

CAREER RESOURCE GUIDE



DOANE
UNIVERSITY

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REACH OUT TO US!

CRETE CAMPUS

Stop by the College to Career Center in Perry Campus Center, email us at career@doane.edu, or call to schedule an appointment at 402.826.8572.

LINCOLN, OMAHA, OR GRAND ISLAND CAMPUS

email: susan.rocker@doane.edu





EXPLORE

MAJOR AND CAREER EXPLORATION

IF YOU'RE FEELING LOST ABOUT WHAT YOU WANT TO MAJOR IN OR WHAT YOU WANT TO DO ONCE YOU GRADUATE, THAT'S OK! YOU HAVE PLENTY OF TIME TO FIGURE THAT OUT. THE BEST THING FOR YOU TO DO FIRST IS TO SPEND SOME TIME EXPLORING.

1

TALK TO FACULTY

Asking your professors about what they teach, what attracted them to their field or what other jobs they've had before teaching can help you gauge your interest. Don't be afraid to branch out and talk to faculty in other majors.

2

SAMPLE CLASSES IN DIFFERENT DISCIPLINES

Taking an introductory course can give you the basics of a career field. You can then talk to your instructor about what the upper-level courses are like and see if it's a fit for you.

3

DOANE UNIVERSITY | EXPLORE

3

DO SOME REFLECTION

Everyone wants a job where they get to utilize their interests, skills and values all at the same time. Find out what those are for yourself, and then see if the field you're considering can incorporate them.

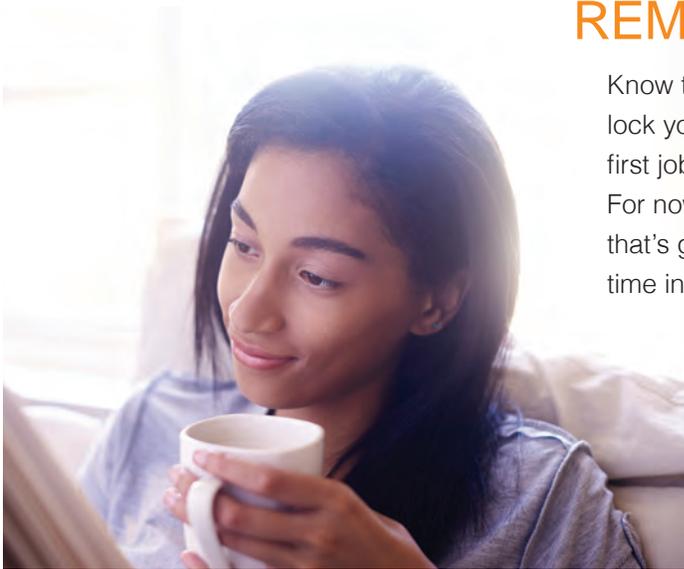
Knowing that you're interested in the outdoors, you're good at problem solving, and you really want to have work/life balance can help you embark on finding a job that brings together all of those things!



4

REMEMBER TO RELAX!

Know that whatever major you choose does not lock you into one job for the rest of your life. Your first job out of college may not be your job forever. For now, choose a major that you enjoy because that's going to be the center of your life for your time in college!



REGISTER ON JOBZONE!

Visit www.doane.edu/careers to register, complete your profile, and start applying for jobs!

- 1 Look for jobs and internships of all types! You can apply for some directly from JobZone.
- 2 Make sure your profile is filled out completely.
- 3 Upload your application materials to the Documents portion.
- 4 Browse employers who use JobZone to see what's out there or learn more about a company you want to work for.

The screenshot displays the JobZone website interface. On the left, a navigation menu lists several options: Home, Jobs & Internships, Profile, Documents, On Campus Interviews, Employers, Interview Agreement, Resources, and My Account. The main content area features a central graphic of a briefcase with the text 'Find a career you'll love!' and a prompt to 'Tell us your career interests and we'll show jobs, events and campus interviews personalized just for you.' Below this is a 'Get Started' button and a note that the process will take only 2 minutes. At the bottom, another briefcase graphic is accompanied by the text 'Check Back for Jobs For You.' and a message: 'More jobs for you will be shown here as they are added, so check back soon!'.

EXPERIENCE

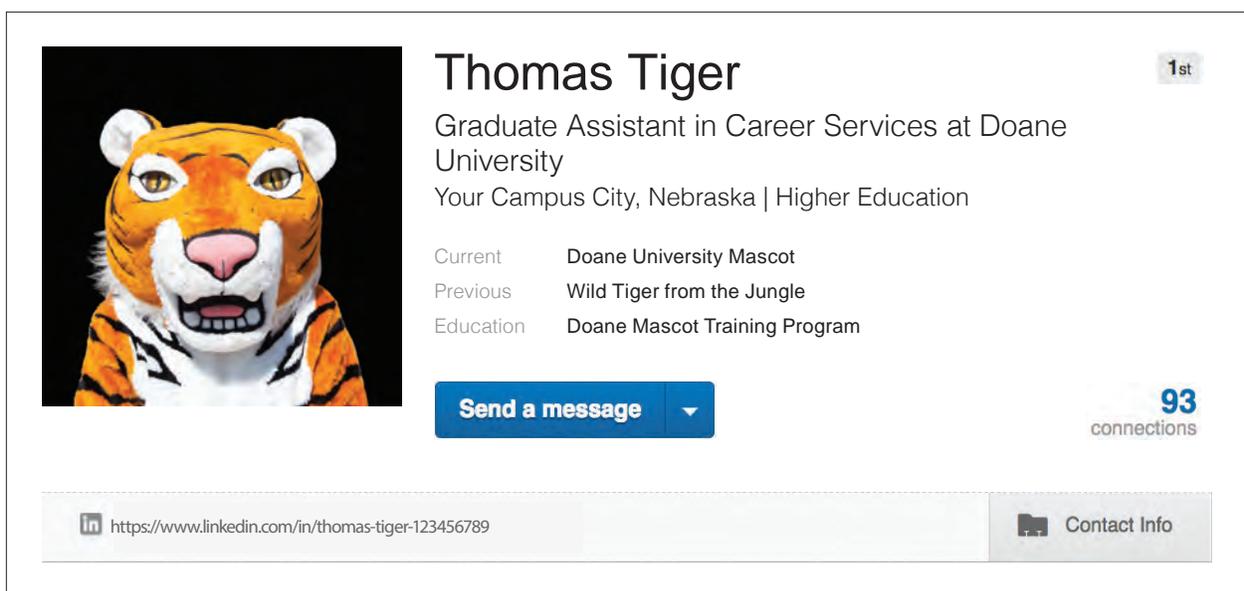
LINKEDIN

USING LINKEDIN TO YOUR ADVANTAGE

LinkedIn is a professional social networking tool that is integral to job searches and the professional world in general. If you have a profile, use it wisely! The most important thing is to have a complete, professional profile that outlines your skills and abilities.

ON LINKEDIN, YOU SHOULD ALSO:

- Use the “Alumni” search feature to find connections from your high school and college.
- Take part by discussing posts in your news feed and joining groups. Being active on LinkedIn, just like on your other social media, makes you more visible to other users.
- You can even search and apply for jobs on LinkedIn! So if your profile is complete, all you have to do is click to apply!



