Now Hiring Assistant Manager Trainees

“This is just the beginning of what I can do.”
I’m Making Better Possible.
Karla, Assistant Manager

Shift your future into high gear with Walmart. We're looking for Assistant Manager trainees to join our company. During our 8-week Assistant Manager program, you'll learn what it takes to lead a winning team and run a successful business. Start your career today.

Find out more at Walmart.com/careers

Walmart 
Walmart Careers
Making Better Possible

Walmart is an Equal Opportunity Employer – By Choice.
The Rawls Career Management Center offers the following:

**Hire Rawls**
(formerly RawlsCONNECT) job posting system

**PROFESSIONAL DOCUMENT REVIEW**
- Resumes, Cover Letters, Graduate School Applications
- 2 certified professional resume writers on staff

**JOB SEARCH STRATEGIES**
- 2 annual Career Expos exclusively for Rawls students

**INTERVIEWING TECHNIQUES AND TIPS**
- Mock Interviews
- CMC Staff-led
- Employer-led

**NETWORKING EVENTS AND STRATEGIES**
*Stop by 119 to schedule your appointment.*
- Social Media Profile Reviews
- LinkedIn Profile Builder
- Professional Photos
- Major-Specific Career Advising
- Externship Program
- Mentoring Program with Rawls Alumni
- Meet the Firms (recruiting process specifically for MSA internships)
- Meet the Industry (recruiting process specifically for accepted ENCO students)

BA Room 119 | 806.742.4530 | rawlscmc@ttu.edu
prep. connect. get hired. succeed.

The CMC offers 1-on-1 appointments for Resume Reviews, LinkedIn Profile Builder, Mock Interviews, Career Coaching, Major specific career advice, and more. Stop by 119 to schedule your appointment.

CAREER EXPO
WHEN: Wednesday, October 15th, 11:00 AM-4:00 PM
Transportation provided 10:30 am to 4:30 pm at the BA bus stop, sponsored by Wal-Mart
WHERE: Lubbock Memorial Civic Center
WHAT: Suit up and attend this Career Expo featuring over 100 employers recruiting you!
*For Rawls Students Only*  **Professional Dress Required**

ETIQUETTE DINNER & EMPLOYER PANEL
WHEN: Tuesday, October 14th, 6:00–8:30 pm
WHERE: Student Union Building Ballroom
WHAT: This seated dinner matches students with recruiters from employer partners for a hosted etiquette presentation. There is no cost to students and a great opportunity for face to face interaction. Following dinner, employers will participate in a moderated Q&A panel sharing their experiences and what they look for in new employees.
**Dress is Business Casual**
SIGN-UP REQUIRED: RSVP on HireRawls (space is limited)

RESUME WORKSHOP WEDNESDAYS
WHEN & WHERE:
Every Wednesday, August 27—October 8
9:00–10:00 am: RCOBA 21
12:00–1:00 pm: RCOBA 29
4:00–5:00 pm: RCOBA 13
WHAT: These workshops will get you started on building your resume to the standards that employers have come to expect. Attendance at a resume workshop is also a pre-requisite for utilizing resume walk-in hours.

HOW TO SUCCEED AT THE CAREER EXPO
WHEN: Wednesday, October 1, 10:00–11:00 am
Thursday, October 2, 3:30–4:30 pm
Wednesday, October 8, 10:00–11:00 am
Thursday, October 9, 3:30–4:30 pm
WHERE: RCOBA 103
WHAT: The Career Expo is the best opportunity each semester to meet as many employers as possible in a short time, but making a good impression is important. Learn how to impress with limited time and what employers are looking for.

ADDITIONAL CMC RESOURCES
PROFESSIONAL HEADSHOTS: Available at all events.  **Professional Dress Required**
**STAFF-LED MOCK INTERVIEWS:** Request an appointment with Keith Patrick on HireRawls for a 1 hour mock interview including assessment of dress, handshake, body language, and interview content.  **Professional Dress Required**
RESUME WALK-IN HOURS: Every Wednesday all semester, 2:00pm-4:00pm: Career Management Center – RCOBA 119  **Available to any student who has already attended a resume workshop or scheduled resume appointment**
**RAWLS NETWORKING GROUP**

**WHEN:** 6:00–7:30pm
- Tuesday, September 16: Dean Neal
- Wednesday, October 8: ENCO, Accounting, Finance
- Tuesday, November 11: Marketing, Management, MIS

**WHERE:** RCOBA McCoy Family Atrium

**WHAT:** Networking is the most important part of building a reputation in your profession. Join us once a month for a networking reception and remarks from established industry professionals. Hone your skills and learn along the way. All majors are welcome; guests will be from specific industries as noted.

**Dress is Business Casual. Snacks and Drinks Provided**

**EMPLOYER-LED MOCK INTERVIEWS**

**WHEN:** September 16-17, 8:30 am–4:30 pm
**WHERE:** Career Management Center, RCOBA 119

**WHAT:** These 45 minute mock interviews with recruiters will provide you with valuable feedback about your interview skills, what they’re looking for and how you can improve. It’s also a great networking opportunity to begin developing relationships with recruiters as you prepare for the Career Expo.

**SIGN-UP REQUIRED:** Register on HireRawls by searching “mock” under jobs. (Space is limited; limit two mock interviews per student.)

**INTERVIEW TIPS FROM THE PROS**

**WHEN:** Thursday, October 2, 5:30–7:00 pm

**WHERE:** RCOBA McCoy Family Atrium

**WHAT:** Learn how to think on your feet and what employers are really trying to learn about you during an interview. Come with questions ready for this great panel of established hiring professionals and gain new insight into how to blow them away in the interview.

**GET HIRED WITH GREAT INTERVIEWING**

**WHEN:**
- Wednesday, September 24, 10:00–11:00 am
- Thursday, September 25, 3:30–4:30 pm
- Wednesday, November 19, 10:00–11:00 am
- Thursday, November 20, 3:30–4:30 pm

**WHERE:** RCOBA 103

**WHAT:** The interview is your opportunity to shine in front of potential employers. Learn strategies for presenting an honest and professional view of who you are as well as what to expect and what to avoid.

**CONNECT WITH JOB SEARCH STRATEGIES**

**WHEN:**
- Wednesday, September 24, 10:00–11:00 am
- Thursday, September 25, 3:30–4:30 pm
- Wednesday, November 19, 10:00–11:00 am
- Thursday, November 20, 3:30–4:30 pm

**WHERE:** RCOBA 103

**WHAT:** Searching for a job can be an overwhelming task with so many websites, confusing terms and lack of resources to research positions and companies. Learn how to filter out the white noise and focus in on finding the first job that will set you on a great path.

**BA 1101 EXTRA CREDIT OPPORTUNITIES**

- RAWLS NETWORKING GROUP (RNG)
- STAFF-LED MOCK INTERVIEWS
Your Four Year Plan

Your job search is more than creating a resume, applying for a job, interviewing, and shapping! a magic job appears. You have to be very intentional in the management of your career, starting during your freshman year.

**Freshman Year**

- Get involved! Student organizations can offer you leadership roles in the future
- Volunteer! Community engagement is a great way to build your resume
- Network, Network, Network. Building relationships is one of the best things you can do in your college career
- Create your HireRawls account, LinkedIn profile, and an About.me page
- Clean up and manage what content you put on your social media accounts
- Attend the “Be #RawlsReady” workshop to learn what the CMC offers
- Attend a resume workshop and create your first resume
- Talk to the CMC’s Certified Career Coach about your career options within your intended major
- Discover your talents for academic, personal, and career success by taking the StrengthsQuests assessment (offered by the University Career Center, Wiggins Complex)

**Sophomore Year**

- Get involved! The Rawls College of Business has over 20 student organizations; join one related to your major
- Lead! Take a leadership role or committee position in a student organization
- Network, Network, Network. Building relationships is one of the best things you can do in your college career
- Schedule an appointment with the CMC to review your resume
- Review your HireRawls, LinkedIn, and About.me; add new content if possible
- Clean up and manage the content on your social media accounts
- Purchase an interviewing outfit; see page 26 for a guide
- Talk to the CMC’s Certified Career Coach about your career options within your intended major
- Identify the types of jobs you are interested in on HireRawls. Pay close attention to the skills the job description asks for. How will you acquire those skills before graduation?
- Attend as many CMC workshops as possible
- Sign up for a Mock Interview
- Attend the Career Expo and employer information sessions
- Use the CMC mentor program to connect to an alumni in your field
- Identify internship opportunities; if possible, complete one after your sophomore year
- Complete an Externship; stop by the CMC for more information

“By failing to prepare, you are preparing to fail.”
– Benjamin Franklin
Senior Year

- Get involved! The Rawls College of Business has over 20 student organizations; join one related to your major
- Lead! Take a leadership role or committee position in a student organization
- Network, Network, Network. Building relationships is one of the best things you can do in your college career
- Schedule an appointment with the CMC to review your resume
- Review your HireRawls, LinkedIn, and About.me; add new content if possible
- Clean up and manage the content on your social media accounts
- Attend as many CMC workshops as possible
- Sign up for a Mock Interview
- Attend the Career Expo and employer information sessions
- Review your cover letter and have it critiqued by CMC staff members.
- Revise your employer prospect list
- Research companies for interviews
- Follow up on all applications and keep records on the status of each
- If applicable, take graduate school entrance exam. Remember, your scores are good for 5 years.
- Go on interviews (remember to write thank-you notes), evaluate offers, and accept your first professional job!
- Remember, the CMC is here for you as an alumni too!

Junior Year

- Get involved! The Rawls College of Business has over 20 student organizations; join one related to your major
- Lead! Take a leadership role or committee position in a student organization
- Network, Network, Network. Building relationships is one of the best things you can do in your college career
- Schedule an appointment with the CMC to review your resume
- Review your HireRawls, LinkedIn, and About.me; add new content if possible
- Clean up and manage the content on your social media accounts
- Attend as many CMC workshops as possible
- Sign up for a Mock Interview
- Attend the Career Expo and employer information sessions
- Use the CMC mentor program to connect to an alumni in your field
- Add to your interviewing outfit. Err on the conservative side
- Develop an employer prospect list
- Complete an internship; see page 20 for the importance of an internship
- Consider graduate school and get information on entrance examinations
A Few Statistics

May 2013 Graduates

UNDERGRADUATE LEVEL*
*information below is based on 327 responses out of 421 graduates

87.2% are employed or went to graduate school after graduation

Employed | 255  Not Employed/Seeking | 40  Not Employed/Not Seeking | 2  Continuing Education | 30

Average Yearly Salary of $48,815

GRADUATE LEVEL*
*information below is based on 124 responses out of 135 graduates

93.5% are employed or went to graduate school after graduation

Employed | 84  Not Employed/Seeking | 7  Not Employed/Not Seeking | 1  Continuing Education | 32

Average Yearly Salary of $56,612
December 2013 Graduates

**Undergraduate Level**
*Information below is based on 228 responses out of 276 graduates*

88.6% are employed or went to graduate school after graduation

Average Yearly Salary of $51,762

- Employed | 176
- Not Employed/Seeking | 26
- Not Employed/Not Seeking | 0
- Continuing Education | 26

**Graduate Level**
*Information below is based on 60 responses out of 62 graduates*

95% are employed or went to graduate school after graduation

Average Yearly Salary of $55,104

- MBA
- MBA - HOM
- MS Accounting
- MS Finance
- MS MIS
Rawls Fast Facts
FULL TIME EMPLOYMENT OR CONTINUING EDUCATION WITHIN 90 DAYS

<table>
<thead>
<tr>
<th>Major</th>
<th>May 2013</th>
<th>December 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>95.0%</td>
<td>91.7%</td>
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<tr>
<td>Energy Commerce</td>
<td>91.7%</td>
<td>100%</td>
</tr>
<tr>
<td>Finance</td>
<td>82.6%</td>
<td>84.6%</td>
</tr>
<tr>
<td>General Business</td>
<td>73.7%</td>
<td>82.4%</td>
</tr>
<tr>
<td>International Business</td>
<td>75.0%</td>
<td>83.3%</td>
</tr>
<tr>
<td>MIS</td>
<td>95.8%</td>
<td>93.1%</td>
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<td>Management</td>
<td>81.0%</td>
<td>81.5%</td>
</tr>
<tr>
<td>Marketing</td>
<td>89.4%</td>
<td>90.9%</td>
</tr>
<tr>
<td>Accounting/Finance</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Marketing/Management</td>
<td>90.0%</td>
<td>92.3%</td>
</tr>
</tbody>
</table>
Corporate Sponsor Program

Thank you to our Corporate Sponsors for supporting and serving the students of the Rawls College of Business
Barry Broughton

TITLE: Senior Director
1ST JOB: Golf Course Caddy
1ST PROFESSIONAL JOB: Management Trainee at Dietrich Industries
WHAT I WANTED TO BE WHEN I “GREW UP”: Architect

HOW I AM HERE TO HELP: I have many years of experience in the business world and have held top positions in a few different industries. I am happy to share that knowledge with students who want to know how to get there as well.

