

Resume how-tos: Keep it simple and concise

By FELISA NEURINGER
Business Editor

A well-organized resume is as valuable to the job-seeker as a polished sales pitch is to the salesman.

The resume, often the first impression an employer gets of an applicant, can determine whether that person lands an interview, said Marcia Harris, director of University Career Planning and Placement Services (UCPPS).

An employer looks at a resume for an average of 30 seconds. "That's why the information the applicant wants to get across should be easy to see, concise and compact," she said.

When asked what writing a resume brought to mind, Joan O'Byrne, a senior biostatistics major from Jacksonville, said, "Reality and having to find a job."

Holly Hillsman, a senior education major from Montreat, said, "When

you actually sit down to write a resume, you know you're really entering the real world now."

To lessen students' anxieties about putting together a resume, Harris gave some useful tips for effective resume writing.

■ The student's name, present and permanent addresses, telephone number and Social Security number should be printed near the top of the page.

"Many employers use the Social Security number to set up computer files on applicants," she said.

■ A career objective is the next entry on a resume. Harris said employers like to see an objective because it shows a student has a focus in life.

Penn Corbett, manager of Universal Printing and Publishing Co. in NCNB Plaza, said most resumes submitted to his shop for typesetting

did not have objectives. "Most students do generic resumes to turn in to everybody," he said.

But Render Dahiya, manager of Kinko's Copies on 114 W. Franklin St., said many students turned in resumes to be printed that listed two or three different objectives.

Harris said if students choose to omit the objective, they should indicate the position they are applying for in an attached cover letter. "A job applicant should never just send a resume without an accompanying letter," she added.

■ Education, the next category on a standard resume, includes the university, degree, date of graduation, grade point average and any honors.

"Graduating from UNC is the primary selling point for new grads," Harris said.

In general, a 3.0 is the lowest GPA a student should put on a resume.

For jobs in the technical, scientific and accounting fields, the cut-off is a 2.5, she said.

A student can use his GPA in his major if it is higher than his overall GPA but must indicate on the resume which GPA is listed.

■ Students should list their work experience in reverse chronological order. Include job title, employer's name and address, dates of employment and list of responsibilities.

"Many students think they can only list paid work experience, but this is not true," she said.

Clarice Bickford, manager of the Carolina Copy Centre in Ram's Plaza, said, "More people are emphasizing their work experience if they've been out of school a while."

■ The final category on a resume is a student's college activities. Harris said students should not make spe-

cific references to involvement in religious or political organizations. "You never know an employer's biases," she said.

"Employers prefer to see depth," Harris said. "They want to see leadership and responsible positions. They're also interested to see what groups a student chooses to join."

■ References are the last items listed on a resume, Harris said. Students should either list references if space permits or write the phrase "References available upon request."

The most important thing students should remember about writing a resume is neatness, Harris said. Also check for misspelled words, use a simple outline format, leave a significant amount of white space and limit the resume to one page if possible.

UCPPS, located in 211 Hanes Hall, has trained counselors available to assist in resume writing.

Laser printing has advantages over typesetting

By FELISA NEURINGER
Business Editor

Students no longer are limited to the expensive process of typesetting their resumes, thanks to the modern technology of the laser printer.

Laser printing looks virtually identical to typesetting, said Marcia

Harris, director of the University Career Planning and Placement Services (UCPPS).

"Using laser printers and Apple computers (on campus), students can have a resume with a very professional appearance," she said. "The computer provides the opportunity to

change the resume when a student wants to."

Render Dahiya, manager of Kinko's Copies, said most people use laser printing because it's cheaper. A one-page, laser-printed resume costs \$15 at Kinko's. "We don't even offer typesetting now," he said.

Dahiya said some students print their own resumes on the campus computers. But business at Kinko's remains lucrative because students can't always wait to use one of the few laser printers on campus, he said.

Byte Type does all of its resumes on word processors, said Brian Murray, vice president of the business. Using a software package called "desk-top publishing," Byte Type can do typesetting on the computer with a laser printer, he said.

"A lot of people are comfortable with laser printing," Murray said. "There's not a big difference in the print." Byte Type charges \$10 for the first two pages of a resume.

But typesetting a resume is not an obsolete process.

John Kessler, manager of Copytron, said business is about the same as it was last year. Most students still

have their resumes typeset, he said. A typeset resume at Copytron is \$20 for one page.

Universal Printing and Publishing Co. offers a special package deal for students. "We call it one-stop shopping," store manager Penn Corbett said. For \$30, a student gets 30 copies of a typeset resume, 30 blank sheets of matching paper for cover letters and 30 envelopes.

Whether a student uses typesetting or laser printing, there are a few important details to remember, Harris said.

The name, categories, job titles and places of employment should be boldfaced or underlined. The quality of paper is important — do not use typing bond, she said. Only three colors of paper are acceptable: white, off-white and pale gray.

Employers like to see the traditional, conservative resume format. "Students interviewing for jobs in the creative fields such as art and advertising may want to do something more innovative or different," she said.

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