

08-29  
AP-10/14/08  
Senate Info. - 11/4/08

## Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

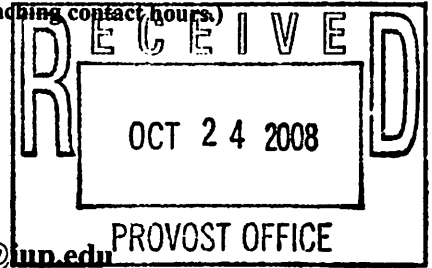
### Existing and Special Topics Course

**Course:** HRIM 310 Professional Development in the Hospitality Industry

**Instructor(s) of Record:** Linda Parrish-Sullivan

**Phone:** 724-357-3811

**Email:** lsulliva@iup.edu



### Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Linda Sullivan has successfully taught distance education classes for IUP for the past seven years. In addition, she taught distance education classes for four years prior to her employment at IUP. She has also taught the course content of Professional Development for over twenty years.

2. How will each objective in the course be met using distance education technologies?

For each of the following objectives, after reading the assigned chapter from the instructor packet and viewing the chapter PowerPoint presentation, the distance education technological application will include:

**Objective A:** The completion of a workshop that applies learned information and receive feedback from the instructor.

**Objective B:** Completion of several self-assessment questionnaires with a summary reflection written by the student.

**Objective C:** Use of an analysis tool to examine personal values as they relate to the Hospitality industry and reflective summary submitted by the student.

**Objective D:** Utilization of suggested Internet sources to collect information regarding employment opportunities in the industry. A summary list of sites applicable to the students' career goals will be submitted through the Assignment tool.

**Objective E:** Viewing a PowerPoint presentation with voice-overs that discuss and explain informational interviewing, networking and electronic job search strategies. The workshop submitted by the student will discuss how the student will integrate this information into their comprehensive job search strategy.

**Objective F:** The submission of a resume and cover letter. Each of these will be built in sequence resulting in an effective resume and cover letter that will be used by the student for internship applications and for employment after graduation.

**Objective G:** Utilization of all information generated through Objectives A through F to create a hard-copy and electronic portfolio. Both of these documents are critical to the success of the hospitality student securing meaningful employment and internship opportunities.

**Objective H:** Use of streaming videos and voice-over PowerPoints to demonstrate the correct and the incorrect techniques of interviewing for jobs in the Hospitality industry.

Received

Received

OCT 02 2008

Liberal Studies Liberal Studies

3. How will instructor-student and student-student, if applicable, interaction take place?

The student will be required to read the text material, view the PowerPoint presentations with voice-overs, complete individualized workshops, quizzes, exams and participate in faculty-facilitated chat rooms in order to provide optimal instructor to student and student to student interaction.

4. How will student achievement be evaluated?

Student achievement will be evaluated through the grading of workshop assignments, quiz and examination grades and points earned through participation in the chat room format. All grading criteria are explained in the syllabus provided on the course homepage.

5. How will academic honesty for tests and assignments be addressed?

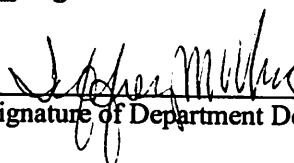
Since this course is designed to assist students in developing their resume, cover letters and portfolios utilized in Hospitality industry internships and employment along with strategies to successfully seek and find employment in the industry; students have a vested interest in developing their own documents. In addition, the academic honesty policy for this course is clearly stated in the syllabus. A random-question format is utilized for all quizzes and examinations. Each quiz and exam is timed.

- B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

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**Step Two: Departmental/Dean Approval**

Recommendation:  Positive (The objectives of this course can be met via distance education)  
 Negative

  
Signature of Department Designee \_\_\_\_\_ Date 10-2-08

Endorsed:   
Signature of College Dean \_\_\_\_\_ Date 10-2-08

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

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**Step Three: University-wide Undergraduate Curriculum Committee Approval**

Recommendation:  Positive (The objectives of this course can be met via distance education)

Negative

Gail S. Schriest      Oct. 21, 2009  
Signature of Committee Co-Chair      Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

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**Step Four: Provost Approval**

Approved as distance education course

Rejected as distance education course

Meredith L. Lutz      10/27/08  
Signature of Provost      Date

Forward form and supporting materials to Associate Provost.