Laura Sanders

TITLE: Associate Director for Employer Relations
1ST JOB: Spring Creek Barbeque (bread girl)
1ST PROFESSIONAL JOB: Site Based Coordinator–Big Brothers Big Sisters of Lubbock
WHAT I WANTED TO BE WHEN I “GREW UP”: a nurse or teacher

HOW I AM HERE TO HELP: While my main role is to establish and cultivate relationships with employers, I am also here for career coaching; if you have any questions about how your major connects to a career, please come see me. Lastly, I work with MBA students on their career search.

Keith Patrick

TITLE: Associate Director for Student Development
1ST JOB: Cashier and Layaway Associate at Wal-Mart
1ST PROFESSIONAL JOB: Unit Coordinator of Clinical Services at TTUHSC Dept. of Anesthesiology
WHAT I WANTED TO BE WHEN I “GREW UP”: Band Director

HOW I AM HERE TO HELP: I believe every student in RCOBA has the ability to be the type of person that employers want to hire. My goal is to help students understand what it is that employers are looking for and how to use your personal brand to communicate what you bring to the table through resumes, cover letters, social media, and in the interview itself.

David Mason

TITLE: Administrative Assistant
1ST JOB: Cashier at Jack in the Box
1ST PROFESSIONAL JOB: Patient Care Coordinator for Neurosport Rehabilitation
WHAT I WANTED TO BE WHEN I “GREW UP”: Airline Pilot

HOW I AM HERE TO HELP: I am here to assist you with your professional development in writing documents that will highlight your skills and qualifications. If you need advice about how to create an effective resume or other professional documents please feel free to stop by.

“SEARCH FOR THAT JOB THAT YOU LOVE TO GET OUT OF BED FOR EVERY MORNING, AND THEN DO EVERYTHING YOU CAN TO BE GOOD AT IT.”

“SACRIFICE TODAY TO POSITION YOURSELF FOR TOMORROW. YOU CAN’T HAVE EVERYTHING YOU WANT TODAY SO YOU NEED TO WORK HARD TO PUT YOURSELF IN A BETTER POSITION IN THE FUTURE.”

“It’s not about who you know, it’s about who they know you are. Build a network of contacts and relationships that see you “strive for honor,” and the doors of opportunity will fly open.”

“Having confidence is the first step in being successful. If you believe in yourself anything is possible.”

prep. connect. get hired. succeed.
Chelsea Buckley

**Title:** Assistant Director

**1st Job:** Teller at First United Bank

**1st Professional Job:** Executive Assistant at TTUS

**What I wanted to be when I “grew up:** Pediatrician

**How I am here to help:** I develop and maintain relationships with all Energy Commerce, General Business, International Business, Marketing (& Global Supply Chain), and Management employers. I also oversee the “Meet the Industry” process.

“EXPAND YOUR NETWORK. EVERY PERSON YOU MEET MIGHT LEAD TO A NEW OPPORTUNITY.”

Mary Hart

**Title:** Unit Coordinator of Professional Documents

**1st Job:** Sales Associate—Sun Kissed Boutique

**1st Professional Job:** Front Desk Agent—The Overton Hotel

**What I wanted to be when I “grew up:** A lawyer

**How I am here to help:** My primary role is to aid in the professional growth and development of current students and alumni. I will help critique resumes, develop well-written cover letters and promote services provided by the Career Management Center.

“CHOOSE A JOB YOU LOVE, AND YOU WILL NEVER HAVE TO WORK A DAY IN YOUR LIFE.”

Staci Johnston

**Title:** Administrative Assistant

**1st Job:** Sales Clerk at J.C. Penney

**1st Professional Job:** Account Service for a publisher

**What I wanted to be when I “grew up:** A librarian

**How I am here to help:** I make sure the students have the help they need in their job search. If I can’t answer their questions, I refer them to someone who can.

“WHEN DECIDING ON A CAREER, THINK ABOUT WHAT YOU ENJOY DOING AND TRY TO DO SOMETHING RELATED”
Utilize this list of actions verbs to align your resume to the company job description. By closely aligning your resume to the job description, your document is more likely to make it through automated scanners and get you to the interview. Try to not use the same verb more than once or twice and don’t be afraid to dive into a thesaurus. Use present tense if you are currently in the position and past tense if you have moved on.

### ANALYTICAL
- Analyzed
- Anticipated
- Appraised
- Assessed
- Clarified
- Compiled
- Conceptualized
- Diagnosed
- Evaluated
- Examined
- Formulated
- Interpreted
- Reviewed

### ENTERPRISING
- Achieved
- Conceptualized
- Created
- Customized
- Designed
- Established
- Founded
- Generated
- Implemented
- Initiated
- Introduced
- Invented
- Marketed
- Originated
- Persuaded
- Publicized
- Recruited

### MANAGEMENT
- Administered
- Approved
- Arranged
- Attained
- Chaired
- Consolidated
- Contracted
- Coordinated
- Delegated
- Directed
- Enlisted
- Evaluated
- Executed
- Expedited
- Formulated
- Handled
- Improved
- Increased
- Influenced
- Instituted
- Integrated
- Led
- Motivated
- Organized
- Oversaw
- Planned
- Prioritized
- Produced
- Promoted
- Recommended
- Reduced
- Resolved
- Reviewed
- Revitalized
- Scheduled
- Shaped
- Spearheaded
- Strengthened
- Taught
- Trained

### NEGOTIATING/COUNSELING
- Advocated
- Arbitrated
- Clarified
- Coached
- Consulted
- Counseled
- Diagnosed
- Facilitated
- Guided
- Interviewed
- Listened
- Mediated
- Negotiated
- Referred
- Rehabilitated
- Represented
- Resolved
- Solved

### SPEAKING
- Addressed
- Arbitrated
- Convinced
- Demonstrated
- Informed
- Lectured
- Litigated
- Marketed
- Moderated
- Performed
- Pioneered
- Presented
- Reported
- Represented
- Spoke
- Translated

### TECHNICAL
- Assembled
- Built
- Computed
- Designed
- Engineered
- Fabricated
- Inspected
- Maintained
- Operated
- Overhauled
- Programmed
- Remolded
- Repaired
- Upgraded

### RESEARCH/WRITING/PROGRAMING
- Authored
- Catalogued
- Clarified
- Classified
- Collaborated
- Collected
- Complied
- Corresponded
- Critiqued
- Developed
- Drafted
- Edited
- Examined
- Identified
- Illustrated
- Interpreted
- Investigated
- Organized
- Researched
- Reviewed
- Summarized
- Systematized
- Translated
- Wrote
A resume is a summary of your qualifications and a display of your skill sets relevant to the job description. The goal is to present a clear, concise, easy-to-read document that makes the reviewer want to interview you.

**RESUMES**

**RESUME TIPS**

- The resume’s only job is to get you the interview.
- Write your own resume — copying a friend or a pre-formatted resume comes across as lazy.
- You have approximately 6 seconds to make a first impression with your resume.
- A single error might disqualify you. Proofread!

**FORMAT**

- 1 page for undergraduate students and recent graduates with less than 5 years of experience.
- Use bullet points instead of paragraphs.
- Do not use less than .5” margins or 11 point font. This is easiest on the reader’s eyes.
- Be consistent with your formatting: bolds, italics, spacing alignment, capitalization, dashes, dates, etc. Make it look the same top to bottom.
- Use reverse chronological order, meaning your most recent experiences are listed first.

Customize your resume by using keywords from the job posting as often as possible in your resume. Most corporations use a computerized ATS system that scans submitted resumes for keywords that indicate that an applicant fits a particular job.

**Strong action verbs that align your skill set to the company’s needs. Be diverse and use a thesaurus.**

**GENERAL GUIDELINES**

- You must set yourself apart from your peers. When writing your resume, what makes you unique or more qualified than those you are applying against?
- Proofread! Avoid “resume killers” such as spelling, capitalization, grammar, and punctuation errors.
- Be truthful. The last thing you want is to oversell your ability to perform and lose the job in the interview. Avoid words like expert, specialist, guru, etc.
- Avoid personal/discriminatory information such as SSN, picture, or references to age, religion, ethnicity.
- Put references on a completely different page. Do not include them on your resume.
- Avoid listing responsibilities or duties and focus instead on accomplishments. Your resume shouldn’t read like a job description.

**USING THE STAR METHOD ON YOUR RESUME:**

**Task:** “Increased client base and advised clients on mergers.”

**SAME JOB TASK USING THE STAR METHOD:** “Advised clients on mergers and acquisitions of business segments ranging from $500,000 to $1.2M, resulting in 95% customer satisfaction and 9 new client referrals.”

**Task:** “Developed a marketing plan that redesigned a corporate concept and added 5 new stores nationwide.”

**SAME JOB TASK USING THE STAR METHOD:** “Developed a corporate strategy, reformulated the business concept of a one dimensional specialist to a provider of full customer service, growing from three to eight stores in 18 months.”

www.hirerawls.com
Sample 1

Jason Street
911 East College Avenue • Lubbock, Texas 79409 • jason.street@ttu.edu • (806) 311-4567

EDUCATION
Rawls College of Business, Texas Tech University Lubbock, Texas
Bachelor of Business Administration, Finance
Graduation: May 2014
Honors College participant in intensive co-curricular honors level courses
• Cumulative GPA: 3.7

Certifications
Microsoft Excel
Bloomberg - Fixed Income and Equity
Large Fund Management

PROFESSIONAL EXPERIENCE
The Reserve Apartments Company Lubbock, Texas
Research Intern March 2013 - Present
• Originated a Public Relations Campus targeting key campuses, identifying goals and objectives of the project, proposing an action strategy, and performing SWOT analysis, which contributed to a better approach to promote The Reserve
• Managed data collection of TSU 'target schools' contact information using Excel and perform data cleaning
• Research competitors’ marketing strategy, value chain structure, financial figures, and social media strategy to generate two reports about their business models

Bank of America Merrill Lynch Charlotte, North Carolina
Investment Banking Summer Analyst, Equity June 2013 – August 2013
• Completed a 10-week internship in the Global Industrials Group, resulting in extension of a full-time offer
• Developed complex financial Microsoft Excel models for valuations and merger consequences
• Led team of 5 other interns for mock client presentation at the end of the internship

Bank of America Merrill Lynch Dallas, Texas
Investment Banking Summer Analyst, Energy Group June 2012 - August 2012
• Completed a 10-week internship in the Global Industrials Group
• Provided financial analysis, research and comparable company analysis for industrial companies
• Prepared pitchbooks and management presentations for client meetings involving debt issuances and buy-side acquisitions
• Assisted with the due diligence for a sell-side transaction

LEADERSHIP ACTIVITIES
Alpha Kappa Psi, Professional Business Fraternity Chairman of Professionalism (August 2011 - May 2012)
• Organized and promoted workshops to educate 80 members in leadership, professionalism, and communication skills
• Developed professional speaker and networking events with prestigious firms and guest lecturers

Tech Finance Association Treasurer (August 2011 - Present)
• Allocated funds exceeding $20,000 towards educational and social activities for members
• Prepared annual budgets, projected revenues, expenditures, and compiled financial statements for financial transparency

ACHIEVEMENTS
Stanley Hunt Real Estate Case Competition, 1st Place October 2012
Microsoft Excel and Access Competition, 2nd Place October 2011

Sample 2

Jess Merriweather
1234 19th Street, Lubbock, TX 79409
(806) 555-9346 • Jessica.Merriweather@ttu.edu

PROFILE
A diverse background that includes superior management and communication skills and the ability to effectively train and supervise a team. Excellent time management skills with leadership experience. International experience gained while living abroad prior to college including Tunisia and Morocco. Proficient in reading, writing and conversational French.

