

# BEYOND THE BULLPEN

## How to Grab Your Future by the Horns Guidance from your Career Development Center



## SEPTEMBER

Topic: Handshake How-To find PT & WS Jobs

Population: F-Y

**Email subject line:** Your Part-Time or Work-Study Job is Waiting for You!

### Email Body:

Having a part-time job during your college career can make a BIG difference in your experience. It will help you:

- Earn spending money.
- Learn how to budget your money.
- Improve your time management skills.
- Receive training and have new experiences.
- Learn more about leadership skills.
- Demonstrate dedication and responsibility.
- Develop opportunities for networking.
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Find your next great experience now on Handshake – you already have an account!

1. Log in with your StarID and Password here: <https://mavjobs.joinhandshake.com/>
2. Complete your profile.
3. Click on Jobs, then Filters.
4. Use filters to search for on-campus, part-time, or work-study jobs.
5. Apply directly on Handshake!
- 6.

Watch this video for a demo: <https://youtu.be/r4R-7BawVEY>

Topic: Handshake How-To Schedule Ch & CH Appt

Population: Sophomore

**Email subject line:** We can help you choose a major...

**Email Body:**

We get it - choosing your major isn't easy. Why not work through the decision with a Career Counselor?

Here's how to schedule your Choosing & Changing Appointment with the Career Development Center on Handshake – you already have an account!

1. Log in with your StarID and Password here: <https://mavjobs.joinhandshake.com/>
2. Complete your profile (if you haven't done so yet).
3. Click on Career Center, then Appointments, then Schedule a New Appointment.
4. Choose your class status, and then click "Choosing or Changing Majors" (feel free to browse our other appointment types available too!)
5. Select an appointment time that will work with your schedule.

Check out this link for screen shots of the whole process: <https://support.joinhandshake.com/hc/en-us/articles/219133257-How-to-Request-an-Appointment>

Topic: Handshake How-To find Internships

Population: Junior

**Email subject line:** The expert in anything was once a beginner.

**Email Body:**

Internships and work experiences are a proven method of getting your foot in the door. They will set you apart in your full-time job search and build connections that will help you succeed. What's the plan to find yours?

Let us help, start with Handshake – you already have an account!

1. Log in with your StarID and Password here: <https://mavjobs.joinhandshake.com/>
2. Complete your profile.
3. Click on Jobs, then Filters.
4. Use filters to search for internships that meet the criteria you desire.

5. Apply directly on Handshake!

Watch this video for a demo of job searches: <https://youtu.be/r4R-7BawVEY>

Attend an event to network with employers: <http://www.mnsu.edu/cdc/events/>

Get your application materials ready with our Job Search Handbook: [http://www.mnsu.edu/cdc/documents/job\\_search\\_handbook\\_complete.pdf](http://www.mnsu.edu/cdc/documents/job_search_handbook_complete.pdf)

Topic: Networking Strategies

Population: Senior

**Email subject line:** It's About Who You Know!

**Email Body:**

Did you know that 85% of positions are filled through networking? Or that 70% of jobs aren't posted publicly?

The Career Development Center can help you:

- Reach out to connections in your field.
- Introduce yourself in a genuine way.
- Use Handshake and LinkedIn effectively.
- Provide you with information about our job fairs and help you prepare.
- Work on your personal brand.
- Teach you how to keep connected with your new network.

Come make an appointment with us today!

Want to get a head start before your visit? <https://mankato.mnsu.edu/university-life/career-development->

[center/student-and-alumni-career-resources/jobs-and-internships/finding-a-job-after-graduation/networking/](https://mankato.mnsu.edu/university-life/career-development-center/student-and-alumni-career-resources/jobs-and-internships/finding-a-job-after-graduation/networking/)

You can also check out Candid Career! <https://www.candidcareer.com>

## OCTOBER

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| Topic: Take the Focus  |
| Population: FY   |
| <b>Email subject line:</b> It's on us...take the free FOCUS Career Assessment!   |
| <b>Email Body:</b><br><br>Use the FOCUS to help you choose or change your major, confirm you've made the right choice, or explore career fields that fit you specifically. Plus there is a TON of career data like fastest growing fields and average income in different careers. Here's how to get started:<br><br><ol style="list-style-type: none"><li>1. New users REGISTER for your account here: <a href="https://www.focus2career.com/Portal/Login.cfm?SID=310">https://www.focus2career.com/Portal/Login.cfm?SID=310</a></li><li>2. Choose your own username &amp; password, but use the access code MAVERICKS to get in for free.</li><li>3. Complete the 3 Career Planning Foundations modules and the 5 Self-Assessment Categories at your own pace.</li><li>4. Explore results – look for themes and explore career possibilities.</li></ol><br>Take the Focus today and “Grab Your Future by the Horns!” |

