Connecting with employers on campus

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Agenda

• Who are you?

• How/why do employers come to campus
  – Info sessions
  – Career fairs
  – On-Campus Recruiting (OCR)

• Exploring careers by connecting with employers

• Getting connected and applying for jobs
  – Resumes, PennLink, and OCR

• Networking basics – why is it important?

Who are you?

I am not currently looking for a job, but want to explore career options for when I am

I am actively looking for a job, but don’t know which career field or industry to focus on

I am actively looking to find a certain kind of job in a specific industry or career field

Career explorers

Job seekers

Direct job seekers
Employers come to campus…

…to actively recruit students or postdocs for open positions

Career fairs
On-Campus Recruiting (OCR)
Employer information sessions
Speaker presentations
Coffee chats
Meet & greets

…to talk about what they do, and what they are looking for

Employer information sessions
Speaker presentations

How/why does it help you when employers come to campus?

Exploring careers – make the right choice

• What do people with my degree do?
• Where have alumni from my program gone on to work?
• Which employers value the skills that I have gained?

• What do I want to do?
• What do I enjoy the most about my academic work?
• Where do I see myself in 5-10 years time career-wise?
• How can I be aware of trends in the industries I am considering?
• What will people think of me if I explore a wide range of career options beyond academia?
Exploring careers – looking at data

• What do people with my degree do next?
  – Departmental surveys
  – Career Plans Survey (CS – ask me about this)
  – QuakerNet
  – LinkedIn
  – 8-13 year out PhD survey (CS – ask me about this)

• Find information on employer name and job title
  – Start your own career exploration database

• Connect with people and try to set up an informational interview
Exploring careers – online resources

• What online resources can I use to give me a general understanding of career opportunities?
  – Vault and Wetfeet guides (CS)
  – Versatile PhD
  – MyIDP, Science Careers; Nature Jobs
  – Resources by Career Field (CS)
  – Job search engines (e.g., Indeed.com)

• Use online research to give you a basic understanding of job types and industries
  – Then find someone who is working in the job/industry to talk with = Networking

The Versatile PhD – career finder
Employers on campus

- Make use of employers on campus to explore careers
  - Information sessions
  - Panel discussions
  - Career fairs
  - Meet & greets/coffee chats

On-campus activities can help you answer your questions quickly – you are all busy people!

Information sessions – what are they?

- Given by employers prior to conducting OCR
- Learn about company, job opportunities, best practices for applying to jobs, and application process
- Network with organization representatives
- You can attend most info sessions even if:
  - You are not participating in OCR
  - You’re not eligible to participate in OCR (e.g., postdocs)
  - You are not even applying for jobs
Types of information sessions

- **Open** presentations
  - Open to all Penn students

- **Night Before Open** presentation
  - For students interviewing with employer and others

- **Night Before Closed** presentation
  - Only for students being interviewed the next day

- **Graduating Students Only** presentation
  - Limited to graduating students

- **Invitation Only** presentation
  - Limited to students directly invited by employer

Information sessions – things to know

- Most are focused on undergraduates
  - This can give you a networking advantage

- You are just gathering information – **put that resume away**!

- Take note of the language representatives use when talking about company and what they do. Use this…

- Dress the part – it’s a professional networking opportunity
Attending Career Fairs

Career fairs

- Some companies use OCR and attend career fairs
  - Career fairs provide more of a networking opportunity in addition to applying for open positions

- You don’t have to be applying for jobs to attend a career fair
  - [http://tinyurl.com/thingstodo-careerfairs](http://tinyurl.com/thingstodo-careerfairs)
  - You will need a good introduction, though

- You are eligible to attend most career fairs
  - Biomedical & Life Sciences Career Fair = PhD student and postdoc ONLY
  - Postdocs can attend career fairs
2-minute networking break

- Find a partner
- Introduce yourself as you might to an employer
- Share with each other some of these points
  - What you are studying
  - What research questions you are asking
  - Why your research is important
  - Your career goals
www.vpul.upenn.edu/careerservices/careerfairs

- Research registered employers
- Have a resume prepared
- Practice your introduction
- Dress appropriately
- Take business cards from employers
- Follow up

Exploring careers

- Information sessions
- Career fairs
- Online resources
- Panel discussions

Applying for jobs

- Information sessions
- Career fairs
- On-campus recruiting
- PennLink
Before you begin your job application

STEP 1: Resume

Creating an effective resume

• Background research

• Research the organization and the general requirements of that position
  – Look at similar positions at related organizations
  – Look on the company’s website; look at their mission
  – Read news about the company & trends in the industry
  – Become familiar with the “language” they use
    – Use your network: speak to people in the know