The screenshot shows a LinkedIn profile for Thomas Tiger. On the left is a profile picture of a tiger mascot. To the right of the picture, the name "Thomas Tiger" is displayed with a "1st" badge. Below the name is the title "Graduate Assistant in Career Services at Doane University" and the location "Your Campus City, Nebraska | Higher Education". A list of experience items follows: "Current Doane University Mascot", "Previous Wild Tiger from the Jungle", and "Education Doane Mascot Training Program". A blue button labeled "Send a message" is positioned below the experience list. In the bottom right corner of the profile section, it shows "93 connections". At the bottom of the screenshot, there is a URL bar with the link "https://www.linkedin.com/in/thomas-tiger-123456789" and a "Contact Info" button.

INTERNSHIP

Internships are a great way to gain experience in any field and connect with employers. Often students who pursue internships may be offered positions with that employer and open the door to future opportunities. Making connections between what you are learning through your academic program and what is occurring in the workplace is of benefit to the student and the employer. We encourage you to pursue this experiential learning opportunity and possibly consider receiving academic credit. Speak with your Career Services representative to gain more information about the internship for credit process on your campus.

NETWORKING

Networking is a powerful tool for developing your career. It's about building relationships with the right people who can assist you with advice and insights on advancing your career. Here are ten tips to get you started:

1. Be yourself. Take a personal and authentic approach to building relationships. Be friendly, inquisitive, and professional.
2. Quality over quantity. Find the people that are relevant to you and invest time in those relationships.
3. Do a little bit, all the time. Remember the best networking is about building relationships over time – it's not a one and done interaction.
4. Don't over-invest in large networking events. While these can be useful, you'll find your discussions will be most meaningful in small group or 1:1 interactions.
5. Don't expect them to get you a job. Most networking is about getting advice and insights that help you do a better job of developing your career. Ask questions; be curious and strategic in gathering information that will benefit your career development.
6. Manage your contacts. Set up a system to keep track of contact information for key relationships.
7. Ask for introductions to others. Talk to your classmates and professors. Tell them what your career goals are, or what career path you are exploring.
8. Stay in touch and embrace reciprocity. Networking relationships aren't just about what they can do for you. Remember to look for ways to share new insights with others, or congratulate them when they have a career success.
9. Listen more than you talk. Keep the conversation going and ask great questions, but you'll learn the most when you're listening.
10. Grow your industry knowledge. The more you understand about your desired career path and the industry trends, the more meaningful your discussions with others will become during networking.

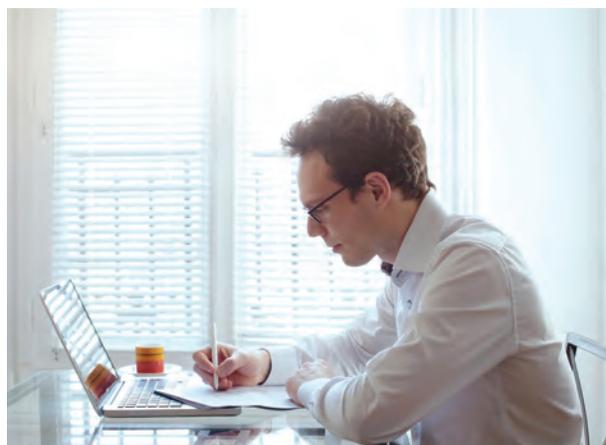


DEVELOP RÉSUMÉ

FINDING A JOB OR INTERNSHIP CAN BE A LONG PROCESS. STARTING YOUR SEARCH WHILE YOU'RE EARNING A DEGREE IS A GREAT WAY TO FIND A POSITION THAT WILL HELP YOU DECIDE WHAT YOU MIGHT LIKE TO DO AFTER YOU GRADUATE.

Start preparing for your job search by developing some killer application materials! Most jobs or internships will require that you submit a résumé and cover letter.

Your résumé serves as a representation of you and your story. This is the document that is going to get you an interview! Review the basic structure of a traditional résumé on the following pages and then consider what kind of adjustments might be necessary for your résumé to accurately portray you.



RÉSUMÉ CHECKLIST

FORMAT

- DO NOT USE A TEMPLATE
- Keep margins between a 1/2 inch or an inch
- Font size should be 10-12 points
- Formatting is consistent and aligned throughout
- Save and email as a pdf

CONTACT INFORMATION

- Your name should be slightly bigger than the rest of the text
- Physical Address: if you have a “current” and “permanent” address, you can put both
- Email Address: professional and simple and not your work email
- Optional: LinkedIn personalized URL

EDUCATION SECTION

- Name of university and location
- Degree with anticipated graduation month and year
- Major/minor/concentration/emphasis
- Optional: GPA

EXPERIENCE SECTION(S)

- Company/organization with location
- Position title with start and end dates
- Descriptive bullet points
 - WHAT
 - HOW
 - WHY
- Proof-read
- No full sentences or personal pronouns
- All abbreviations are spelled out (unless you'd like to abbreviate the names of months)
- Items in each section are in reverse chronological order

TIPS AND TRICKS

- On average, employers spend six seconds reviewing your résumé, so how your résumé looks at a glance is very important! Spend extra time adjusting your résumé so that the format is appealing.
- Use bold, underline, and italics to separate your information appropriately to make it easier to read.
- While bullet points are meant to be succinct they should still contain an appropriate amount of detail! This means that a good bullet point could end up being more than one line!
- After your education section, you can be creative with the remaining section titles. Leadership, research, athletics, coursework, activities, honors, community service—the possibilities are endless!
- You get to choose the order! If you feel as though your time as a volunteer at the local food bank says more about you than your time as a team member at a retail store, rearrange your sections so that the important experiences are closer to the top.



GENERIC RÉSUMÉ SAMPLE

Thomas Tiger

1014 Boswell Avenue, Crete, NE 68333 | 402.826.2161 | thomas.tiger@doane.edu

Education

Doane University	Your Campus City, NE
<i>Bachelor of Arts</i>	May 2018
Major: Business Administration; Emphasis: Marketing	GPA: 3.4/4.0

Leadership Experience

Phi Beta Lambda, Crete, NE
Vice President, January 2016 – Present

- Assist the President in overseeing the general functionality of the student organization to allow for smooth operations in meeting, events, fundraising, and promotions.
- Designed and implemented a new marketing strategy to recruit more students with business majors to join the organization utilizing a social media campaign on a multitude of platforms resulting in the highest rate of new members for that semester.

C-Pals, Crete, NE
Mentor, August 2015 – April 2016

- Positively influenced a 6th grade student from the Crete community through a supportive mentoring relationship by establishing weekly meetings to discuss academic and social adjustments.

Experience

YouTube, Crete, NE
Content Creator, January 2012 – Present

- **Create original entertaining videos** utilizing **creativity** to attract target audience resulting in **steady growth of subscribers** by at least **100** new subscribers each month.
- Record video content on a Canon 70D camera, edit raw footage into final product with Final Cut Pro, and upload consistently 3 times per week to maintain and grow monthly views.
- Utilize social media, including Twitter, Facebook, Instagram, and Snapchat to market content and interact with audience in order to sustain personal brand across platforms.

Computer Skills

- InDesign
- Photoshop
- HTML

Your name should stand out most!

Always put your Education first. Employers want to know what you're studying and when you're graduating.

Don't be afraid of longer bullet points. If it gets too long, it's easier to go back and take some things out later.

Positions are listed in reverse chronological order with the most recent ones first.