EDUCATION
Rawls College of Business, Texas Tech University Lubbock, TX
Bachelor of Business Administration, General Business Graduation Date: December 2014
• Cumulative GPA: 3.3
• Minor in French

Rawls Center for Global Engagement, Texas Tech University Home, Norway
Study Abroad June 2012 – August 2012
• Studied International Marketing and Management
• Gained real-world diversity and cultural experience through daily interactions with live-in family and classmates

PROFESSIONAL EXPERIENCE
Coca Cola Corporation Dallas, TX
Management Intern May 2013 – August 2013
• Collaborated with supervisor to complete forecasting of labor hours for new hires
• Updated schedules and maintained adequate staffing levels
• Enhanced organizational skills while maintaining personnel files for 45 employees
• Planned three successful fundraising events and activities with worth totaling $10,000

Thacker Jewelry Lubbock, TX
Sales Representative September 2010 – February 2013
• Voluntarily initiated monthly, quarterly, and annual sales and inventory reports
• Executed daily balancing of cash flows
• Trained and supervised three employees

ACTIVITIES AND VOLUNTEER EXPERIENCE
The National Society of Collegiate Scholars December 2010 – Present
Habitat for Humanity May 2008 – Present

Sample 5

Landry Clarke
4545 Preston Lane
Lubbock, Texas 79424
806-444-5566
landry.clarke@ttu.edu

Objective
To apply for the Betty Bizzell and Raymond Lamb Endowment Scholarship.

Education
Texas Tech University, Rawls College of Business Lubbock, Texas
Bachelor of Business Administration, Management Graduation: May 2016
• Cumulative GPA: 3.5

Experience
Cutting Edge Lawn Maintenance Dallas, Texas
Owner May 2009 - August 2012
• Provided service to 30 residential customers by making timely lawn/landscape applications
• Diagnosed and corrected lawn/landscaping problems through service calls and other customer communications
• Sold services to new and/or existing customers, resulting in 10% growth of monthly revenue
• Gained entrepreneurial experience, organizational, interpersonal skills, and problem solving techniques
• Maintained and balanced financial books, maintained lawns and managed four employees

Community Service and Activities
Delta Tau Delta August 2012 - Present
Campus Religious Organization August 2012 - Present
Mission Trip to Mexico March 2012

Sample 6

Lyla Garry
4545 Preston Lane
Lubbock, Texas 79424
806-444-5566
lyla.garry@ttu.edu

Objective
To apply for the Betty Bizzell and Raymond Lamb Endowment Scholarship.

Education
Texas Tech University, Rawls College of Business Lubbock, Texas
Bachelor of Business Administration, Management Graduation: May 2016
• Cumulative GPA: 3.5

Experience
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• Provided service to 30 residential customers by making timely lawn/landscape applications
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Community Service and Activities
Delta Tau Delta August 2012 - Present
Campus Religious Organization August 2012 - Present
Mission Trip to Mexico March 2012

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Lyla Garry
4545 Preston Lane
Lubbock, Texas 79424
806-444-5566
lyla.garry@ttu.edu

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Community Service and Activities
Delta Tau Delta August 2012 - Present
Campus Religious Organization August 2012 - Present
Mission Trip to Mexico March 2012
Sample 7

Bryan “John” Williams
8701 Big Deal Blvd., Lubbock, TX 79409
(806) 555-9779
john.williams@ttu.edu

EDUCATION
Texas Tech University, Rawls College of Business Administration
Lubbock, TX
Bachelor of Business Administration, Marketing
Graduation: May 2014
• Concentration in Global Supply Chain Management
• Cumulative GPA: 3.25

LEADERSHIP EXPERIENCE AND COMMUNITY SERVICE
Texas Tech University, Football Team
Lubbock, TX
Co-Captain
August 2012 - Present
• Lead and mentor 85 teammates on and off the field
• Awarded 1st Team Big XII Conference Quarterback in 2012
• Recognized as a 1st Team Academic All-American in 2012
• Develop time management skills while balancing an average of 30 hours a week of football activities with 12 hours of class

Marsha Sharp Center for Student Athletics
Lubbock, TX
Volunteer
August 2012 - Present
• Mentor young children and provide assistance with school work and life skills
• Volunteer one hour a week for the Boys and Girls Club

Tech Marketing Association
Lubbock, TX
Active Member
August 2012 - Present
• Network with peers, alumni and professionals at monthly events

ACADEMIC HONORS
Sue Wesley Sewell Business Honors Scholarship
The National Society of Collegiate Scholars
President’s List (3.5-3.99 G.P.A.)
Dean’s List (4.0 G.P.A.)
Fall 2012, Spring 2013

Sample 8

Luke Cafferty
(806) 745-7455 | 450 University, Lubbock, TX 79410 | luke.cafferty@ttu.edu

EDUCATION
Texas Tech University, Rawls College of Business Administration
Lubbock, TX
Bachelor of Business Administration, Finance
Graduation Expected: May 2014
• Cumulative GPA: 3.8
• President’s List: Fall 2011, Spring 2012, Fall 2013
Texas Tech Finance Association
August 2012 - Present
Bloomberg Terminal Certification
May 2013

PROFESSIONAL EXPERIENCE
Texas Tech University
Student Managed Investment Fund, Rawls College of Business
Lubbock, TX
Student Portfolio Manager
January 2013 - Present
• 1 of 20 students selected by the Finance department to assist in managing $2.2 million portfolio for the purpose of funding scholarships for Texas Tech University
• Conduct research based fundamental analyses of portfolio holdings and prospective holdings
• Learn to use many of the “tools” that investment management professionals use, including the Bloomberg Professional data service, working through live Bloomberg terminals

United States Army
587th Area Support Medical Company
Fort Hood, TX
Sergeant – Combat Medic
September 2009 - December 2011
• Led, managed, inspected, motivated and evaluated 641 soldiers during combat deployment
• Accounted for Mine Resistant Ambush Protected Vehicles worth over $10 million with no losses
• Implemented and managed base indirect fire medical response team, responding to more than 100 attacks with no casualties

Washington D.C.
Sergeant – Supervisor Gastroenterology Clinic
August 2008 - August 2009
• Overseen a team of more than 50 doctors, nurses, clerks and medics to efficiently and effectively schedule patients for procedures and routine preventative care
• Maintained medical equipment worth more than $1 million with zero losses; scheduled and instructed necessary training for Army medics to maintain certification

5/3 Cavalry Regiment
Fort Campbell, KY
Healthcare Specialist – Infantry Platoon
October 2005 - July 2008
• Acted as Medic for a 48 man infantry platoon during a combat deployment to Afghanistan
• Supervised a medical clinic for 100 U.S. soldiers and 200 Afghan soldiers assigned to the base
• Delivered lifesaving medical care while under fire and during rocket attacks
• Succeeded in maintaining health and welfare of platoon unsupervised

www.hirerawls.com 7
MBA Sample 1

BUDDY GARRITY
1234 56th Street, Lubbock, TX 79409
(714) 585-1234 • bud.garrity@gmail.com

SUMMARY
• Experienced in training and leading others, comfortable in both collaborative and autonomous environments
• Familiar with cold calling, development and relationship building with various populations
• Excellent communication skills and proficiency in use of Microsoft Suite

EDUCATION
Rawls College of Business, Texas Tech University, Lubbock, TX
Master of Business Administration, Marketing
Cumulative GPA: 3.77
Expected Graduation: May 2014

Cox School of Business, Southern Methodist University, Dallas, TX
Bachelor of Business Administration, Management
Magna cum Laude May 2012
Cumulative GPA: 3.82

EMPLOYMENT EXPERIENCE
Rawls College of Business, Lubbock, TX
September 2012 – Present
Graduate School Recruitment Assistant

• Prepare, enter, and analyze research; manage the Grad Assessment Center including data entry and maintenance
• Evaluate student concerns and make informed decisions and take appropriate action
• Organize and prepare lecture and lab session activities; assist Professors with grading, PowerPoint, and studies

Sewell Automotive, Fort Worth, TX
May 2011 – August 2011

• Helped implement new electronic inventory system across all lots, resulting in 10% increase in sales in first 30 days
• Assessed and interpreted customer needs and wants in order to recommend and display appropriate product
• Attained valuable customer service techniques and developed new sales tactics through shadowing

Southern Methodist Office of Annual Giving, Dallas, TX
September 2011 – January 2012
Fundraising Support

• Outbound call center representative charged with accurately entering information in system, managing receivables, and providing great customer service to University-wide alumni; accumulated total donations of $9,800
• Addressed donor needs in regards to University growth, departmental advances, and Alumni Relations
• Interacted with a team of 20 personnel to receive $500 daily calls
• Prepared and delivered presentations on presentation skills, organizational strength, goal setting, and time management

CAMPUS INVOLVEMENT & HONORS
Rawls Graduate Association, Lubbock, TX
December 2012 – Present
Golden Key Honors Society, Dallas, TX
October 2010 – May 2012
Delta Sigma Pi, Dallas, TX
January 2010 – May 2012

HONORS
• Omicron Delta Kappa – National Honors Society
• Alpha Lambda Delta – National Honors Society

Accounting with MSA Sample

Julie Taylor
1235 25th Street, Lubbock, TX 79406 • (806) 548-5555 • julie.taylor@ttu.edu

EDUCATION
Texas Tech University, Rawls College of Business
Bachelor of Business Administration in Accounting
Master of Science in Accounting (application pending)
anticipated Graduation with MSA: May 2015

• Concentration: Audit
• Accounting GPA: 3.66
• Cumulative GPA: 3.74
• Dean’s List: Fall 2010, Spring 2011, Fall 2011

Texas Tech University, Rawls Center for Global Engagement
Study Abroad
May 2013 – July 2013

Broadened personal knowledge through immersion in the Spanish culture

EMPLOYMENT HISTORY
ABC Credit Union
Lubbock, TX
Audit Intern
December 2012 – Present

• Create 12 monthly audit reports which include: management letter, internal control recommendations, financial ratios, and loan file review expectations
• Prepare nine weekly engagement letters including contract of agreed-upon procedures and document requests
• Organize and bind work papers prior to and at the conclusion of audits

Olive Garden
Lubbock, TX
Server
August 2011 – December 2012

• Successfully collaborated with a team of 15 other servers to provide timely service to guests
• Effectively managed an average of $500 a night in cash, credit cards, and check transactions
• Worked on average 30 hours each week while simultaneously taking 15 credit hours a semester

LEADERSHIP EXPERIENCE
Accounting Leadership Council
Lubbock, TX
Member
August 2012 – Present

• Participate in the volunteer Income Tax Assistance Program benefitting low-income individuals
• Provide weekly tutoring sessions for students needing assistance with accounting courses

Volunteer Service Organization
Lubbock, TX
Volunteer Representative
August 2011 – Present

• Train three new volunteer representatives in language, culture, and presentation procedures
• Prepare and deliver weekly presentations on presentation skills, organizational strength, goal setting, team building, motivation, and managing cultural differences
• Implement new recruitment strategies leading to an 80% increase in membership

HONORS
Alpha Lambda Delta – National Honors Society
Omicron Delta Kappa – National Honors Society

MBA 2 Page Sample

Tami Taylor
1111 Ocean Avenue • Long Beach, CA 90806 • (714) 555-1234 • t_taylor@yahoo.com

PROFESSIONAL PROFILE
Knowledgeable Senior Marketing Manager with 10 years of progressive experience in marketing. Exceptional leader and communicator with proven success in account management, strategic and creative marketing design and research. Demonstrated ability to build new territories and expand opportunities within existing client base.