• Read, re-read, and read any job advert again
  – Highlight the key requirements and skills that the employer is looking for

Resume = skills in action

• Your resume will need to:
  – Be concise and error free
  – Articulate the match between you and the position
  – Sell your relevant skills, by illustrating them in action

• Use this formula when talking about experiences:
  – Situation (conference)
  – Skill (effective team management)
  – Outcome (highest attendance)
  – “Coordinated activities of executive and program committees to attract 15 prestigious speakers, resulting in highest attendance (300 people) at conference”
  – Formula can also be: Problem, Action, Result
### Resume = skills in action

- Good teamwork and management skills
- Worked with team on research projects
- Oversaw progress of team towards completing research
- Oversaw 5-person team working on research
- Oversaw 5-person team comprised of researchers from 3 departments by developing action plans for research project, resulting in effective completion of project on-time and under budget.

### Components of a resume

- Contact information
- Objective
- Summary of skills
- Education
- Experience
- Professional memberships/awards
- Community activities/leadership
- Skills
- Selected publications/presentations
- Additional information

Order is specific to the job that you are applying for, and each resume may look slightly different.

### Contact information

- Name (on each page if >1 pages)
  - No info on age, race, marital, health, or visa status
  - Some exceptions with visa status
- Physical mailing address
- Telephone number
  - One where you can be reached reliably
- E-mail address
  - Choose one, and make it the most professional one
- Website
  - Only if you have designed website specially for job hunting (e.g., every page presents you as a professional)
**Contact information**

- **Name in bold and in larger font size**
- **Having PhD here is helpful if education section is placed at the bottom of resume**
- **Save space by having address on one line, and phone/email on another**

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barberjo@upenn.edu; 215 898 7530

- **Be careful with hyperlinks if they make address hard to read when printed in black & white**

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**Objective (optional)**

- **Targeted statement clearly stating type of job you want**
  - **Not** “To get a challenging position utilizing skills and experience with the opportunity for advancement”
  - **Good objectives are very specific:**
    - “Desire position in management consulting company requiring outstanding verbal, analytical & team-work skills”
    - “Position as analytical chemist in semi-conductor development company, specializing in transmission electron microscopy”
    - “To work with design & development of new computer systems with special interest in microprocessor application”
    - “Position in public opinion polling or consumer product market research using skills in survey design & statistical analysis”

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**Summary of skills (optional)**

- **A summary of relevant skills, experience, knowledge and accomplishments.**
  - Often more relevant than an objective
  - Be specific! Tailor this section to the job you’re applying to, & help employer focus on your strengths
    - “Experienced scientist with expertise in microarray technology. Exceptional leadership abilities and outstanding oral and written communication skills. Able to work effectively as part of multidisciplinary teams”
    - “Two years of experience serving as liaison between community groups & government agencies. Familiarity with budget preparation and administration. Skill at public speaking and negotiating working relationships between public and private sector organizations.”
Summary of skills – bullets

- Summary of skills:
  - Fluent in Spanish and Mandarin
  - Adapt easily to new environments and culture having lived overseas more than 9 years: Shanghai (8 years); Madrid, Spain (1 year); Mexico City, Mexico (2 summers)
  - Excellent interpersonal, public speaking, writing, analytical, and research skills developed through doctoral studies, research and prior work experience
  - Strong time management and organizational skills developed from balancing demanding coursework and jobs

Education

- In this section you can include (as relevant):
  - Degrees (including expected date of completion)
  - Relevant coursework
  - Honors & awards (placed under the appropriate degree)
- Use reverse chronological order with most recent first.
- Your education section should be concise
  - Teaching, research, participating in committees or student organizations can go in 'Experience' section – makes university look like work experience, rather than schooling or training

- PhD University of Oxford 2002
- BSc King’s College London 1998

University of Oxford 2002

PhD in Animal Behaviour

King’s College London 1998

BSc in Biological Sciences (with specialization in zoology)

PhD, University of Oxford 2002

- Developed and implemented 4 experimental studies, collaborating with 5-person team to...
Professional experience

• Think in terms of experience (e.g., skills in action), not employment, work history, or education
  – You may have different experience sections (e.g., ‘technical’, ‘leadership’, ‘problem-solving’, ‘writing’)

• Use action verbs! Avoid passive voice & phrases like “Responsibilities included” or “Duties were” – why?
  – Not: “Duties included operation, maintenance, student training and certification of users for X-ray Fluorescence spectrometer”

• Translate specialized skills and interests into everyday language as needed

• Include internships/unpaid positions if they’re relevant

Teaching – as an example

Instead of:

• Teaching Assistant, University of Pennsylvania
  – Taught ‘Introduction to Biology’. Tasks included leading discussion, guiding student lab work, and evaluating student work. Delivered lecture on elementary principles of microbiology.