WHAT
HOW
WHY
RESULTS

(more on page 11)

Listing skills relevant to your industry are helpful, especially if you've never used them in your previously mentioned experiences formally.

HOW TO WRITE STRONG BULLET POINTS

1 **WHAT** DID YOU DO?

Think of a typical day at work and make a list of all the tasks you performed. Use the Action Verbs chart on the next page to help you brainstorm.

Example: Watched children

2 **HOW** DID YOU DO IT?

Think about how you accomplished these tasks every day. Did you use any special skills that you want to highlight? You can also detail the software, tools or strategies used to do them. Continue to add plenty of details as you go! You can always cut out things that don't work later.

Example: Supervised children by remaining attentive to their needs.

3 **WHY** DID YOU DO IT? **WHY** IS IT IMPORTANT?

Think big picture: Why would your supervisor say it is important that this position is filled? What positive outcomes result from you doing your job well? What negative consequences result from you not doing your job well?

Example: Supervised children by remaining attentive to their needs in order to maintain a safe yet entertaining environment.

4 **ADD NUMBERS OR RESULTS**

Incorporate numbers wherever possible. How much did you help? How many things did you manage? How often were you completing tasks? Quantifying your experience allows employers to see the exact scope of your experiences. For example, watching one child once per week is different from watching one child five times per week.

Did your actions have an end result? If so, include it! Think about any kind of growth, improvement or change that came as a result of your actions.

After you have a lot of information for your bullet points, it's time to make edits and modifications! As you do so, consider focusing on the projects or accomplishments from your position. Clocking in might not be an impressive bullet point, but being the best customer service representative might be!

AVOID

Using weak phrases, such as "responsible for" or "objectives include"

Spelling out numbers—just put the number instead!

Use of etc. or "other duties as assigned"

ACTION VERBS

USE THIS CHART TO STRENGTHEN AND START EACH OF YOUR BULLET POINTS!



Communication

Addressed
Advertised
Arranged
Articulated
Clarified
Collaborated
Consulted
Conveyed
Corresponded
Discussed
Edited
Formulated
Influenced
Informed
Lectured
Marketed
Motivated
Negotiated
Persuaded
Presented
Promoted
Publicized
Published
Reported
Summarized
Translated
Wrote



Creativity

Acted
Composed
Condensed
Customized
Designed
Entertained

Illustrated
Improvised
Integrated
Introduced
Invented
Originated
Performed
Planned
Revitalized
Shaped



Data/Financial

Administered
Adjusted
Allocated
Analyzed
Appraised
Assessed
Audited
Balanced
Budgeted
Calculated
Computed
Determined
Estimated
Managed
Measured
Planned
Programmed
Projected
Qualified
Reduced



Helping

Advised
Advocated
Assisted
Coached

Counseled
Diagnosed
Educated
Facilitated
Fostered
Guided
Provided
Referred
Rehabilitated
Represented
Supported



Management/ Leadership

Administered
Appointed
Approved
Assigned
Attained
Consolidated
Consulted
Delegated
Designated
Developed
Directed
Evaluated
Formulated
Managed
Organized
Planned
Prioritized
Produce
Recommended
Recruited
Reviewed
Scheduled
Supervised



Organization

Arranged
Classified
Compiled
Consolidated
Distributed
Enlisted
Executed
Expedited
Generated
Implemented
Inspected
Monitored
Operated
Prepared
Recorded
Revised
Scheduled
Screened
Specified
Updated
Verified



Research

Analyzed
Calculated
Collected
Compared
Conducted
Detected
Evaluated
Examined
Formulated
Inspected
Interviewed
Measured



Results

Achieved
Accomplished
Attained
Awarded
Completed
Decreased
Eliminated
Established
Expanded
Improved
Increased
Initiated
Introduced
Pioneered
Reduced
Resolved
Succeeded



Teaching

Adapted
Cooperated
Coordinated
Disciplined
Enabled
Encouraged
Evaluated
Explained
Explored
Incorporated
Instructed
Listened
Mentored
Modeled

Modified
Reinforced
Rewarded
Structured
Synthesized
Taught
Tutored



Technical

Assembled
Automated
Calculated
Converted
Designed
Engineered
Fabricated
Implemented
Installed
Maintained
Operated
Programmed
Remodeled
Repaired
Researched
Solved
Standardized
Tested
Trained

ADDITIONAL RÉSUMÉS

Depending on your industry, your résumé content might change—different industries desire different experiences or skills. Remember that what you include is very strategic. Make sure your résumé communicates the important attributes you possess.

SCIENCE RÉSUMÉ SAMPLE



Candace Crall 7230 West Dodge, Omaha, NE 68631 candace.crall@doane.edu – 402-826-2100	
Objective To obtain a position at a research laboratory and be part of a team making a contribution to the improvement of human health and welfare.	
Education Doane University Bachelor of Science <i>Major:</i> Physics, <i>Minor:</i> Chemistry	Your Campus City, NE May 20XX GPA: 3.6/4.0
Laboratory Skills Immunocytochemistry Fluorescent Microscopy Microdissection Behavioral assays PCR Gel electrophoresis Database management Growth and maintenance of cell lines	
Research Experience Research Assistant Neurobiology Laboratory • Investigated effects of elevated glucocorticoids in frontal cortex on behavior in rat model of anxiety	
Doane University Fall 20XX	
Research Assistance Summer Multicultural Access to Research Program • Investigated how gonadotropic-releasing hormone (GnRH) affects reproductive development with focus on role of neuropeptide and galin in mouse GnRH system • Presented methods and findings to audience of 150 participants, supervisors, and guests using scientific poster and PowerPoint presentation	
University of Colorado Summer 20XX	
Campus Involvement Senator Student Congress • Collaborate with 3 other Senators and an executive team to discuss student interests and opinions toward allocation of funds to student organizations to present to the university's Board of Trustees	
Doane University Spring 20XX – Present	
Additional Experience Sales Associate, Francesca's Lincoln, NE September 20XX – January 20XX Team Member, Target Lincoln, NE September 20XX – August 20XX	

Objectives are optional, but they can serve you well if you are doing something similar to applying to graduate school. A graduate school will likely want to know what your long-term goals are, so utilize a very specific objective.

Lab skills are important for obtaining other research or lab positions, so create a section for those and put it near the top, instead of near the bottom.

Describe your research concisely so that it is clear what you were studying.

You don't have to include bullet points for every single entry. Skipping the bullet points will show that you have done other things, but you're communicating that those experiences weren't important enough to this position to expand on.