PROFESSIONAL CAREER & KEY ACHIEVEMENTS
Engle+Murphy
Long Beach, CA
Senior Marketing Manager
June 2011 – Current

Created marketing strategies for major clients, including Obagi Medical Products and SCAN Health Plan, to build brand awareness, increase customer base and grow product sales.

• Develop and implement a $0.5M print media package to focus product re-launch of Obagi Nu-Derm skin care products to reach target physician markets.
• Write marketing plans, positioning concepts and creative brief for the brand re-launch of SCAN Health Plan to increase customer awareness and build loyalty.
• Direct focus group research process to determine consumer attitudes and usage of senior HMO products.
• Coordinate production of DRTV commercial to create customer response and initiate product sales.
• Build and maintain relationships with customer base for three largest clients.

BIOCOM/San Diego
San Diego, CA
Events & Marketing Manager
June 2007 – May 2011

Marketed, planned, and executed over 20 revenue-generating events and professional development programs from concept to completion, with oversight of a $1M budget, for a biotechnology trade association.

• Directed event marketing strategies using customer segments to deliver direct mail, Internet and email promotions, which resulted in a 30% reduction of marketing expenditures.
• Led cross-functional teams of 24 staff members for turn-key events
• Developed and implemented new online events process, which increased usage of web-initiated registration by 50%. Created budgets for events; exceeded overall revenue expectations by 15%.
• Designed and wrote marketing collateral in-house that reduced costs by 10%.
• Negotiated multi-year vendor contracts using attendance forecasts determined from event history.

International Sleep Products Association
Alexandria, VA
Exhibits & Meetings Manager

Managed meeting planning process and exhibitor logistics for 12 annual meetings and two tradeshows with budget of $2M for international mattress manufacturing industry.

• Managed Meetings Coordinator, including goal-setting and performance reviews.
• Oversaw budgets and negotiated vendor contracts for all events; reduced annual costs by 10%.
• Led internal team communications and assigned onsite staff roles for all events.
• Collaborated with Marketing Department to create promotional materials for meetings and tradeshows.
• Appointed lead team member to implement new database for reorganization of business processes.

Meetings Coordinator
August 2003 – December 2005

• Planned meeting logistics, organized registration, and managed hotel room blocks for up to 4000 attendees.
• Managed executive travel and reduced travel expenditures by 25% by using alternative booking channels.

EDUCATION
Texas Tech University, Rawls College of Business
Lubbock, TX
Master of Business Administration, Marketing
March 2003

• President, Graduate Women in Business; Member, Rawls Graduate Association
• APEC Business Advisory Council consulting project presented to international CEOs in Thailand.
• Wine industry market analysis using quantitative survey data presented to Concha Y Toro in Chile.

University of Mississippi
Oxford, MS
Bachelor of Business Administration, General Business
May 1998

• Scholarship for Academic Achievement and Community Service

ADDITIONAL INFORMATION
Professional Associations:
Sales & Marketing Executives International
American Marketing Association

Community Service:
Becky’s House, San Diego, CA
MBA Read, Los Angeles, CA
Key Tips

❯ 1 page letter, brief introduction that makes the employer read your resume
❯ Pull keywords from the job description for a rich opening that demonstrates your fit for the position
❯ Keep the employer reading by meeting their needs

C. ERIC TAYLOR
2512 22nd Street, Lubbock, TX 79410 | 806-555-1234 | eric.taylor@ttu.edu

January 1, 2014

Ms. Raider Red
College Recruiting Coordinator
XYZ Company
1234 Main Street
Lubbock, TX 79414

Dear Ms. Red:

First Paragraph is the “make me read the rest” paragraph
• Include name of position you are applying for or the type of work you are seeking
• Mention how you heard about the posting, address your specific connections
• Include company-specific information, DO YOUR RESEARCH!
• Why do you want this job?
• Catch the reader’s attention

Second Paragraph is the “how you fit the position” paragraph
• Explain why you want to work for THIS employer in THIS position
• Connect résumé with job description – GIVE EXAMPLES
• Show why you are qualified – SKILLS!
• Be brief but specific
• Make a statement to begin the paragraph and end with proof for the statement

Final Paragraph
• Restate interest
• Restate contact information
• Use confident and positive language
• “I look forward to hearing from you” sounds better than “I hope to hear from you”
• “Thank you” is not mandatory but it’s nice

Sincerely,

C. Eric Taylor

Enclosure

www.hirerawls.com
**Benefits of Getting Involved**

Employers look for it on your resume. What is going to be the deciding factor between two 3.5 GPA accounting students? It could be involvement.

Contrary to popular belief, involved students devote MORE time and energy to academics.

Involvement connects you to Texas Tech, the Rawls College, and your peers.

Meeting new people builds your network and community with like-minded individuals.

Exposure to various groups helps you to discover your passion and strengths.

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**Rawls College of Business Student Organizations**

**ALL Majors**
- Alpha Kappa Psi (Professional Business Fraternity)
- Beta Gamma Sigma
- Collegiate Entrepreneurs Organization (CEO)
- Delta Sigma Pi (Professional Business Fraternity)
- Multicultural Business Student Association
- Phi Sigma Beta (Business Service Organization)
- Rawls Ambassadors
- Rawls College of Business Leadership Council

**Accounting**
- Accounting Leadership Council

**Finance**
- Financial Advisors and Analysts Society of Texas Tech (FAASTT)
- Finance Association
- Real Estate Organization

**Management**
- Sigma Iota Epsilon (SIE)
- Society for the Advancement of Management (SAM)
- Society for Human Resource Management (SHRM)

**Health Organization Management**
- Health Organization Management Student Association
- Upsilon Phi Delta

**Marketing**
- The Marketing Association (TMA)

**Energy Commerce**
- Energy Commerce Association (ECA)

**Graduate**
- Rawls Graduate Association (RGA)

**MIS**
- Association for Information Technology Professionals

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The Center for Campus Life has a complete list of student organizations.
Job Search Strategies
The CMC wants to equip you with the skills needed for a lifetime of job searches, not just job one.

Always Be Networking
Your classmates, student organization peers, professors, advisors, parents’ friends, friends of friends. They are valuable connections that could help you long term and you never know where that relationship will take you professionally.

In-house
HIRERAWLS (FORMERLY RAWLSCONNECT).
HIRERAWLS.COM > CLICK THE LOGO
Our job system has over 700 employers that annually post hundreds of jobs. This system is also where you find information for CMC events (like the Career Expo, mock interviews, and the Etiquette Dinner). This system can also help you build a resume, find a mentor, and is part of the nationwide NACElink which connects you to more jobs outside of Rawls jobs.

Social Media
Social Media has gone head-first into helping you job search.

LINKEDIN
LinkedIn.com/jobs
  • Join the Rawls College of Business at Texas Tech University group
  • Learn.LinkedIn.com/jobseeker (a great getting started tutorial)

TWITTER
  • Twitjobsearch.com
  • tweetmyjobs.com
  • #tweetmyjobs – from here you can find other twitter handles with jobs

Job Boards
INDEED.COM
SIMPLYHIRED.COM
CAREERBUILDER.COM
They have a very low success rate, but know they are out there.

Let us help you!
The CMC will work with you to maximize your job search now, or as an alumnus. We have two Certified Professional Resume Writers, a Certified Career Coach, two assistant directors that work with industry specific companies, and a wealth of knowledge and experience to answer all of your questions. Schedule your appointment today.
ASSUME IT WILL BE SEEN
Therefore, as tempting as it is to post the photo of yourself stealing that McDonald’s sign or giving the finger to the security camera at a club with a bottle of Jack in your hand, it is a bad idea. Even if you are scrupulous about your privacy settings, once something is on the web you must assume it is out there for everyone to see forever.

WOULD YOUR GRANDMA APPROVE?
The basic rule of thumb for social media posting: If you wouldn’t want your grandmother to see it, don’t post it.

#TBT #NOFILTER
Photo-sharing apps can be deadly, because they are fast and mindless and show up quickly in searches. Always keep the pictures you post on APPs like Instagram “job-friendly.”

SEE YOU LATER HOTBABEMAGNET!
Never, ever, apply to a job or respond to an email from an employer from an account with an inappropriate username. Best case scenario: the office snickers behind your back. Worst case scenario: you have no job offer or lose the job you’ve worked hard to earn.

WOULD YOUR GRANDMA APPROVE?
The basic rule of thumb for social media posting: If you wouldn’t want your grandmother to see it, don’t post it.

AVOID THE TABOO TOPICS
Because seemingly innocuous pictures (e.g., you and your buds at the anti-Choice rally) can give employers more information than is necessary or helpful, think carefully before posting political, religious or other identifying information unless you are totally comfortable having it in the public eye.

GUILTY BY ASSOCIATION
It’s not just pictures of you that are being evaluated. If you post pictures of your best friend well past her alcoholic threshold, viewers can and will assume you are guilty by association.

A PICTURE IS WORTH A THOUSAND WORDS
Photos can say a thousand words you wish they would keep to themselves sometimes. In fact, a CareerBuilder survey discovered that the number one reason job candidates are rejected these days is for posting unprofessional and inappropriate photos. Make sure your photos show you in the right light, because they are easy to share and can be picked up (and are given preference by) Google images, and other search engines.

A BRIGHTER VIEW
Although your employers are likely looking for warning signs on your profiles, don’t forget that you can use social media to your advantage, too. LinkedIn, Pinterest, Instagram, Facebook and Twitter can be excellent ways to promote yourself and distinguish your candidacy from the competition. Include any impressive work experience or interests you have in your public profile. Use bio options and tags to proactively promote yourself, not simply to list your hometown and your favorite ice cream flavor (although these are good to include, too). If the first result you have when you google yourself is that one time last year you won the annual beer pong contest, you might want to explore options to clean up your profiles further. You need to consider your public profile a kind of brand, so make sure the internet reflects what you want prospective and current employers to see.

LEADING A DOUBLE LIFE
To protect their freedom while maintaining their public reputation, it is not uncommon for professionals to have two profiles – a professional one for colleagues and employers, and a private one for family and friends. They make sure the two never meet (no shared friends, no cross tagging, etc.). Professional pages are becoming more common.

140 CHARACTERS
Although photos are the most obvious aspect of your online profile, text-based posts, comments and tweets can be equally destructive to your career. Even if your pictures make you look like an angel, your status updates and tweets can ruin your chances of success if they are mean spirited or inappropriate. SimpleWash is a great app that will help you clean it up.
Your Online Reputation

Protect your personal online reputation by using social media sites professionally.

facebook

A PLACE TO CONNECT WITH FRIENDS
• A professional-looking photo is best.
• Control who sees your posts. Don’t leave your profile open to the public.
• Keep your personal information private.

Google™

GOOGLE YOURSELF
• Google is your first impression to employers.
• What comes up in search results is your second impression.

twitter

A PLACE FOR REAL-TIME NEWS & EVENTS
• A professional-looking photo is best.
• A public profile is fine as long as your activity is appropriate.
• Your tweets can show up in search engine results, so think before you tweet!