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| Topic: Career Assessments - MBTI, Strengths, Strong  |
| Population: Sophomore  |
| <b>Email subject line:</b> We have Career Assessments!   |
| <b>Email Body:</b><br><br>Not sure what you are passion about? Unable to name your top strengths? Don't know how your interests translate into the world of work? Maybe you want to take a Career Assessment to help the self-discovery process. Career Assessments increase your chances of finding a satisfying career by learning about yourself, discovering interests, and identifying your skills, values, and strengths. We offer 4 to choose from:<br><br><ol style="list-style-type: none"><li>1. FOCUS – Overall career &amp; education planning tool. FREE and available here: <a href="http://www.mnsu.edu/cdc/assess/focus.html">http://www.mnsu.edu/cdc/assess/focus.html</a></li><li>2. CLIFTON STRENGTHS FOR STUDENTS – Identifies your top 5 strengths. \$15</li><li>3. MBTI – Personality based career assessment. \$20</li><li>4. STRONG INTEREST INVENTORY – Interest based career assessment. \$20</li><li>5.</li></ol><br>Stop by the Career Development Center in Wigley Administration Building 209 to “Grab Your Future by the Horns” and purchase a Career Assessment today! |

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| Topic: The Elevator Pitch  |
| Population: Junior   |
| <b>Email subject line:</b> Ding! This is your floor!   |
| <b>Email Body:</b><br><br>The only thing more awkward than standing in an elevator with a bunch of strangers, is the elevator pitch! But the good news is, it doesn't have to be that way.<br><br>Wait, hang on, what <u>is</u> an elevator pitch?<br><br>An elevator pitch is a formal introduction of yourself that you can use at a conference, during a networking event or even while walking down the street if you catch the eye of someone you've been wanting to talk too. Even people with fancy titles need a little sunshine now and then.<br><br>A great elevator pitch: <ul style="list-style-type: none"><li>• Needs to be <u>clear</u> and <u>concise</u>.</li><li>• Is both <u>powerful</u> and <u>visual</u>.</li><li>• Tells a <u>story</u> and targets a specific <u>audience</u>.</li><li>• Has a <u>goal</u> and a <u>hook</u>.</li><li>• Is no more than <u>30-60</u> seconds.</li></ul><br>The Career Development Center can help you introduce yourself with authenticity and confidence. |

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| Topic: Handshake How-To find FT Jobs  |
| Population: Senior  |
| <b>Email subject line:</b> Your Full-Time Job Search Starts NOW   |
| <b>Email Body:</b><br><br>It's senior year and you have a lot on your mind. Whether you can't wait to graduate or would rather delay the inevitable "adulting" that will follow earning your degree, the best thing you can do is prepare now for your full-time job search.<br><br>Let us help, start with Handshake – you already have an account!<br><br><ol style="list-style-type: none"><li>1. Log in with your StarID and Password here: <a href="https://mavjobs.joinhandshake.com/">https://mavjobs.joinhandshake.com/</a></li><li>2. Complete your profile (if you haven't done so yet).</li><li>3. Click on Jobs, then Filters.</li><li>4. Use filters to search for full-time positions that meet the criteria you desire.</li><li>5. Apply directly on Handshake or follow prompts to apply directly on the company's website.</li></ol> |

Watch this video for a demo of job searches: <https://youtu.be/r4R-7BawVEY>

Attend an event to network with employers: <http://www.mnsu.edu/cdc/events/>

Get your application materials ready with our Job Search

Handbook: [http://www.mnsu.edu/cdc/documents/job\\_search\\_handbook\\_complete.pdf](http://www.mnsu.edu/cdc/documents/job_search_handbook_complete.pdf)

Make the most of your Maverick experience and "Grab Your Future by the Horns!"

## NOVEMBER

Topic: What Can I Do With My Major Promo (include Academic Catalog Link for our programs)

Population: FY

**Email subject line:** What Can I Do with That Major?

**Email Body:**

Students everywhere ask this question every day! Even if you do have a major picked out – do you know all the different fields you could work in? Likely not. That's where one of my favorite resources comes in: "What Can I Do with My Major," *the website*.

While this website is not Minnesota State University, Mankato specific, it provides a wide variety of clickable common majors across colleges and university. Click on any major title to see the many areas you may go into, employers who might hire you, and strategies to get there for each major! It's worth a look and can be found here under "Resources for Decision

Making": <http://www.mnsu.edu/cdc/passion/>

Grab Your Future by the Horns!

Topic: Create Your LinkedIn Profile

Population: Sophomore

**Email subject line:** LinkedIn = Social Media for your career

**Email Body:**

LinkedIn = Social Media for your career. You control how others see you on LinkedIn and this can help to define your career paths and the types of work which interest you the most. Your professional identity could also be known as your brand which helps others understand your personality and your qualifications.

Start with a professional style portrait. Profiles with a portrait are view 20 times more compared to profiles without a portrait. Here are some tips. <https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture>

Write a Headline and a Summary which catches the attention of readers! Promote your interests and strengths.

