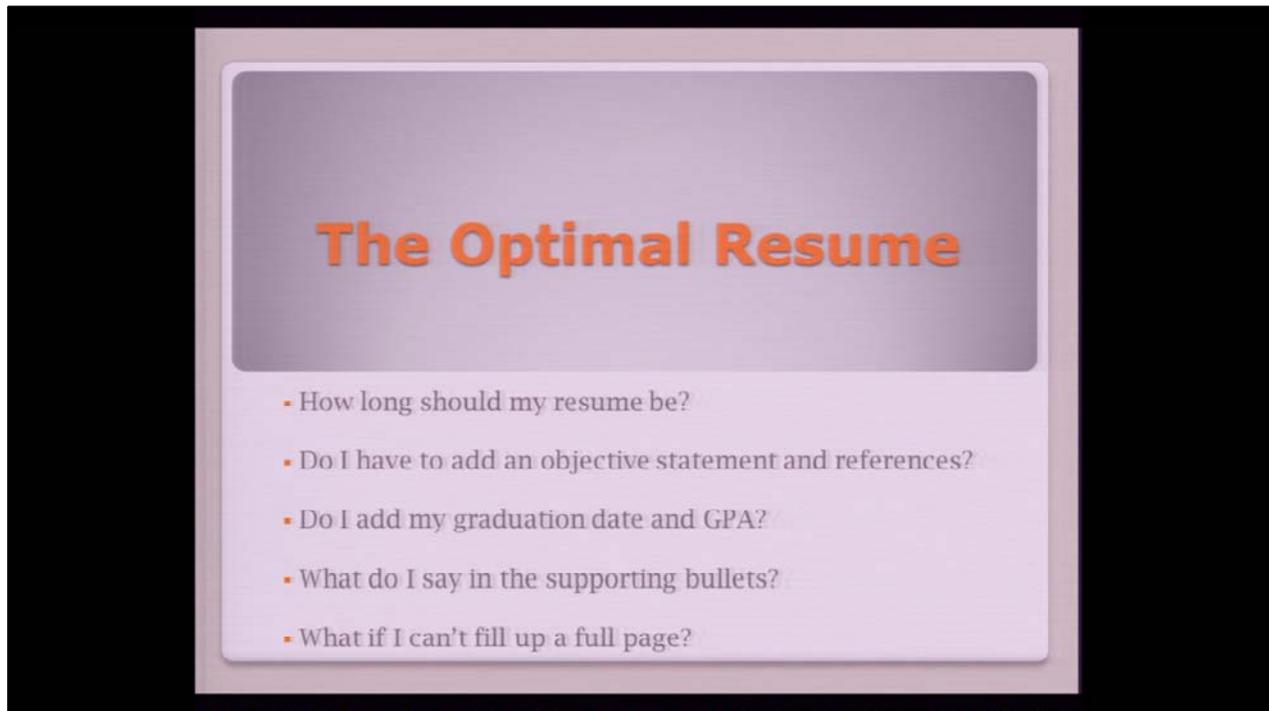




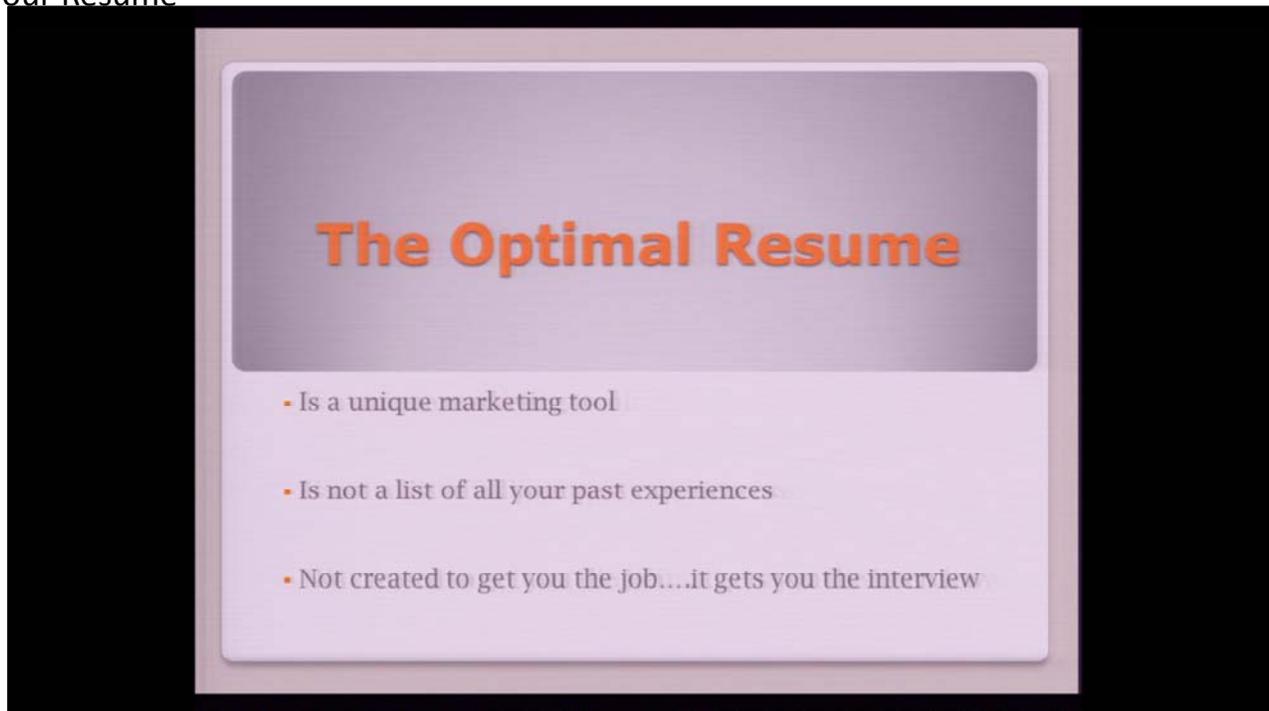
Kendra Wright: Well hi everybody, thank you so much for coming here today. Welcome to the career center who has been here before? I like it. Is this your first time? Welcome. We provide a plethora of services for your resumes, cover letters, interviewing, job searching, grad school, the whole 9 yards. So, but specifically today we will gladly talk about resumes and kind of, you know, what they are, what they mean, why they're important, what their purpose is, and I absolutely welcome you to stop me if you have any questions. Um, let me know kind of how it relates to you. Maybe a scenario that you have been through that you had a specific question. So I'll go through and kind of give you some tidbits, some advice, and some suggestions and then we'll go from there. Sound good? M'kay.



