



Financial Education  
Public-Private Partnership  
Setting the Washington Agenda for Financial Education



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**TRUDY SULLIVAN & KYLIE GODAT**  
**CAREERS AND RESUMES WORKSHOP**  
**MARCH 10, 2021**

# PRESENTERS:

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# Overview / Agenda

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- Ice Breaker
- Importance of a Careers Unit
- Job Hunting
- Resumes
- Cover Letters
- Interviewing and Follow-up
- Lessons and Resources
- Q&A

Help your students take their resumes and job-hunting skills to the next level . . . to prepared for the ever-changing workforce.

# What do you know about finding a job?

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Let's Kahoot some truths and myths.

**Join game at:**  
**kahoot.it**

<https://create.kahoot.it/share/feppp-training-job-search-truth-or-myth-game/73fc3b00-f0df-42f6-a753-879e0fcde075>

**Remember to use school appropriate names!**

# I've had a lot of jobs . . . at least 18!

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SPSCC Career Center

SPSCC Continuing Education Office

TESC Career Center

FTCU Bank Teller

Clark College

Northwest Regional Educational Lab

VFW Hall (Waitress)

David Evans and Associates, Inc.

CH2M HILL

Consulting Design Inc. (CDi)

Hart Crowser

HDR Engineering

Perteet Engineering

GF Community Coalition

GeoEngineers

Bonterra Homes

My OWN BUSINESS (Numerous Clients)

Granite Falls High School – Current Job!

**NEXT: Stand Up Comic?**

# Why a Careers Units?

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PREPARING OUR STUDENTS WITH TOOLS FOR SUCCESS



How do you get a job?

Trying explaining this to a long-lost cousin, raised by primates in the Congo.

**We just assume our students know!**



# Good Advice . . .

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- Finding a job can often be a job itself.
- Those who are most successful, approach job hunting with professionalism and organization.
  - Be prepared at a moments notice.
  - Spend several hours each day on job search.
  - Research companies

**Don't put all  
your eggs in  
one basket!**



# Where are the jobs?

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PREPARING OUR STUDENTS WITH TOOLS FOR SUCCESS

# Find it...

**Online**  
Indeed  
CareerBuilder  
WorkSource WA

**Job Fairs**

**Recruiting &  
Staffing  
Agencies**

**Networking**

**Professional  
Associations  
Websites**

# Understanding Your Market

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- Minimum wage
- Cost of living
- Job market landscape – who is running business, who is hiring?

Workforce Central

# VIDEO

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Despite rising salaries, the skilled-labor shortage is getting worse.

<https://www.pbs.org/newshour/show/despite-rising-salaries-the-skilled-labor-shortage-is-getting-worse>

# Resume

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A NECESSITY FOR MOST OF YOUR LIFE . . .



# Resume Basics

## Relevant

- List items related to position desired.
- Should match closely to the job description.

## Fluid

- A resume changes with you – you will write many.
- Update as skills are learned.

## Neat

- Not conversational – no “I” statements.
- Professional font with bolding.
- **NO GRAMMATICAL ERRORS / CAPITALIZATION BIG!**
- Consist formatting:
  - WA vs Washington
  - From September to January vs From September – January

# A Functional Resume

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- A functional resume focuses on your skills and abilities rather than your work history.
- Goal is to prove that you are capable of carrying out the duties required by the job.
- Typically involves a bulleted list that concisely explains how you have used the skill successfully in the workplace.

# Functional Resume for Students . . .

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- Entry-level positions or positions in a new industry.
- A functional resume helps highlight skills and shift potential employer's attention away from limited work history.

# Any A. Student

PO Box 555 ■ Granite Falls, WA 98270  
Home: 360.691.5555 ■ Mobile: 425.870.5555  
aastudent@gmail.com

## Skills:

- Bilingual in Spanish
- Excellent organizational skills
- Quick learner
- Strong math and language skills
- Reliable and punctual
- Hardworking team member
- Cash handling experience
- Microsoft Office Specialist (MOS) in Word and Excel

## Employment History:

### Hostess / Waitress

July 2019 to Present

Anthony's Restaurant — Everett, Washington

Serve as hostess and wait staff for this iconic, upscale restaurant which specializes in Northwest cuisine.

Major responsibilities include:

- Providing excellent and attentive service while seating and serving customers.
- Communicating effectively with the entire kitchen and wait staff.
- Memorizing the restaurant menu, including daily specials.
- Maintaining a professional appearance and positive attitude.
- Assisting with monthly inventory.