Add some experiences, manage your privacy settings and your LinkedIn account is ready. Now connect with us and others. <https://www.linkedin.com/in/career-development-center/>

Topic: GoinGlobal

Population: Junior

**Email subject line:** Interested in learning more about international opportunities for work and internships?

**Email Body:**

Are you a domestic student that has an interest in finding international opportunities for an internship or potential career? Are you an international student looking to find an internship or employment here in the U.S.? Check out GoinGlobal! They have career guides that provide you with up-to-date advice for living and finding work in the larger cities or countries around the world. GoinGlobal has several search features to help you find potential jobs and internships, too! For international students seeking work in the U.S., they have a helpful H1B Visa search function to find companies that have submitted applications for sponsorship. This resource will help you gather information to make a better decision on your international experience!

**Include a video, photo, or resource link here:** [link.mnsu.edu/goingglobal](http://link.mnsu.edu/goingglobal)

Topic: Graduate School Planning

Population: Seniors with label – indicated interest

**Email subject line:** Graduate School Planning

**Email Body:**

Every year about 15% of Minnesota State Mankato graduates choose to attend Graduate School to learn more about a specific academic area. Graduate School often a great career move! Here's a great place to start your planning to consider Graduate School.  
<https://mankato.mnsu.edu/university-life/career-development-center/student-and-alumni-career-resources/graduate-school/>

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| Topic: Graduation Resources & Career Management   |
| Population: Seniors graduating in Dec.  |
| <b>Email subject line:</b> Graduating soon? Don't forget these tips!  |
| <p><b>Email Body:</b></p> <p>Employers hire Minnesota State Mankato students and graduates and they post their openings on Handshake. Log into your account with your StarID and StarID password. <a href="https://link.mnsu.edu/handshake">https://link.mnsu.edu/handshake</a></p> <p>The popular Job Search Handbook includes a wealth of information on communicating your qualifications through your resumes, cover letters, interviewing and the entire job search process. <a href="https://mankato.mnsu.edu/university-life/career-development-center/job-search-handbook/">https://mankato.mnsu.edu/university-life/career-development-center/job-search-handbook/</a></p> <p>The #1 approach to effective job search is still NETWORKING. Tune up your LinkedIn account, polish your resume and connect with your contacts, expand your contacts, and keep finding ways to connect with career options. Please start by connecting with the Career Development Center's LinkedIn account – <a href="https://www.linkedin.com/in/career-development-center/">https://www.linkedin.com/in/career-development-center/</a></p> <p>Best wishes on finishing the semester and with graduation and beyond!</p> |

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| Topic: Mav Milestone Invite  |
| Population: Complete profile seniors   |
| <b>Email subject line:</b> Free Tee – Congrats on your Maverick Milestone!   |
| <p><b>Email Body:</b></p> <p>Congratulations on your upcoming Maverick Milestone – GRADUATION.</p> <p>Your Career Development Center wants to recognize your success and say congrats by inviting you to come in for your picture and FREE Maverick Milestone T-Shirt. Just stop by our office located at WA 209 during business hours (M-F, 8:00 am -4:30 pm) and mention this e-mail.</p> <p>MM t-shirt pic</p> <p>Hurry in – supplies are limited! You have been selected for this insider invite because you have completed your Handshake Profile - a second congrats on starting your job search off right on Handshake.</p> <p>Go Mavs!</p> |



Your MNSU Career Development Center

WA 209

(507) 389-6061

[mnsu.edu/cdc](http://mnsu.edu/cdc)

[link.mnsu.edu/handshake](http://link.mnsu.edu/handshake)

## DECEMBER

Topic: How to do an informational interview

Population: FY

**Subject Line:** A GREAT Break Project for First-Year Students!

**Email Body:**

Winter break is a perfect time to gain real-world insight into careers and majors by talking with relatives, family friends, Minnesota State Mankato alumni and others about their own careers. And it's easier than you think—people love talking about what they do and it makes them feel good to help students because they went through the process just like you!

Here are a couple resources to get you started:

- Career Development Center website on informational interviews.  
(<https://mankato.mnsu.edu/university-life/career-development-center/student-and-alumni-career-resources/jobs-and-internships/internships/how-do-i-get-an-internship/informational-interviewing/>)
- Search MN State Mankato alumni on LinkedIn (hint: use majors and job titles as key words. <https://www.linkedin.com/school/minnesota-state-university-mankato/people/>)

Topic: Candid Careers

Population: Sophomores

**Email subject line:** Not sure what kind of skills are needed for a job you are interested in?

**Email Body:**

Are you not sure what kind of jobs are available for your major? Or do you have a job you want to go for but are unsure what qualifications you might need for it? Go to [link.mnsu.edu/candidcareer](http://link.mnsu.edu/candidcareer) and check out the videos they have available. CandidCareer has interviewed thousands of professionals to provide their insight into the position they fill. It can really help to hear from someone in the field! They also provide advice on interviewing, resume writing, and other skills to develop while searching for a major or job that is right for you. If you are exploring career options for your major, it would be worth a quick search to expand your horizons on what you can do with your degree!

