



# careerCourier

September 2008  
Volume 4, Issue 1

A Monthly Publication for Kinesiology and Health Education Students

## Education Services Welcomes New KHE Career Services Representative

### Education Career Services

Résumés,  
Cover Letters,  
Interviewing,  
Internships and  
Job Searches

### BEL 10<sup>th</sup> Floor Office Hours

Monday & Friday  
1:30 – 5 p.m.

Tues – Thursday  
8 a.m. – 5 p.m.

Welcome back Kinesiology and Health Education Majors! I would like to especially welcome all the new freshman and transfer students to our Department.

My name is Sarah Tolino and I am the new Kinesiology and Health Education Career Services Representative.

Please check the information on the Education Career Services Web site which provides helpful information:  
[www.edb.utexas.edu/education/edServices/career](http://www.edb.utexas.edu/education/edServices/career)  
A brand new section has

been added that is devoted entirely to Kinesiology and Health Education. Now students will have more access to resources such as:

- Sample Résumés
- How to Write a Cover Letter
- Interviewing Skills
- Career Search Links
- Internship Listing
- Job & Internship Fair
- KHE Panel Presentation
- And Much More

I'm available Monday – Friday and my office is located in the KHE

Advising & Career Services Office in Bellmont 1005. I look forward to meeting and working with all of you!

-Sarah Tolino

### Table of Contents

Dates to Remember	1
Career Knowledge	2
Career Essentials	3
Helpful Links	3
Contact Info	3

Newsletter Editor:

**Sarah Tolino**  
Career Services

## Important Dates to Remember

### October 13

- Last day to apply for a graduate degree.

### October 15

- KHE Recruiter Panel Presentation from Noon – 1:30 p.m. in BEL 1005.

### October 16

- KHE Job & Internship Fair from 10 a.m. – 2 p.m. in BEL 528

### October 22

- Last day an undergraduate student may change registration in a class and last day to apply for an undergraduate degree.

### October 23 – October 29

- Academic Advising for continuing and readmitted students for the spring semester.

### October 27 – November 7

- Registration for the spring semester for continuing and readmitted students.

# Career Knowledge [is Power]

## Three Steps for Overcoming a Lack of Experience

You need experience to get a job, but you need a job to get experience. New college grads often find themselves caught in the middle of this classic Catch 22, and may spend months trying to convince someone to take a chance and hire them. Fortunately, there are a few things you can do to emphasize the experience you do have, and, while you're at it, make people think you're so competent that they forget about everything else!

**Step One: Irresistible Résumé:** The purpose of a résumé is to get you invited for an interview, and writing an impressive résumé is simple if you keep a few things in mind. First, employers never read a resume in its entirety, and the average résumé gets read in about five seconds. Employers like numbers and statistics – hard facts that show how a candidate was directly responsible for making a company more profitable. Now let's be real here. When you're a new college grad, you probably haven't had the opportunity to own projects in organizations you've worked for or interned with. However, the chances are excellent that you've had some measurable impact along the way. For example, let's say that you sold ice cream at Baskin Robbins for four summers. Maybe, while you were there, you helped the manager develop and execute a campaign to drive traffic from the nearby shopping mall. On your resume, instead of simply mentioning that you passed out free ice cream cone coupons, why not showcase your true contribution with something like: "designed and distributed snack-on-us coupons targeted to mall shoppers, increasing store traffic by 25 percent"?

See how the second statement bolsters the perception of ownership, creativity, and business-savvy? Before sending out your resume, consider how you can position mundane tidbits of experience to become the very items that peak a potential employer's interest.

**Step Two: Ultra-professional Appearance:** In her book *You've Only Got Three Seconds*, personal marketing consultant Camille Lavington says that the moment a person sees you, she forms an indelible impression. She immediately evaluates your clothing, hairstyle, grooming habits, facial cues and posture.

In terms of being taken seriously in the workplace, your young age can be a disadvantage. Therefore, you should counteract your appearance as a twenty-something with limited experience by dressing up rather than down. A manager once told me that if I dressed like the VPs, people would be able to picture me fitting in with them instead of the other entry-level girls wearing flip-flops in the elevator.