Kendra Wright: Well good, so we'll start with you know we do these seminars with their resumes because it's just kind of like what is this document? Why am I doing it? What is it supposed to be like? I've created this 100 times and you know everyone's telling me something different my roommate tells me this and then another advisor told you. So it's overwhelming and it's confusing and that's why we want to talk about it. The great thing about a resume is that you have the freedom to make it your own. The frustrating thing about a resume is that you have the freedom to make it your own and you possibly question, what is right? You know, what they want to see? I don't really care about what I like but I just want to make sure that the employer is liking it.

Yeah, exactly, so you know we will give you some ideas, some suggestions, some thoughts, for myself for example, I come from a recruiting background. I did six years down in San Diego in the staffing industry Pfizer, QUALCOMM, Kia, and CRI. So, on the sourcing side, I probably saw more resume than I ever could count and there are some really significant things that go on through a recruiter's mind and I think that's ideally, really what we're going to cover today of you know what those are and how they relate to what you guys have.

So, some of the questions that you might have, you know, is how long should it be? Do I have to have that objective? I have my references on their, you know, do I add my grad dates? What is the GPA kind of the standard? What would I say in those bullets? Do I just do a job description? Or do you talk about what I did or how I did it? And what if I actually don't even have enough to fill up the full page? So, we all can have different, different beasts with us. So, we will gladly, you know, go through in and chat about those.

