

# MARSHALL UNIVERSITY CAREER EXPLORATION EXPERIENCE (CEE) WHERE PERCEPTION MEETS REALITY



## CAREER EXPLORATION EXPERIENCE (CEE) WORKSHOP

» EXPLORE YOUR CAREER INTERESTS

[WWW.MARSHALL.EDU/CAREEREDUCATION](http://WWW.MARSHALL.EDU/CAREEREDUCATION) • 304-696-2370



# OUR OFFICES



The Office of Career Education operates in two locations:

## **5th Avenue "House"**

Phone: 304.696.2370

Email: [career@marshall.edu](mailto:career@marshall.edu)

## **Mission Statement:**

Recognizing that career development is a life-long process, the mission of the Office of Career Education (OCE) is to educate and support students as they explore and further understand themselves and career options, gain valuable experience, develop as professionals, and launch their post-graduation career plans.



# OFFICE OF CAREER EDUCATION SERVICES

- Career Exploration with a professional Career Coach
- Career Exploration Experience (CEE) program
- Guided career and interest self-assessments with Focus2
- Consultations for career planning, research strategies and resources
- Workshops for Career Education Success
- Job, Career, and Internship Assistance
- Professional document development consultations
- Professional skills development, appointments for interviews and professional etiquette
- Marshall Handshake for resume review and employment assistance
- On-campus interview opportunities



# WHY PROFESSIONAL ETIQUETTE AND COMPETENCY IS **IMPORTANT**

Your ability to make a good impression within your career field is an important aspect of this learning experience. This workshop intends to teach you the skills and etiquette that will get you through this experience, and many more, with the most professionally competent strategies.

Your efforts and abilities to network within your field will be paramount to a successful life-long career. Through this workshop, you will begin to develop skills that will make you a more effective communicator, and you will learn how to “build your brand” as well as how to ask meaningful questions to gain insight into your chosen career path and build professional relationships with those who have traveled the path before you.

As always, questions throughout the workshop are welcome, and we hope you gain valuable skills that you will continue to use in your future endeavors.

-Office of Career Education Staff



# CAREER READINESS AND COMPETENCY

The Office of Career Education at Marshall University is a member of the National Association of Colleges and Employers, also known as NACE. The NACE Center for Career Development and Talent Acquisition is the face of NACE content and research. The NACE Center addresses critical issues around five topics: career readiness, the job market, career development, talent acquisition, and public policy & legal.

Within the NACE research, career readiness is the student development piece that the Office of Career Education uses to assist students in becoming prepared to transition into a successful career.

## CAREER READINESS DEFINED

Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

### CRITICAL THINKING/PROBLEM SOLVING

Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

### ORAL/WRITTEN COMMUNICATIONS

Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

### TEAMWORK/COLLABORATION

Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

### DIGITAL TECHNOLOGY

Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.

### LEADERSHIP

Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

### PROFESSIONALISM/WORK ETHIC

Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

### CAREER MANAGEMENT

Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

### GLOBAL/INTERCULTURAL FLUENCY

Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates, openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

# VIRTUAL CAREER EXPLORATION

## CAREER EXPLORATION EXPERIENCE (CEE) PROGRAM:

The Career Exploration Experience (CEE) is an exploratory experiential learning opportunity for students to attend job shadowing or informational interviews in fields they are interested in pursuing.

## STUDENT LEARNING OUTCOMES:

By participating in the Career Exploration Experience workshop and the job shadow and/or informational interview, students will be able to:

- Gain realistic perceptions of prospective majors and career fields through examination of various career resources and influences.
- Identify appropriate activities that can advance their path to career development.

To further meet the needs of students and employers, CEE is available virtually. Students and alumni will have access to various career exploration opportunities including "30-Minute Reels", a recorded informational series from experts in numerous career paths, virtual employer panels, and live employer discussions. These opportunities are made available through various platforms including Microsoft Teams, Handshake, and The Office of Career Education YouTube Channel. For more information, contact the Office of Career Education's CEE Coordinator at 304-696-5818 or by emailing [hall714@marshall.edu](mailto:hall714@marshall.edu).