By **Alexandra Levit**, creator of Inspiration@Work and author of *They Don't Teach Corporate in College: A Twenty-Something's Guide to the Business World* (Career Press 2004; <http://www.alexandralevit.com>).

Even if the environment you're in is business casual, show up wearing a clean and neatly tailored suit. If you're a guy, sport a tie, shave close and temporarily remove earrings if you have them. Ladies should invest in two nice pairs of pumps and a few pieces of quality gold or silver jewelry. The way you style your hair can also make you look older and more mature, so think about that too as you prepare to come across like you've worked in Corporate America all your life!

**Step Three: Smooth Interview:** In his book *How to Win Friends and Influence People*, author and motivational guru Dale Carnegie says that the person who can speak acceptably is usually considered to possess greater ability than he actually has. In my experience, this is true. If you look and act like you know what you're talking about, people will think that you do – regardless of the reality.

When you're twenty-something, you don't have a vast store of knowledge and years of experience to draw from but still need to create the perception of being competent and informed. The key to coming across this way in an interview is to prepare, but not too much. You want to do just enough research so that you know what to expect and can speak intelligently on the points related to your job function.

Determine in advance what type of interview you'll be having so you aren't caught off guard. Will the meeting be one-on-one, or will you be sitting in front of a panel of executives? Will you be asked to consider a real-life business problem? Once you have this information, practice giving succinct and articulate responses in front of friends or a mirror. In the actual interview, begin with a strong handshake, speak slowly and confidently, ask thoughtful questions, and listen more than you talk. Few new college grads have a wealth of experience to boast about, but by packaging your resume and yourself in a skillful manner, you'll appear seasoned beyond your years and will succeed in getting in the door – and making that doorstop hold.

*This information is Copyright C2006 CollegeGrad.com and used by permission of the author and publisher. For additional career materials, please visit: [www.collegegrad.com](http://www.collegegrad.com)*

## Education Career Services

**Location:**  
10<sup>th</sup> Floor Bellmont  
(1005)

**Phone:**  
(512) 232-1963

**Fax:**  
(512) 471-6671

**E-mail:**  
KHEcareer@teachnet.  
edb.utexas.edu

**KHE  
Job Postings &  
Internships available  
online at**  
<http://www.edb.utexas.edu/education/edServices/career/students/login/>

**KHE Web Site:**  
<http://www.edb.utexas.edu/education/edServices/career/students/khe/>

**careerCourier** is a monthly electronic publication of the Department of Kinesiology and Health Education Career Services office at The University of Texas at Austin.

# Career Essentials

## Résumé + Cover Letter = Your Personal Marketing Strategy

A **résumé** is YOU on paper. It is a written representation of your educational background, work experiences, and co-curricular activities and accomplishments.

Résumés are still the most common method used by job seekers to convey to potential employers the type of information they need to know when considering candidates for employment. The generally accepted

length of a résumé is two pages.

Every time you send out your résumé, you should send a job-specific **cover letter** along with it.

Although the need for a cover letter is not always stated as part of a job posting, you should still take the time to write one.

A cover letter gives you the opportunity to highlight the information on a

resume. It also helps you expand on the aspects of your background that relates to the specific organization and the specific position. The generally accepted length of a cover letter is one page- no longer.

*Information adapted from "What Color is Your Parachute?" 2007*

## Recruiter Panel Presentation

### 2<sup>nd</sup> Annual Kinesiology and Health Education Panel Presentation

Wednesday, October 15, 2008  
Noon – 1:30 p.m.  
10<sup>th</sup> Floor Student Lounge in Bellmont

Meet professionals working in Kinesiology and Health-related fields. Panel members will share advice and tips about their current jobs, career paths, educational background and training, as well as insights related to their work.

**Food:** Pizza and soda will be provided\*

**\*RSVP required**

E-mail [stolino@mail.utexas.edu](mailto:stolino@mail.utexas.edu) or call 232-1963