## SYLLABUS OF RECORD

### I. Catalog Description

HRIM 310 Professional Development in the Hospitality Industry	2 class hours 0 lab hours 2 credit hours (2c-01-2cr)
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Prerequisite: HRIM 256

Provides the student with an opportunity to identify and design industry-specific job search strategies, techniques, and skills including resume and cover letter writing, interviewing, portfolio development, and strategies to attain career success within in the Hospitality Industry.

### II. Course Objectives

Upon completion of this course, the student will:

- A. explore the processes involved in achieving Hospitality Industry career goals.
- B. examine the self-assessment process to match Hospitality management career demands.
- C. identify and explore the influence of personal values on Hospitality Industry career lifestyle choices.
- D. investigate sources of information about Hospitality management positions.
- E. learn about Hospitality Industry-specific career job search strategies, including informational interviewing, networking and electronic job search techniques.
- F. write an effective Hospitality Industry resume and cover letter.
- G. complete a Hospitality Management Portfolio.
- H. professionally be prepared for various job interview formats utilized in the Hospitality Industry.

### **III. Course Outline**

- A. **Personal Assessment: Key to Hospitality Success** (1 hour)
  - 1. Differences between a job and career in the Hospitality Industry
  - 2. Choosing and changing careers in the Hospitality Industry
  
- B. **Building Success in the Hospitality Industry** (2 hours)
  - 1. Building self-esteem in the world of hospitality
  - 2. Identifying personal goals in relation to demands of the Hospitality Industry.
  
- C. **Value Clarification: Dilemmas in the Hospitality Industry** (1 hour)
  - 1. Defining your values vs. the values of the industry
  - 2. Needs vs. motivators and how they determine industry success.
  
- D. **Critical Hospitality Industry Success Factors** (2 hours)
  - 1. Identifying personal preferences vs. the Hospitality Industry's requirements
  - 2. Identifying areas of career interest within the Hospitality Industry
  
- E. **Critical Hospitality Management Skills Assessment** (2 hours)
  - 1. Defining the skills demanded by the Hospitality Industry
  - 2. Identifying transferable skills from other fields to hospitality
  - 3. Personality traits valuable to the Hospitality Industry
  
- F. **The World and Your Hospitality Management Career** (2 hours)
  - 1. Equality in the workforce of the Hospitality Industry
  - 2. The changing hospitality management workplace
  - 3. Hospitality employment trends of the 21<sup>st</sup> Century

- G. Researching Opportunities in the Hospitality Industry (2 hours)
1. Hospitality career paths and common industry organizational charts
  2. Hospitality Industry career publications
  3. Computerized career information sources
- Mid-Term Examination (2 hours)
- H. Making the Hospitality Career Decision (2 hours)
1. Successful career decision-making strategies
  2. Establishing realistic hospitality management career goals
- I. Targeting the Hospitality Management Job Search (2 hours)
1. Designing a comprehensive job search strategy
  2. The Job Search: Tradition and Non-Traditional approaches
- J. Preparing a Competitive Hospitality Management Portfolio (2 hours)
1. Steps in Preparing the Portfolio: Traditional / Electronic
- K. The Hospitality Management Resume (2 hours)
1. Types of general resumes
  2. Resume format specifically for Hospitality Industry employment
- L. Cover Letter Development for Hospitality Industry Employment (2 hours)
- M. Completing Hospitality Industry Application Forms (1 hour)
- N. Interviewing Successfully in Hospitality (2 hours)
1. Interview Guidelines
  2. Components of a typical hospitality interview
  3. How to identify and respond to illegal interview questions

4. Body language
5. Professional hospitality interview attire for men and women
6. Dining etiquette for hospitality interview situations
7. Salary negotiation

- O. Future Focus (1 hour)
1. How to earn a promotion
  2. Strategies for Success as a Hospitality Industry Manager

Culminating Activity (2 hours)

#### **IV. Evaluation Methods**

- A. The academic progress in this course will be evaluated on the basis of the following:
1. Successful completion of workshop modules
  2. Submitted Portfolio (including resume and cover letter)
  3. Completion of all examinations
  4. Career counseling session with instructor and Career Services.

