satisfaction with the marketing materials. This involved patience and flexibility in order to relay changes and requests between the client, creative team and media partners.

I can contribute to the Starbucks team in the public relations arena as well. I managed a campaign for the release of Gonzo Imperial Porter – a tribute beer to the infamous Hunter S. Thompson distributed by Flying Dog Brewery. I sent press releases out both locally and nationally via email to newspaper, magazines, radio stations and television stations. I then mailed key media contacts a press kit containing a photo of the Gonzo beer, a cigarette holder (one of Thompson’s signature quirks) and the press release. As a result, the beer and its ties to Hunter S. Thompson were covered in Rolling Stone, Playboy, MSNBC.com, CNN.com, WB2, CBS4, KMGH 7, The Denver Business Journal and The Denver Post.

As Marketing Coordinator at Starbucks in Cherry Creek, I would look forward to having an opportunity to be a part of Starbuck’s plans and goals for the future. My enthusiasm, ability to work effectively under pressure, project management and leadership skills, would definitely benefit your company. I will contact you the week of September 8th to confirm the receipt of my resume and to schedule a time for us to speak. Thank you for your consideration and time.

Sincerely,

Angela T. Martinez

Angela T. Martinez
April 8, 20xx

Ms. Molly B. Ouray
Senior Vice President
MBI & Associates
1200 Telluride Street
Durango, CO 81302

Dear Ms. Ouray:

I was fortunate enough to see your recent quote in the Denver Business Journal where you described MBI & Associates’ new Management Development Program as one that “hires liberal arts majors who have outstanding academic achievement tied with strong leadership and people skills.” I fit that description and will be graduating this spring from the University of Denver. I am researching innovative companies like MBI & Associates where my skills and abilities can make a significant contribution.

Some of my qualifications include:

- Considerable management and leadership experience, most notably as President of my 130 member sorority, which included managing a $110,000 budget, as well as five committees.
- Student leader, served as a Senator for two years on D.U.’s Student Government Association Senate.
- Strong organizational and academic skills, having maintained a 3.53 GPA while working 25 hours a week to finance 60% of my education.
- Going beyond, as communicated from my internship supervisor in one of my letter’s of reference, “Katy has done far more in her internship than was required.”
- Excellent communication and analytical skills developed through my English major, Psychology minor, two years customer service experience, and training six co-workers.

I will be in Durango the week of May 5-10 and would enjoy meeting with you to discuss how I might be an excellent candidate for your program. My immediate goal of entering a management training program with an energetic and growing company matches your goal of hiring students with “high-quality academic and leadership experience.” I will call early next week to follow up on the possibility of our meeting to discuss future opportunities with MBI & Associates. Thank you for your time and consideration.

Sincerely,

Betty E. Breckenridge
What does “marketing yourself” really mean? What are the benefits of marketing yourself? And what steps do you take to market yourself?

Savvy job seekers know that they need to go beyond just working hard and hoping someone recognizes them for new opportunities or promotions. It is critical that individuals learn to market themselves which is an important skill needed to be successful in today’s workplace.

When marketing yourself, think of yourself as the “product” and what you can do as the “service.” It is your responsibility to identify what expertise you can offer to your “customer.” For those job searching, your customer may be a potential hiring manager or recruiter.

The process of marketing yourself can be similar to the kind of marketing plan developed for a product or service.

Here is a 6-step Personal Marketing Plan template to guide you:

1. **Define your mission and the benefits you offer.**
   - Start with self-knowledge: what are your natural talents (aptitudes), interests, personality and values, strengths and weaknesses?
   - Meet with a career counselor to schedule self-assessment inventories if needed.
   - Ask yourself, “What do I have to offer?”
   - Create an “elevator pitch” or a personal mission statement that communicates concisely who you are and what you can contribute.

2. **Set your marketing objective:** What exactly do you want to achieve? What type of job are you hoping to land?

3. **Identify your target markets:** Who needs to know you, your capabilities, and professional goals?
   - Include the geographic scope of where you want to market yourself, for example, the Front Range area? The Midwest? Nationally? Or internationally? You decide what is appropriate for you.
   - See if there are DU alumni contacts available to assist you through the Pioneer Career Network.
   - Participate in activities aimed at your target market such as internships, professional organizations and conferences, industry speaker panels, and networking events.

4. **Design performance measures and a timeline:** What will be the observable, objective indicators that show you are making real progress toward your goal? What obstacles might you have to face? What advantages can you bring to the table?

5. **The Job Market:** Learn about the current job market, trends in your field and areas of potential opportunity. Research the companies and organizations that seem appealing.