## NAVIGATING A VIRTUAL CEE OPPORTUNITY

Much like an in-person CEE opportunity, professional etiquette is essential. Many students have found these opportunities to be a great networking tool and may lead to additional opportunities in the future. Follow the etiquette rules outlined in the following pages.

## ADDITIONAL TIPS FOR VIRTUAL SUCCESS:

- Download the preferred meeting application and become familiar with the features in advance (ex. Zoom, Microsoft Teams, etc.).
- Choose a well-lit, quiet, clean, and professional background. Be sure to select an indoor space for the event.
- Test your technology in advance including your internet connection, camera, and audio. Use the camera feature unless otherwise instructed to turn off.
- Be prepared to communicate about yourself and the company.
- Be early. Access the event 10 minutes before the scheduled time.
- Eliminate distractions and control background noise.
- Dress appropriately. Follow the clothing guidelines found on page 9.
- Eye contact is still important. Look directly in the camera while speaking.
- Be engaged. Participate in the conversation, have appropriate questions prepared, and take notes.

# SPEAKING ABOUT YOURSELF

Almost every interview is going to contain the "tell me about yourself" segment. Engaging with employers in a professional manner is just as important in a virtual setting as it is in person. Many students struggle with these introductions because they are not sure how to present themselves or what to include. It is important to know that you are not "bragging" but showcasing your skills and talents to another professional. This question is ideally used in situations where you are being asked to inform others of who you are professionally.

## DO:

- Be prepared. You never know when or where you might meet a potential employer.
- Follow an outline and fill in details.
- Practice your "pitch" until you feel comfortable with how to present yourself professionally. You will use this often in the professional world.
- Honestly and accurately highlight the best of your abilities without embellishing or lying. A good interviewer is trained to seek out information, especially if it is misleading.

## DON'T:

- Do not memorize your pitch! Doing so will make you sound like a robot and is an indication that you are not comfortable communicating orally in a professional environment.
- Never share weaknesses or deficiencies, use words or phrases that are demeaning to yourself, or joke about your inability to perform in this job effectively.
- Refrain from divulging personal information that has nothing to do with your ability to perform effectively in the position.

## APPROPRIATE TALKING POINTS:

- Why you chose Marshall University, what you are majoring in, and why you chose that major.
- Provide details about achievements and experiences that have prepared you to fit the needs of that organization and the position.
- State your work philosophy and relate it to a position you are interested in within that company and what you learned while researching that company.



# DEVELOPING YOUR “30 SECOND COMMERCIAL”

A “30 Second Commercial” is used as an introduction of yourself. The following activities can assist you in developing your professional introduction.

## ABOUT PROFESSIONAL YOU:

**Major and minors:** \_\_\_\_\_

**Experiential learning opportunities:** \_\_\_\_\_

**Professional and career interests:** \_\_\_\_\_

**Professional Strengths:** \_\_\_\_\_

The goal is to use this information to introduce yourself and highlight all of the reasons that you would make a great employee and professional in this field.

## EXAMPLE PITCH:

*“Hi, I’m Marco Marshall. I will be receiving my Bachelor of Arts in Public Relations in May from Marshall University. I chose this major because I have an interest in public service and communicating about current issues in society. I have been employed as a work-study student in the Office of Career Education during my senior year, have served the Marshall University student body as an elected official in Student Government and was a member of the National Society of Leadership and Success. I am exploring graduate level educational opportunities and seeking a public service position where I can utilize the excellent public speaking and communication skills that I have developed.”*

## NOW YOU TRY:

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Practicing your pitch will make it feel more comfortable for you. Keep in mind body language (posture, eye contact, facial expressions, and your handshake) can influence the effectiveness of this pitch. Also, be mindful of the tone and volume at which you speak.

# PROFESSIONAL ETIQUETTE FOR THE CAREER EXPLORATION EXPERIENCE AND BEYOND

## WHAT TO WEAR:

What to wear depends largely on the business culture and requirements. If you are attending an interview, business casual should be worn, business professional preferred. Practice good personal hygiene with clothes that are clean and wrinkle free.