- B. The final grade for the course will be determined as follows:

**35% WORKSHOP MODULES.** The workshop assignments will be utilized to apply theoretical information to actual Industry application. Each workshop is to be typed or word-processed unless otherwise stipulated.

**25% TESTS.** Two tests (mid-term and final) will consist of multiple choice, completion, true-false, and short-essay. The final exam will be a comprehensive examination of course material.

**30% PORTFOLIO:** Traditional and Electronic Guidelines for format will be provided in class.

**10% CAREER COUNSELING SESSIONS.** Each student is required to make a career counseling appointment with the instructor and Career Services.

**V. Example Grading Scale**

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
59 or below	F

**VI. Required Textbook**

Instructor Approved Packet

**VII. Special Resource Requirements**

1. Each student will need access to a computer to complete the various workshop modules, portfolio, resume and cover letter.
2. Each student will need to purchase a portfolio binder in order to complete the portfolio assignment.

**VIII. Bibliography**

Dikel, Margaret Riley, and Roehm, Frances, The Guide to Internet Job Searching, NTC/Contemporary Publishing, New York, New York, 2000.

Edwards, Paul , Finding Your Perfect Work, Putnam Publishing, New York, New York, 2002

Goldman, Michael, The Potato Chip Difference: How to Apply Leading Edge Marketing Strategies to Landing the Job You Want, Dialogue Press, New York, New York, 2001.

McGee, Paul. Writing a CV That Works. New York: How To Books, 2002.



Samuels, Jack B., and Foucar-Szocki, Reginald, Guiding Your Entry into the Hospitality, Recreation and Tourism Mega-Profession, Second Edition. Prentice-Hall, Upper Saddle River, New Jersey, 2005.

Smith, Richard. The 5 Patterns of Extraordinary Careers : The Guide for Achieving Success and Satisfaction. Richmond: Crown Business, 2007

Williams, Anna, and Hall, Karen, Creating Your Career Portfolio, Second Edition, Prentice-Hall, Upper Saddle River, New Jersey, 2001.

## ON-LINE COURSE SYLLABUS

**COURSE TITLE:** HRIM 310

**SEMESTER:** Winter Session 2008

**INSTRUCTOR:** Linda Parrish Sullivan  
Assistant Professor

**OFFICE:** 15 Ackerman Hall

**OFFICE HOURS:** Virtual Office Hours Available through Chat Room or Email

**TELEPHONE:** (724)357-3811

**E-MAIL:** [lsulliva@iup.edu](mailto:lsulliva@iup.edu)

### I. Catalog Description

HRIM 310 Professional Development in the Hospitality Industry	2 class hours 0 lab hours 2 credit hours (2c-0l-2cr)
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Prerequisite: HRIM 256

Provides the student with an opportunity to identify and design industry-specific job search strategies, techniques, and skills including resume and cover letter writing, interviewing, portfolio development, and strategies to attain career success within in the Hospitality Industry.

### II. Course Objectives

Upon completion of this course, the student will:

A. explore the processes involved in achieving Hospitality Industry career goals.

- B. examine the self-assessment process to match Hospitality management career demands.
- C. identify and explore the influence of personal values on Hospitality Industry career lifestyle choices.
- D. investigate sources of information about Hospitality management positions.
- E. learn about Hospitality Industry-specific career job search strategies, including informational interviewing, networking and electronic job search techniques.
- F. write an effective Hospitality Industry resume and cover letter.
- G. complete a Hospitality Management Portfolio.
- H. professionally be prepared for various job interview formats utilized in the Hospitality Industry.

### **III. Course Outline**

- A. Don't Know Where to Start (Introduction)
  - 1. Difference between a Career and a Job
  - 2. Career Management in the Hospitality Industry
  - 3. Workshop #1
  
- B. State of the Industry
  - 1. Statistics
  - 2. Jobs: What are they? Where are they?
  - 3. Trends
  - 4. Workshop #2
  
- C. Are You Ready For The World Of Work?
  - 1. Self-inventories: self-assessment tools
    - a. What am I good at?
    - b. What are my weaknesses?
    - c. What do I want to do? Mom and Dad? Friends?
    - d. Workshop #3
  - 2. Is there a match?
    - a. Pros and cons of hospitality industry
    - b. What employers want in?
      - 1. Lodging
      - 2. Foodservice
      - 3. Culinary
      - 4. Tourism