BRANDON BAILEY

Current Address
930 Main Avenue
Crete, NE 68333
402.826.3963

Permanent Address
305 Landross Avenue
Lincoln, NE 68522
brandon.bailey@doane.edu

EDUCATION

Doane University, Crete, NE
Bachelor of Arts, *Major: Psychology*
Expected Graduation: May 20XX

HONORS

Psi Chi Honor Society (Inducted Fall 20XX)
Dean's List (Fall 20XX – Present)

RELEVANT COURSEWORK

Child Development
Abnormal Psychology
Statistics
Intermediate Research for Psychology

EXPERIENCE

Student Worker, Doane Safety Office
Crete, NE | May 20XX – Present

- Assist university students, faculty, and staff experiencing issues with ID cards utilizing specific software knowledge to restore full use of their IDs
- Create and maintain records of all lost and found items using Excel for ease of storage of the items in small lockers and prompt location of items being reclaimed

Nanny, Private Family

Lincoln, NE | May 20XX – August 20XX

- Cared for two 6 year-old children during the summer months by monitoring basic needs and safety to assure parents of children's well-being
- Improvised a wide variety of plans for productive and entertaining activities for children that would provide their continued intellectual and emotional development outside of school

CAMPUS INVOLVEMENT

Psychology & Sociology Club
Doane University | Fall 20XX – Present

- Attend weekly meetings to discuss the professional options available to members after graduation with guest speakers including industry professionals and university alumni

SKILLS

Microsoft Office Suite (PowerPoint, Excel, Word, Access)

HUMANITIES RÉSUMÉ SAMPLE



BUSINESS RÉSUMÉ SAMPLE



DANIEL DAVIS

583 Theresa Ave., Lincoln, NE 68505
402.826.7592 * daniel.davis@doane.edu

EDUCATION

Doane University | Crete, NE
Bachelor of Arts in Accounting | May 20XX
Concentration: Management

RELATED EXPERIENCE

Pinnacle Bank | Crete NE

Teller | October 20XX – Present

- Provide excellent customer service to clients by communicating in person and over the phone to address needs and concerns in regards to personal banking to ensure customer satisfaction
- Utilize knowledge of Pinnacle Bank policies and procedures to promote goods and services to potential clients to increase number of new customers

Northwestern Mutual | Omaha, NE

Financial Services Intern | May 20XX – August 20XX

- Analyzed large data sets to investigate problems and identify trend data in order to provide clients with knowledgeable solutions and resources to improve their experience and results
- Collaborated with the large Financial Services Team to manage time, resources, volume, and customer feedback to consistently achieve customer service benchmarks
- Ran campaign reports and analyzed campaign performance using Excel to ensure success of campaigns

LEADERSHIP EXPERIENCE

Frees Hall | Doane University

Community Assistant | August 20XX – May 20XX

- Developed a positive living environment for over 20 freshman through student-centered hall programs that promoted education, diversity, emotional and intellectual growth
- Communicated and collaborated with 3 other Resident Assistants to generate ideas and strategies to encourage involvement among residents in a way that supported the mission of the university

INTERNATIONAL EXPERIENCE

Goethe Institute | Germany

Participant | January 20XX – May 20XX

- Intensive German language and culture study while receiving credits in accounting

SKILLS

Computer: Microsoft Office, Adobe Creative Suite, SPSS

Additional Blurb:

If you are an Education major and you'd like some guidance on creating your industry-specific resume, you can reach out to the Education department.

amy.banks.com
banks.amy@gmail.com

amy banks

STAGE MANAGER | PRODUCTION MANAGER

MANAGEMENT

Tours, Productions, & Events	Prf. Arts Coordinator	Doane University/Robin McKercher
First Flight Festival	PSM	Angels Theatre Company/Judy Hart
ASCAP New Musical Theatre Workshop	SM	The Lied Center for Performing Arts/Becky Boesen
Civil War Voices	SM	The City of Lincoln Mayor's Office/Robin McKercher
The Things They Carried	SM	The Lied Center for Performing Arts/Jim Stowell
First Flight Festival	SM	Angels Theatre Company/Judy Hart
The Rover	SM	Whitcomb Lee Theatre/Robin McKercher
Lend Me a Tenor	SM	Whitcomb Lee Theatre/Robin McKercher
Next to Normal	SM	Whitcomb Lee Theatre/Robin McKercher

DIRECTING

Last Summer at Bluefish Cove	Dir.	Panthera Productions
Boeing Boeing	Assist Dir.	Whitcomb Lee Theatre/Robin McKercher
Cyrano	Assist Dir.	Whitcomb Lee Theatre/Robin McKercher

TECHNICAL EXPERIENCE

Bloody Bloody Andrew Jackson	Prop Master	Whitcomb Lee Theatre/Robin McKercher
Steel Magnolias	Prop Master	Prairie Repertory Theatre/Bob Sylskar
Beauty and the Beast	Assist Props	Prairie Repertory Theatre/Billy Wilburn
Jerusalem	Assist M.E.	Whitcomb Lee Theatre/Robin McKercher
The Drowsy Chaperone	Lighting Crew	Whitcomb Lee Theatre/Robin McKercher

TRAINING

Education:	Doane University, Bachelor of Arts- Theatre Major, English & Sociology Minors, May 2016
Internships:	Fulton Opera House, Education Intern Planet Connections Theatre Festival, Stage Management/House Management Intern

SKILLS

House management, travel, tour, & event planning. Basic Painting, carpentry, & scenic design. Experience working with preschool to high school age children in rehearsal & in classroom settings.

THEATER RÉSUMÉ SAMPLE



If you are an Education major and you'd like some guidance on creating your industry-specific resume, you can reach out to the Education department.

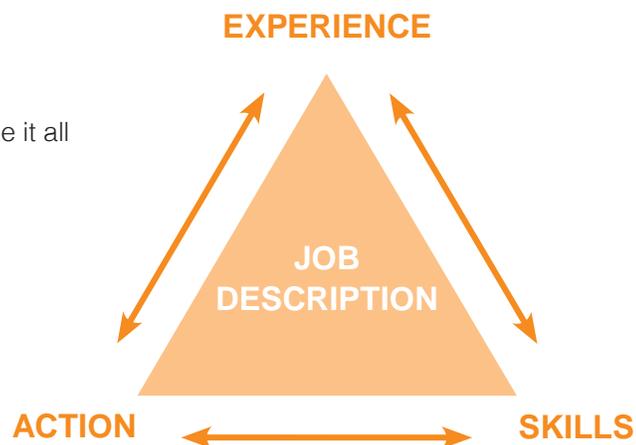


DEVELOP COVER LETTER

YOUR COVER LETTER IS A CHANCE TO PROVIDE MORE DETAILS ABOUT YOUR STRONGEST EXPERIENCES OR REASONS THAT YOU SHOULD BE HIRED.

It is also where you explicitly link your experiences to what is written in the job description. By the end of your cover letter, there should be no doubt that you are a perfect fit for this position by a combination of passion, experience, and skills!

In your second paragraph, for each of your examples, include these points and always tie it all back to the job description very specifically.



5 THINGS TO AVOID ON YOUR COVER LETTER

1 SENDING A GENERIC COVER LETTER

The employer can easily see when you send them a letter that you did not customize. It will not leave a good impression.

2 MAKING IT ABOUT YOU AND YOUR OWN BENEFITS

Listing all of the things you're going to get out of the job may communicate that you will leave as soon as you suck them dry of all the benefits you want without a care for their organization. Instead think about what they are going to get out of hiring you.

3 RESTATING YOUR RÉSUMÉ

Focus on adding value to what is already on your résumé. Don't use the same descriptive phrases either. Use this opportunity to expand on specific examples from those experiences from your résumé.

4 ADDRESSING YOUR COVER LETTER INAPPROPRIATELY

"To Whom it May Concern" is the best way to communicate that you didn't do your research or that this cover letter might be the same one you sent somewhere else. You should always know exactly who you're addressing in your letter. If that isn't posted on the job description, you should do your own research—look at the company's website and look for a recruiter, hiring manager or human resources manager. If all else fails, simply call and ask.

5 NOT WRITING PROFESSIONALLY

Imagine that you're giving a very formal presentation (not the same as a final presentation for your sophomore-level gen eds) and write accordingly. If you write too informally, they won't take you seriously and you don't want that!