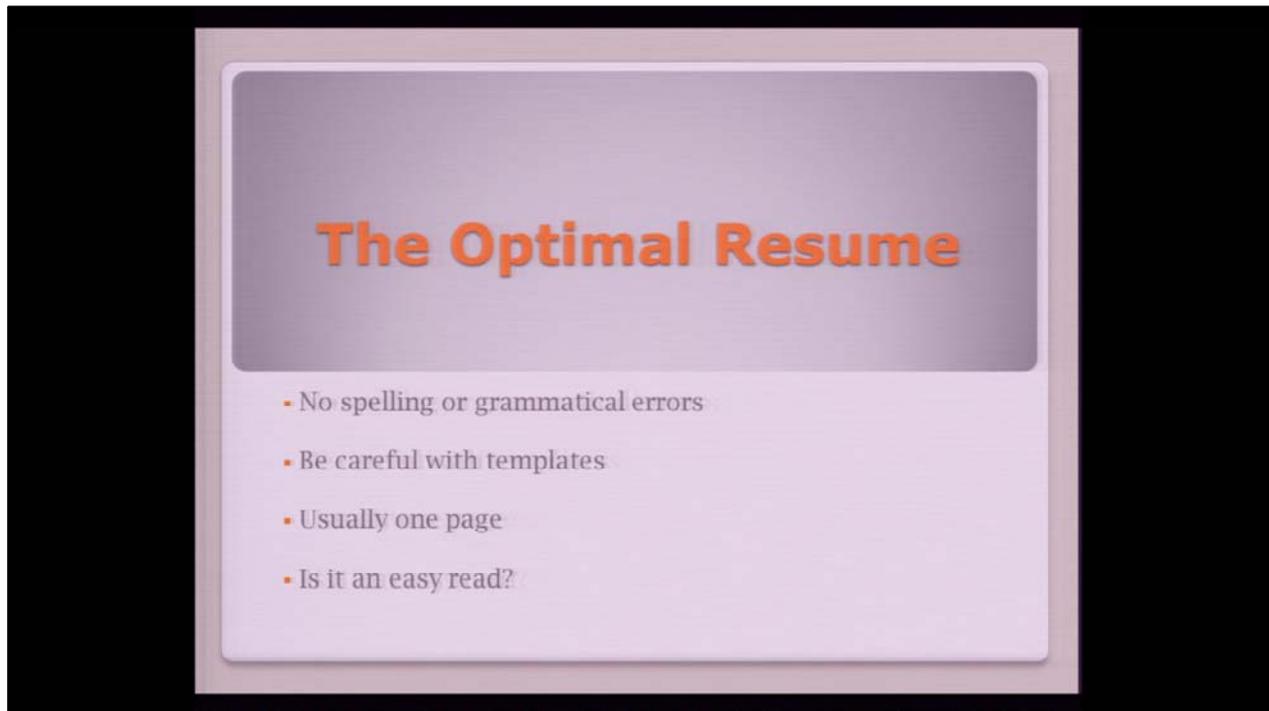


Kendra Wright: So, the resume itself is a very unique marketing tool. It needs to be hundred percent relevant to you and that is where we get tricky and have fun with it. So, my goal to you my, my suggestion is to look at this document, create this document, and be able to say is this a pretty good summary of who I am and moreover what I can do for that company. Right?

So it is very unique in the sense of it describes not necessarily you know if you are a barista and if you took orders and made drinks and you know clean dishes. That's what every barista does right? But my challenge to you would be how are you different, how are you unique, and why, out of let's just say 10 resumes if everyone was a barista, why would someone choose to call you over the others. Right? So, we want to make it unique to you and not necessarily focus on what you did but the big picture on how you did it. Okay? It's not necessarily a list of all the previous experiences I know what a customer service rep does, I know what a barista does, I know what a manager does, it really is it's not your job description it's the unique value that you did and that you did it very well. So that's the goal in this whole resume is to capture that concept and I think a lot of people think you know this resume has to be the end-all be-all to get me the job and I have to put every single thing on there and I have to tell my whole life story on this document and I'm going to say 'meh', great to put as much as you can but I must say the best part is that we want to use this document to get you the interview. And then in the interview is when we do that you know 15 page version of why were great what we've done our accomplishment.

Building Your Resume

Kendra Wright: So keep this document tight, keep it concise, keep it relevant, that's what's going to get you sought after and maybe that phone call to get the interview and then in that interview we start going, going, going about and everything that you have to offer. I think someone with a resume we find the challenge of you don't want to leave something off or you want to talk about we might have that little balance of when do you talk about it, maybe that doesn't go on your resume, maybe that goes in your cover letter, maybe that goes on the actual application or moreover list so go ahead and save that one for the interview. So knowing that, you know, that's a service that we will provide to you and kind of create this together.



Kendra Wright: So let's just talk about you know my vision my thoughts my ideas of what makes a great resume, right? So spelling, grammar, I means that's silly, right?, that I even have to put that on there and it's funny that I do because I felt like well, duh, obviously everyone is going to, uh, you know, read over their resume, they're going to have somebody else look at it, it's going to be great but it never fails, and I again mention I have been recruiting for six years, never fails that I get these the most simple spelling errors and sometimes we rely on Microsoft Word to do the little squiggly and catch us, but the grammar side, they're not always knowing that text, right? And then you know I hate to bring this up but it's a funny example in the sense of I had a student give me his resume right and he previously worked at Walmart and his position was stocker. How do you think he spelled it?

Audience: [inaudible]

Kendra Wright: Wrong, absolutely, S-T-A-L-K-E-R is not the right representation of the job that this gentleman did. Now give him the benefit of the doubt that he wasn't a genuine stalker on that he was actually in the warehouse stocking equipment. Right? So that's one of those examples where Microsoft Word doesn't catch it. If I can give you that squiggly but you need to just make sure that everything is in the right context so please double check that have as many eyes on as possible because they will gladly identify errors as such right. Be careful with templates. Why? Why would I say be careful with templates. What do you guys think?

Audience: [inaudible]

Kendra Wright: Some are pretty complex yeah absolutely little bit overwhelming, yeah, what else?

