



## Internship Spotlight

By **Jody Haut**



Emily Morton interned at Southern Methodist University in the marketing office of the athletic department.

Emily Morton, a recent UT sport management graduate, interned this past summer in the athletic department at Southern Methodist University (SMU) in Dallas.

Her position was in the athletics marketing office, and she worked with the Marketing Director, Assistant Marketing Director and the Marketing Assistant/ Community Relations Coordinator.

Emily's main project was to further develop the high school summer football camps database and then attend the camps, in addition to many other duties.

"I organized the football players, ticket vouchers, group information flyers, football posters, got the jerseys from the equipment room, obtained directions, and actually attended the camps on time with all the needed people and things," explains Emily.

Because of the many opportunities her internship allowed her, Emily feels she was instrumental in reaching

out to young football fans in the community.

"It was very rewarding for me to see the football players interacting with the campers and young kids," she says.

"You could tell that the kids really enjoyed being around college athletes and looked up to them. My project was very successful and I was able to expand the reach of SMU Football."

In securing an internship, Emily knows the importance of networking and establishing contacts, and even having family help with this. Her mother actually made the contact at SMU that eventually led to her landing this position. She also recommends searching early on for internships.

"I would definitely say start early and be patient," Emily says. "Also I think it works to be consistent and make sure the organization received your information [when applying], and [afterwards] send thank you's to those you interviewed with."

Emily found that this internship benefited her in many ways, including allowing her to learn what areas of sport management may not be the best for her.

"First it was a great learning experience, which enabled me to realize that marketing may not be the best fit for me. Also it has provided me with great references while I search for jobs, as well as great contacts within the athletic dept. at SMU for the future," explains Emily.

Her main piece of advice: "Be open to any project ideas and tasks that they ask you to do. People in other departments would come in looking for help and it was great to help out in other areas and see what everyone does," says Emily.

She is currently working in Dallas as the corporate sponsorships intern for the EDS Byron Nelson Championship of the PGA Tour until May 2007.

### Table of Contents

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

Newsletter Editor:  
**Jody Haut**  
Graduate Research  
Assistant, KHE  
Career Services

## KHE Career Services

We are here to assist you with résumés, cover letters, job and internship search, interviewing, and discussing career options. Visit the new office on the 10<sup>th</sup> floor of Bellmont Hall, adjacent to the new student study center. Go to this area for bulletin board postings, handouts and materials for pickup and one-on-one consultations.

YOUR career office maintains an extensive catalog of internship opportunities for sport management, health promotion and fitness, kinesiology, youth and community studies, athletic training, and kinesiology with all-level teaching certification majors! View the notebooks in BEL 1005 or visit the online site ([www.edb.utexas.edu/career/KHE/internships/view\\_internships](http://www.edb.utexas.edu/career/KHE/internships/view_internships)). Check back often as the database is updated weekly.

To start your internship search, to look for ways to increase your experience and marketability, or improve your résumé visit the advising and career offices in Bellmont 1005.

## The Truth About Cover Letters

If you're in pursuit of an outstanding entry-level position, you need to know the truth about cover letters. Contrary to some of the more fashionable books on job search, no one ever got a job because of a spiffy (or "perfect") cover letter. Cover letters are extremely limited in value, even when used properly.

So take everything you've ever heard, read, or seen about cover letters and throw it out! That's right, 99.44% of the information about cover letters is useless.

Why? Three reasons. First, most people assume that the cover letter is actually read before the resume. Wrong. Just ask anyone who reviews resumes--they go straight to the resume (if it's read at all) and only look at the cover letter if they're still interested. In my review of over 20,000 resumes, I've probably read only 4,000 cover letters, and that was done only after finding strong interest in the resume. It's actually rather amusing to watch a Hiring Manager reading his mail. The cover letter and resume are pulled from the envelope, the cover letter is immediately placed behind the resume, and the resume is reviewed. Usually scanned first, then read. And you know there is interest if they finally make their way back to the cover letter.

Second, most people assume that the cover letter should be about you. Wrong again. It should be about the company, your prospect, your target. Your resume will tell them the basics that they need to know about you (if it's well written).

Third, and most important, many college students end up using the cover letter/resume mass mailing as a crutch to fool themselves into believing they're actually doing something to further their job search. In reality, all you're doing is generating rejection letters. Mass mailing of your cover letter and resume does not work in today's job market.

Understand that at the entry level a resume and cover letter on their own do little good. Most larger companies have established college recruiting programs that serve as the focal point of entry level hiring. Therefore, most entry-level resumes

By **Brian Krueger**, President of CollegeGrad.com and author of "College Grad Job Hunter"

are ignored. Most medium and small companies don't have the resources to train entry level hires, so the entry level resume will again be ignored. The best you can hope for in a blind mailing campaign is that you will be filed away in hopes of being miraculously resurrected at some future date. Very unlikely.

So when should you use a cover letter? Only as part of a limited, targeted campaign to reach potential employers. Take the time to research and understand a company before committing yourself on paper as their next potential employee. If you have no idea what a company does, don't just send your resume and cover letter in blind hope of making a potential match. If you're not willing to invest the time and energy to find out whether a match is possible, why do you expect the Hiring Manager to do so?