Your Mailing Address
Date

Employer's Name
Employer's Position/Title
Organization Name
Organization's Mailing Address

Dear Mr./Mrs./Ms./Dr.:

Start with something that catches their attention and clearly establish your interest in the organization. Specifically mention the name of the position and how you learned of the position. If you were referred to the position by someone in particular, you can mention that. Do your research about the organization and impress them by mentioning what you like about them. Write a simple thesis statement that outlines which skills you will be highlighting in the coming paragraph(s).

Demonstrate precisely how you're a perfect fit for the organization *and* will add value. This should not be a summary of your resume – instead it should expand on the information found in your resume. You should be considering the skills and duties required for the position and using that information to highlight 2-3 of your relevant skills. Prove that you possess the skills necessary by providing concrete examples about where you learned that skill, developed it or had the chance to use it. By the end of this paragraph, it should be very clear that you are a direct match for this position.

Restate your thesis and your confidence that you would be a great asset for their organization. Refer to your resume or other enclosed documents. Describe when and how you will follow up with the employer within some time period. Provide your contact information here for their convenience. Thank the employer for their time and consideration.

Sincerely,
[Your signature]
[Your typed name]

Enclosure: resume

You can also substitute the exact same header from your résumé for this piece.

Check the job posting for a contact name. If none is listed, reach out to the organization to inquire.

"Enclosure" communicates that there are other documents for the employer to look at. If you're emailing your résumé, simply use "attachment."



AS PART OF THE GRADUATE OR PROFESSIONAL SCHOOL PROCESS, CANDIDATES ARE OFTEN ASKED TO SUBMIT A PERSONAL STATEMENT

HOW TO WRITE A PERFECT PERSONAL STATEMENT

KNOW WHAT THEY'RE REALLY ASKING FOR



What do you want to study at graduate school?

Why do you want to study it?

What experience do you have in your field?

What you plan to do with your degree once you have it?

ESSENTIAL TIPS

What the admissions committee will read between the lines: self-motivation, competence, potential as a graduate student.

Remember that this is personal statement. Not a reiteration of any of your other materials.

Demonstrate everything by example; don't say directly that you're a persistent person, show it.

If there is something important that happened to you that affected your grades, state it and let the focus be overcoming that. But do not spend your entire essay explaining away your GPA or lower than expected LSAT scores.

An ideal essay should say everything it needs to with brevity. Approximately 500 to 1000 well-selected words.

THINK OF THE STATEMENT OF PURPOSE AS A COMPOSITION WITH FOUR DIFFERENT PARTS

- 1 Introduce yourself, your interests and motivations.
- 2 Summarize your undergraduate and previous graduate career.
- 3 Discuss the relevance of your recent and current activities.
- 4 Elaborate on your academic interests.

WHEN YOU'RE WRITING A PERSONAL STATEMENT



GET THE ESSAY CHECKED



BE POSITIVE



FOCUS



PAY ATTENTION TO DETAIL



START EARLY

REFERENCE OR RECOMMENDATION?

	REFERENCE LIST	RECOMMENDATION LETTER
WHAT IS THE DIFFERENCE?	It is typical for employers to request a list of 3-5 people who can serve as a reference when you're applying for a job. The employer will contact your references via phone or email to get more information about you.	When you're applying for academic programs, like graduate school, you'll often have to submit recommendation letters. These come from people who have worked closely with you for an extended period of time because they are more specific and in-depth.
WHO TO ASK?	You should be strategic about who you ask to be references. Consider what you would like to communicate to the employer and choose people who can add value to that message. Professional references are preferred, while family friends or neighbors should be avoided unless you've worked with them formally.	Ask people who've worked with you relatively closely for an extended period of time. They will know about you to a degree that is appropriate for the level of detail preferred for recommendation letters.
HOW TO ASK?	Always ask before you list someone as a job reference. If they are caught off-guard when contacted, they may not provide a reference as strong as you might hope.	When asking for a letter of recommendation, it is important to have a personal conversation to share how the program you're applying for fits your future goals and aspirations. Your recommendation writer is going to need a lot of details about you and your goals in order to write a strong letter.
WHEN TO ASK?	Ask their permission to use their name at the beginning of your job search. Ask for a letter at least a month in advance. Two months would be even better.	Sending a reminder email about two weeks before the deadline is also very helpful.
INFORMATION TO PROVIDE WHEN ASKING	<ul style="list-style-type: none"> • The job description • Your application materials 	<ul style="list-style-type: none"> • Information about the program you're applying to: admission standards, deadline, etc. • Your application materials • A pre-addressed envelope with postage if they have to send a physical letter <p>Always express your gratitude for having help on your journey! You can thank your references or recommendation letter writer for agreeing to help, and then again once the process has ended.</p>

REFERENCE PAGE SAMPLE

Thomas Tiger

1014 Boswell Avenue, Crete, NE 68333 | 402.826.2161 | thomas.tiger@doane.edu

REFERENCES

Jason Atwood

Professor of Marketing

Doane University

303 North 52nd

Lincoln, NE 68504

402.826.2161

Jason.Atwood@doane.edu

Faculty Sponsor of Phi Beta Lambda

Using the exact same header from your résumé!

Don't forget to remove hyperlinks!

Carrie Leed

Program Director

Doane University

303 North 52nd

Lincoln, NE 68504

402.826.2161

Carrie.Leed@doane.edu

Director of C-Pals Program

Jess Spring

Brand Manager

Target

4165 South 48th Street

Lincoln, NE 68528

410.871.1332

Jess.Spring@target.com

Former YouTube Collaborator

This does not need to be a sentence. A short phrase that communicates how you know them will suffice.

REQUEST FOR RECOMMENDATION

Always express your gratitude for having help on your journey! You can thank your references or recommendation letter writer for agreeing to help, and then again once the process has ended.

Mr. Adams:

My name is Thomas Tiger and I was in your statistics course during the Fall 2015 semester. You may remember me coming to your office hours after exams to review the questions that I got wrong. I found your statistic class to be challenging and I was proud of the B that I received in the end.

As I am finishing my third year, I am currently in the process of starting the application process for graduate school. I am hoping to be admitted into a Survey Research and Methodology program. Because I enjoyed your class and the course content is very relevant to the programs I am interest in, I was wondering if you would be able to write me a positive letter of recommendation for my graduate school application?

Perhaps we could meet at your convenience to have a more in depth conversation about myself and what kinds of programs I am applying to. To make this process as easy as possible for you, I could also supply you with all of my application materials to give you a better idea of what kind of candidate I am.

If you don't feel comfortable writing me a letter of recommendation, I completely understand.

Please let me know if you are willing to at least discuss the possibility of writing my recommendation.

Thank you for your consideration.

Sincerely,
Thomas Tiger

STILL DON'T KNOW WHO TO ASK? THINK ABOUT THE FOLLOWING:



FORMER/CURRENT SUPERVISORS



CONTACTS FROM VOLUNTEER WORK



COLLEAGUES



PROFESSORS



MENTORS



COACHES



ACADEMIC ADVISORS



CUSTOMERS/CLIENTS

Note: Worried about including your current supervisor as a reference? It's okay to leave them off. Many job seekers don't want to disclose to their supervisor that they're job searching, especially early in the process. Closer to a job offer, some employers may still ask to reference check your current employer; you'll need to make a decision at that time about taking that step.