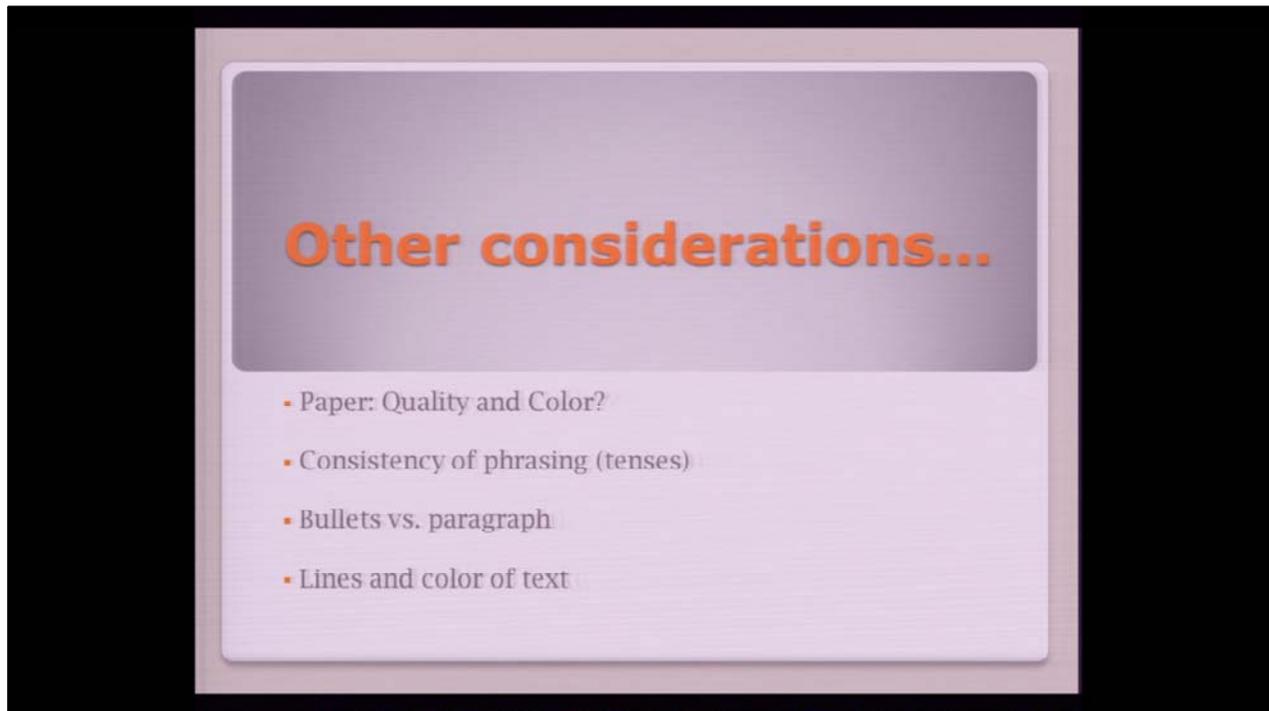
Audience: [inaudible]

Kendra Wright: I love it. You want it to be simple and they can easily, the reader, can easily understand it. Absolutely. So I love templates for the look. I think the templates are beautiful. I think that they most, some of them are little overwhelming and I can say absolutely not. Right? But some template that I see are aesthetically pleasing all of the margins are great we have identified tabs. We have this is center justified. The headings are clearly noted. Aesthetically I get very excited when I see templates, but why I would give a mire warning on being careful with templates is that they are restricting they are created to make life easy. For example, if you have an education section and what if you want to talk about a project that you've done and the template only gives you two lines and you have about five lines worth of valuable information you lose in that sense. So the general, use templates to get the visual, the aesthetics, um, but I would say the best route would be to create your own document from scratch and use whatever program you feel comfortable with. Okay? I'm going to say this while I'm thinking of it. I said just use the program that you feel comfortable with, which is a great way to create it.

My suggestion overall would be to when you're sending your resume or any documents you know in a professional capacity, please send it as a PDF. I learned this the hard way when I was at Stanford I was currently working there and I wanted to work here at Chico I emailed from a Mac, I emailed my resume to the director here at the Career Center and he, you know, very politely says 'Ma'am for someone who is looking for a resume reviewing job, unfortunately your resume does not look that sharp and I am just like sweating, I'm so upset because I'm looking at my screen looks beautiful when I realizes they have PCs here to say I was on a Mac it just looked horrible. So I re-sent it, luckily I'm here today, so something went okay, but I learned that lesson the hard way. So be aware of format changing during any transport them.

Kendra Wright: So usually one page. Okay? Usually. I'm going to throw this out there if you're going to survey, this is an informal comment, but if you're going to survey 100 recruiters. I'm going to say ninety something of them are going to say, you know what let's go with one page specifically at someone at maybe a college-level couple years out of college let's stay with one page get a clear concise straight to the point, get me interested, get me enticed and then we can talk about the rest. Now someone with, let's say, extensive experience not only have they gone you know an amazing education background that they've had this job that has you know very extensive responsibility and they also happen to be part of the extracurricular and they just have this breath of info I'm okay with a two-page and this is not a steadfast rule it's merely a suggestion. If we're going to go on a balance, right, a majority to say get that one page. Two pages tend to come to someone maybe with about 10-15 years of experience, because they really have a lot to talk about.