3. Current job market in each segment: types, statistics, etc.

4. Where are the jobs

a. Sources of information

1. Faculty/Departmental Information
2. Career Services Office
3. Networking
4. Cold Call Company Contacts
5. The Library
6. The Web
7. Newspaper Ads
8. Professional Placement Services
9. Employment Agencies-local
10. Employment Agencies-state
11. Headhunters
12. Informational Interviews
13. Chambers of Commerce
14. Professional Organizations
15. Career Fairs
16. Alumni Affairs
17. Co-op/Internships
18. Informational Interview Form

b. Workshop #4

D. Researching the Company and Organizations

1. What to Research
2. When to Research
3. Where to Research
4. Why to Research
5. Can I live with a career in hospitality?
6. Workshop #5

E. How to pick a job: Out of all the jobs, which one is for me...right now!

1. The Job Search Process

a. Making Contact (before & after sending resume)

1. Why
2. Methods:
  - a. In Person
  - b. Telephone
  - c. E-mail
  - d. Fax

b. The Strategy

1. Job Search Timetable
2. Job Search Tracking
3. Employment Progress Log
4. Employment Tracking Form

2. Workshop #6

## Mid-Term Examination

### F. How do I get my dream job? The Bag of Tricks

#### 1. Need a strategy and a bag of tricks: Getting all your ducks in a row!

##### a. Resume

1. Purpose
2. Do's and Don'ts for Resumes
3. Resume Preparation
4. Styles of Resumes
5. Scannable
6. Functional
7. Chronological
8. Resume Components
9. Workshop #7

##### b. Cover letter

1. Purpose
2. General Guidelines (correlation to AMP)
3. Stationary, Envelopes, Stamps
4. Mailing Strategies
5. General Format (Skeleton)
6. Types of Cover Letters (Application/Inquiry)
7. Variations of Cover Letters
8. Sample Cover Letters
9. Sample Paragraphs
10. Response Form
11. Workshop #8

##### c. Portfolio

1. General Portfolio Guidelines
2. Steps in Developing a Professional Portfolio
3. Portfolio Organization
4. Portfolio Do's and Don'ts
5. Choosing the Portfolio Medium
  1. Videotape
  2. Computer
  3. Photographs and 35mm slides
6. Portfolio Techniques for use in the Job Search Process
7. Workshop #9

##### d. Applications

1. The Checklists and the System
2. Where to apply

3. How to apply
  - a. Traditional
  - b. Non-traditional: Informational interview
  - c. Electronic
4. Workshop #10

G. Getting Ready for the Interview

1. Marketing Yourself
2. Know the Objectives
3. Types of Interviews
4. Know the Routine of an Interview
5. Research the Company/Organization
6. How to Use a Portfolio to Your Advantage
7. Know What Interviewers Look For
8. Interview Manners
9. Personal Appearance-Dress for Success
10. How to behave
  - a. Body language
  - b. Etiquette
  - c. Protocols
11. Workshop #11
12. Typical Questions You Might Be Asked
13. Do's and Don'ts in Answering Interview Questions
14. Typical Questions You Might Ask
15. How to Handle Illegal Questions
16. Workshop #12
17. What else to expect?
  - a. Tests
  - b. References
    1. Do's and Don'ts in Listing References
    2. Reference Formats
      - a. Style 1
      - b. Style 2
      - c. Style 3
    3. Reference Letter
  - c. Background checks
  - d. Workshop #13
18. What to do after the interview?
  - a. Thank You Letter
  - b. Telephone Call
  - c. E-mail

17. Workshop #14

H. Got the Job Offer: Now what?

1. Pro's and Con's
2. Salary Requirements and Negotiations
  - a. What is acceptable?
  - b. Counteroffers
  - c. How Do I List Salary History on My Resumes?
3. Geographic Locations
4. Relocation Expenses: housing/transportation/cost-of-living
5. Benefits Do Count
  1. HMOs
  2. Insurance
6. Questions to Ask Yourself
7. Workshop #15

I. The Job

1. First day of work: Success Strategies
2. Developing a Winning Attitude
3. Managing Expectations
4. Managing the Family Balancing Act
5. Managing Impressions/Building Relationships: How to work with the:
  - a. Boss
  - b. Co-workers
  - c. Employees
6. Organizational Culture/Skills: Dealing with the Politics
7. Becoming a Professional
8. First Year Timetable and Reality Shock
9. Workshop #16