**Include a video, photo, or resource link here:** [link.mnsu.edu/candidcareer](http://link.mnsu.edu/candidcareer)

Topic: Complete your Handshake Profile

Population: Junior

**Email subject line:** Looking for an internship but can't seem to find one?

**Email Body:**

One of the ways to increase your chances of connecting with employers and making contacts in your field of study is to complete your Handshake profile! Employers and recruiters are five times more likely to reach out to you if you have completed your profile. It is easy to complete and, as you develop your skills and abilities through class work and other employment, you can change your profile to keep it up to date! Employers and recruiters WANT to know what skills you have developed, even if they are not related to your degree. You can also connect with fellow classmates and share your experiences internship or job experiences with them. Check out the link below for a FAQ on completing your student Handshake account!

**Include a video, photo, or resource link here:** <https://support.joinhandshake.com/hc/en-us/articles/360043641994-Handshake-Student-Account-FAQs>

Topic: Want a job in May? Timeline Planning

Population: Senior

**Email Subject Line:** You've Done Historical Timelines, Now It's Time to Focus on the Future

**Email Body:**

Hey Seniors! Direct your attention over here!

Two of the most popular types of questions we get from you guys are:

- "When should I start applying?"
- and
- "What can I do to prepare?"

We've heard your questions and we've got answers! Here are a list of goals you should focus on:

Goal: Explore Your Interests, Skills and Talents

- You've gained so much since your journey started! It's time to make a list of all the new skills and interests you've learned and discovered throughout your time here!

Goal: Prepare Your Resume and Cover Letter

- We'll help you stand out among the competition!

Goal: Create and Refine Your Job Search Strategy

- Not sure how to use or optimize your Handshake/Linked in for success? Let's talk!

Goal: Start Collecting References

- Feeling a little awkward about asking for references? We've been there and we've got a few additional tips.

Optional Goal: Going To Grad School? Haven't Decided Yet? We've Got You Covered There Too

- Many people know us as the 'resume/cover letter' people, but we do so much more than that. Come talk to us about your personal statements, application materials and even about which program you want to apply for.

Make an appointment with us today! You won't be disappointed.

## JANUARY

Topic: Teamwork/Collaboration (Career Readiness Concept) -First Year Students

**Email subject line:** Do THESE THINGS to get hired when you graduate!

**Email Body:**

How can you make sure you are a strong hire for employers when you graduate? No matter what your major, employers in ALL FIELDS want to hire graduates with these eight career competencies—critical thinking/problem solving, oral and written communication, **teamwork/collaboration**, digital technology, leadership, professionalism/work ethic, career management, and global/intercultural fluency. The good news is that there are things that you can do before you graduate to make you stand out to employers. And be sure to keep track of what you do to build your resume!

Get started developing your TEAMWORK/COLLABORATION SKILLS by:

- Build and nurture relationships peers, classmates, faculty/staff, supervisors, etc.
- Do an internship, even if it is not required.
- Ask your employer if there are ways you can develop these skills.
- Participate in a committee.
- Practice speaking and listening.
- Learn to read body language.
- Whatever role you have in a team give it your best!

**Grab your Future by the Horns!**

~the staff of the Career Development Center

Include a video, photo, or resource link here: [https://www.candidcareer.com/video-teamwork\\_df77f954d60a373a3c32,MNSU](https://www.candidcareer.com/video-teamwork_df77f954d60a373a3c32,MNSU)

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Topic: Leadership (Career Readiness Concept)-Sophomores

**Email subject line:** Do THESE THINGS to get hired when you graduate!

**Email Body:**

How can you make sure you are a strong hire for employers when you graduate? No matter what your major, employers in ALL FIELDS want to hire graduates with these eight career competencies—critical thinking/problem solving, oral and written communication, teamwork/collaboration, digital technology, **leadership**, professionalism/work ethic, career management, and global/intercultural fluency. The good news is that there are things that you can do before you graduate to make you stand out to employers. And be sure to keep track of what you do to build your resume!

Get started developing your LEADERSHIP SKILLS by:

- Get involved! Join a [student organization](#), participate in extracurricular activities, etc.
- Take on a leadership role with a class project.
- Take a leadership class or participate in a [leadership workshop](#).
- Volunteer in the [community](#).
- Demonstrate initiative at your job/internship by taking on additional responsibilities.

**Grab your Future by the Horns!**

~the staff of the Career Development Center

Include a video, photo, or resource link here: <https://www.candidcareer.com/video-leadership,9de185b531cfc697cfca,MNSU>

Topic: Global/International

Population: Junior

**Email Subject Line:** Taking a Trip? Staying Home? Get the Skills You Need Either Way!

**Email Body:**

Whether you're going abroad or stickin' around, understanding global and international affairs is a big part of today's society and only becoming more important as we progress as a society. Many employers now want to see some kind of diversity based experience.