So, um, and is it easy read? Is it easy to comprehend quickly? Can I identify the sections? Can I identify where they went to school? What they're studying? Maybe some things that they worked on. Where they work and what they've done. If it's uh, if it's a challenge to kind of get through that information then unfortunately you're doing yourself a disservice. So a lot of that can be displayed with format: bold, underline, italics, bullets and using a real aesthetics approach to make sure that someone gets the value of valuable information first and then get to the rest when they need it.



Kendra Wright: Okay, paper. Paper of a resume: quality, color. What do you guys think? What's the right thing to do? What's the quality of the paper? Can I just, you know, print from my regular printer at home or do I put it on the that like little hard to get [incoherent] Yeah, okay, color, ivory color. What else? What are you guys thinking?

Audience: You don't want to get to crazy, you don't want to have like more than one color. You don't want to have green, blue, yellow...

Kendra Wright: No green, blue, yellow.

Audience: And you don't want them all mixed together.

Kendra Wright: Yeah, right.

Audience: Simplify it

Kendra Wright: Yeah. Simplify it. Absolutely. And keep it conservative you know and let them know that you care. If it's in the budget and you can make it happen I would say absolutely worth putting on some harder card stock. Right? Now, a little disclaimer would be maybe if you're going to like a career fair environment and potentially speaking to 20+. I would say it's okay. You know what, the career fairs they expect, you know, maybe more so of a more simple document but if it's a you know single application, if you're going to mail it, if you're going to hand-deliver it, you know, taking that extra step, letting them know that you care.

Kendra Wright: There was a scenario with a local employer who everyone wanted to work for you know they had an abundance of applications lo and behold the student gets hired and says hey you know why what happened how did you end up picking me and she said well what I did is that I took the stack of resumes and I thumbed through them and I pulled out the ones that were on card stock and that was the people that I started with. And so that just was her way of screening. Now was that the fair? I'm going to argue probably not right but what she felt was at that person took the time to let us know that they care and that's why so that's not gonna happen every time at all but it was just a one story of why it might be worth taking that extra step so and in color keep the conservative, right? I went to Office Depot the other day and I saw that there was like a Home Depot paint store right there was ivory and bone and sand and gravel and then celery and all of these crazy ones, and I was going to say, you know, those neutral tones, love it, celery ... probably not. It was a little awkward for me, because it was like a green. Right?

Audience: I think it depends on the company. If the companies color is like... BP and they change it to Beyond Petroleum, you want to be like a little greeny

Kendra Wright: There you go. It would be sustainable. Right? Yea. It does depend. And like that with the sustainable side to, I know is a lot of people use the recycle paper and sometimes it is a wee bit distracting because all of the the grains are in the, and yea, I'm kind of like more focusing on like the texture of it than the text of it, right. So, yeah, you're right, I think maybe identify where you're sending it to and cater to that, absolutely. Okay, consistency of phrasing. This one I see goes wrong quite a bit. The consistency of phrasing, what it means is if you're going to speak in present tense which is commonly the case if you're currently at a job. You, all of your supporting documents are all in present tense. Sometimes I see, they go present tense, past tense, present.

So be aware of the tenses and bullets versus paragraphs. What do you guys think? What would be recommended? What's ideal? What am I supposed to do? I got bullets up here. What do you guys think? Bullets? Okay, you know that's a great summary, we all say bullets right I think that that kind of supports what I was mentioning on the one page. It's just gonna be a majority rules kind of thing. Can you do paragraphs? Absolutely. Do I support paragraphs? Absolutely. Is it easier to comprehend, a point or a series of points in a bullet? Possibly. So you make the final decision on that one. But I think that your goal is to however you can easily and straightforward summarize again how you did the job and not just a general list of the job duties will be very valuable. And then what do you think about lines, color of text, where we at with that.

Audience: Same thing as the color paper.

Kendra Wright: Yeah, keep it conservative, right? Color of text, I'm going to say keep it black gotta be real you know dark charcoal if you're going to, but make it easy to read. Now one place that I can suggest that you can have some freedom to play and maybe add a pop of color would be your heading. Sometimes I see people will do you know their name larger and they'll put a color in their first initial of their first and last name or they'll do a little monogram or something right so you can have some freedom to play with such but be conservative on the remainder of the document just because if I'm visually not being able to identify that he gets a little confusing so have fun, but be conservative.



Kendra Wright: M'kay, sometimes I'll have people say, you know what I don't know what to include. I had one job in high school and now I'm here at college, right? So, I'm going to say this is in no particular order but here is a myriad of topics that you guys can absolutely include in no particular order. Um, you know commonly with a resume you're going to start the heading is going to be your name in a larger font your contact info is going to be your email, your phone number and...

Audience: This might seem dumb, but a lot of people say that the best place to put your name is either in the middle or the right.

Kendra Wright: Yea.