6. **Periodically evaluate marketing efforts and modify them if needed:** What is working? What do you need to do differently? Do you need to do more, or scale back your efforts?
Behavior Based Questions

Behavior-Based Interviewing (BBI) is a common type of interview. Past behaviors are good predictors of future behaviors. The questions are open-ended, focus on past events and encourage the interviewee to talk at length about a particular past event. A typical opening for a BBI is “Tell me about a time when…” Therefore, specific details communicate the best you have to offer.

STAR Strategy

Practice using this technique to keep your answers specific and concise.

Sample response to a BBI question: “Give me an example of a time when you demonstrated initiative.”

“In the summer before my senior year, I was an intern at the American Cancer Society. One of my projects was to assist with fundraising and corporate sponsorships for an upcoming charity event (S/T). It became apparent that we were still about $25,000 from our goal.

I took the initiative to go through past materials and locate former corporate and private sponsors who had not donated in the past 2-4 years (A). For a week, my time was spent calling these contacts and researching new contacts and disconnected phone numbers (A).

Frequently Asked Questions:

1. Tell me about yourself.
2. Tell me about a time when you were able to solve a problem that others could not.
3. Tell me about a time when you managed conflict successfully.
4. Describe a situation in which you were effectively able to tell your boss about a problem or some bad news.
5. What have you done that caused you to stand out amongst your peers?
6. What have you done that saved time, increased efficiency, or improved a process?

Questions for the Interviewer

You will have the opportunity to ask the interviewer questions. Take this time to demonstrate your interest and research. Formulate at least three questions ahead of time.

It is acceptable to have these questions written down and refer to them when the opportunity arises. You may take brief notes which are a good resource to refer to when you write your thank you note.

Sample Questions:

1. What are some of the major short and long-range company objectives?
2. What characteristics of this company are attractive or unique?
3. What outside influences could affect this company’s growth?
4. Are there areas where the company excels or has limitations?
5. Can you share with me the areas of the company that need polishing or developing?
6. What concerns do you have about my abilities or me?
7. Where do you think I could contribute the most effectively?

For more information on interviewing go to the DU Career Services website at www.du.edu/career.
12 Tips for Dressing for Success

1. Know your audience and dress slightly above their code of dress. If you are applying for a position in finance, dress conservatively. If you are applying for a position in a creative field, a bit more personal flare can be acceptable.

2. Keep it simple. Do not wear too many patterns that distract from you and your message.

3. Wear something comfortable. You act more relaxed when you are not worrying about your wardrobe.

4. Do not wear anything revealing that could distract and send the wrong message.

5. Choose neutral, classic colors.

6. Hair and nails should always be neatly groomed. Women, makeup should be minimal and natural.

7. Remember to keep your breath fresh—no smoking or garlic bagels before that interview!

8. Keep jewelry to a minimum. Too much can distract, but the right accessories can accentuate and enhance your presentation.

9. Visible tattoos should be covered to avoid distraction.

10. Remember to wear well-kept, polished shoes. Keep the stilettos for special occasions and evenings out.

11. Stay up-to-date with the latest fashion and learn about your specific body type to find out which styles flatter your shape.

12. Be sure to wear a smile! Let prospects know that you love what you do.

Post-Interview

Collect business card(s) from anyone who interviewed you. Determine what you did well and what you would like to improve upon for the next interview. Critique the interviewer and the organization to determine if this is where you want to work. Prepare for a second interview. Do more research if necessary. Be prepared to answer questions you struggled with or did not know the answer to in the first interview.

Practice Interviewing from the comfort of your own room!

1. Access your free DU Interview Stream account through du.edu/career
2. Record yourself answering interview questions with a webcam
3. Review on your own or with a career counselor
Applying to Graduate School

A graduate degree offers specialized training which is a requirement to practice in certain fields, such as law or psychology, and may place you at a significant advantage in other fields such as business. Many employers seek out candidates with advanced degrees. Their graduate experience enables them to take on much more complicated and challenging assignments than someone with a Bachelor's degree. In line with their increased knowledge, the U.S. Census Bureau reports that individuals with higher degrees can usually expect to earn considerably more money and are less likely to be unemployed.

Below is a short list of questions you may want to ask yourself as you consider applying for Grad School:

1. **Do I enjoy the field enough to commit to one to seven more years of school?**
   If you are feeling confused on this point, the DU Career Center can offer you assistance that includes career counseling and career assessments.

2. **What do I expect to happen as a result of going to graduate school?**
   Determine if your expectations are realistic by talking with faculty, friends and current or former graduate students who are or have been in your programs of interest.

3. **What are the recommendations of the professors and professionals in my field?**
   Do they see graduate school as an important asset? Additionally talk with a Pioneer Career Network volunteer, (contact the University Career Center for details), or others in your network of people you know.

4. **Am I ready for more school, or would I benefit from a gap year?**
   If you are feeling burned out, it may be time for a break. A year or more of work experience may enhance your graduate school experience, or you may consider a program that allows you to attend part-time.