DEVELOP TAILORING APPLICATION MATERIALS

TAILORING YOUR APPLICATION MATERIALS IS VERY IMPORTANT FOR EVERY SINGLE JOB YOU APPLY FOR. DOING SO WILL COMMUNICATE TO EMPLOYERS THAT YOU ARE AWARE OF THE JOB AND WHAT THEY'RE LOOKING FOR.

If you send out the exact same materials for every posting, you might find that you've submitted materials that do not communicate exactly how perfect you are for that position. Remember: this is your chance to convince them to invite you for an interview, so your extra effort will pay off!

4 STEPS TO TAILORING YOUR APPLICATION MATERIALS

1 ANALYZE THE JOB DESCRIPTION
Read the job description in its entirety and find the skills that are required for that position. You should write with those in mind.

2 DO YOUR RESEARCH
The more you know about the company, what it does, its culture and the position itself, the more informed your application materials will be. This will make you a very impressive candidate.

3 UTILIZE KEYWORDS AND MAKE CHANGES

Look at your résumé and the skills you highlighted in the job description. Is there a place that you could use those specific words on your résumé? If you use a word that is similar, go ahead and change it to the one that the job description uses.

You might need to move sections around on your résumé to ensure that the most relevant sections go first or exclude irrelevant experiences to make room for those that are most important for this position.

4 BE VERY EXPLICIT

Your tailored materials should make all of the logical connections and conclusions for the employer. They should not have to make inferences or guesses about what you mean or what you are trying to say about how perfect you are for this position.

ONLINE JOB LISTING FOR TAILORING

Employers post job listings online to hire potential employees. The job listing below is what you will typically find on a job hunting website. The highlighted words correspond to Thomas's résumé on page 20. Thomas took the information from the online job listing and used it to build his résumé to fit what the employer was looking for. The individual colors match where Thomas took the information from the job listing and incorporated it to build his résumé.

The screenshot shows a job listing for a Medical Credentialing Internship. The page has a dark blue sidebar on the left with navigation links like Home, Jobs & Internships, Search Jobs & Internships, My Job Applications, On Campus Interview Applications, Beyond JobZone, Documents, On Campus Interviews, Employers, Interview Agreement, Resources, and My Account. The main content area has a header for 'Medical Credentialing Internship' with the company name 'ALN Medical Management LLC - Lincoln, Nebraska'. The listing includes sections for 'Who we are', 'What you'll be doing', and 'Typical responsibilities will include:'. The 'Who we are' section mentions 'ALN Medical Management' and '2015 National Best and Brightest Companies to Work For'. The 'What you'll be doing' section describes assisting the credentialing team. The 'Typical responsibilities will include:' section lists tasks like 'Complete provider credentialing and recredentialing applications', 'Maintain copies of current state licenses, DEA certificates, malpractice coverage and any other required credentialing documents for all providers', 'Set up and maintains provider information in online credentialing databases and paper files', 'Track license and certification expirations for all providers to ensure timely renewals', and 'Audit health plan directories for current and accurate provider information'. The 'ALN will provide training for this position' section states it's a fantastic opportunity to gain experience in the growing medical administration field. On the right side, there are sections for 'How To Apply', 'Application Status', 'Attachment(s)', 'Important Dates', and 'Contact Information'. The 'How To Apply' section says to email the resume and cover letter to Stephanie Anderson at steph.anderson@alnm.com. The 'Attachment(s)' section shows a file named 'Credentialing_Immering_1toing.pdf'. The 'Important Dates' section shows 'Posted On: May 18, 2016' and 'Applications Accepted Until: June 20, 2016'. The 'Contact Information' section lists the employer as ALN Medical Management LLC, Human Resources Manager Stephanie Anderson, with contact details for email, website, phone, and address.

Continued on page 19

Continued from page 18

Medical Credentialing Internship
Internship/Co-op
ALN Medical Management LLC - Lincoln, Nebraska

When will this position begin:
We would like this individual to work approximately 20 hours per week through the summer and possibly in the fall. The hours can be very flexible and we will work around your class schedule.

Where will you be working:
Lincoln, NE (70th and Pioneer Blvd.)

Why our team loves working at ALN:
We asked some of our team members what they love most about working at ALN and most frequent responses were:

- **The family atmosphere:**
"I feel like we really are a family." - Lincoln, NE Team Member
- **The flexibility:**
"As a mother, I cannot express enough gratitude to the understanding management has that life's issue arise and need to be taken care of." – Lincoln, NE Team Member

Pay Rate:
\$10 per hour.

QUALIFICATIONS:
Attention to detail
Proficient at basic computer programs
Entry level **problem solving** skills with the ability to **monitor for problems**, taking immediate action when possible and escalating when required
Good communication skills, both verbal and by e-mail.

How to Apply
Email your résumé and cover letter to Stephanie Anderson at steph.anderson@alnm.com.

Contact Information
Employer: ALN Medical Management LLC
Name: Stephanie Anderson
Title: Human Resources Manager
Résumés e-mailed to you through the JobZone: steph.anderson@alnm.com
Website: <http://www.alnm.com>
Phone: (402)486-7356
Address: 4433 South 70th Street
Suite 100
Lincoln, Nebraska 68516

How To Apply
E-mail your resume and cover letter to Stephanie Anderson at steph.anderson@alnm.com

Application Status
You do not have any resumes available to submit. Please upload your resumes and try again.

Attachment(s)
[Credentialing_Internship_Posting.pdf](#)

Important Dates
Posted On: May 18, 2016
Applications Accepted Until: June 20, 2016

Contact Information
Employer: ALN Medical Management LLC
Name: Stephanie Anderson
Title: Human Resources Manager
Resumes e-mailed to you through the JobZone: steph.anderson@alnm.com
Website: <http://www.alnm.com>
Phone: (402)486-7356
Address: 4433 South 70th Street
Suite 100
Lincoln, Nebraska 68516

SAMPLE TAILORED RÉSUMÉ FOR MEDICAL CREDENTIALING INTERNSHIP

Thomas Tiger
1014 Boswell Avenue, Crete, NE 68333 | 402.826.2161 | thomas.tiger@doane.edu

Education
Doane University Your Campus City, NE
Bachelor of Arts May 2018
Major: Business Administration; **Emphasis:** Marketing GPA: 3.4/4.0

Relevant Experience

YouTube, Crete, NE

Content Creator, January 2012 – Present

- **Communicate** lifestyle tips to audience by **paying close attention** to audience reception and response to created content resulting in steady growth of subscribers by at least 100 new subscribers each month.
- Record video content and edit raw footage into final product with Final Cut Pro **computer program** utilizing **problem solving skills** to ensure a successful upload.
- Collaborate with brands by **communicating professionally through email** to create campaigns that provide audience with accurate information and honest reviews.

Leadership Experience

Phi Beta Lambda, Crete, NE

Vice President, January 2016 – Present

- Maintain constant **communication** with president **verbally and via email** to guarantee smooth operations in meetings, events, fundraising, and promotion.
- Compiled new system to track member information on Excel paying **close attention to detail** to verify accurate records.
- Designed and implemented a new marketing strategy to **address problems** with low recruitment numbers utilizing a social media campaign on a multitude of platforms resulting in the highest rate of new members for that semester.

C-Pals, Crete, NE

Mentor, August 2015 – April 2016

- Positively influenced a 6th grade student from the Crete community through a supportive mentoring relationship by establishing weekly meetings to discuss academic and social adjustments.