J. Conclusion and Culminating Activity: Final Examination

**IV. Evaluation Methods**

A. The academic progress in this course will be evaluated on the basis of the following:

1. Successful completion of workshop modules
2. Submitted Portfolio (including resume and cover letter)
3. Completion of all examinations
4. Comprehensive Job Search Packet

B. The final grade for the course will be determined as follows:

16 WORKSHOP MODULES. The workshop assignments will be utilized to apply theoretical information to actual Industry application. Each workshop is to be submitted through the Assignment tool in WebCT.

2 TESTS. Two tests (mid-term and final) will consist of multiple choice, completion, true-false, and short essay. The final exam will be a comprehensive examination of the course material. All tests are open-book, open-notebook. Each test is timed and must be prepared for as though the exam were closed-book. All tests are administered through the Quizzes and Exam module on WebCT.

1 COMPREHENSIVE JOB SEARCH PACKET. By the conclusion of the course, the student will develop a job search strategy along with a completed resume, cover letter and portfolio. Detailed instructions and a rubric will be provided to the student.

C. The point value of each of these course requirements is as follows:

16 workshops	15 points each	240 points
1 mid-term examination	100 points	100 points
1 final examination	100 points	100 points
1 comprehensive Search packet	275 points	275 points
Total points		715 Points

**D. Academic Integrity Policy and Procedures**

1. All students are required to adhere to the Indiana University of Pennsylvania's Academic Integrity Policy and Procedures.
2. The university's academic integrity policy is part of an ongoing effort to develop a community where trust, honesty, ethical principles, and personal integrity guide interactions with others, thereby providing for orderly academic and scholarly processes.
3. The policy and procedures are clearly outlined in the University Catalog.
4. If you have any questions or concerns, please contact the instructor.

**V. Grading Scale**

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
59 or below	F

**VI. Required Textbook**

Instructor Approved Packet



## **VII. Special Resource Requirements**

A. According to the IUP IT Support Center, recommended computer hardware includes:

- CPU: 2.4Ghz
- RAM: 2GB
- Hard Drive: 80GB
- Operating System: Windows Vista or Windows XP
- Network Card for Connection to IUP (Dorms): 10/100 Base-T Ethernet Adapter, 3com or Intel recommended
- CD-ROM/DVD Drive: 16 X +/- RW

B. The IUP IT Support Center recommends the following Minimum Recommended System:

- CPU: 933MHz
- RAM: 512MB
- Hard Drive: 10GB
- Operating System: Windows XP
- Network Card for connection to IUP network (Dorms): 10/100 Base-T Ethernet Adapter, 3com or Intel recommended
- CD-ROM/DVD Drive: 16 X +/- RW

C. The student will need access to the Internet.

1. The Blackboard Learning System (formerly WebCT) is a Web-based application and other browsers and operating system may work well, however, the following listed configurations are the only configurations that are tested and supported by Blackboard.

2. These include:

- a. Internet Explorer 5.0, 5.5, 6.0, 7.0
- b. AOL 7.0, 8.0, 9.0
- c. Netscape 6.2.x, 7.0, 7.1
- d. Mozilla 1.5, 1.6

## **VIII. Bibliography**

Dikel, Margaret Riley, and Roehm, Frances, The Guide to Internet Job Searching, NTC/Contemporary Publishing, New York, New York, 2000.

Edwards, Paul , Finding Your Perfect Work, Putnam Publishing, New York, New York, 2002

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McGee, Paul. Writing a CV That Works. New York: How To Books, 2002.

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Smith, Richard. The 5 Patterns of Extraordinary Careers : The Guide for Achieving Success and Satisfaction. Richmond: Crown Business, 2007

Williams, Anna, and Hall, Karen, Creating Your Career Portfolio, Second Edition, Prentice-Hall, Upper Saddle River, New Jersey, 2001.