When a cover letter is used, it should be specific and personal. It should be clean, clear laser copy, yet not mass generated. Each letter should refer to a specific person at a specific company and provide a specific next step of action that you will be taking. Don't expect the employer to make the first step. If you wait for them to call you, your odds of contact decrease dramatically. It typically requires a proactive response on your part to move the process forward to the next level. The "Squeaky Wheel Theory" is alive and well in the employment field. If you respond to me, I'll respond to you. If not, you will likely find yourself buried underneath reams of other resumes. Be the one who stands out.

Remember, you need to make any mailing specific and follow-up on each letter personally by phone. Sound like a lot of work? Not when you consider the payback. The initial investment per letter is certainly greater than a mail merge mass mailing, yet the benefits are far greater. Mass mailings often generate zero results, while a targeted mailing and follow-up program can generate ten to fifteen percent or more in interview production success.

In future columns we will be covering how to gather research about companies and hiring managers, including how and when to make direct contact by phone. For now, if you have your resume put together, make sure you have it on file with the Career Placement office at your campus. Many companies will use this "resume book" as a pre-screener for those students they meet with on campus. Make sure your resume is among the counted few. Better yet, ask the Placement office if you can review the resumes that are already on file, then rework yours to be the standout in the crowd.

*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).*

## Dates to Remember

Wednesday, October 25 – **Teacher Career Fair**, Erwin Center, 9:00 a.m. – 11:30 a.m. Over 100 recruiters will be present. Visit [www.edb.utexas.edu/career/jobfair](http://www.edb.utexas.edu/career/jobfair) for more information.

Wednesday, October 25 – **KIN Fest**

Sunday, October 29 – **Daylight Savings Time** ends [Fall back]



## KHE Career Services Contact Info

**Location:**  
Bellmont Hall 1010

**Phone:**  
512.232.1963

**Fax:**  
512.471.8914

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

**KHE  
Internship Database:**  
www.edb.utexas.edu/  
career/KHE/  
internships/  
view\_internships

**Online  
careerCourier:**  
www.edb.utexas.edu/  
career/KHE/newsletter

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

## Use this Plan to Land an Internship

By Jody Haut

It is never too early to begin searching for a future internship. While some of our department's majors require an internship, all students can, and should, build up their résumés by completing one. Employers say it over and over again: Experience is key to eventually landing the job you want. Gain that experience through internships.

Internships combine academic learning with supervised career-related work experience and serve as a link from the classroom to the workplace. Many employers look for field experience in the form of internships. Often course credit is given for the successful completion of an internship that meets certain requirements.

Students should use this action plan to successfully obtain a great internship.

**Step 1:** Focus on desired area of work along with targeted city, company, etc.

- Reflect on classes in major to arrive at "area of specialty"
- Speak with faculty or career office for assistance in finding personal niche
- Decide on a desired location or city

- Identify types of organizations in the field that would be most appealing

**Step 2:** Obtain requirements from internship advisor (1 1/2 or 2 semesters before)

- Meet with academic advisors to finalize degree plan and to coordinate internship course registration
- Speak with faculty member who supervises the internship
- Attend required meetings for internships cohort
- Complete necessary paperwork/packets prior to internship

- Be informed of the UT's KHE internship program requirements to share with prospective internship entities

**Step 3:** Create/polish résumé and cover letter, and secure recommendations

- Meet with a career counselor for individualized planning

- Visit the Education Career Services Web site for useful tips and information

- Secure recommendations or letters of reference from academic professors and former or present supervisors in the industry

**Step 4:** Search for internships and network with potential internship sites (at least 1 semester prior to internship)

- Use UT Austin College of Education Career Services' online database and internship notebooks for searching

- Visit company or team Web sites and find the "Contact Us" or "Employment" pages for direct or Human Resources contacts

- Attend UT's KHE Job/Internship Fair and Camp Day for face-to-face

networking

- Attend professional organization functions for possible job leads

- Arrange informational interviews to learn more about the field or opportunities with particular organizations

- Be sure to find out if internship site will honor requirements for course credit

- Be prepared to send out résumé at immediate request

**Step 5:** Submit applications (1/2 or 1 semester before)

- Follow all procedures and adhere to deadlines

- Keep copies of all applications and materials for future interview reference

**Step 6:** Follow up and interview

- Personally follow up on the application in 10 days, if no word has been received
- Set up an interview, but give time to prepare and practice
- Visit the Education Career Service extension in Belmont for interviewing tips and mock interview practice
- Send thank you note for interviewing opportunity

## Helpful Links

internabroad.com  
rsinternships.com  
getthatgig.com  
collegegrad.com  
collegejobboard.com  
collegerecruiter.com  
quintcareers.com  
campusinternships.com  
campuscareercenter.com  
paidinterns.com  
resumeimproved.com  
utexas.edu/student/  
careercenter/

**Begin your  
internship and  
job search  
online!**



**careerCourier**