Computer Skills

- Microsoft Office Suite
- Photoshop
- HTML

Re-ordering sections and highlighting sections as “relevant” ensures that the employer will read the strongest points first.

With the skills and duties of the job in mind, all bullet points were edited to use the words from the description.

SAMPLE COVER LETTER FOR MEDICAL CREDENTIALING INTERNSHIP

Thomas Tiger
1014 Boswell Avenue, Crete, NE 68333 | 402.826.2161 | thomas.tiger@doane.edu

May 15, 2016

Ms. Stephanie Anderson
Human Resources Manager
ALN Medical Management LLC
4433 South 70th Street, Suite 100
Lincoln, NE 68516

Dear Ms. Anderson:

I have recently been exploring the medical administration field through friends and family and have learned so much about what companies like ALN can do for healthcare providers. I was very excited to find the [Credentialing Intern position posted on Doane University's JobZone](#) because my growing passion for the healthcare field makes me a great candidate. I am impressed by ALN's philosophy that a great, productive company starts with employees who are treated well. With my communication skills, attention to detail, and knowledge of computer programs, the Credentialing Intern position not only matches my career interests, but also my experience and skills.

As a Content Creator for YouTube, I work with brands to promote their products to my established audience as a social influencer. That process of collaboration requires effective, professional communication via email and over the phone. In the past I have worked with brands that have very specific desires, so I must exercise close attention to detail while planning, executing, and editing the video whilst potentially working on multiple campaigns at one time. As a result of these collaborations, I will be able to carefully complete credentialing applications, maintain the documents accurately, and communicate professionally with the providers. I have become very familiar with basic computer programs, as well as more sophisticated programs used for audio and video editing. My knowledge of computers will make it easy to learn the online credentialing databases.

Based on my very transferable skills in communicating verbally and through email, paying close attention to detail, and my knowledge of computers, I will be a great asset for ALN. You may refer to my attached resume for more information regarding my qualifications. I will contact your office next week to further discuss the position. If you have any further questions, I can be reached at 402.826.2161 or thomas.tiger@doane.edu. Thank you for your time and consideration.

Sincerely,
Thomas Tiger
Thomas Tiger

Attached: resume

Always a colon and not a comma!

Thesis statement.

Thomas has expanded on the information already found on his résumé instead of repeating it.

He has also directly stated the responsibilities that he will be able to fulfill WITH proof.

Explicitly restating thesis.

Only say that you will reach out if you know that you will.

Don't forget to remove hyperlinks!

If you can't get a physical signature onto your cover letter, a script type of font will suffice – but a real signature is always preferred!

If you're submitting via email, you can use "attached" instead of "enclosure."



EXECUTE

INTERVIEW

ONCE YOU LAND AN INTERVIEW, YOU STILL HAVE A LOT OF WORK AHEAD OF YOU! YOU WANT TO DO YOUR RESEARCH AND REHEARSE SO THAT YOU GO INTO YOUR INTERVIEW WITH PLENTY OF CONFIDENCE. THIS MIGHT BE YOUR LAST CHANCE TO CONVINCING THEM THAT YOU'RE PERFECT FOR THIS JOB!

BEFORE

DO YOUR RESEARCH

Become an expert on the company's mission, goals, purpose and strengths. You should be able to answer all basic questions about the company if a stranger were to ask you about them.

KNOW YOURSELF AND THE JOB

Use your submitted application materials and come up with even more detailed, exact reasons why you're perfect for the position. Look at the skills, experiences and duties listed and come up with an example or story for each one.

PRACTICE, PRACTICE, PRACTICE

You should know what answers you would give for a multitude of questions. Visit the College to Career Center to have a mock interview!

PLAN AHEAD

Prepare what you're going to wear well in advance to avoid tardiness or a last minute frenzy. Practice going to the interview location and know exactly where you're going to avoid getting lost or being late! You should arrive about 10 minutes early.

DURING



BE CONFIDENT AND COURTEOUS

Conduct yourself professionally but don't forget to be yourself and let your enthusiasm show! The employers are looking to get to know you as a person, too. Give a firm handshake and speak clearly and confidently.



LEAVE YOUR PHONE ALONE

Turn off and put away, especially while you are waiting for your interview.

USE THE STAR STRATEGY:



S **SITUATION:** Give a brief introductory description of the situation.

T **TASK:** Describe the challenge and any expectations you faced.

A **ACTION:** Explain the specific action(s) you took.

R **RESULTS:** Report the outcomes of the action you took or what you learned from the experience.



ANSWER STRATEGICALLY

Listen to each question carefully. If it helps, repeat the question to make sure you've got it right.

Interview questions are often seeking for you to provide an example or stories of past experiences.



TAKE YOUR TIME

It's OK for there to be silence while you collect your thoughts. You should be intentional during your interview, so they will not judge you if you need a moment at some points. It's better to take that time than it would be to say something that doesn't make sense!



ALWAYS ASK QUESTIONS

You'll inevitably be asked "Do you have any questions for us?" If you ask good ones, it will definitely impress them. This is your chance to find out more about the position, the company or their expectations. It's not necessarily the best time to start asking about pay though; it's a good thought, but best saved for the negotiations if they extend an offer.

SAMPLE INTERVIEW QUESTIONS

- Tell us about yourself.
- Why are you interested in this position?
- What are your strengths? Weaknesses?
- Why should we hire you?
- What did you enjoy most about your last job?
- Describe a time when you had to work under a deadline.
- Give an example of a time where you had to deal with conflict.

QUESTIONS TO ASK THEM

- What is the communication style or culture of the team?
- What opportunities do you provide for professional development?
- What are the biggest challenges that someone in this position would face?
- Can you tell me about the team I'll be working with?
- What are the next steps in the search process?
- Who can I contact if I have any further questions?

THE KICKER: Why should we hire you?

I HAVE (mention past accomplishments)

THEREFORE, I AM (specific and current attributes you possess)

AND WILL (relevant future goals or company information)

AFTER

ALWAYS SEND A THANK YOU!

Send a note to each person who interviewed you within three days. It's acceptable to send via email.

Individualize each note with specifics from the interview.

Dear Mr. Jones,
Thank you for taking the time to discuss the sales engineer position at Tiger Company with me. After meeting with you and Ms. Carter, I am further convinced that my background and skills coincide with your needs. In addition to my education and experience, I will bring excellent attention to detail and ingenuity to this position, as we discussed.

Thanks also for introducing me to the team and showing me the campus. I know I would enjoy working with you and your group, though I worry about how many more of those outrageous cookies I'll eat from the cafeteria.

I look forward to hearing from you concerning your hiring decision. I appreciate your consideration.

Sincerely,
Thomas

WHAT TO WEAR

WHEN YOU'RE PLANNING WHAT TO WEAR FOR YOUR INTERVIEW, REMEMBER TO DRESS FOR THE JOB YOU WANT, NOT THE JOB YOU HAVE!

It's much better to be overdressed and make an incredible impression than it would be to dress inappropriately and have the employer write you off.