Audience: But what is the actual, does it [inaudible]

Kendra Wright: That's your own preference yeah, yeah, yeah, I think you know it there is no real steadfast of where the name has to be. I've seen it on the left, justified. I've seen it on the center justified I've seen it center. I think that's middle is probably the most common and as long as the name pops and the contact info is smaller, that you solve your purpose. I've also seen the name on the left and the contact info on the right. Have fun with it.

Audience: I was just saying, because the only reason I've heard it is because some people clip it like this and when they're going through them, they don't see your name if it's not on that side. But I mean like...

Kendra Wright: I find that hard to believe, um, if that's the case then go center or right. You know, but yeah I don't think commonly you're gonna just make sure to have the whole document front of you. Yeah, yeah. But I would say, you can have the freedom to decide what you like, aesthetically on that one. Yea. That's not a dumb question, it's a good question. Um, yes.

Audience: Would you put internships under experience?

Kendra Wright: Yea, absolutely. Yeah you need to you know, the question was can you put internships under experience. Absolutely, luckily there's a difference between experience and work experience. So if you wanted to do just one section of experience that's great. Experience could be very broad, it could be volunteer, it could be unpaid, it could be exposure to a, you know, a breast cancer awareness walk on the weekend. It's your experience, it's all-inclusive. Work experience has a title, mm, with a little bit more so yeah, mmm, mean that it was more so like a paid job.

Audience: What about like a paid internship?

Kendra Wright: A paid internship, that's great, that could also go under experience. Absolutely.

Audience: Can it go under work experience?

Kendra Wright: Sure. If you wanted, yeah. If it was a paid. Absolutely. Yea that would be great. M'kay, so you know commonly you're going to have your name, your heading up top and in the next section, most likely, again you have the freedom to identify the order of your sections, but the recommendation is going to be the most relevant to the position, the most, the highest clout, the most important stuff starts on the top and then we go descending order.

So for many of us it's education, right? That's where we're at right now. That's our most prestigious accomplishment. It's what we're working on and we really want to brag about it. So, if we choose education, you know, we start with California State University, Chico, is a formal representation, bachelor of science in, bachelor of arts in, you know, an option in and then if you have a minor, you know. So we're talking a three – four line citation about really what you're studying. And then we don't end there, we love to see the projected graduation date. Because employers want to know, when are you done, in either if it's in a local level, they still have three year here they're going to stay. Or if it's in a hiring level oh they only have one semester left, I can get them soon, I'll get the paper work started and then they can start in a couple of months. So you're expected, not when you started necessarily, but when you ended is very valuable. And what do you guys think on a GPA? What's the rule of thumb about what to put on your resume for GPA?

Audience: 4.0

Kendra Wright: 4.0 that would be an accomplishment in itself. Moreover it's 3.0 or above I think that the general screening criteria of employers you know we would love to see what your GPA is if it's a 3.0 or above if it's a below a 3.0 will talk about that later kind of thing so don't feel that that's not okay to put it on there but that's the general suggestion of a 3.0 and above if you and if you have a 3.4 and say I'm not really care about the my GPA on their that's okay that's your decision.

It's absolutely okay to talk about coursework, talk about what you're doing, what your projects are, it would be so meaningful to say you worked in a group of four, created employer handbook for local company, you know, presented and soon found out that they implemented it the next semester. Um, talk about what you've done, what you've been exposed to. Because it's not work, it's not an internship, but its exposure, its knowledge and it's valuable, so absolutely capitalize on if there's any project you've done brag about it. You can do a list of your coursework, if you've taken some courses, business law. I mean, I talk a lot about business, because I happen to be the advisor for the college of business, so I do apologize for my, you know, a single track right there but it's some great examples in the sense of maybe there are some classes that would be relevant to the position you're applying to. Absolutely, put them on there and then myself as the interviewer, I'm going to say, 'Tell me about that class'. 'Well this is what we've done, this is what we studied, this is what we are exposed to and then I might say 'You have a little bit more experience than I thought so this is great'. So that could actually help you.

Computer skills, volunteer work, like we were talking about what if you happen to volunteer at an organization that I have a personal passion for as well. So it's absolutely good to put that stuff on it in and kinda and it helps you create that document that that shows who you are. Internships like we were talking about experience, work, volunteer, activities. What would be an example of an appropriate activity to put on a resume?

Audience: [inaudible]

Kendra Wright: What about me be any student organizations and the management club yeah absolutely student organizations or even maybe athletics, like myself I'm a soccer player so if I played you know at Chico State women's soccer at a club level or if you do anything over at the rec center. Put some activities on their. I think it is very valuable for the reader to say, 'oh hey, you know you play rugby? So do I.' And why and what if we get to know each other on a very personal level and I'm going to like you even more because we're going to have more in common, right? So activities and then...

Audience: Don't a lot of business people like to play golf?