**Planning to Travel?**

- Going abroad can help you grow in independence, gain confidence, enhance critical thinking skills, discover a passion for learning, clarify personal values, increase your appreciation for diversity, gain new perspectives and may even discover a new passion!
- Thinking about a job or internship abroad? Start with GoinGlobal. It provides comprehensive resume and cover letter examples for other countries. Access GoinGlobal right through the Handshake search bar, then click the website link on the right-hand side. Make sure you go through Handshake because we have already done all the hard work for you. No need to pay. 😊
- Once you've returned home, we can help you understand how going abroad can assist you in the career of your choice! We'll talk about skills and personal development, challenges you've encountered and overcame, volunteer work you did, how your problem solving skills have changed and we'll also talk about what you learned about diversity and culture.

**Diversifying at Home?**

- Traveling not your style? That's okay! You can get many of these types of skills right from home!
- We can help you make the most of available internships, assistantships, volunteer work and more, both on campus and off.
- Our institution offers many different types of clubs, workshops, diversity and inclusion events and even connections to organizations that can help you gain these skills.

Topic: Digital Literacy - CRM, Build Skills for Career, Clean up Socials

Population: Senior

**Email subject line:** Are your social media accounts ready for your job search?

**Email Body:**

You've double checked your resume, polished the cover letter, and your references are all set. But you are not quite ready to begin your job search. Seventy percent of employers surveyed in 2018 said they check the social media accounts of applicants. One tweet or post, that taken in the wrong context, could sink the hard work you have put in. Many of us use social media in some form every day and the platforms have become part of our private and public life! Check out Candid Career's videos on Web Presence and make sure you have cleaned up your social media accounts!

**Include a video, photo, or resource link**

**here:** [https://www.candidcareer.com/gethired\\_detail.php?chid=53&p=career&shared=MNSU&UID=4272](https://www.candidcareer.com/gethired_detail.php?chid=53&p=career&shared=MNSU&UID=4272)

## FEBRUARY

Topic: Resumes

Population: FY

**Email Subject Line:** A Recipe for Success

**Email Body:**

A resume is a lot like the ingredients list on the back of your favorite product. It tells you everything that's in it in formal language and tries it's very best to convince you that you should spend money to buy it. It tells the buyer what it can do for the customer and not the other way around. In the same way, your resume should:

- Appeal to your audience.
- Explain how you help the company, not how the company helps you.
- Speak to your strengths.
- Look appealing to read.
- Be honest about everything it contains.
- Help you stand out with your unique strengths.

Come make an appointment with the Career Development Center today and we'll make sure your resume isn't left on the shelf.

Your MNSU Career Development Center

Topic: O\*NET

Population: Sophomore

**Email Subject Line:** Knowledge is Power

**Email Body:**

Knowledge is Power and this is especially true when you think about choosing or changing your major. What do you know about your major and the occupations related to your future degree? O\*Net is an easy to use resource to learn about possible career paths and occupations. Now is the time to explore - <https://www.onetonline.org/>

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| Topic: Make the Most of CDC Website   |
| Population: Junior  |
| <b>Email subject line:</b> Have you gathered your resources for your upcoming internship or job search?   |
| <p><b>Email Body:</b></p> <p>The Career Development Center has retooled their website to focus more on our most important audiences, one of which is YOU! As you enter the last two years of college, you have many options before you. Do you want to find an internship? Many people choose to begin their careers and our website has the resources ready for you to check out! What about graduate school? Our website has links and videos ready for you to begin exploring this option, too! Leverage the tools you have available at your fingertips and if you think we are missing important information, let us know!</p> <p><b>Include a video, photo, or resource link here:</b> <a href="http://mankato.mnsu.edu/cdc">mankato.mnsu.edu/cdc</a></p> |

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| Topic: Cover Letters   |
| Population: Senior   |
| <b>Email Subject Line:</b> Telling Your Story, Formally  |
| <p><b>Email Body:</b></p> <p>What is a cover letter? It's a 3-4 paragraph rehashing of your resume, right? Nope. Not at all.</p> <p>Let us ask you this:</p> <p>If you could get up on one of those Ted Talk stages, ignoring all the people, the cost, the travel, the paperwork, what would say about your major and why chose it? We invite you to really think about that for a moment.</p> <p>Cover Letters are designed too:</p> <ul style="list-style-type: none"> <li>• Highlight a few key qualifications.</li> <li>• Tell your story in an intriguing yet professional manner.</li> <li>• Show that you are worth the investment.</li> <li>• Explain how they get a return on that investment.</li> </ul> <p>We can help you:</p> <ul style="list-style-type: none"> <li>• Use psychology to your advantage.</li> <li>• Understand formatting and formal language.</li> <li>• Choose which qualifications to use.</li> <li>• Help you stand out from everyone else.</li> <li>• Understand when you do need one and when you don't.</li> <li>• Dig deep for the great story.</li> <li>• Craft the perfect cover letter according to your own individual needs!</li> </ul> |