Linkedin

THE PROFESSIONAL NETWORKING SITE
• A professional-looking photo of only you is essential.
• Establish a professional presence by sharing relevant information, joining groups, and interacting.
• Make sure all components of your profile are complete.

“Be prepared to work hard for what you want to achieve. Do not expect anything to be handed to you. Work your hardest every day and you can accomplish anything you want to.”

–University Directories
How to Build the Perfect Twitter Profile

Following
- Follow people who complement your personal brand and goals
- Follow people who RT and mention you

Favorites
- Favorite tweets weekly to keep this area relevant
- Use this area to build a short testimonial list from favorites that mention you

Lists
- You can include someone in your list who you don’t follow to see their tweets

Pictures
- Tweet relevant pictures to complement your profile
- Tweet at least 6 pictures to get the most use from this gallery

Location
- Enter the largest and closest area or city
- Use the location that will show up when others geo-search

Link
- Place your website, blog or LinkedIn profile here
- To create a cleaner link listing, do not enter “http://www.” when entering your URL

Bio
- Use 160 characters to create a humanizing description of yourself
- Treat your bio as SEO copy using relevant keywords

Getting Started on LinkedIn
(adapted from lindseypollak.com)

Quick facts
(adapted from masters-in-human-resources.org)

300 million
users and growing

48% of recruiters post jobs on LinkedIn and nowhere else on social media

97% of all HR and staffing professionals use LinkedIn in their recruiting efforts.

89% and growing of all jobs are filled through LinkedIn

10% of recruiters filled a position using LinkedIn

77% of all job openings are posted on LinkedIn

CUSTOMIZE THE URL
You should edit your LinkedIn URL during the profile building process by clicking directly under your photo (www.LinkedIn.com/in/yourname). This looks more professional when you include it on your resume, business card, or email signature.

MAKE YOUR PROFILE HEADING POP
Far too many students and recent graduates use a generic term such as “Recent graduate” or “Rawls Student” as their LinkedIn profile headline. This is a big mistake. You need to think of it as a marketing tool. Be as specific and keyword heavy as you can. For instance: “Honors Management Student from Rawls College of Business at Texas Tech seeking an internship opportunity in Human Resources.”
How to Build the Perfect LinkedIn Profile

**Picture**
- Use a professional-like close-up shot of your smiling face
- Avoid boats, pets, girlfriend or mystery hands on your shoulder in your picture
- Tip: CMC offers professional headshots

**Experience**
- Summarize your roll and KEY contributions
- Avoid a resume-like breakdown of everything you have accomplished

**Skills & Expertise**
- List at least 10 of your core skills to setup others to endorse you
- Start to endorse others first to receive the return favor

**Education**
- Expand on your degrees to tie in relevant keywords
- Stop listing your high school no matter how old you are

**Recommendations**
- Secure as many as you can from current and past contacts
- Give direction and tell your recommenders what to say about you.

**Headline**
- Use this space for your summary headline instead of your job title
- Describe YOU as if this were a headline in a newspaper or a title of a book

**URL**
- Customize this URL to make it easily shareable and avoid those ugly numbers at the end of your profile
- Use your profile name

**Summary**
- Humanize the story of YOU to say who you are and what you have done — and speak in the first person
- Include your email, Twitter handle and blog URL at the top of the summary area

**Publications**
- List your blogs, papers and anything published

**Additional Info**
- List alternate ways for others to get in touch with you

**Honors & Awards**
- List them!

LinkedIn provides a wealth of opportunities for personal branding, networking and finding jobs. It should be your go-to online “resume.” Treat it that way.

**WRITE A PROFESSIONAL SUMMARY STATEMENT**
Your LinkedIn Summary statement should resemble the first few paragraphs of your best-written cover letter; concise and confident about your goals and qualifications. Include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. You can find relevant keywords by researching the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want.

**DISPLAY AN APPROPRIATE PHOTO**
Remember that LinkedIn is not Facebook. The CMC offers professional, high-quality photo opportunities multiple times each semester. Party Time Photos from last weekend’s formal don’t fit in the professional environment of LinkedIn.

**SHARE YOUR (CAREER-RELATED) NEWS**
Think of LinkedIn status updates as a brief conversation you would have at networking events: “I just read a really interesting article you might enjoy. Here is the link...”

**ADD YOUR STUDENT CONTENT**
LinkedIn features a robust multimedia component that allows you to bring to life your projects, honors, and awards.

**CONNECT FOR QUALITY, NOT QUANTITY**
The best networks begin with those you know and trust, and then grow based on personal referrals. Friends and family, university connections, people you worked with, and those you volunteer with. Be sure to avoid using the generic “I’d like to connect on LinkedIn” note. Instead, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. You’ll impress people with your personal touch.

**JOIN GROUPS**
To get even more out of LinkedIn, join groups related to your professional interests and communities. Be sure to check out the Rawls College of Business group as a starting point.
The goal of coming to college is to obtain your degree and get a job, but something happens along the way if you allow it. You make your best friends, future business connections, meet mentors, and are impacted by thousands of interactions. This is called networking, and if done properly will open up more possibilities than you ever imagined.

**WHAT IS YOUR PURPOSE FOR NETWORKING?**

The first step in effective networking is to determine your networking goal. Do you want to connect with like-minded people on a particular subject or business initiative? Is there something in your current role that is going to be enhanced if you have connections? Be really clear in what your objective is, or the result will be ineffective.

**DON’T WAIT, START NOW.**

You have heard the saying; “It isn’t what you know but who you know.” That is networking and that is where your next job might come from. Job hunting begins with networking, interning, having a part-time job in a field of interest prior to graduation. Go to social mixers, join student/professional organizations, and participate in an externship instead of spring break. A candidate that comes recommended is 80% more likely to get the job.

**“Take every opportunity you have to make connections because they can last a lifetime.”**

—Ernst & Young

**DOES YOUR ONLINE REPUTATION MATCH YOUR OFFLINE REPUTATION?**

It should come as no surprise that companies are searching for you on Google, LinkedIn, Facebook, Twitter, and Instagram to find out who you really are. Nobody wants to hire an unknown quantity in a world where everything is known. It isn’t all bad news: LinkedIn is an extremely powerful networking tool you need to use now. Your online network is everybody you are connected with. If 10 of your friends start new jobs after graduation, you now have connections to everyone they work with. If 5 of them go on to start a job 2 years after that, you now have their previous connections and their new connections.

**RAWLS Networking Group**

TUESDAY, SEPTEMBER 16: Dean Nail
WEDNESDAY, OCTOBER 8: ENCO, Accounting, Finance
TUESDAY, NOVEMBER 11: Marketing, Management, MIS
ALL 6PM-7:30PM IN MCCOY FAMILY ATRIUM
Winning a Career Fair  
(adapted from careerealism)

Start by putting yourself in the shoes of the recruiter. You are not looking for an okay or good candidate, you are looking for the best in the room. You will be talking to a lot of people, so who is going to stand out?

As a student, here are some tips to help you outperform your peers at the Rawls Career Expos

**HAVE A PLAN**

The CMC has a list of companies that will attend that semester’s Career Expo available in Hire-Rawls or the CMC starting on the first day of the semester. This will help you identify and research employers leading up to the big day. They want to feel like your TOP choice.

**SPEAKING OF RESEARCH**

Would you walk into a test without having studied? Would you walk into a client meeting without knowing what to talk about? The answer to both of these questions is no, so why would you attend the Career Expo without knowing at least the basic information about who you are talking to? These days companies have put themselves out there so much on the web and through social media sites (LinkedIn, Facebook, Twitter, YouTube, etc.) that you should know the core services they offer.

**HAVE MORE THAN ENOUGH COPIES OF YOUR RESUME AVAILABLE**

You will want to be able to give a recruiter your resume when they ask for it. A Rawls CMC executive padfolio will keep your papers neat and handy.

**BE CONFIDENT**

One of the fastest ways to turn off a recruiter at the Expo is to appear overly nervous. Naturally, you will be nervous. The trick is to appear as if you’re not, e.g. look people in the eye when you speak, be secure in your delivery (Note: This comes from practice) and watch how often you use filler words like “um, ah,” etc.

**ETIQUETTE**

Finally, the best students understand the basics of etiquette. This is not just about showing up on time. It’s about standing to shake the hand of your interviewer(s), addressing them as “Mr. or Ms.” and – very important – these days success is heavily reliant on interpersonal skills, meaning having superior manners is more than just a courtesy. It’s good business.

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Managing Information

How do you manage the wealth of information coming to your inbox, smartphone, social media accounts, and while maximizing face-to-face and phone conversations?

**FILTER**

By immediately filtering each item you receive and making a determination to act on it, delegate it, delete it, or flag it for future, you can reduce the amount of unfiltered, unread information that’s weighing you down.

**ONE SOURCE**

Rather than trying to keep up with multiple news feeds, use a tool such as Flipboard or Feedly to compile your favorite news sources and feeds.

**SWITCH FROM PUSH TO PULL**

Download content on-demand versus a constant flow. Consider changing your settings on your smartphone to pull or to a less frequent push schedule during personal time.

**MEGABYTE FASTING**

Set up digital “fasting” times to maintain creativity and avoid burnout. Certainly, a good idea during personal time, but this also provides a much-needed break for unproductive, overwhelmed brains during work hours.

**KEEP WORK AT WORK**

Take control of personal time and establish rules for how and when work contact occurs. Keep clear rules about “offline time” at home.
Internships
Internships are important for students. A difficult economic environment means students face unprecedented challenges as they look to start their careers. An internship helps get your foot in the door and provides employers with the potential talent to help them grow their business.

TOP 3 THINGS STUDENTS LIKED
1. Learning new things
2. Real-world work experience
3. Working with colleagues

86% say their internship was a positive experience

47% have a structured internship program

85% say hiring interns was a positive experience

63% of paid interns in the class of 2012 had at least one job offer when they graduated.

Of those who did no internship, only about 40% had an offer.

(naceweb.org)

Compensation
72% of students consider compensation to be the least important factor when considering an internship. (naceweb.org)

1/3 Paid

2/3 Unpaid

59% offer college credit

36% offer company perks

23% offer travel stipends

15% offer food stipends
Power of a Mentor

The Rawls CMC has a mentor program to give students a chance to speak with Rawls alumni of all different levels in the business world. A mentor serves as a point of guidance and advice for students in the Rawls College of Business. The staff in the Career Management Center is well-versed in the process of recruiting and preparation, but oftentimes a student is looking for insight that is better received first-hand from professionals in the line of business the student wishes to pursue. This includes questions on how to reach a certain goal, professional organizations that may be of benefit for their career path, or personal advice on how the mentor worked up to the position he or she is in today.

This program is NOT meant to serve as a recruiting service, nor should students be utilizing it specifically to contact a high ranking executive about obtaining a position. The mentors in this program are busy and have offered their time to serve as points of advice, not to be confronted with solicitations for employment. Abusing the service in this manner will result in the student losing privileges to HireRawls. That being said, if a mutually beneficial connection happens to be made between the mentor and mentee that ultimately results in gainful employment, that would certainly be congratulated.

“Internships came back as the most important thing that employers look for when evaluating a recent college graduate,” says Dan Berrett, senior reporter at the Chronicle. “More important than where they went to college, the major they pursued, and even their grade point average.”

Hiring After Graduation

69% of companies with 100 or more employees offered full-time jobs to their interns in 2012 (internships.com)

“Be like a sponge in your first year; really try to learn everything you can within the organization. Be positive with a can-do attitude and network and build bonds with different departments.”

-PFSweb

You have a 7 in 10 chance of being hired by the company you interned with. (internship.com)
Ideally, the interview is a mutually informative dialogue where an employer learns about a candidate and vice versa.

The candidate uses the interview as an opportunity to share information about her/his background and qualifications, to express interest in the hiring organization, and to pose questions to the interviewer.

The employer uses the conversation to promote the hiring organization and to determine if a good match exists between the candidate and the position.