Kendra Wright: Play golf, yeah. I think that is probably over, over to try and establish business and maybe sign some contracts, yea, absolutely.

Audience: So is that like an important thing?

Kendra Wright: No, no. I would say that if you are interested in it, golf would be great. But I was in sales for another five years and I don't golf and was very successful, so it would only be if you liked it and then you can find a common interest with that person. Yea. But there's other common interest to, of activities that you know, you could do a little bit more, they don't have to be athletic based. So, yea.

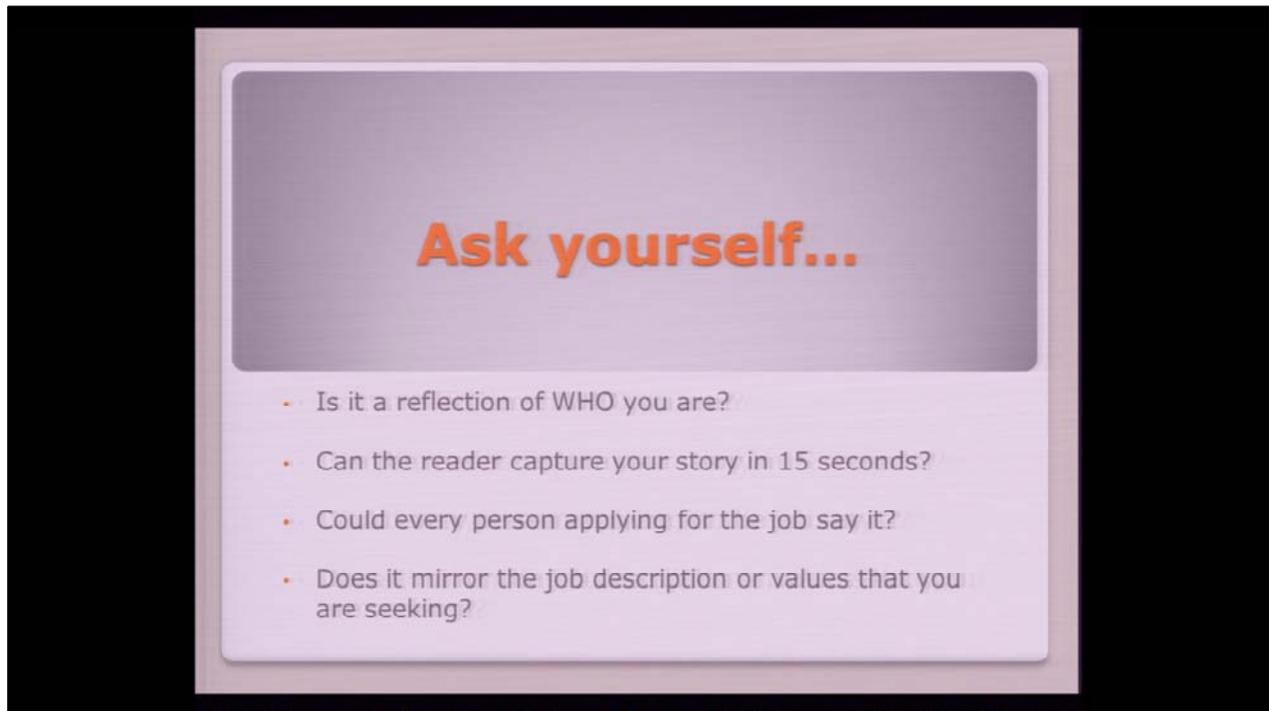
Leadership is a really good one, right? Not only was I part of the management club but I was the president, I was the special events coordinator, I was the treasurer so I'm really good with money and you know so there are some real attributes that not only did I sit in the chair and you know was a member, I was a leader and employer's love leaders. They love innovators, they love leaders, they love the ones who have taken the initiative. So, love to put that. And then if, has anyone studied abroad? Yea, that's great to put on their, right? Study abroad is an amazing opportunity that just capitalizes on adventure, problem-solving, diversity, assimilation, you name it and that's great...

Audience: Since I did go study abroad, so do I just put it like under education [inaudible] and can I take my high school out of it?

Kendra Wright: Yea, you don't have to put your high school on you resume cause you had to graduate high school in order to get here. So you kind of trumped that one. And then yea, study abroad would have to go under your education section. At the university that you studied at. You can talk about any of the experiences that you had, or projects that you worked or maybe if you're involved with any organizations, classes, yea, that would be great.