## MARCH

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| Topic: Bring Your Resume to QS plus QS services   |
| Population: FY  |
| <b>Email subject line:</b> T-minus 10 minutes until your perfect resume!  |
| <b>Email Body:</b><br><br>Looking for resume help, need guidance in writing your first cover letter, or hoping for some direction in your job search? Stop by QuickStop in the Career Development Center (WA 209), Monday through Friday from 12 – 3 PM. QuickStop is 10-15 minute walk-in career counseling, no appointment necessary! Come to QuickStop for answers to YOUR career questions!<br><br>Include a video, photo, or resource link here: pic of QuickStop logo |

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| Topic: Check out GFU survey data  |
| Population: sophomore   |
| <b>Email subject line:</b> Curious on where you can find a job in your major after you graduate?  |
| <b>Email Body:</b><br><br>So, you've got your major picked and you want to more about what you can do with it once you graduate. Head over the Post-Graduation Outcomes and Graduate Survey page on the Career Development Center website to check out what the employers are for each major over the past five years. You can also check out where some graduates went for more education after their time at MSU. If you are thinking about an internship, this list is also an excellent resource to look for potential sites! If you have any questions, set up an appointment with a career advisor or contact the Career Development Center at <a href="mailto:cdc@mnsu.edu">cdc@mnsu.edu</a> !<br><br>Include a video, photo, or resource link here: <a href="https://mankato.mnsu.edu/gfu">https://mankato.mnsu.edu/gfu</a> |

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| Topic: Attend our Fairs & Events   |
| Population: Junior   |
| <b>Email subject line:</b> Employers are coming to campus to recruit YOU for their open positions! |



**Email Body:**

Employers are coming to campus to recruit YOU! Whether you are currently looking for part-time, full-time, or internship employment or you aren't looking at all, you should attend a career fair!

Why attend? These career events are your chance to explore positions and fields of study, get more information about specific organizations and employers, develop your network of contacts and meet and engage with potential employers and professionals in the field. We hope to see you there!

<https://mankato.mnsu.edu/university-life/career-development-center/events-and-fairs/>

Topic: Top 10 Interview Q Prep – Interview Strategies and Tips

Population: Senior

**Email subject line:** Let's Play 20 Questions!

**Email Body:**

Ever heard the phrase, "we'll call you"? Don't worry, we've got your back. One of the most nerve-wracking parts about getting a job is going through the dreaded job interview. If you're feeling a little unsure, make an appointment with any of our permanent or grad staff and ace your next one! We'll help you:

- Turn an interrogation into a conversation.
- Avoid those illegal question with grace.
- Help you answer the tough questions like:
  - Why should I hire you?
  - Tell me about yourself!
  - What is your greatest weakness?
  - What is your greatest strength?
  - Why did you leave your last job?
- Translate HR language so that you know what they are really asking!
- Help you understand how to dress to impress!
- Offer basic tips and strategies to ensure your success!
- Encourage a mock interview!

Don't wait until the day before! Come and make an appointment with us now so that you have time to study!

**APRIL**

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| Topic: PT and Interview Strategies, STARR  |
| Population: FY   |
| <b>Email Subject Line:</b> Be the STARR of your Interview  |
| <p><b>Email Body:</b></p> <p>Let's face it. If you really want the job, you're always going to suffer from a bit of nerves when it comes time for that interview. The good news? We can help you turn <i>nervous anxiety</i> into <i>nervous excitement</i>! We have a special formula (No math required!) to make sure you shine the next time you're asked to come in:</p> <ul style="list-style-type: none"> <li>• <b>S – Situation:</b> What was the situation or task that you needed to accomplish?</li> <li>• <b>T – Task:</b> What was your goal?</li> <li>• <b>A – Action:</b> What action did you take to meet that goal?</li> <li>• <b>R – Result:</b> How did it all turn out?</li> <li>• <b>R – Reflection:</b> What did you learn from that experience?</li> </ul> <p>We'll teach you how to use this formula with question and answer prompts like:</p> <ul style="list-style-type: none"> <li>• Tell me about a time when you received criticism and how you responded.</li> <li>• Can you recall a time when you worked with a difficult client or patient? What happened?</li> <li>• Think back to a time when a sale went very wrong. How did you handle it?</li> </ul> <p>Make an appointment with us today and we'll make sure STARR is second nature to you.</p> |

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| Topic: Do You Know about LibraryThing? CRL   |
| Population: Sophomore  |
| <b>Email subject line:</b> LibraryThing is not in the Library  |
| <p><b>Email Body:</b></p> <p>Did you know there is a full library of career resources waiting for you in the Career Development Center? Curious about what we have but would prefer to browse from the comfort of your phone? Use LibraryThing available at <a href="http://www.librarything.com/catalog/CRL">www.librarything.com/catalog/CRL</a> to see all the books you can check-out free of cost. Something you're looking for but don't see it in our collection? Let us know and we'll do what we can to add it!</p> <p>Grab Your Future by the Horns!</p> |

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| Topic: Making the Most of Summer |
| Population: Junior               |