### Bakery Sales Clerk

July 2018 to December 2018

Red Apple Store — Granite Falls, Washington

Served as assistant bakery clerk and cake decorator for Red Apple Market. Primary responsibilities included:

- Customer service and sales.
- Working with customers customizing cake orders, which required excellent spelling and attention to detail.
- Inventory and packaging of bakery products, including maintaining inventory control procedures.
- Cash handling and balancing of the register each shift.

## Education:

### Granite Falls High School (GFHS) — Granite Falls, Washington

Graduation Expected: June 2020

Coursework in Microsoft Office certification, computer applications, business and marketing, and accounting.  
Advanced Placement (AP) courses in U.S. history, literature, psychology, and calculus.

## Organizations/Activities:

### Future Business Leaders of America, GFHS Chapter

September 2018 to Present

Currently serve as the chapter's vice-president.

### Volleyball, GFHS

September 2017 to Present

Varsity Team Captain 2019

## References:

Provided upon request.

# Include Hard Skills

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- Specific, teachable abilities that may be required.
- Skills that are often observable, measurable and testable.
- Job or task specific skills.
- Technical skills and academic skills.
- Directly taught in school or sometimes on the job.
- **FOR STUDENTS:**
  - SOFTWARE, LANGUAGES, EQUIPMENT USED (Cash Register)

# Include Soft Skills

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- Personal attributes that enhance an individual's interactions, job performance and career prospects.
- Not directly taught in school.
- Hard to define and are intangible.
- Are broadly applicable to any job.
- Also referred to as personal attributes and interpersonal abilities.

# Sample Soft Skills

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- Communicate Effectively
- Honesty and Integrity
- Teamwork Skills
- Adaptability
- Strong Work Ethic
- Commit to the Job
- Willing to Learn
- Motivation and Initiative
- Time Management
- Interpersonal Skills
- Make Decisions
- Analytical Skills
- Problem Solving
- Organizational Skills
- Leadership Potential
- Ability to handle personal problems
- Creativity

# The Skills Companies Need Most in 2020



## Top 5 Soft Skills

- 1 Creativity -
- 2 Persuasion -
- 3 Collaboration -
- 4 Adaptability -
- 5 Emotional intelligence new



## Top 10 Hard Skills

- 1 Blockchain new
- 2 Cloud computing -1
- 3 Analytical reasoning -
- 4 Artificial intelligence -2
- 5 UX design -
- 6 Business analysis +10
- 7 Affiliate marketing new
- 8 Sales -
- 9 Scientific computing +3
- 10 Video production -3

- means that it remains at the same spot as last year.

<https://www.linkedin.com/business/learning/blog/learning-and-development/most-in-demand-skills-2020>

# Objectives . . . Yes or NO!

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- Don't waste the space.
- Outdated
- Self Centered

***REPLACE WITH . .***

- Skills and Abilities
- A Summary Statement

# Cover Letters

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YEP, THEY ARE STILL A NECESSITY!

## **Cover Letter**

- 3-4 paragraph business format letter.
- Purpose: create interest so you can get an interview . . . Tell your story!
- Gives you an opportunity to supplement or expand on material in the resume. (Don't rewrite your resume!)

# Cover Letter - Purpose

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Addresses red flags/answer questions on resume!

- Gaps in employment
- Short tenure
- Time worked out of industry
- Professional goals
- Strengths

# Save Resume and Cover Letter as a PDF!

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- Your resume and cover letter should be formatted for both hard copy and on-line submission.
- Save documents as PDFs to keep/maintain proper fonts and formatting.
- Word, Office 365 and Google Docs all have built-in “save-as” PDF options.

# Interviews

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TIPS TO ACE A JOB INTERVIEW

# **Waiting for the Interview**

**Use a professional  
looking email  
address.**

**Ensure your voicemail  
is appropriate  
and set-up.**

**Contact  
Information**

**Check your spam in  
your email for  
responses.**

**Check voicemail  
often.**

# Before

**Review job requirements.**

**Research the company!**

**Make a list of questions to ask!**

**Print and bring: resume, references.**

**Dress professionally.**

**Find location in advance!**

**Arrive 10-15 minutes early.**

**Turn off devices or leave in car.**

# During

**Be  
confident.**

**No gum.**

**Be  
courteous.**

**Firm  
handshake.**

**Make eye  
contact.**

**Ask  
questions.**

**Think before  
responding.**

**Speak  
slowly &  
clearly.**

# The Unspoken Word

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- Communication is:
  - 7% Words (what you say)
  - 38% Tone (how you say it)
  - 55% Non-Verbal (physical impression, facial expressions, posture, gestures)
- 93% of a person's communication effectiveness is determined by nonverbal communication!