While this exchange of information is an integral aspect of the conversation, the “fit” between you and the interviewer(s) — how natural the conversation is, how much you enjoy one another’s company, how confident and positive you seem, and how interested they are in being stranded at an airport with you for 5 hours — can be just as important.

The more interest, enthusiasm, and motivation you display in an interview, the better your chances are for moving forward in the process. Regardless of industry, most employers are interested in the following:

- Communication (written and verbal) Skills
- Proficiency in field of study
- Positive attitude towards work
- Confidence
- Self-motivation
- Interpersonal and Teamwork Skills
- Leadership Qualities/Potential
- Knowledge of the industry
- Organizational Skills
- Analytical and Problem-Solving Ability
- Maturity
- Poise

Always remember, depending upon the nature of the job and the organization, other competencies may be evaluated more rigorously.

**How to Prepare**

While you cannot anticipate every question, you can prepare yourself to make the most of whatever you are asked. Know yourself, know the organization, know the industry, and know what to ask.

**Nonverbal Communication**

This can give as much information, if not more, than your words. Be conscious of slouching back in a chair (boredom?), twiddling your thumbs (nervousness?), and crossing your arms (hostility?). If you are asked a particularly tough question, maintain your composure and take extra time to think before replying. Be sure to maintain good eye contact, which conveys confidence and honesty.

During the interview, be sure to listen carefully to the interviewer and answer the question that is asked. Don’t be afraid to ask for an explanation if you don’t understand the question. It is fine to take a few moments to think before answering difficult questions, so don’t rush into your answer until you are ready (silence during an interview is perfectly acceptable, even if it is slightly uncomfortable).

**STAR Method**

Covered more in depth on page #22

You will almost always have an interview that revolves heavily around questions regarding a specific example of a past experience which s/he can use as a predictor for your future behavior. In answering these questions, be certain to describe a SPECIFIC example. After setting the context, describe your role, contribution to, or influence on that situation. Finally, always provide a statement describing the outcome of your efforts.
What to Do if You Are at a Loss for Words

What if an interviewer poses a question that catches you so completely off guard that you cannot come up with an answer at all? Ideally, you can use some of the following suggestions to buy time and come up with a response:

Stall for time – ask to have the question repeated, repeat it yourself.

Ask for clarification.

Try to redirect your thought process and find an answer.

... and if all else fails ...

In a gracious and polite way, say something like “May we return to this question later on? I seem to be at a loss at the moment.” (Then think of something to say as the interview proceeds!)

... and if the interviewer returns to the question and you still don’t have an answer ...

“This is a question that has really stumped me for some reason. May I have your card so that I can follow up later on today with an email?” (This is a last resort, of course, but if you go this route – make sure you follow up as promised!)

Frequently Asked Interview Questions

Tell me about yourself.
When did you know you wanted to be an xyz?
How would your friends describe you?
What makes you tick or what motivates you?
Why should I hire you?
Why did you choose your major?
What do you know about our organization?
Where do you see yourself in five years?
What is your greatest asset?

Difficult Interview Questions

I see you received a very low grade in XXXX. Why?
How do you feel about working with numbers? What is 12% of 69?
How did you figure that out?
You strike me as graduate school material. Why are you applying for jobs?
What do you think of our organizational structure?
What is your greatest liability?
What was the worst part of your college experience?
How much do you expect to earn?

Questions to Ask Interviewers

What areas need the immediate attention of the person you hire?
What are the major responsibilities of this position?
What attracted you to this company?
What qualities and skills are most valued at this firm?
What characteristics must one have to thrive at this organization?
What are the company’s growth projections?
Whom do you identify as your major competitors?
What are your plans for new products or services?
What kind of training would I receive?
What activities could I engage in now that might help me on the job if I’m hired?
What do you see as the key issues/challenges facing the person in this job?
How has this organization/facility been affected by all the changes in the xxxx industry?
What is the time line for filling this position? (Will there be additional interviews? When can I expect to hear back?)

STAR Method Interview Questions

Tell me about a time...
Give me an example when...
Describe how...
Have you ever led a team before?
STAR Method Interviewing

1) SITUATION:
- Define the general context
- Who/What/When
- Mention the problem you had to overcome

SITUATION: “Yes, in my management class we had a project to create a mock product and I was designated as the group leader.”

2) TASK:
- Identify the key objective and issue that you addressed

TASK: “The project was critical not only from a grade standpoint, but I wanted to prove to my professor that I could manage all aspects of the team from conception, to marketing, to development, and presentation. However, I quickly realized that not everyone shared my enthusiasm with the project and had 2 team members drop the ball on their parts.”

3) ACTION:
- Describe the action you took or initiated, emphasizing the skills you used to complete the task.

ACTION: “I had been baseball team captain at high school, where I loved the challenge and responsibility of leadership. So I volunteered to take on the additional responsibility of the marketing package. I then delegated the product presentation to the other 2 team members and I floats between the other aspects.

4) RESULTS:
- Summarize the outcome in business terms

RESULTS: “Though it was additional work on 3 of the team members, we made an A on the project and the professor recognized us as the outstanding marketing project. We are currently working with her and some of her contacts to take the product to market. It felt great to put in the hard work and be recognized.”

Mock Interviews Through the CMC

For company/job specific mock interviews, please provide the CMC with the job description 48 hours ahead of time.

HOW DO I PREPARE FOR A TELEPHONE MOCK INTERVIEW?
- Make an appointment with Keith Patrick through HireRawls (1 hour)
- Email keith.b.patrick@ttu.edu with information about what company/job/industry you are preparing to interview with.
- Get into an environment without distractions.
- Have talking points and notes in front of you for your reference.
- Be prepared 10 minutes early to receive your interview call.

HOW DO I PREPARE FOR A FACE-TO-FACE MOCK INTERVIEW?
- Make an appointment with Keith Patrick through HireRawls (1 hour)
- Email keith.b.patrick@ttu.edu with information about what company/job/industry you are preparing to interview with.
- Dress professionally and treat this as a real interview throughout the process.
- Prepare as you would for an interview with an employer.
- Arrive to the CMC (BA 119) 10 minutes early.
THANK-YOU NOTES

HANDWRITTEN THANK-YOU NOTE
Following an interview, promptly handwrite the interviewer a letter expressing appreciation and thanks for the interview. The purpose of this letter is to:

- Show appreciation for the employer’s interest in you.
- Reiterate your interest in the position and in the organization.
- Review or remind the employer about your qualifications for the position. If you thought of something you forgot to mention in the interview, mention it in your follow-up / thank-you letter.
- Demonstrate that you have good manners and know to write a thank-you letter.

IS IT OKAY TO EMAIL MY THANK-YOU NOTE?
Handwritten are more personal, and can be appropriate for brief notes to a variety of individuals you may have met during an on-site interview.

E-mail is appropriate, particularly as a supplement (i.e. do both e-mail and hard copy) when that has been your means of contact with the person you want to thank, or if your contact has expressed a preference for e-mail, or you know your contact is traveling and will not have access to hard copy mail in a timely fashion.

CMC No-Show Policy
The Rawls Career Management Center strives to provide the best opportunities possible for the students of the Rawls College of Business. Last-minute cancellations and “no-shows” can be detrimental to the reputation of the students, the CMC office, and our college. This includes interviews with employers and registered CMC events. In an effort to maintain strong relationships with these companies, the CMC will strictly enforce the following policies:

- If you cancel your interview less than 2 business days before your interview, you will be considered a “No-Show” for your interview. For example: If your interview is scheduled for Monday at 10:00am, you must cancel before Thursday at 10:00am to avoid the penalties below.
- If you are a no-show to a CMC event that required you to sign up on HireRawls.
- We encourage students to arrive at least 10 minutes early to interviews and events. If you arrive late, it will be counted as a “no-show”.

We understand that unexpected events come up, but once the final schedules are completed 2 days before the interview, all other students have already been notified that they were declined and there is no way to go back and fill the interview slot you just cancelled.

THE RAMIFICATIONS FOR LATE CANCELLATIONS AND/OR “NO-SHOWS” ARE AS FOLLOWS:

First Offense
Temporary deactivation of your HireRawls account.
- To remove the hold, you must contact your designated assistant director within 3 days of the interview and explain your situation.
- You must also write a letter to the following people with an explanation and an apology for your actions.
  - Representative of company which you missed your interview with
  - The Dean of the Rawls College of Business

These letters can be emailed or hand delivered to the CMC and must be completed before you will be reinstated on HireRawls or eligible to participate in any other previously scheduled recruiting event.

Second Offense
Your HireRawls account will be permanently deactivated and you will not be able to participate in any CMC-sponsored on-campus recruiting event.

HOW DO I PREPARE FOR A GOOGLE HANGOUT/SKYPE MOCK INTERVIEW?

- Make an appointment with Keith Patrick through HireRawls (1 hour)
- Email keith.b.patrick@ttu.edu with information about what company/job/industry you are preparing to interview with.
- Communicate if you will utilize the Skype interview room in the CMC office or will be elsewhere
- Log on 5 minutes before interview time
- Dress professionally and treat this the same as an in-person interview. Remember to consider your background.
Dining Etiquette

Whether you are sitting across the table at a job interview, or rubbing elbows with a stranger at a corporate event, your table manners speak volumes about your social skills and confidence level.

Here is the least you should know when it comes to sharing a meal:

1. **At a business meal, men and women are responsible for seating themselves.** At a business meal, men and women are gender neutral and each person seats themselves.

2. **Watch your host.** Before jumping into the bread basket or sweetening your iced tea, wait for the host of the table to lead the way. Generally, he or she will pick up the napkin and place it on his or her lap. Incidentally, once you place your napkin on your lap, it won’t see the table again until the end of the meal when it is placed back on the table before departing.

3. **Which is my water glass?** An easy way to remember what goes where is B-M-W. Bread plate is always on the left. Meal will be in the middle. Water glass will be on the right side of the place setting.

4. **Order smart.** Stay away from messy foods like spaghetti, corn on the cob, ribs, pizza, and hard to eat or hold items. Cherry tomatoes will always spray the person sitting next to you – skip it when eating your salad.

5. **Your cell phone should not be visible anywhere at the table.** If you want to blow the job interview, show up holding your cell phone. Your full attention should be on the person sitting across from you, rather than an incoming call or text message. We recommend turning your phone off completely.

6. **Never leave a spoon in the soup bowl.** Between bites, place your spoon on the plate, behind and beneath the soup bowl. Spoon the soup away from your body before bringing the soup to your mouth.

7. **Cut only one piece of food at a time.** Pace yourself and put your utensils down between bites. Use the proper form of “Resting” and “Finished”. It doesn’t matter if your server doesn’t recognize the Rest/Finish signal, you will appear more composed and your plate won’t look as if it has been bulldozed with stray cutlery.

8. **Sneeze and cough into your left shoulder.** Never use your napkin as a tissue, and sneezing into the crook of your arm is reserved for school children. Turn your head left and use your left hand to shield your mouth when you cough or sneeze at the table. If you must blow your nose, excuse yourself and take care of the issue away from your table guests.

9. **Salt and pepper travel together.** Bread, salt, pepper, butter and other food items are passed to the right, counterclockwise.

This information is just the very basics and the more knowledge you gain, the more power and control you will show when it comes to looking and feeling your best at the table.
Email Etiquette

IT’S PERMANENT.
Once you send it off, you can’t get it back. No matter if it is a peer, a professor, a staff member, or a client, you cannot do anything about it once it hits their inbox. Be sure it is something you want them to read. If you are discussing something controversial or emotional, it is best to write out a draft and then walk away for a while before returning to re-read it and make the decision to edit it before sending.

A PROFESSIONAL HANDLE.
No one wants an email from buffnstuff@hotmail.com or prettyprettyprincess@yahoo.com. Use an email address that is professional and appropriate.