5. **Am I considering this for sound reasons, or am I trying to postpone entering the “real world” of work?**
   This is probably the weakest reason to go to graduate school. The concerns you are avoiding now may still be there when you finish your graduate degree.

Visit the Career Center to further discuss graduate school opportunities.
Deciding Where to Apply

The first step in deciding where to apply is to research which schools offer the program that most interests you. Websites such as www.gradschool.com are useful tools for researching programs across the country.

After researching your options, it is time to narrow the field. As you conduct your research, here are a few topics to guide your thinking:

1. Location and format
2. Admission requirements
3. Reputation of program
4. Percent of applicants who are accepted and complete the program
5. Where the graduates of the program have found employment
6. Opportunities for scholarships, grants, fellowships, etc.
7. Specialization areas within the program
8. Demographic make-up of the students
9. Financial cost of the program

Some of these issues might be more important to you than others, and you may have other concerns to add to the list. This general guide can help you organize your thinking about these decisions.

The Application Process

Once you have made the decision to go to graduate school, and have narrowed your options to a manageable number, it is time to begin the application process. Most schools require that applicants take a standardized test relevant to the subject area, such as the GRE, GMAT, LSAT, or MCAT, as well as submitting college transcripts, and complete an application form with a fee. They may also require a statement of purpose, letters of recommendation (three is standard), and an interview. Deadlines for submitting application materials are generally in January, February or earlier.

The statement of purpose or essay will have bearing on admission after your test scores and grades have qualified you to be considered for this next step. Your statement needs to demonstrate your knowledge of the area or profession and how your past experiences relate. The information should be presented in a sincere and non-superficial way. Be sure to include a brief history of your interest in the area, your academic preparation and any special areas you want to study. Discuss your ability to perform graduate level work through past grades, special projects/research, and testimonials from former professors. Additionally, cover why you want to study at the particular institution you are applying. In the latter section, personalize the essay by incorporating some of your activities and interests. Finally, conclude the essay with a mission or vision.

The importance of the interview cannot be overstated. This is a time to highlight your strengths, and demonstrate why you would be an asset to their program. If you are nervous about your interviewing skills, make an appointment for a practice interview at the University Career Center. Career Counselors can help you develop the skills to make your interview a success.
Graduate School Application Timetable

Below is a schedule to guide you in planning the application process:

Eighteen Months Prior
- Begin researching available programs by reviewing graduate school guides and talking with professors.
- Explore opportunities for fellowships, scholarships and other financial aid.
- Sign up for required standardized tests.

Eleven to Twelve Months Prior
- Take standardized tests.
- Write a first draft of your statement of purpose and have it reviewed.
- Request letters of recommendation from faculty members. Give them a copy of your statement of purpose to help them tailor their letters.
- Investigate assistantships, fellowships, scholarships and other financial aid opportunities.

Nine to Ten Months Prior
- Order official transcripts from the Registrar’s Office.
- Write a final draft of your statement of purpose.
- Complete your applications as it is best to get your application in early.
- Apply for fellowships, scholarships, and assistantships.

Six to Eight Months Prior
- Visit prospective campuses and interview with representatives of the programs.
- Talk with current students and alumni in the program to learn about their experiences.
- Fill out financial aid applications.
- Write thank-you notes to those who met with you.

Four to Five Months Prior
- Once the school of your choice has accepted you, contact other schools to withdraw your name from the applicant pool.
- Let references know about your acceptance into the graduate program and thank them for their assistance.
- Mail the required deposit to your new school.
At DU Career Services, we believe in the power of education to drive your success, but we also know that landing your dream job takes more than a degree. That’s why we created the Pioneer Career Network—a network of over 1,500 volunteer professionals who are available to answer your questions, network, and serve as resources to help you choose the right career, find your first job, and succeed in your chosen industry.

Let’s look at this from another perspective:

- 70% of job opportunities come from your network.
- 81% when asked how they hire, companies said 81% of hires come from employee referrals.

PIONEER CAREER NETWORK

Here are just a few ways the Pioneer Career Network can help you choose and build your career.

YOU CAN:

- Set up informational interviews: Set up informational interviews to get answers to your most pressing questions about the job and field.
- Shadow a professional: Shadow a professional in the field to get a real feel for the day-to-day tasks in your chosen profession.
- Network: Network with alumni and local professionals.
- Have a professional review: Have a professional in your field review your resume and interview questions.
- Practice interviews: Practice interviews with career development professionals to get constructive feedback.
- Attend workshops: Attend workshops run by industry leaders.
- Tailor things to you: Work with your professors to schedule panels, workshops, or in-class speakers relevant to your industry.

The alumni and friends of DU in our network signed up because they care about you. They want to help you understand their industries and succeed in your career.

Don’t hesitate to reach out to them; it’s why they joined!