Community Internship Collaboration

Orientation
January 17, 2019
What Is CIC

“Community Internship Collaboration”
Project-Based Internship
Academic Credit
Paid work hours!
Who Can Apply

Any UNM-LA student enrolled part-time (at least 6 credit hours) or more
What You’ll Do at CIC

• Work at small businesses in Los Alamos
• Take a class
• Give a poster presentation
• Participate in a graduation ceremony
The CIC Process

• Create a resume and cover letter
• Apply for 3 internships minimum
  o CIC application, UNM Jobs application, resume & cover letter sent to businesses
• Interview for job at the business(es)
• Accept internship and set work hours
• Attend monthly classes (first Mon., 4:00-7:20pm)
• Work 60 hours during the semester
• Give presentation and attend graduation
What CIC Gives You

• Hands-on experience
• Mentoring by a community member
• Academic credit
• Paid work hours
• A completed project to build your resume
CIC Timeline

• Deadline for all 3 applications
  o Thursday, January 24, 2019, by NOON

• Interview with businesses
  o Jan. 25–30, 2019

• Matches announced
  o Friday, February 1, 2019

• CIC class/work at internships
  o Complete all work hours February 4 – May 6, 2019
  o Mandatory class meets every first Monday:
    Feb. 4, Mar. 4, Apr. 1, May 6
    4:00-7:20pm

• Graduation & presentations
  o Monday, May 6, 2019, 6:00-7:20pm
Business Proposals

• Local businesses & their proposals:
  - BeautyCommunity.com, social media / marketing plan
  - Fuller Lodge Art Center, educational art programs
  - Los Alamos Community Foundation, communications / social media plan
  - Los Alamos Creative District, event planning / marketing plan
  - LAC Economic Development Division
  - Los Alamos Makers, marketing video
  - Los Alamos Senior Center, culinary arts / commercial kitchen
  - Los Alamos Daily Post, student reporter
  - Los Alamos Fire Department/EMS, EMS research & technical writing
  - PAC 8, video production assistant / teacher
  - Samantha D’Anna Photography, photography assistant
  - The Family YMCA, events & activities photographer

• Review carefully!
• Apply for at least 3 of these positions
How You Get Paid

• Two time sheets:
  o UNM-LA bi-weekly report
    • Fill out work hours for 1.5 weeks
    • Anticipate and fill in hours for the rest of the 2\textsuperscript{nd} week
    • Sign & date
    • Submit every other Monday (2/11, 2/25, 3/11, 3/25, etc.)
    • Give to Tony in Student Services

  o Weekly CIC tracker
    • Fill out as you work
    • Sign & date at end of the week
    • Meet with mentor & get his/her signature at the end of the week
    • Submit to Tony in Student Services every Monday
What’s Next?

1. Apply to the UNM job posting.
2. Apply to the CIC program.
3. Send your resume & cover letter to at least 3 employers.

See links to the applications on the CIC website.
See businesses’ proposals on the CIC website for contact info.

losalamos.unm.edu/cic

All applications due by January 24 at NOON!
Applying for your Internship
Resume, Cover Letter, and Interview

Resumes  Cover Letters  Interviews
About Resumes

• Introduction to who you are & what you have to offer
• Purpose is to get an interview
• Showcase yourself.
  o Be proud! Using facts & accomplishments is not boasting
• Tailored to the job
  o Think about what the reader wants to see…

• Reviewers take an average of 6 to 10 seconds to look at a resume!
That First Resume

MARIA HUDSON
212-854-3368 • maria.hudson@marist.edu • LinkedIn URL

PUBLIC RELATIONS AND ADVERTISING INTERN
Highly motivated communications student seeking internship opportunities in advertising or public relations. Interested in leveraging social media experience and writing skills to positively contribute to an organization's corporate or departmental objectives, while gaining valuable industry experience. Bilingual: fluent in Spanish and English

EDUCATION
Marist College • Poughkeepsie, NY (Expected Graduation: December 2018)
- Bachelor of Arts (B.A.) in communication; concentration in public relations • Cumulative GPA: 3.7/4.0
Morris Hills High School • Rockaway, NJ (Graduation: June 2012)

RELEVANT COURSEWORK
- Writing for College • Introduction to Communication • Public Presentations • Principles of Advertising