USE THE SUBJECT LINE!
Being specific in your subject line will give the recipient a better idea of what your needs are. Never use “question” or “hey” as your subject line when sending a professional email.

TREAT IT LIKE A LETTER.
Dear Mr./Ms. to open, and a “sincerely” or “regards” to close. Remember that Ms. is more professional than an assumption of Mrs., and a professional designation (Dr.) always trumps Mr. or Ms.

CLEAR AND CONCISE IS BEST.
The average person receives 15K emails a year, which is roughly 41 per day. Be as direct and to the point as possible while maintaining professionalism.

WHY ARE YOU YELLING AT ME? I’M A FOOT FROM YOU.
No one likes yelling, especially of the email variety. Check your caps lock and keep your all caps put away.

WHILE WE ARE ON THE NO-NO’S...
- Emoticons are not professional; trust us on this one. :)
- This is not social media; do not send an email the way you would tweet or Facebook message someone.
- Watch your language and your topics; no professional email should ever be sent about “your weekend at the lake enjoying too many beverages.”

PROOFREAD!
Don’t let people question your college education. Double-check your grammar, spelling, punctuation, and capitalization.

IS YOUR SIGNATURE APPROPRIATE?
Quoting scripture and your views on life should be left off. You never know what offends the person you are sending to. Include your contact information and possibly your social media outlets (if you want them seen).

MAMA ALWAYS SAID.
“If you can’t say anything nice, don’t say anything at all.” Being polite and professional in all of your correspondence will, more than likely, result in a timely response.

5 Rules to Email

1. KEEP IT SHORT
Easy to read, short and clear. Shrink sentences and list items. Save everyone’s time by linking to the resources instead of leaving everyone to find them individually.

2. REPLY ALL
Always Reply All by default. The most common mistake amongst teams is lack of communication. Check that everyone relevant is included. Carbon Copy those who don’t need to take action.

3. DESCRIPTIVE SUBJECT
The subject of an email describes its content and attachments in a short sentence.

4. SEARCHABLE EMAILS
How will you be able to find this email after a month? Think about which keywords you would search and include them.

5. KEEP IT ORGANIZED
If there is already a related email, reply to it. If it has a different subject, create a new one.
Men & Women Dress Etiquette

The Career Management Center encourages all students to dress business professional for interviews, the career expos, and any other event the employer designates so. Sometimes they may say business casual. It is always better to be overdressed than underdressed. Use good judgement.

DON'T FORGET TO

› brush your teeth
› show up early
› give a good handshake
› make eye contact
› speak clearly
› smile

Men

Grooming:
Fresh shave and a neat haircut

Shirt: White or Light Blue

Tie: Conservative

Shoes and Belt:
Match each other, laced up, polished, and clean

Accessories: A simple watch, lapel pin, or tie-clip are okay, but you are also okay without them. No earrings, necklaces, etc. No cologne, ever

Suit: Navy Blue, Charcoal, or Black

Socks: Match the suit

Women

The #1 error women make with professional dress is “too tight or too much skin.” You are not going out on the town, so do not dress that way

Shirt: Conservative blouse, never wrong with white or light blue

Suit: Pant suit, skirt suit, or dress suit are all good

Shoes: Closed toe, 3 inch or less heel in a solid, conservative color

Accessories: Nothing gaudy and no costume jewelry. A simple necklace with stud earrings are perfect. No perfume, ever
EVALUATING JOB OFFERS

GET HIRED

Have a PLAN

Research the industry and figure out what you would need simply to survive in the area in which you are planning on living, taking your budget into account.

Sites like Glassdoor, LinkedIn, Facebook, and bizjournal.com can give you very personal insight into a company and company culture.

MORE THAN MONEY

There are multiple parts to any job offer. Companies will start with the base salary, but could possibly add incentives such as health insurance, tuition assistance, signing bonus, performance bonus, 401k matching, moving costs, and other considerations. It is important to ask about the entire package.

GET IT IN WRITING

Always ask them to put the offer and the details of the compensation package in writing. This allows you to weigh your options.

WAITING ON A SECOND OR THIRD OFFER

Congratulations! Now the hard part: In all likelihood, you will not be able to evaluate all your options together.

• Thank the employer.
• Reiterate your interest in the position.
• Ask if you may have some time to think it over.

If you must make a decision on your 2nd or 3rd choice before knowing the status on your 1st choice, let your 1st choice know you have an offer on the table, and that you need an update on the status of your candidacy.

MAKE THEM COMPETE FOR ME

Be careful. This strategy works best when the offers received come from competitors within the same industry. In other words, if the market rate for the jobs should in theory be similar, then telling one employer that you have received a higher offer from another may encourage them to match it. Never lie to a company and tell them you have received a higher offer when you haven’t.

The CMC does not encourage negotiating offers, and believes only those with relevant experience in their field should use this tactic. Asking for a salary increase without having solid experience can appear as if you are entitled and unappreciative. As a result, employers may see you as a risk to their corporate culture and remove the offer completely.

“I want to keep interviewing after I have accepted a position.”

This strategy is not only harmful to the Rawls College of Business, but is considered a breach of ethics, and can seriously harm your reputation in your chosen field. Keep in mind that recruiters within fields usually know one another and have been known to compare notes.

KEEP IT PERSONAL

Advice is everywhere, but the decision to accept a job is a very personal one and involves a lot of factors. Use your head, but trust your gut. Take into consideration company culture, the location, your short and long term goals and how that company can help you achieve them, and the opportunity for professional and personal growth.

Only you can decide whether or not a job is right for you. The CMC is here to help, and we strongly encourage students to schedule an appointment with us when struggling with whether or not to accept an offer or trying to negotiate compensation.
In no particular order, here is a list of money moves as you enter the real world.

**USING CREDIT/BORROWING TO BUY THINGS THAT LOSE VALUE**

Cars, furniture, appliances, and tech gadgets – the value of these things is headed in one direction, and that’s down. Paying interest means getting hit twice, first by the value loss, then by finance charges.

There are purchases where borrowing is justified: a home, a business, or an education can be among them, since they at least have a chance of ultimately increasing your net worth. For pretty much everything else, the fewer borrowed bucks, the better.

**ASK FOR A BETTER DEAL**

The asking price is rarely what you have to pay when it comes to many goods and, especially, services. If you aren’t inquiring about discounts, researching coupons, and negotiating for the best prices, you won’t get them.

Those who ask often receive, from free hotel upgrades to lower interest rates – even cheaper doctor visits. Remember, there are only two ways to get richer – earn more or spend less. The best way to spend less is to ask for a better deal.

**INSURANCE, THE NECESSARY EVIL**

You have to carry it and it costs a ton, but very few people take the time to understand the insurance they’re paying for, or how they might pay less. Here are five tips on how to manage your insurance.

- Understand your options, whether it is car, home, renters, life, or health insurance
- Review your coverage once a year
- Shop around
- Raise your deductibles to lower your premium
- Don’t pay for protection you don’t need

**FREE MONEY!**

Not participating in your employer’s retirement plan at work, especially if they offer matching money, is really dumb. Sock all the money you can into a tax-advantaged retirement plan. Take advantage of employer matching contributions and tax breaks.

**NOT BUILDING SAVINGS**

According to a recent study by Bankrate.com, 28 percent of people have zero saved for emergencies, and another 20 percent don’t have enough saved to cover three months of expenses.

Start saving now. Calculate how much you’d need to live without income for six months, then make that sum your goal. Set up an automatic transfer into your savings account so you pay yourself first.

**THE POWER OF COMPOUNDING INTEREST**

If you invest $500 a month and earn today’s insured savings rate of 0.5 percent for 30 years, you’ll amass $194,157. If you take a measured amount of risk, invest in ownership assets like stocks or real estate and as a result earn 8 percent, you’ll have $745,179.

Obviously, don’t put all your money in risky assets. But the more you contribute now, the better off you will be later.

**ACTIVELY MANAGE YOUR CREDIT**

You’ve heard it all before: A low credit score means higher borrowing costs, higher insurance premiums and more difficulty renting an apartment. A bad credit history could even affect your ability to land some types of jobs.

If that hasn’t hit home yet, maybe this will: Say we both take out a 30 year mortgage. Because my credit scores are low, I’m saddled with a higher interest rate and higher payments. My monthly payment is $1,200 a month. Because your credit is stellar, you’re offered a lower rate, which means lower monthly payments: $1,000 a month.

Now, suppose you invest your extra $200 every month during that 30 years and manage to earn an average of 8 percent annually. After 30 years, we’ll both have paid-for houses, but you’ll have $300,000 I don’t.

That’s a nice chunk of change simply for showing up with a good credit score.

**THINKING MONEY IS HAPPINESS**

Rather than obsessing about money, think about what really makes you happy. Then make only enough money to take part in those activities. Making more is a waste of the only nonrenewable resource you have: your time on the planet.

**BUDGET. IT IS THAT SIMPLE!**

Your goal is your destination – where you want to be. The shortest path to get there is allocating your resources with a spending plan and tracking your progress. Not having financial goals and tracking your expenses is like driving around blindfolded, expecting to somehow arrive where you want to go.

Setting budgets and tracking expenses used to be a time-consuming pain because you had to do it by hand. Now it’s as easy as going to a free site like Mint.com or Power Wallet. For more in-depth budgeting tools, there is YNAB. Don’t forget all of the options on your iPhone and Android.
7 Do’s for New City Living

JOIN THE TEXAS TECH ALUMNI ASSOCIATION
Duh.

CREATE A “SAY YES” POLICY
Even if seeing a play or going to a concert isn’t your idea of fun, just the act of exploring new bus routes and streets and venues will give you more confidence and something new to talk about. You may also meet someone who ends up being a great friend, or a great career resource.

IGNORE YOUR SENSIBLE VOICE
It sounds crazy, but you never know what will happen—or who you’ll meet—when you step outside of your comfort zone.

VOLUNTEER
You will surround yourself with like-minded people, new connections, and potential job opportunities, too.

ACTIVELY PARTICIPATE IN PROFESSIONAL ORGANIZATIONS
A rare chance to create valuable business connections and make friends at the same time. Most national organizations have several chapters in each state, so take a look at your group’s website to see where the next meeting takes place. Try branching out to new professional organizations, too, especially if you’re moving to a larger city.

NEVER EAT ALONE
The book by Keith Ferrazzi teaches us relationships with people are a big key to success guide to networking in a socially healthy and mutually beneficial way.

YOU ARE NOT ALONE
The best part about graduating and moving to a new place is the personal growth you will go through. It can be hard at times, but find peace knowing there are thousands of others going through the same thing. When you meet, share a dinner or drinks.
Applying to Grad School: Your Month-by-Month Guide

LEADING UP TO AUGUST

Study For and Take Standardized Tests
August is the ideal time to take the standardized tests necessary for admissions because you’ll have time to retake them in the fall if you’re unhappy with your scores.

Different techniques work for different people, so think about what kind of study experience you want.

- Test prep organizations frequently offer classes for the LSAT, MCAT, GMAT, and GRE.
- Study on your own, borrow review books from a friend or the library. Note, this is often the most cost effective option.
- Use a private tutor, who can be immensely helpful.

SELECT SCHOOLS TO APPLY TO

Extensive online research about prospective programs will allow you to narrow down the programs you’d like to apply to —scoping out things like curriculum, reputation, cost, faculty expertise, support services, and alumni networks. Also comb through their applications and necessary requirements.

Write Essays
Each school you apply to will likely require one or more essays. You will find it helpful to prepare a personal statement ahead of time, which you can customize for each school. Then, make a list of the other essay questions you’ll need to answer for each program, and get started writing.

Utilize the CMC and the Snyder Communication Center as a second (or third) set of eyes.

REQUEST LETTERS OF RECOMMENDATION

Almost every program has a form you will need to provide with or in lieu of your letter of recommendations. It is worthwhile to brainstorm which faculty members, employers, or other people can speak to your academic or business experience. You’ll want to discuss your grad school plans and goals with them before they start writing.