# Lesson Plan

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**Title: Final Resume**

**Subject: HRIM 310---Professional Development in the Hospitality Industry**

**Author: Linda Sullivan**

**Time Duration: 1 Session**

**Overview: This is session #12. Students have been working on their resume and submitting portions for feedback and review. This is the opportunity for them to submit their finalized resume for review.**

**Objective: Each student will have a completed, reviewed resume to use in their job search and/or search for an internship opportunity.**

**Materials:**

- Assignment Instructions #12
- PowerPoint Lecture on Resumes-Part Four
- Workshop #12

**Activities and Procedures:**

Students will complete the following:

- Assignment Instructions #12
- View and take notes from voice-over PowerPoint
- Complete Workshop #12

**Conclusions: Post workshop points on WebCt**

**Extra Credit: None**

## HRIM 310

## ASSIGNMENT #12

Today, we conclude our work with your resume. We have spent two weeks working on this process. Last week, I asked you to generate the information that you would format and refine. Now, you will assemble your document into an effective job search tool.

For today's lesson, we will examine how you actually get your resume in the hands of your employer. More tips for success!

Your assignment for today:

- Listen to Lesson Twelve: Resume Writing Part Four
- Take notes (remember that you can pause my presentation long enough to take notes from the screen.)
- Complete Workshop #12: Your Final Resume

There will be no work over this weekend. I will be spending mine grading your resumes. This is NOT a draft submission. This is your final resume. So submit your VERY best work!!

Next week, we will spend one day completing our work on cover letters. You will be asked to write the three paragraphs that make up the body of your letter. You have already submitted and met with my approval for the rest of your letter. Think about your letter over the weekend. Remember this is a marketing letter. You have taken Sales and Marketing and know the techniques and principles. Now you will apply them to yourself! You must grab the prospective employer's attention in the first 10 to 15 words!!!!

As you look at your syllabus, notice that we will also discuss portfolios, the application form process, and begin Interviewing 101.

Have a great weekend!

Mrs. Sullivan

## HRIM 310

Resume Writing: Part Four  
The Right Way to Send Your Resume

In today's job market, where you are competing with hundreds of other resumes,

knowing the right way to distribute your resume can make all the difference.

First of all you need to get organized and stay organized

- When you get that call from the 100 resumes you sent out, you need to make sure you are ready to show that you know all about the company that's calling.
- So use the log you developed to detail the name of the company, the position advertised and the dates you contacted them along with any notes.

Ways to Distribute Your Resumes

Job Boards

You can post your resume on the job boards.

- Note that the job boards are not the most effective way to get a job.
- Most of them having an effectiveness rate of less than 3%.
- Nonetheless, they should be a part of your strategy.
- Put your resume on the large job boards and be sure to find the job boards that are specific to the hospitality industry
- To post your resume, you'll use the electronic (or ASCII) version of your resume we discussed in our last lesson.

**Ways to actually get your resume into the hands of an employer**

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- Paper mail
  - Fax
  - E-mail
- 

**Paper Mail**

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**Print your resume and cover letter on matching stationery**

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- Either a white or buff colored
  - 24 lb. paper.
  - Stay away from the fancy colors.
  - If you have the extra money, a 100% cotton watermarked paper is impressive, but not really necessary.
  - Look at the copies to make sure they are neatly printed.
  - Buy matching 9 x 12 envelopes as they will stand out more and your good-looking resume won't have to be folded.
  - If you can print labels, buy the clear kind as they look almost as if they were typed on the envelope.
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Be sure to type your address and return address on mailing labels

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before securing them to your envelope

**More important than the type of envelope you use is...**

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- The spelling on the outside.
  - Make sure EVERY WORD is spelled correctly.
  - A misspelled name or address can kill your chances before the employer ever gets to your resume.
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**For added emphasis,**

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You can always FedEx your resume or send it in an oversized or stationery envelope.

## **Fax**

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The main advantage of sending your resume by fax is speed.

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- It will arrive within minutes, as opposed to the days it will take your resume to get there by paper mail.
  - However, a fax is printed on flimsy paper and won't give your resume a very memorable appearance.
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So, how can you combine the speed of faxing your resume with the high-quality appearance of mailing a stationery copy?

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**Do both!**

If you can send your resume by fax, send another copy by paper mail.

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**This has several advantages:**

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- The faxed version will arrive quickly and should suffice if the employer wants your resume right away.
  - The stationery version you send by mail will reinforce the positive impression of your faxed resume.
  - By sending the resume twice, it shows you are REALLY interested in this position.
  - You'll increase the potential audience of readers.
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**Chances are, more people will read your resume and want to call you**

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- because your resume will be seen by whoever reads faxes and opens mail,
  - in addition to the person your resume is addressed to.
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This can only improve your chances!