  – Taught ‘Cell Biology and Biochemistry’. Tasks included preparing teaching materials, leading discussion, guiding student lab work, creating class web page and evaluating student work.

Try:

• Teaching Assistant, University of Pennsylvania
  – Taught biology twice a week to class of 25 students
  – Developed and delivered presentations on a variety of complex topics for audiences ranging from 25-150 people
  – Designed website that contained links related to course material, including help on conducting literature reviews
  – Chaired group discussions that aired ideas and reached consensus on changes to introductory biology curriculum
  – Supervised 50 students working on lab-based research projects
  – Counseled 20 students on their academic progress

*Note the “Action Verbs”
Research skills

• Contributed to and led multiple research programs on redesign and synthesis of antitumor anthraquinone plurafavin A. Working toward completion of the total synthesis of ET-743 as well as additional analogs for biological evaluations and structure-activity relationships.

• Collaborate with several postdoctoral researchers & graduate students to ensure successful & timely project completion
• Manage and mentor 2 undergraduate researchers
• Design lab protocol & revise approaches during research
• Published research on formal synthesis of ET-743 in 2 peer-reviewed scholarly journal articles
• Presented research at symposium with over 300 attendees

• Perform genetic analysis of mutations causing hormone-independent signaling of human luteinizing hormone receptor. Analyzed role of proteasome, the central protease of cell cycle and growth control. Regulated muscarinic acetylcholine receptor desensitization by Phosphorylation.

• Conducted 3 major research projects from design to completion in 4½ years; planned and implemented each phase of research, including experiment design, data collection and analysis, and written reporting of findings
• Authored or co-authored 5 published articles in refereed scientific journal, Journal of Biological Chemistry
• Completed & successfully defended 250-page dissertation one month ahead of schedule

Non-academic experiences

• Can still be defined as “Professional Experiences”
  – Focus on the skills used
• Don’t just write: “Volunteer at Habitat for Humanity”
  – Highlighted skill here is “volunteering”
  – Is this the best skill to focus on?

• Volunteer, Habitat for Humanity 2004, 2005
  – Coordinated project outreach by communicating with local residents, resulting in 12 additional volunteer sign-ups
  – Helped to manage efforts of volunteer groups by creating & disseminating specific daily project goals to accomplish
Skills

- Microsoft Office, Internet Explorer, database software, Dreamweaver, leadership, communication, Veltron C+ coding
- Highly proficient in Veltron C+ coding, Microsoft Excel and Access database management

Computer skills: Genehunter, Prism Biostatics, GeneSpring, Ingenuity, Laboratory Information Management Systems (LIMS), Microsoft Office.

On-campus recruiting

- Employers come to campus to conduct first-round interviews
- OCR employers share these commonalities:
  - They have predictable hiring needs
  - They want to hire more than one individual
  - They have set positions for which they would like to hire
  - Typically (but not always) business, engineering, or technical opportunities
- OCR is usually focused on undergraduates, but…
Using OCR as a graduate student

- As a graduate student you can…
  - Apply for position as announced
  - Seek positions within the same functional area but at a different level
  - Mention what you are looking for in cover letter or during interview

- Don’t use OCR if…
  - Company is hiring for something very different from what you want

- Apply on company website for alternative positions
  - Talk to alumni at the company to gain some insight

OCR – are you eligible?

- OCR is for:
  - Students enrolled in degree programs in the following schools: Annenberg, Arts and Sciences, Medicine (PhD, MPH, MBE), Liberal and Professional Studies (who have completed at least 16 credits), Design, Education, Engineering, Nursing, Social Policy and Practice, and Wharton Doctoral Programs

- Those eligible to interview for full-time positions in 2014-2015 include:
  - All Master’s degree candidates graduating in December 2014, May 2015, or August 2015, and doctoral candidates who are planning to start work in 2015
  - Alumni/ae within one year of graduation are also eligible upon request

OCR - postdocs

- I am a postdoc and a Penn alum within a year of graduation with my PhD
  - You are eligible

- I am a postdoc, and graduated from another institution with my PhD within the last year
  - You are not eligible
  - You can still attend employer information sessions

- I am a 2nd-5th year postdoc at Penn
  - You are not eligible
  - You can still attend employer information sessions
OCR deadlines

- Employer information sessions have started!
  - Wednesday 27th August

- It is time to begin submitting your job application materials via PennLink when you find opportunities
  - First resume deadlines will be in early September
  - You must pay attention to deadlines – don’t delay!

Do you PennLink?