Depending on how well you know your recommender, he or she may ask you to write a “sample letter.” Many faculty members are pressed for time and find it easier to adjust letters than to write them. If so, don’t panic! Take advantage of a great opportunity to talk yourself up.

Also be prepared to provide each recommender with a copy of your transcript, your statement of purpose, and your resume or CV.

SEPTEMBER

Research Financial Aid
Start by creating a budget, outlining how much money you’ll need for tuition, housing, books, fees, and living expenses. You can typically find sample budget breakdowns on program websites, but don’t forget your own needs and wants.

Then, make a list of possible funding sources. Most degrees will cost you out-of-pocket, but some programs offer fellowships and scholarships or work-study opportunities. Learn what federal student aid is available to you, and also research field-specific grants or alumni scholarship opportunities you can apply for.

BEGIN APPLICATION DOCUMENTS
Start filling out online application documents and any supplemental materials required. You won’t need to hit send for another month, but it’s good to get a head start.

GET ORGANIZED
Make a timeline of due dates and make sure that your earliest applications are ready. Create a folder (electronic or paper) for each school and make sure that you keep necessary materials for each program separate. You definitely don’t want to send your Texas Tech statement to Texas!
DECEMBER & JANUARY

( ) Send in Applications
Let someone else proofread all of your admissions materials and make sure that you’ve filled out every last field on your application form. Then, send them off—fingers crossed!

( ) Confirm Receipt
Make sure that you receive a confirmation statement from each school within two weeks. Contact the admissions office if you do not receive an email, postcard, or letter assuring you they have your application. Then, let the waiting game begin.

MARCH & APRIL

( ) Visit Campuses
For each campus you visit, create an itinerary with the program coordinator. Meet with faculty, especially potential advisors or mentors, and ask thoughtful questions. Try to sit in on a few classes and meet with current students, too—anything that might help you picture yourself as a student there. Also plan to spend time checking out the surrounding city—your grad school experience goes far beyond the classroom, so make time to think about if you could live in this location!

( ) Make a Decision
Everyone has a different approach for making important decisions, so stick to your method! Perhaps you make pro/con lists or spreadsheets to calculate the weight of different factors, or, hey, even flip a coin. Go through your process, rank your schools, and make your decision.

FEBRUARY

( ) Prepare for Admissions Interviews
If this is a part of their admissions process, schools typically begin contacting students for interviews about 2-4 weeks after application deadlines. At this point, you’ll want to rank the schools that have invited you and accept invitations in order of priority. For each program you’ll be interviewing with, set up a new folder with everything you’ll need for your visit. Make a list of questions you have for faculty and staff, and prepare answers to questions you think they may ask. Treat this like a business interview.

( ) Secure Financial Aid or Develop a Funding Plan
Determine if you will receive any fellowship or scholarship money and from which departments. If you aren’t offered funding through the school, you’ll need to start on your Federal Student Aid (FAFSA) application by assembling required documents, such as bank statements, W-2s, investment records, and federal income tax returns. If you are married, in a domestic partnership, or a dependent you will also need your spouse’s, partner’s, or parents’ tax return.
Succeed at your first job, and any job after that.

ASK FOR FEEDBACK, AND THEN APPLY IT
You are brand-new to the working world; therefore ask for feedback which can help you improve the next time around. If they offer criticism, don’t get defensive; use their advice as a way to improve on the next task.

STARTED FROM THE BOTTOM
Do you show up early, or stay late? Are you willing to complete the tasks that your boss gives you? Not only that, but do you do them well and with a smile? These things do not go unnoticed.

DON’T PARTICIPATE IN OFFICE GOSSIP
As a former boss put it, “I hear about everything in my office, if you are spreading rumors, I know.”

BE SELF-AWARE
How are your behaviors being received? Does your lunch smell gross everyone out? Do you talk too loud on your cell phone in your cube? Begin to understand your feelings and reactions when you are pushed outside your comfort zone. Know who you are and what you have to offer.

USE EMPATHY
Respect EVERYONE. Don’t judge others as they are talking. Keep private conversations private. Don’t use humor inappropriately.

Books? Why is a career resource handbook giving Rawls students a list of books to read? This (very) short list is our list of favorite books for young professionals.

**DRIVE**
by Daniel Pink
Any biography of someone who is inspiring

**How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships**
by Leil Lowndes

**Jeffrey Gitomer’s Little Black Book of Connections**
by Porter Gale

**Your Network is your Net Worth**
by Michael Masterson

**Automatic Wealth for Grads…and Anyone Else Just Starting Out**
by Stephen Covey

**The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change**
by Seth Godin

**Linchpin: Are You Indispensable?**
by Seth Godin
Life After Rawls
So you’re graduating... now what??

Do you have a place to live?

Yes!
Perfect. Budgeting rules will tell you keep rent at 25% or below of your gross income. Getting a roommate or two can help offset living expenses.

No!
Can you move in with your family until you figure it out?

Yes.
Ideal or not, this will help navigate the waters.
- Set ground rules up front, so you don’t feel like a high school senior again. Are you going to pay rent, bills, or help with groceries?
- Start looking immediately and target a move out date.
- Remember you are a guest and to respect their time and money. This probably isn’t the time to be out all hours of the night.
- Be a good roommate; help out with chores. If you don’t want them to treat you like they did in high school, don’t act like you are in high school.

No.
Time to start looking, like now.
- Craigslist and other websites make this process faster. Be diligent in your search and screen everything in person (if possible).
- Ask your network if they know of a place or roommate. Even if it is temporary, it is better than being homeless.
Is your money in order?

No...
I know I need to figure it out.

No!
I will figure it out later down the line, like when I have to move in with my parents

Yes!
I may not have a Finance degree from Rawls, but I understand my personal finances.

TAKE STOCK OF ALL OF YOUR CREDITS AND DEBITS

GET A CREDIT REPORT. You can do this for free once a year from annualcreditreport.com
- Ditch the credit card debt (the average undergraduate debt is over $3,000!)
- Figure out just how much you have
- Pay off the highest interest rate first
- Cutback your wants until you have it paid off
- Find additional sources of income if possible
- Avoid the debt in the future

STUDENT LOANS. Getting your repayment in order isn’t the easiest thing to do. Start early.

NEW BILLS. Did mom and dad pay your bills in college? Lucky. Are they going to keep paying them now that you have an income? Doubtful. Make sure you build this into your budget.

A SIMPLE BUDGET

INCOMING - how much you are making each month AFTER taxes.

OUTGOING - the must haves like rent, utilities, food, insurance, savings, gas.

OUTGOING - the wants like clothes, that new car, a trip to the beach.

ASSIGN THE LEFTOVERS. Give every dollar a job to do so that you do not blow the leftover budget.

EMERGENCY FUND. As soon as you can, build up your emergency fund so you are not tempted to use your credit cards in case of emergency.

RETIREMENT. Thinking about your retirement accounts, like a Roth IRA, will set you up nicely later in life. The power of compounding interest is powerful.

Systems like Mint.com, an Excel spreadsheet, YNAB, Dave Ramsey, and many more will help you. Find the system that fits your style and go with it. Remember, a budget is only as good as the person using it, and it takes a lot of self-discipline.
Did you leave Rawls with a job?

Yes!
Congratulations!
Don’t forget to report your placement to the CMC.

No!
What do I do?

No.
The CMC will start with a complete resume review and help you build your other profiles from there. This will maximize your presence.
Create a list of fields, companies, jobs you would be interested in. A focused job search is a more productive job search.

Do you have a resume, LinkedIn, HireRawls, and About.me?

Yes.
CONTACT THE CAREER MANAGEMENT CENTER AS SOON AS POSSIBLE. CLEAN UP YOUR SOCIAL MEDIA ACCOUNTS.
According to a recent study 20% of 18-24 year olds did not receive an offer because of their online presence.

No.

Report your placement here!
MARINE CORPS OFFICER TRAINING

HERE ARE SOME DETAILS ABOUT BECOMING AN OFFICER

GUARANTEED AVIATION
The Marine Corps has its own aviation branch, which flies some of the most sophisticated and technologically advanced aircraft in the world. If you qualify, you’ll be guaranteed aviation training and, once commissioned, attend Flight School in Pensacola, FL.

CAREER FIELDS
The Marine Corps offers 18 career fields in which you can become a leader. Some of them are Communications, Logistics, Intelligence, Public Affairs, Military Police, Finance and Computer Science. The Marine Corps is an organization that builds leaders. In each of these fields, you’ll be given the authority and responsibility that most college graduates seek but seldom achieve.

GUARANTEED LAW
The Marine Corps has a dedicated group of attorneys who are also Marine Officers. The field is open to students who are seniors in college or currently enrolled in law school. Marine Corps Judge Advocates (attorneys) handle their own cases and have a great deal of trial time. They are generally compensated for their law degree and are paid a salary, which is competitive with that of many civilian firms.

STAY IN SCHOOL. TRAIN FOR YOUR FUTURE.

FOR MORE INFORMATION CONTACT
Captain Ryan Strehl
806-747-3103
ryan.strehl@marines.usmc.mil
Located at: 1001 University Ave Lubbock, TX
Facebook: Marine Officer Programs Lubbock
Happiness in the office is fostered by happiness out of the office.

This belief in work-life balance is a part of every day at Saville, Dodgen & Company.

Our firm’s principles include a client-centric focus, community involvement, and career development. We want every team member to benefit from the deep expertise of our partners, who share their knowledge through mentoring, interactive training, and project partnerships. This “office family” culture has been created by design—because we know great careers foster great lives.

At Saville, Dodgen & Company, we provide the resources, culture, and environment to succeed in the accounting profession. Learn more about working with us at savillecareers.com and savillecpa.com
MANAGEMENT/SALES TRAINING PROGRAM

Overview: Our Management/Sales Training Program (MTT) prepares you for a successful career in management and sales professional sales at locations throughout the nation. The program combines structured, on-the-job training, self-study modules, classroom instruction, and ongoing education throughout your career in the areas of sales, marketing, financial management, store operations, merchandising, customer service, and human resource management.

Training & Overview:
• Phase 1: Approximately six to eight weeks in a training store, this phase prepares you to sell our products and service our customers. This experience is concurrent with our store training and reference tool system (SCTR S.A.I.M.I.), a workbook and series of QI’s that teach you the basics of our business.
• Phase 2: One week of classroom training in one of our four training “Campuses”, located in Atlanta, GA; Cleveland, OH; Dallas, TX; and Philadelphia, PA.
• Phase 3: Approximately 13 to 22 months in the Assistant Manager/Operations Manager positions, followed by advancement to a Store Manager or District Sales Representative position.

Qualities & Requirements:
• College graduate (business majors preferred) with a minimum GPA of 3.0
• Eligible to work in the United States on a full-time basis, without sponsorship or restrictions
• Willingness to relocate for first assignment and career advancement
• Valid driver’s license
• Excellent communication skills, a good work ethic, and interest in an active, ‘roll-up-your-sleeves’ type of environment are essential
• Preference given to candidates with experience in sales, customer service, food service, or construction

Compensation & Benefits: Net of a competitive base salary plus incentives based on performance. Benefits include health, dental, and vision care, 401(k) retirement plan, company-paid life and disability insurance, tuition reimbursement, paid time off, employee assistance program, and various discount programs.

Email: shrmsecretary@gmail.com
Visit: http://lubbock.shrm.org

Networking, PAID Internships and career opportunities!
• Monthly luncheons with guest speakers that are relevant to Human Resource and Business professionals. Luncheons are FREE OF CHARGE for National SHRM student members.
• Seminars and workshops to help build your professional potential. Topics include: resume critiquing, interviewing skills, career connections and how to get the job!
STUDENT BUSINESS COUNCIL

Your success story starts here.

APPLY AT: hirerawls.com

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