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As with mailing stationery copies, be sure to sign any cover letters that you fax out.

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Emailing

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Remember all the do's and don'ts we discussed in the last session?

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Recommended Strategy

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To make sure that you are noticed, e-mail and send your resume and follow-up with a phone call.

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Yes, this is aggressive and if you do it correctly, you will definitely be noticed.



Follow the instructions in the ad first....

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- If they say e-mail the resume then do that first.
  - Otherwise send the paper copies first and
  - Send the e-mail 2 days later, mentioning that the e-mail is a follow-up to your mailed resume.
  - Remember to mark in your Job Search Log the date you e-mailed/mailed them.
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Then the waiting game begins.

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After you've sent a resume, it's tempting to sit back and hope the recruiter will call.

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But -- make no mistake -- you **SHOULD** follow up.

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You just need to figure out when and how to do it.

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**Wait a Week, Recruiters Say**

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The ideal amount of time to wait before following up on a resume you've sent?

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**ONE WEEK**

The majority of recruiters (53 percent) say candidates should wait

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one week before following up, according to a HotJobs survey.

Some recruiters prefer you act sooner:

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- Twenty-one percent said candidates should wait less than one week. (3 days is fine!)
  - And others prefer you wait longer:
  - Eight percent said candidates should wait two weeks.
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And some even rather that you wait for them to call you.

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Nineteen percent of recruiters surveyed said

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they preferred to contact candidates, rather than for candidates to contact them.

Your best bet?

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Go with the majority opinion and wait a week.

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### Send a Short E-Mail Message

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### E-mail is a great follow-up tool

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- It not only lets you remind the recruiter that you've applied for a job,
  - It also lets you submit a resume again without seeming too pushy.
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A week after you've submitted a resume,

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send the recruiter an e-mail to follow up.

### Use these tips to write your follow-up e-mail:

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- Put your full name and the title of the position you've applied for in the subject line.
  - Write a professional note that reiterates your qualifications and interest in the job.
  - Attached your resume again. (Don't make the recruiter have to dig through old e-mails to look for it.)
  - Include your full name in the file name of your resume.
  - Don't forget to proofread carefully before you hit "Send"!
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### Phone With a Friendly Reminder

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**If you decide to follow up on a resume over the phone,**

- Be sure to rehearse what you want to say to the recruiter.
- Remember the power of the script technique we discussed earlier in the course?

**This IS important! Develop a phone script to use.**

- If you just say, I'm calling to see if you got my resume?, then you've blown it.
- Instead, show that you know something about the company and state that you'd really like to know more about the job.
- Then ask one or two great questions that demonstrate your knowledge and insights.
  - For example, if you are going for a hotel sales position, ask, I know your company is growing, is this position for a new property or an existing one??
  - If they say it's a new property, casually mention how you opened a new properties before and delivered 120% of sales targets.

**Keep it short and sweet.**

- Introduce yourself and remind the recruiter that you submitted a resume recently.
- Make sure you state exactly what job you're interested in.
- You can also ask if they received your resume and if they're still considering candidates for the position.

As much as possible try to build a rapport with the person you're speaking with,

Employers hire people they like.

**Key tip: watch your energy level and intonation as they are the most important factors that define how you will come across.**

- Be friendly, professional and conversational.
- End by asking if you may call them again next week to see how the selection process is progressing.

**If you get a recorded message, you may want to call again later.**

- Don't leave a message to begin phone tag
- Call a few times in hopes of speaking with a real, live recruiter before resorting to leaving a message.

You also need to know even to put down the phone.

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- Calling recruiters repeatedly isn't going to make them more likely to call you back.
  - It's probably just going to irritate them.
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Almost half (47 percent) of recruiters claim that their biggest pet peeve

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is candidates who keep calling them, according to a HotJobs survey.

**Should You Just Resend Your Resume?**

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Have a few weeks passed since you sent a resume and you still haven't heard from the recruiter?

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Are you considering simply reapplying for the position?

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**Don't.**

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Recruiters usually keep resumes on file, and they'll likely discover that you've already sent one.