**Email subject line:** Make a Splash with Employers This Summer!

**Email Body:**

There are lots of fun things to do in the summer from swimming at the beach to cycling in the park, but have you ever considered what other opportunities summer may bring you? You could prepare for your dream job by:

- Creating or Updating your Resume – If you don't feel like staying inside, download our Job Search Handbook <https://mankato.mnsu.edu/university-life/career-development-center/job-search-handbook/> and head outside with your laptop, phone or other device!
- Discover what kinds of occupations you can have with your major! You may be surprised how many different types of jobs there are. You might even discover some that you didn't even know about! Summer is a great time to do some informational interviews.
- Looking for an adventure? Volunteering or Job Shadowing can be a great way to make some new friends, gain experience and have fun!
- Looking for a little extra cash this summer? A summer job could be your ticket to having twice the fun this summer! You could also choose to do a paid or unpaid internship!
- Have you ever considered LinkedIn? For those who know how to use it, it's a great tool to make new connections and we'll show you how to do it!

Topic: What's Your Personal Brand?

Population: Seniors

**Email subject line:** What's Your Personal Brand?

**Email Body:**

You might not think that you have a personal brand because you are not an influencer or a marketing major. But your personal brand is how you present yourself, in person and on social media platforms. Personal branding is about putting forward your best traits, showcasing them with your own personal touches to them. This does require you to craft an image that might not be reflected in current social media accounts. Look at ways to improve your image by removing photos and comments that might reflect poorly upon those who are searching out for you. Check out Candid Career's section on Brand Building to get more ideas on how to build your personal branding!

**Include a video, photo, or resource link**

**here:** [https://www.candidcareer.com/gethired\\_detail.php?chid=92&p=career&shared=MNSU&UID=4272](https://www.candidcareer.com/gethired_detail.php?chid=92&p=career&shared=MNSU&UID=4272)

Topic: Mav Milestone Invite

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| Population: Completed profile seniors  |
| <b>Email subject line:</b> Free Tee – Congrats on your Maverick Milestone!   |
| <b>Email Body:</b><br><br><p>Congratulations on your upcoming Maverick Milestone – GRADUATION.</p> <p>Your Career Development Center wants to recognize your success and say congrats by inviting you to come in for your picture and FREE Maverick Milestone T-Shirt. Just stop by our office located at WA 209 during business hours (M-F, 8:00 am -4:30 pm) and mention this e-mail.</p> <p>MM t-shirt pic</p> <p>Hurry in – supplies are limited! You have been selected for this insider invite because you have completed your Handshake Profile - a second congrats on starting your job search off right on Handshake.</p> <p>Go Mavs!</p> |

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| Topic: Professionalism and Work Ethic  |
| Population: FY   |
| <b>Email Subject Line:</b> You're Never Fully Dressed Without a Smile  |
| <b>Email Body:</b><br><br><p>If you've never been to an interview before, the first one can seem a little daunting. You may have a lot of questions such as:</p> <ul style="list-style-type: none"> <li>• What should I wear?</li> <li>• Is it okay to bring a drink?</li> <li>• How firmly should I shake their hand?</li> <li>• Is it okay to take notes?</li> <li>• How early is too early?</li> <li>• Do I sit down immediately or wait to be asked?</li> </ul> <p>We have the answer to all of these questions and more. Make an appointment with us today and one of our helpful staff members will coach you through the process and even offer our mock interview services so that you can get a little practice in before the real thing.</p> |

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| Topic: Critical Thinking (Career Readiness Concept)   |
| <b>Email subject line:</b> Are you CAREER READY? Critical thinking skills.  |
| <p><b>Email Body:</b></p> <p>No matter what your major, <b>employers in ALL FIELDS want to hire graduates who can think critically-</b>deliberately and systematically process information to make better decisions and understand things better.</p> <p>Develop your skills in this area by:</p> <ul style="list-style-type: none"> <li>• <b>Becoming more self-aware.</b> Think about your thought process, values, morals, ethics and other beliefs. What do you believe in? How do your thoughts reflect these values?</li> <li>• <b>Practicing active listening.</b> Listen carefully and attentively while coworkers and supervisors are talking. Practice empathy and focus on understanding other perspectives.</li> <li>• <b>Asking questions.</b> If you are not sure, always ask questions! Ask to have points repeated, ask follow-up questions, or consider rephrasing in your own words to determine whether you've accurately understood.</li> <li>• <b>Finding a mentor.</b> Having a mentor can help you develop a variety of skills in addition to being able to collaborate on solutions and decisions.</li> <li>• <b>Joining a club or organization.</b> When planning activities and events for a club or organization, critical thinking is required to coordinate with various entities and problem solve. There are more than 200 recognized student organizations at Minnesota State, Mankato! Check it out at <a href="https://mnsumankato.campuslabs.com/engage/organizations">https://mnsumankato.campuslabs.com/engage/organizations</a></li> <li>• <b>Seeking out leadership opportunities.</b> <a href="https://mankato.mnsu.edu/university-life/housing/residential-life/student-leadership/">https://mankato.mnsu.edu/university-life/housing/residential-life/student-leadership/</a></li> <li>• <b>Getting involved with undergraduate research</b> at Minnesota State. <a href="https://research.mnsu.edu/undergraduate-research-center/">https://research.mnsu.edu/undergraduate-research-center/</a></li> </ul> <p><a href="#">Candid Career Video - How to Use Critical Thinking</a></p> <p><b>Grab your Future by the Horns!</b></p> <p>~the staff of the Career Development Center</p> |

