

Marketing yourself is a vital aspect of a resume and an interview

By KIM BARNETTE
Special to The Daily Tar Heel

Mark, a college senior, has sent out 100 resumes to prospective employers. Although it is a month away from graduation, he still doesn't have a job.

Susan, a recent college graduate, still skims the help want ads every night for a job in her field.

Both Mark and Susan have decided that the job market is a grim situation. But according to statistics, a million new jobs open each month in the United States for college graduates. The big secret is that finding the job of your choice involves initiative and hard work.

Sending out resumes and answering ads are not statistically good ways of getting jobs. Only 20 percent of current job openings are advertised. That leaves 80 percent unfilled.

"The other jobs are found through the personal network," said University Placement Services Counselor Carol Haase-Greeley. "It doesn't necessarily depend on who you know, but who gets to know you."

Since most jobs are filled through personal contacts, a network of people who can give you information about the

job market is vital, Haase-Greeley said. Through contacts, prospective employers learn what your skills and interests are.

First, Haase-Greeley advised, know yourself and the skills you have. Be aware of your "transferable skills." Were you a resident adviser in a dorm? Were you involved with a campus organization? Know what skills you could transfer to a job situation.

"If you're a liberal arts major, you're just as marketable. You need to find the kind of skills you have," Haase-Greeley said.

Also, ask yourself what kind of people you want to work with. Do you want to travel? Do you want an 8-5 job?

Finally, find out as much as possible about the field you plan to enter. Know its salary range, its possible problems and its future outlook.

"When you have targeted your area, find out who you could talk to," Haase-Greeley said, "not necessarily about getting a job, but developing a contact."

This process is called "information interviewing." You develop personal contacts by making appointments with a person in your field who could hire you. Contact the person who has the power to hire you, and avoid the personnel office,

she said. James I. Briggs, director of the Center for Career Planning and Placement at Georgetown University in Washington, D.C., also advises bypassing personnel offices.

"Most personnel offices are not in the business of hiring people; they're in the business of screening them out," he said, in a *U.S. News & World Report* interview.

At the information interview, try to learn more about a particular organization and how you might fit in. All the information you gather puts you in a better position to interview for a specific job.

"Even though it sounds like a lot of work, it is very profitable in the long range. Statistically, it is a much better way of doing it," Haase-Greeley said. "The preparation that it takes is worth it," she said.

The next step in finding a job is composing a resume which lists "who you are and what your qualifications are."

"You want it to be a reflection of you as a competent, conscientious person," Haase-Greeley said.

Three types of resumes are used. The first is the chronological resume which lists your jobs according to dates only. It doesn't consider important skills.

The second type is the functional resume which considers only the skills you have learned in a particular job. It

does not use dates of employment. The third type is the combination resume. It lists the jobs you had, although not necessarily in chronological order, and the skills you used at those jobs. This type is most applicable to college graduates, Haase-Greeley said.

But Briggs, in the magazine interview, recommended the functional resume. But he added, "the success of any resume depends on how personalized and well-targeted it is."

All resumes should be concise but not wordy. Don't put everything that you have ever done on your resume. And don't put anything on your resume that you don't want discussed.

"Don't be modest on your resume. The quality of your resume is like a personal representation of you," Haase-Greeley said. "Stress every success you can."

Include a cover letter if the resume is being mailed. Be sure to indicate available dates for interviewing, which is the next step in finding a job.

"Interviewing is the fine art of communicating. So it's important to know how you can potentialize your job maximum in an interview," Haase-Greeley said.

Know what is on your resume. Interviews are conducted from the outline of the resume, so anything on it is a potential question, she said.

Have a clear job objective, and let the interviewer know about it early,

especially if it is not already defined on your resume.

Come early to the interview. Be prepared for any question. Do not say anything negative about yourself in the interview. Dress appropriately.

"You need to have done enough homework to know how your skills would fit into the seam of the company or organization," Haase-Greeley said. "It's up to you to make sure you're focusing the interview on your job skills. The best candidate does not always get the job."

Job placement services

If your interviewing skills or resume needs a little polish, the University Placement Services can be of some help.

They regularly offer free workshops on job-seeking, resume design and interviewing tactics. They also conduct practice interviews on videotape. Counselors are available to help with all aspects of job seeking.

Located in 211 and 208 Hanes Hall, UPS offers other services to more than 4,500 UNC students and alumni in a year, director Joe M. Galloway said.

UPS brings to campus employees seeking applicants for career and summer jobs. Notice of interviews are posted on the bulletin board outside 211 Hanes Hall.

Resumes of students registered for the referral file are sent to employers who have listed immediate job openings with UPS.

A credentials file, consisting of resumes and past references, is provided for individuals who want their recommendations in a central location.

In addition, the office contains many different resources for finding names and addresses of possible employers. Job vacancy notebooks are located in 208 Hanes Hall.

UPS is open from 8 a.m.-4:30 p.m. Monday-Friday with five counselors available. Counselors are also available for resume criticism from 10:30 a.m.-noon and from 1-2:30 p.m. daily.

-KIM BARNETTE

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Wedding bands ignored like a dull tune

By SUSAN PRUETT
Staff Writer

After almost a year and a half at UNC it hit me. Of all the men professors I'd had classes under, not one had worn a wedding ring. And some had referred to "the kids."

Hmmm, I said as I began to develop sordid theories about bright, young coeds and conniving, lecherous professors.

My quest for the truth and tiger stripes (those tell-tale white bands on tanned fingers) led me to ask those I could trust, "Why don't you wear your wedding band?"

James Prothro, a political science professor, claimed to be old-fashioned, flashing his pocket watch as proof. He explained that he was "not trying to pick up women," but that when he was growing up, men just didn't wear jewelry.

English Professor Townsend Ludington facetiously suggested, "Male professors don't want their women students to know they're married." Then he laughed and said that not wearing a wedding band was a tradition. His father had not worn one, either.

English Professor Doris Betts, wears her ring and gave a woman's view of the ring rigamaroll.

"My husband's is sitting in a little tray," she said. "He claims it's too tight."

Women do care more for jewelry, though, she added. They don't mind being identified as married, whereas men probably enjoy being mistaken for bachelors.

Betts said that one day she did not wear her ring because her fingers were swollen. By the end of the day she said her women friends were wondering whether something was wrong.

"For a woman to notice it and wear it is a much more symbolic act," she said.

Is the weight men and women professors attach to the wedding band really different, or is there foul play afoot?

In the words of one professor, a wedding band "cuts off the circulation." Decide for yourself.

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