LEADERSHIP ACTIVITIES AND INTERESTS
- Member • Public Relations Student Society of America (PRSSA) • Poughkeepsie, NY (Spring 2014 – present)
- Secretary • Communication Arts Society • Poughkeepsie, NY (Spring 2013 – present)
- Vice President • Morris Hills High School Student Council • Rockaway, NJ (2011-2012)
- Varsity Member • Morris Hills High School Field Hockey Team • Rockaway, NJ (Fall 2011)

ACHIEVEMENTS
- Dean's List • Marist College Poughkeepsie, NY (Spring 2013)
- Academic Scholarship • Marist College Poughkeepsie, NY (2012)
- National Honor Society • Morris Hills High School Exchange, NJ (2011-2012)
Master Resume

- **Education**
  (in reverse chronological order)
  - Location
  - Dates of attendance
  - Spell out your major
  - GPA (if 3.0 or higher)
  - Graduation or Anticipated graduation date
  - Relevant coursework & projects
  - Honors, awards, achievements
  - Other activities, memberships, etc.
Master Resume (Chronological)

- EXPERIENCE:
  (in reverse chronological order, ≤ 10 yrs.)
  - Your Title (for employment or volunteer position)
  - Organization Name
  - Employment Dates
  - Location
  - Accomplishments, duties, recognition, etc.
    - Use strong, descriptive, action verbs
    - Give quantifiable descriptions -- real numbers!
    - Describe the impact you made or positive results of your actions for that employer/organization
  
  - Can include other activities, organizations, etc.
    - Religious, professional, volunteering
      - Be careful listing religious denomination or political affiliation
    - Include offices held, honors, awards, dates
What is your best quality?
Master Resume (Chronological)

• SKILLS & QUALIFICATIONS:
  o Special training, licenses, certifications
  o Experience / Proficiency with field-related technology
  o Honors, awards, performance reviews
  o Internships, research, publications, presentations
  o Language proficiency
  o Competencies with common software used on the job
    • e.g., Microsoft Office, C++, UNIX, whatever is applicable that you are familiar with
What to Leave Out

• Personal details
• Reasons for leaving previous jobs
• Religious or political affiliations
• References
Modify for Each Application

• Examine the job description
• What is employer looking for?
• Revise summary to address every requirement of the job posting
  o Use their key phrases from the job posting
• Put most impressive, relevant info at the top
• Cut or shrink other areas as needed
Most Important Factors

• You have about 7 seconds to hook someone
• Use specific examples of accomplishments
• Start phrases with Action Verbs to describe what you did
• Make your value and usefulness (skills) obvious
• Be consistent with your target goal/job across your resume & cover letter
• Spell-check & make formatting consistent
Applying for your Internship
Resume, Cover Letter, and Interview

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January 2019

Resumes  Cover Letters  Interviews
Thinking about Cover Letters

Top 5 Cover Letter Tips

Jeff & Mike “The Interview Guys”
Cover Letter

• First impression!
  o A teaser to get them to read your resume
  o Get to know you a little

• Personal, direct, and thorough
  o Not a repetition of your resume – no lists!

• Describes how your skills and experience uniquely fit what the hiring organization wants
  o Tell 2- or 3-sentence stories of how you have used your skills.

• Don’t forget to say “Thank you.”
1st Paragraph

• Introduce yourself
• State the purpose of your letter
  • If applying for a specific position, give the title and posting number
  • Mention how you heard of this position and/or who referred you to it
  • State why you will be of value in this position (summarize your strengths on which you’ll elaborate later).
  • Be direct, yet eye-catching (something unique)
  • Show excitement!
2nd / 3rd Paragraphs

• Describe how your skills and experience will be of value
  • Respond directly to the job description
    ▪ Describe *examples* from your experiences that demonstrate the skills they are looking for
      o Use numbers and stories again.
      o Make the connection clear—don’t make them have to think about it or guess how it fits.
  • Make sure the examples you use are your strongest reasons stating
    ▪ why you are the best-matched candidate,
    ▪ why you would be a good fit for their company, etc.
      o without actually repeating your resume!
Final Paragraph

• Conclusion
  • Restate your interest in the employer and position
  • Be positive about getting an interview
  • It’s ok to ask for an interview politely
    ▪ Example: “I look forward to discussing this position with you…”
    ▪ Don’t be brash, though – “I’ll see you at the interview!”
  • Restate the best way to contact you
  • Acknowledge the employer’s time and show appreciation—say “thank you”! 
Formatting