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| Topic: Oral & Written Communication (Career Readiness)                  |
| Population: Junior  |
| <b>Email subject line:</b> Are You Career Ready? – Communication Skills |
| <b>Email Body:</b>  |

Employers in all fields want to hire talented college graduates who possess **oral and written communication skills**.

What does it mean to have oral and written communication skills? You should be able to effectively articulate thoughts and information verbally, in writing, and electronically/digitally. You should be able to:

- Write and edit professional memos, letters and reports clearly, concisely, and effectively
- Use public speaking skills and present ideas to others in a well thought out manner
- Adapt message to different audiences
- Listen attentively to others and respond appropriately

Do you have the oral and written communication skills needed for your career readiness? Watch these videos below for more insight and make your plan now to develop top notch communication skills that will wow your future employers!

Include a video, photo, or resource link here: <https://www.candidcareer.com/video-nonverbal+communication,fe1efe93b16e8d353499,MNSU>

<https://www.candidcareer.com/video-public+speaking,ad1688ade8b557b74c68,MNSU>

<https://www.candidcareer.com/video-communications+officer,4428587d43bf5aa2d6db,MNSU>

Topic: Career MNGMT (Career Readiness Concept)

Population: Senior

**Email Subject Line:** We Polled the Audience and This Is What They Said

**Email Body:**

You've asked us what types of skills, talents and strengths hiring managers are looking for and this is what they said:

The top 8 on their checklist are:

- Critical Thinking
- Teamwork and Collaboration
- Digital Literacy
- Career Management
- Oral and Written Communication
- Leadership
- Professionalism and Work Ethic

- Global and International Skills

Not sure what those skills entail? You can find a small quiz and a detailed description of each skills, talent or strength here: <https://mankato.mnsu.edu/university-life/career-development-center/job-search-handbook/>

Or visit <http://link.mnsu.edu/candidcareer> to start brushing up on any skills you might be missing!

## JUNE/JULY

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| Topic: We Miss You, But Don't Miss Us - Follow Us on Socials  |
| Population: FY and Sophomore  |
| <b>Email subject line:</b> We Miss You, But Don't Miss Us - Follow Us on Social Media   |
| <b>Email Body:</b><br><br>Summer break is in full swing and your days are filled with sun, relaxing, and catching up with friends. But, have you thought about some other things that summer could be used for to catch up on? Like, oh say for example, getting a head start on your career?! Follow the Career Development Center on social media to stay up to date on all things career development during your summer break!<br><br>LinkedIn: <a href="https://www.linkedin.com/in/career-development-center/">https://www.linkedin.com/in/career-development-center/</a><br><br>Facebook: <a href="https://www.facebook.com/cdc.mnsu">https://www.facebook.com/cdc.mnsu</a><br><br>Instagram: <a href="https://www.instagram.com/cdc.mnsu/">https://www.instagram.com/cdc.mnsu/</a><br><br>Twitter: <a href="https://twitter.com/cdc.mnsu">https://twitter.com/cdc.mnsu</a> |

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| Topic: We're Open!  |
| Population: Junior  |
| <b>Email subject line:</b> Career Questions? We are open over the summer!   |
| <b>Email Body:</b><br><br>Are you looking for some career guidance over the summer? Thinking about choosing or changing your major? Or have other general career questions that you want to discuss with someone? The |

Career Development Center is open for appointments over the summer break! Schedule an appointment today!

[Link.mnsu.edu/handshake](http://Link.mnsu.edu/handshake)

Topic: Alum E-mail

Population: Senior

**Email subject line:** We Miss You, But Don't Miss Us - Follow Us on Socials

**Email Body:**

Congratulations on your graduation from Minnesota State Mankato! While you are heading off to your new adventure, don't forget to stay in touch! Connect with the Career Development Center on social media:

LinkedIn: <https://www.linkedin.com/in/career-development-center/>

Facebook: <https://www.facebook.com/cdcmnsu>

Instagram: <https://www.instagram.com/cdcmnsu/>

Twitter: <https://twitter.com/cdcmnsu>

Haven't secured a job yet? Your Handshake account is still available for you to use after you've graduated! Start searching today!

[Link.mnsu.edu/handshake](http://Link.mnsu.edu/handshake)

Got a job? Going to Grad School? Tell us about it!

<https://mankato.mnsu.edu/university-life/career-development-center/about-the-career-development-center/graduate-follow-up/>