For the purposes of the Career Exploration Experience, most sites require business casual attire. If you are in healthcare setting, human or animal, scrubs may be appropriate. When you contact a CEE opportunity always be sure to ask what the preferred attire would be for that setting.

Healthcare



Business Casual



Business Professional



## GENERAL ETIQUETTE RULES:

- **Punctuality is important!** - Do not arrive late to this opportunity. If there is an emergency (inclement weather, traffic due to an accident, other circumstances beyond your control) notify the person you are meeting immediately when it is safe to do so. Be sure to ask if they would prefer to reschedule or if you should continue with scheduled events for that day.
- **Turn off your phone!** – Your devices should be turned off, “silent” and “vibrate” are not acceptable as they are still available for “sneak peeks” that make you appear rude and disengaged with the experience. This is considered disrespectful to the professional person who set aside time to help you grow professionally. Utilize this time respectfully and wisely.
- **Research the company ahead of time!** – Every great interview and professional experience usually starts with the knowledge of what to expect when you get there. Take some time and research the company that you will be visiting. Make note of how the business got started, the vision and mission statements, and current services that the company has to offer.
- **Show up ready to learn and engage with the experience!** – Actively observe the work environment and fully participate in conversations with your host and other people that you encounter throughout the day. Be prepared with relevant questions.

You should always show up to any professional experience prepared. What items should you take?

## CEE ITEM CHECKLIST:

- An approved copy of your resume.
- A list of informed and appropriate questions.
- Research notes that you have taken about the company you will be visiting.
- A notepad and pen for taking notes. If you prefer digital note taking, always ask the employer if it is okay first.
- Directions to the physical location that you will report to with contact information of the host.

## COMMONLY ASKED QUESTIONS:

- What education/training did you have before taking this role? Was it helpful to you?
- What skills are most useful to be successful in this career field?
- What should I expect during a job interview for this type of position?
- Are there any professional groups that would be useful for me to join?
- What qualifications do you think are important for this position?
- What is your favorite aspect of your career? The most challenging?
- What is your typical day like?
- How do you spend the majority of your time?
- How/Why did you choose your career path? Was it what you expected?
- Other questions you might have specific to the company or career field.

## HOW IT WORKS:

- Step 1: Attend the CEE Workshop.
- Step 2: Replace the word JobTrax with Handshake.
- Step 3: Students participating in CEE to fulfill a course requirement will receive an instruction sheet during the CEE Workshop. For students participating outside of a course requirement, please contact the Office of Career Education at 304-696-2370 or by emailing [career@marshall.edu](mailto:career@marshall.edu).

## FREQUENTLY ASKED QUESTIONS:

### **What if an employer does not respond to my application?**

If an employer does not respond to your application, you should email the CEE Coordinator. Please allow two weeks after your initial application for a follow-up email. If you are instructed to move on to another employer, that is okay! In the job market, you will not get an interview to every position you apply for and this experience may be similar.

### **What if I have a professional willing to host me and it is not listed on the CEE list?**

Be sure this person has obtained a four-year degree. Then add that experience following the instructions provided during the CEE Workshop so there is a record and you are given the opportunity to complete evaluations. Otherwise, incomplete evaluations count as incomplete experiences.

### **What if I want to attend more than one experience in different areas?**

Students may attend multiple experiences for exploration purposes. Just be sure to document each of those experiences and complete evaluations accordingly.

### **What if I have an emergency and cannot attend my experience?**

If there is an emergency, contact your host as soon as possible and reschedule the experience, if possible. Communication is a vital skill in the professional world and many of our hosts would be sensitive to true emergencies. Give as much notice as possible and contact the CEE Coordinator at 304-696-5818 or by emailing at [hall714@marshall.edu](mailto:hall714@marshall.edu).

### **What if an experience with my “dream job” is not available?**

Ask to shadow or interview in a related area. The world of majors, degrees, and job search can be tricky. You will not always land your “dream job” straight out of college. Start exploring different relevant areas of alternate interest. Sometimes, students find areas and positions they didn’t know they loved! This experience is all about your career exploration process and broadening your thoughts on a professional career path.





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Office of Career Education

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