PennLink

- Sign up for PennLink today
- Search for full-time jobs, including non-OCR listings
- Many employers are looking for that “Penn perspective”

PennLink – one stop job searching

- Through PennLink you can:
  - Read position and organizational descriptions
  - Upload resumes, cover letters, unofficial transcripts, and other job application materials
  - Find and apply for non-OCR postgraduate jobs
  - Submit application materials for employers to review (OCR & non-OCR)
  - Find out everything you need to know about OCR (which organizations are coming; info session schedule; if you have been selected for interviews; and more)
  - Browse upcoming career fairs and see which employers are coming, and who they are seeking for what jobs
Understanding & using PennLink

• View online OCR orientation for full-time recruiting (fall 2014)
  – www.vpul.upenn.edu/careerservices/files/OCRFall2014/OCROrientation/player.html

• View online OCR orientation for internship recruiting
  – www.vpul.upenn.edu/careerservices/files/SpringOCR2014/player.html

• Schedule for “Live” OCR Orientations
  – OCR orientation for full-time recruiting
    – Fri 29th Aug, 2014, 2-3pm, Huntsman Hall Room G50
  – OCR orientation schedule for tech internship recruiting
    – Wed 1st Oct, 2014, 2-3pm, Ben Franklin Room, Houston Hall
    – Fri 3rd Oct, 2014, 12-1pm, Huntsman Hall F70
  – OCR orientation schedule for general internship recruiting
    – Tue 2nd Dec, 2014, 2-3pm, Ben Franklin Room, Houston Hall
    – Fri 5th Dec, 2014, 1-2pm, Ben Franklin Room, Houston Hall

Select the right options

Uploading documents
Troubleshooting PennLink

• Step 1: Check online FAQs

• Step 2: Contact Career Services – NOT employers
  – Employers cannot address technical issues

• Step 3: Make an appointment with an advisor
  – Drop in for walk-ins
  – Don’t leave your applications to the last minute

5 reasons effective networking

more effective job searching
Exploring ALL your options

- Magic question to ask anyone you meet…
  - Do you know anyone else who might be able to give me further insight?

- Learn more by accessing networks of other people
  - Learn about unknown career fields and positions
  - Hear about new opportunities sooner

Use other people’s experiences

- Meet someone who sees the world like you do?
  - How do they like doing what they are doing?
  - A good fit for them may mean it’s a good fit for you

- Become familiar with your own skills and strengths
  - MBTI, StrengthsQuest, Strong

Learn the language

- An effective resume is one that is tailored to each job
  - Use the keywords provided within the job description
  - Describe your experiences in the language used by the employer

- Focus attention on skills most valued in the industry
  - Understand industry trends
  - Be able to ask informed questions
Make your own opportunities

• Some jobs exist within the “hidden job market”
  – Other jobs don’t exist until you meet the right person at the right time, and share your relevant career goals
  – Same is true for internships

• Networking involves mutual exchange of information
  – You have to be able to talk about yourself and your goals effectively, and to very different audiences

Don’t be faceless

• People hire people they know and trust
  – Or…, they hire the people that these trusted people know and trust

• Being known within an industry helps your application rise to the top of the pile
  – You become a known resource

What you need to network

• A goal
  – Looking for a specific job, information on alternative career paths, new contacts, or key information about industry trends?

• A cohesive, confident, and optimistic narrative about yourself
  – 30-60 second introduction, resume/CV

• A structured plan for networking that you can build into your daily/weekly schedule
  – May not need this if you are “natural” networker
  – Definitely need this if you are a hesitant networker
  – It will help whatever type of networker you are
30-60 second introductions

- Try to answer the “tell me about yourself” question
- Your introduction should usually cover:
  - Who are you?
  - What is your background?
  - What can/do you do? What makes you unique?
  - Where are you headed or where are you right now?
  - Some overall idea of your networking goals (so the person can help you!)
- Have an outline in mind so that you can structure your introduction effectively
  - Practice with someone
  - Be flexible and adaptable depending on the situation

Let’s practice…, again

- Find a new partner and give a 60-second introduction about yourself
- Have your new partner give their 60-second introduction to you

How did it go?

- Did it go well?
- What issues did you encounter?
- How might you address these issues?
Putting it all together

1) Know your goal
2) Make a strategic plan and timeline
3) Do your background research
4) Practice your communication
5) Work on your resume
6) Make use of all Penn resources
7) And…

Go connect with employers

Let us know how Career Services can help…

Resources

- Make an appointment at Career Services by calling 215 898 7530
  - Resume help
  - Interview practice
  - Career exploration and planning
  - And more…

- View our guided resources for putting together effective cover letters and resumes
  - www.vpul.upenn.edu/careerservices/writtenmaterials/

- View our calendar of events for dates of Job Search Series workshops, career fairs, and speaker programs
QUESTIONS