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Worse, they may think that you didn't even realize that you'd already applied for a position.

Only resend your resume to a recruiter

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when you want to apply for a different position at a company.

Otherwise, you should e-mail or call to follow up.

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**Timing can be everything!**

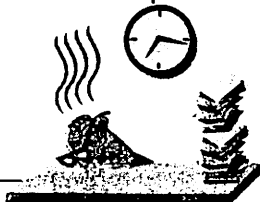
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- If at all possible, try to send your resume so that it does NOT arrive on Monday or Friday.
- Reason?
  - Most employers (anyone with a job, in fact!) have their minds elsewhere on these two days.
  - They're usually swamped with projects and meetings on Monday, and thinking about the weekend all day Friday.
  - As a result, they may not give your resume all the attention it deserves on these two days, despite your best efforts.
- So, it may work to your advantage if your resume arrives on the employer's desk on Tuesday, Wednesday or Thursday.

**Remember**

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- Most people don't follow these steps
- If you do, there's a great chance that your resume will rise to the top of that stack!



End of Part Four

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**Assignment: Workshop #12**

**Assignment Information**

Maximum grade: 10

Due date: July 27, 2007

Instructions: Please attach your full resume after you have completed your Self-Assessment Rubric. Be certain that all components have been included. Do NOT submit the Self-Assesment Rubric. This is for YOUR use only! Reminder: look at the documenting guides for ideas and formating. This is to be your finished resume. Not a draft.

Assignment files: To view an assignment file, click its filename.

<input type="checkbox"/> Files	Modification date	Size
<input type="checkbox"/> Resume_Self-Grading_Rubric2007.doc	July 20, 2007 3:03pm	42.0 KB

# Student Self-Grading Resume Rubric

Student \_\_\_\_\_

Evaluate each section, circle the points earned, and then total:

Quality	Meets Quality Standards	Points	Meets Minimal Standards	Points	Does Not Meet Minimal Standards	Points
<b>Format</b>	<i>In addition to Minimal Standards:</i> Sections attractively spaced; Sub-headings are bolded; Name & headings: stand out; Minimum ½", max 1" margins on all sides; Content centered to page; Bullets, if used, align vertically	<b>4-5</b>	Uses 1 page Sections are spaced Headings are bolded and capitalized Content indented under headings Uses size 10-12 font, but only one font size used	<b>2-3</b>	Exceeds 1 page Sections poorly spaced Headings not bolded or capitalized Content not indented under headings Use of boxes, graphics, shading	<b>0-1</b>
<b>Heading</b>	Name, address, phone #, & email	<b>4-5</b>	Name, address with zip, phone #	<b>2-3</b>	Incomplete information	<b>0-1</b>
<b>Resume Sections/ Content</b>	Minimally includes: Heading, Objective (optional), Education, Work or Volunteer exp., Computer Experience (optional)	<b>4-5</b>	Resume sections included but not fully developed; lacking some pertinent information	<b>2-3</b>	Not all required sections listed	<b>0-1</b>
<b>Grammar Punctuation Capitalization Spelling</b>	No errors	<b>4-5</b>	Up to 2 errors not affecting mailability (note and correct)	<b>2-3</b>	More than 2 errors – totally unmailable	<b>0-1</b>
<b>Word Choice</b>	Uses descriptive adjectives and Power –Action words; verb tense agreeable	<b>4-5</b>	Uses phrases but word choice needs development	<b>2-3</b>	Refers to self as "I" or "Me" Uses full sentences	<b>0-1</b>
<b>Printing/ Overall design</b>	White or off-white quality paper Printed on one side only Type is crisp, clear, and dark (laser) Simple font style is chosen	<b>4-5</b>	White copy paper Printed on one side only Type is done on ink-jet printer Simple font style chosen	<b>2-3</b>	White copy paper Printed on both sides Type is smudged or faint Fancy fonts are used	<b>0-1</b>
<b>Directions</b>	<i>Student followed all directions</i>	<b>4-5</b>	<i>Student followed most directions</i>	<b>2-3</b>	<i>Student did not follow directions</i>	<b>0-1</b>
	<b>Add total circled points</b>		<b>Add total circled points</b>		<b>Add total circled points</b>	

Notes:

**Total Points (added totals)** \_\_\_\_\_ /35