<https://www.youtube.com/watch?v=iby0BGVy2ik>

# Dress The Part

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- People do judge what you are wearing and your appearance.
- NO personality statements.
  - That is for OUTSIDE the workplace
  - Don't get yourself eliminated
- Error on the side of conservative.

**A**



**B**



**A**



**B**

**A**



**B**



**A**



**B**



# WhatNOTto wear.

Have you ever made any of these non-professional fashion "fopauxs"?  
Use this guide to find out what's NOT appropriate to wear in any professional setting.  
Don't be embarrassed by making any of these mistakes at your next Job Fair or interview.



## BUSINESS PROFESSIONAL



## BUSINESS CASUAL



## BUSINESS PROFESSIONAL



## BUSINESS CASUAL



# What to wear?

This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.  
**NOTE:** For Interviews, always choose Business Professional attire.

# Final Impression

**Let them  
know if you  
want the job.**

**Restate  
strengths.**

**Stand and  
shake hands.**

**Ask when they  
will make a  
decision.**

# Changing Jobs Verbiage

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## DO List Changes as:

- Seasonal
- Better Opportunity
- Seasonal Employment
- Further Education

## DO NOT List Changes as:

- Fired
- Hated Job
- Disliked Boss
- Mean Co-workers

# Hireability:

## What do Employers look for?

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### Reason for Leaving

- Poor attendance
- Job abandonment OR no call no show

**Speaking positively about previous employers even if you had a negative experience.**

### Job Tenure (length of time with a specific company)

- Shows follow-through, dedication

### References and letters of recommendation.

- Risks of burning bridges

### Ghosting

# Compliance Issues

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- Drug Screening
- Background Checks
- Education Verification

# Virtual Interviews

- **Stand.**
- **Ensure volume is okay.**
- **Use a landline if possible.**

## Phone



- **Don't sit above webcam.**
- **What's behind you?**
- **Ensure quality bandwidth.**
- **Dress professionally.**

## Online



# After the Interview . . .

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**Write a thank-you email.**

- **Leaves a lasting impression.**
- **Helps you stand out from the crowd.**
- **Within 24 hours.**

# Sample E-mail Thank You

Dear \_\_\_\_\_:

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Thank you for taking the time to interview me today. It was interesting and informative to learn about\_\_\_\_\_.

Meeting with you today reaffirmed my interest in working for [company name]. As I discussed during the interview, I believe my skills and enthusiasm, along with my years of experience in \_\_\_\_\_, would be a great asset to your department.

I look forward to hearing from you.

Sincerely,

[Your Name]

# Lock Up Social Media

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- Hide your social media accounts.
- Delete photos of partying, selfies, tongue hanging out pics, etc.
- Post meaningful content that can HELP you get hired!
  - Great communication skills.
  - A professional image.
  - Creativity.
  - **54 Percent of employers have eliminated a candidate based on social media!**

<https://www.inc.com/melanie-curtin/54-percent-of-employers-have-eliminated-a-candidate-based-on-social-media-time-to-clean-up-your-feed-and-tags.html>

# My Thoughts

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WHAT REALLY HELPS OUR STUDENTS!

# My experience

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- Traditional job search norms are not the norms this generation of high school students are familiar with.
- Bring in a discussion of generations. Which generation will be interviewing you? Reviewing your resume?
  - *Baby Boomers*
  - *Gen X*
  - *Millennials*

# My experience . . .

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- Assignments should include creating a USUABLE resume, a cover letter, and even filling out job applications.
- Use your own stories / experiences from job interviews.
- Lots of examples on-line of interview questions/resumes.
- **Students need SAMPLES to follow. This is not cheating.**
  - Give them four or five templates to chose from.
  - Give them a sample of a well-written cover letter and thank you emails.
- Need a sample . . . Email us!

# Previous Student Feedback

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- The common questions asked in an interview.
- A skillset earns more money.
- We are at an all-time low for the unemployment rate in the US.
- It's important to build relationships in a job.
- Employers care about your past and future.
- Make it seem like you want the job.
- Different jobs have different interview attire.
- Do as much research on your new job as possible.
- Know/have more skills that are specific.

# Lessons & Resources

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WHERE TO FIND THEM!

# Some Good Resources . . .

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Take Charge Today

<https://takecharge.today.arizona.edu/>

Next Gen Personal Finance

<https://www.ngpf.org/curriculum/career/>

Share resources?

# Questions?

Follow us on Twitter: FEPPP@WA\_FEPPP  
Tracy Godat, Executive Director FEPPP

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