• Keep it to 1 page
• Use standard margins as much as possible
• Use a standard font that is easy to read
• Use professional language and manner
• No spelling, punctuation, or grammar errors!
The Interview
Interview Invitation

Telephone or Email

• In reply, ask for all the information you need:
  o Show enthusiasm – but speak slowly and clearly in response
  o Ask for date, time, location, & room number
  o Find out the interviewers’ names & titles
  o Confirm the information
  o Thank the caller!
Common Interview Mistakes

- Answering cell phone or texting 77%
- Appearing disinterested 75%
- Dressing inappropriately 72%
- Appearing arrogant 72%
- Talking negatively about current or previous employers 67%
- Chewing gum 63%

Source: CareerBuilder
Actual Interview Mistakes

• Candidate asked, "What company is this again?"
• Candidate put the interviewer on hold during a phone interview; When she came back on the line, she told the interviewer that she had a date set up for Friday
• Candidate wore a Boy Scout uniform and never told interviewers why
• Candidate talked about promptness as one of her strengths, after showing up 10 minutes late
• On the way to the interview, candidate passed, cut off and flipped the middle finger to a driver, who happened to be the interviewer
• Candidate referred to himself in the third person

Source: Career Builder
Prepare for an Interview

- Research the company
- Study the job description
- Write down your STAR stories
- Think of questions to ask the interviewers
- Determine what to bring
- Prepare & lay out everything the night before
- Practice relaxation techniques
STAR Stories

• Choose a task that directly demonstrates your skills related to the question asked.
  ○ Keep it professional, related to the job

• **Situation** *(describe it)*
• **Task** *(what was your goal or intention)*
• **Action** *(what you did, using your skills)*
• **Results** *(what happened because of you)*

• Focus on your **Accomplishments** and the **Value** or benefit it had for the organization
Common Questions

“Tell me about a time when…”

- Use a STAR story!
- Stay positive
- Show your accomplishment and quantify if possible

“How would you handle…”

- Demonstrate positive problem-solving skills
- Tell how you would be able to bring value for the company you are talking to
- What good thing could come of the situation they are asking about?
Tell Me About Yourself

• About you as an employee, not about your personal life

• Describe your best attributes relevant to the job:
  o Brief summary of your career & education history
  o Recent accomplishment that will capture employer’s attention
  o Summary of what you want to do next, related to this job
  o Skills, knowledge, personal values, and abilities that match the position and organization
What Are Your Weaknesses?

• The employer wants to know if you can be humble, admit mistakes, and learn.

• Identify at least 1 or 2 weaknesses. Then tell them
  o What you’ve learned, how you compensate, or how you minimize the impact;
  o What positive impact your weakness can make;
  o How you have built on your experiences and progress forward.
What to Ask Them

• Tell me more about the project and its responsibilities.
• What is the background of the company?
• What would make someone successful at the job?
• How would you describe the corporate culture?
What to Bring

• Portfolio:
  o Pen & notepad
  o Cheat sheet with STAR stories, questions, etc.
  o Copies of your resume – enough for all the interviewers and yourself

• Your schedule (on your phone, day planner etc.)

• Breath mints – \textit{not gum!}

• Small briefcase or bag, if absolutely necessary

• Try not to bring your cell phone, purse, etc.
Movement Matters

• Eye Contact
• Smile
• Handshake
• Posture
• Rate of Speech
• Hands
• Quirks
• Bouncy Legs
• Head
**Stress-Reducing Strategies**

- Drive the route to the location the day before
- Practice your STAR stories in front of the mirror
- Lay out your clothing & materials the night before
- Get a good night’s sleep
- Allow extra time for traffic
- Arrive 10-15 minutes early

- Breathe
- Stretch your neck gently
- Focus on your success and confidence
- Power Pose the night before and before the interview
CIC Application Timeline

• Work on resume & cover letter
  o TONIGHT

• Application deadlines
  o UNM Jobs application A.S.A.P.
  o CIC application & resumes/cover letters by Thursday, January 24, 2019, at NOON

• Interview with businesses
  o Jan. 25–30, 2019

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  o Friday, February 1, 2019

• Register for CIC course: 46696
Need Help?

• UNM-LA Career Services website: http://losalamos.unm.edu/students/career-services/

• Today’s handout packet

• Contact Grace in Student Services:
  • 505-663-3402
  • gwillert@unm.edu

• Resume builder, etc. on NM Workforce Connection website: www.jobs.state.nm.us