



## CAREER EXPO TIPS

Take advantage of this opportunity to meet recruiters and alumni who want to talk to you about their occupations, programs and employment opportunities. Gather information on options, develop a network of contacts, identify job and internship openings, or secure an interview.

- ◆ **Dress professionally:** Employers often make decisions to offer interviews based on first impressions.
- ◆ **Expand your focus:** Approach employers that appear unrelated to your major. Technical companies offer non-technical positions, and vice-versa. A technical company may have openings in human resources, marketing, public relations or accounting. Employers do look for candidates with a strong liberal arts background and internship experience.
- ◆ **Communicate your purpose:** If you are looking for a job, state the type of position that interests you. If you are gathering information, tell employers you are exploring career options and are interested in learning about them.
- ◆ **Make a strong first impression:** When meeting employers, introduce yourself, offer a firm handshake, make eye contact, state your purpose, ask questions, listen and act professionally. Remember to dress in business attire. (*dress pants and dress shirts - - no blue jeans*)
- ◆ **Highlight your strengths:** Be prepared to discuss your qualifications that are most related to the job or graduate program. Include clear, concise examples to demonstrate your qualifications. Practice your verbal presentation (a 30-60 second “commercial” about you) so you can approach recruiters with confidence.
- ◆ **Bring your resume:** Bring enough resumes to give to organizations you are targeting. Pathways can help you create or critique your resume. Call us at (319) 352-8615 or stop by for assistance.
- ◆ **Ask questions:** Use questions to increase your knowledge of industry trends, job options and career paths.
  - ⇒ What entry-level positions in (your career interest) are available in your organization?
  - ⇒ What kind of background do you look for when filling these positions?
  - ⇒ How do you see this field changing over the next five years?
  - ⇒ What advice would you give me if I wanted to break into this field?
  - ⇒ How did you get involved with this industry/organization? What keeps you involved?
- ◆ **Follow-up:** Request a business card for your records. If you want an interview, follow up with a thank-you note or e-mail within 24 hours and include your resume.

**The Pathways Center team is here to assist you!**

**Call us at (319) 352-8615 or stop by (Vogel Library –Third Floor) for answers to your questions.**