WOMEN

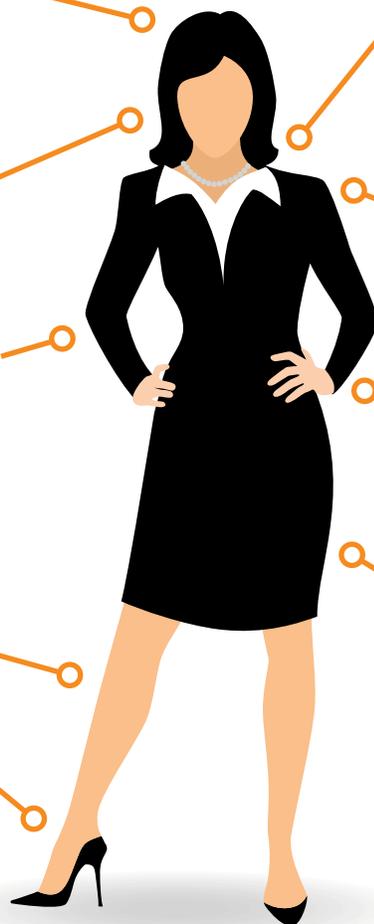
HAIR: Hair should be clean, neat and should be in an easily managed style. If you color your hair, ensure that it's freshly done for the interview.

MAKE-UP: Make-up should be subtle. Wearing too much make-up is a real no-no. Try to keep it as natural looking as possible.

JACKET: Whilst not imperative, a jacket is always a good idea for interviews, especially in colder temperatures. Choose a jacket that is clean, pressed and well fitting. Colors to go for include gray, charcoal and navy.

TIGHTS: If you choose to wear tights, go for dark tights and ensure they aren't laddered!

SHOES: Shoes should be clean, polished and should match the rest of your attire. Don't be afraid to wear heels, just avoid going too high.



JEWELERY: Minimal is the way to go. A pair of earrings, a watch, a necklace and maybe bracelet is the most you should wear. In any case, jewelry should be classic and simple in design.

BLOUSE: Go for a clean white blouse. You can't go wrong with white.

NAILS: If you want to wear nail polish, go ahead. Avoid wearing an extremely bold color. Also, ensure that your nails aren't chipped. It looks unpolished and unprofessional.

SKIRT/TROUSERS: Either is fine, but if you do choose a skirt, choose one that's well fitted and knee length. Whichever you choose, make sure they are the same color as your jacket.

Adapted from <http://www.unity-recruitment.co.uk/what-to-wear-to-an-interview-women/>

We understand that all students may not identify themselves in the gender binary. If you have any questions or would like some assistance in deciding what to wear, please speak with us.

If you don't know what to wear to your interview, smart casual is a safe default. Imagine what the employees wear to work every day and dress at least one level above that.

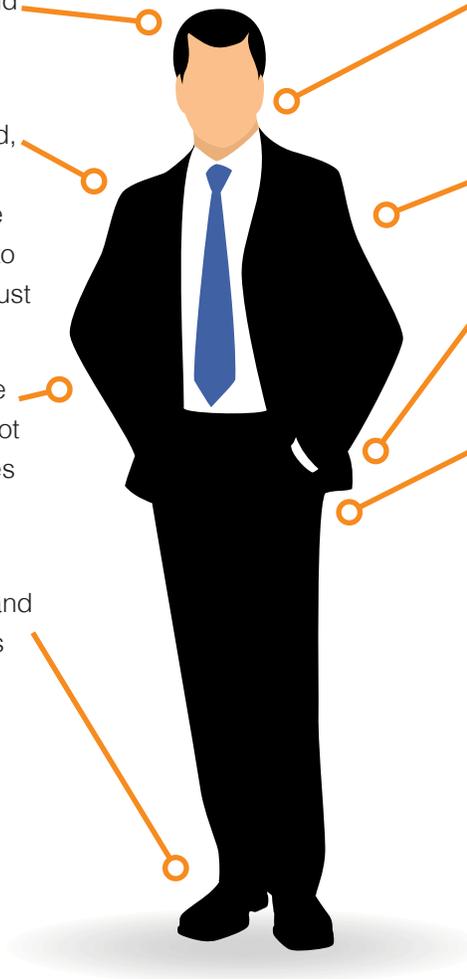
MEN

HAIR: Hair should be clean and recently cut. Style should be conservative.

SUIT: Choose a clean, pressed, well fitting suit. It should be dark in color and ideally single breasted. A suit doesn't have to be expensive to look good; it just needs to have the right fit.

TIE: Choose a tie with a simple block color. Tie in a regular knot and be sure to avoid skinny ties at all costs.

SHOES AND SOCKS: Shoes should be leather with laces, and should be well polished, socks should be mid calf length and dark in color.



FACIAL HAIR: You should be clean-shaven, however if you have facial hair, make sure that it's clean and well groomed.

SHIRT: You can't go wrong with a clean long-sleeve shirt in white or light blue.

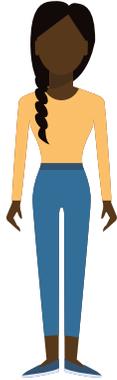
NAILS: Short, clean nails should not be overlooked. Remember, you are going to be shaking hands.

BELT AND JEWELRY: Your belt should match your shoes. Keep jewelry to a minimum, although a wristwatch is always a safe bet. Remove any visible piercings.

Adapted from <http://www.unity-recruitment.co.uk/what-to-wear-to-an-interview-men/>

We understand that all students may not identify themselves in the gender binary. If you have any questions or would like some assistance in deciding what to wear, please speak with us.

101 DRESS CODES



CASUAL

MEN

Tee shirt, jeans and sneakers are appropriate. You may also opt to step it up a notch with khakis, cargos, a polo shirt and still fit in just fine.

WOMEN

Pull out your favorite jeans! You can opt for a comfortable tee or dress things up a bit with a stylish top, jewelry or even a blazer.



BUSINESS CASUAL

MEN

Wear a pair of nice khakis paired with a polo shirt or other collared shirt. Dress Shoes or loafers are appropriate.

WOMEN

Dress pants or khakis with a fashionable top is appropriate. A casual skirt is also an option. Feel free to dress up your outfit with heels, jewelry and/or accessories if desired.



SMART CASUAL

MEN

This is your opportunity to pair denim with a sport coat. Khakis, trousers, vests and ties are other great options to bring into the mix.

WOMEN

It's safest to go with nice slacks or a skirt, though you could also wear a nice pair of dark jeans dressed up with a collared or otherwise dressy top.



BUSINESS/FORMAL

MEN

Wear a business suit with tie. You may also opt for nice slacks with a sports jacket and tie.

WOMEN

Wear a business suit or business style dress with heels (high or low).



EVALUATING JOB OFFERS

When evaluating one or more job offers, you should take appropriate time to consider before accepting or declining.

- 1 After thanking the employer for the opportunity, always inquire about any other details you may need from them in order to make an informed decision.
- 2 Ask for a timeline of when they'd like to have an answer back by. If you need more time, ask as soon as possible. They have the right to say that you can't have more time, but you should always ask if you need that extra time to make an informed decision.
- 3 Re-consider the position in its entirety and now think about the reality of accepting it. Will it pay enough? Will you need to move? How is the fit?
- 4 If you'd like to negotiate, now is the appropriate time to do so. Never do so through email and always do your research to ensure that what you're asking for (i.e. salary) is appropriate and reasonable.
- 5 Once you accept an offer, it's responsible to go back to other applications that you still have out that are unresolved and kindly remove your name from consideration.
- 6 It's inappropriate to accept an offer and later take it back. Once you accept, you should be 100-percent sure that this is the position you want.



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