Audience: Shouldn't you only put your..., where you got your degree from. I mean or [inaudible]

Kendra Wright: Okay, yea, great question if you are a transfer student. You could absolutely put your community college on their if you just completed coursework at the community college arguably you know you can say Butte Community College completed coursework towards, but you don't want to have a false indication that you received an Associates from your community college, if you did, so be aware of maybe some false interpretation on that one. But absolutely, if you got your associates that would be highly encouraged. Good. M'kay. Any questions on topics? So we have a lot to talk about even if you don't have a wealth of experience, there really is a lot to talk about in regards to who you are



Kendra Wright: M'kay, and let's just say, for example you have your draft, right? You've taken into consideration everything we've talked about. I think you have a mental picture of you know what you want it to look like, some aesthetics you're gonna choose that you like over certain ones. You've looked at some examples and you have your draft. Right? What I challenge you to do is ask yourself is it a reflection of who you are? If you look at it and if you're like I look like every other person out there in this world then maybe it's not who you are. So let's start there and if it's not then that's where you come into the career center we meet on a one-to-one basis we continue to work on it so it is a reflection of who you are. Can the reader capture your story in 15 seconds? I have to be very honest with you, a recruiter's busy and they're not going to spend three minutes on your resume like we would hope that they would. You know there were days when I would come into the office and I had seven positions to fill, I gotta go, I got to move I got to go through the 57 applications just for one position and I gotta get through them. So sometimes just not enough hours in the day in order to accommodate your workload. So if, you know, if they're not looking at it and you can do a little test to see if you can give your resume to someone have them look at it for 15 seconds, then take it away and ask them a question and if they don't remember that it probably is a true reflection of they didn't get that topic as they were reading so that we can be kind of a fun little test.

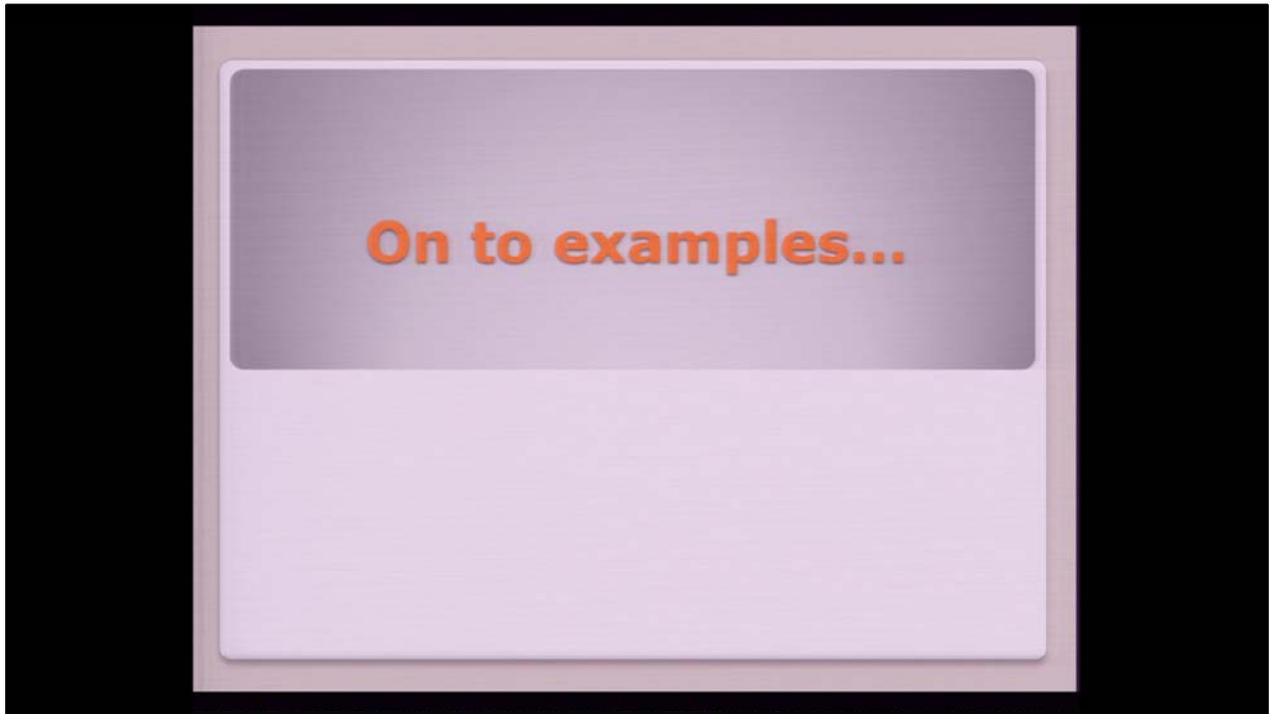
Kendra Wright: Could every person applying for the job say it? Right? I'm going to go back to that barista position, right, as I was saying, so you know, they make drinks, took orders clean dishes, every person could kinda say that right? So you want to be unique, you want to show your value, show your transferable skills. What did you do? Was it personality-based? Was it problem-solving? Was it efficiency? Was it you know volunteering to cover shifts? What was it that you made you that amazing employee and then moreover to advertise to them, right? And does it mirror the job description or the values that you are seeking right? So sometimes people will come to me and they'll say 'Kendra do I have to make a new resume for every job I apply to? What are you guys going to say, what's the answer to that?

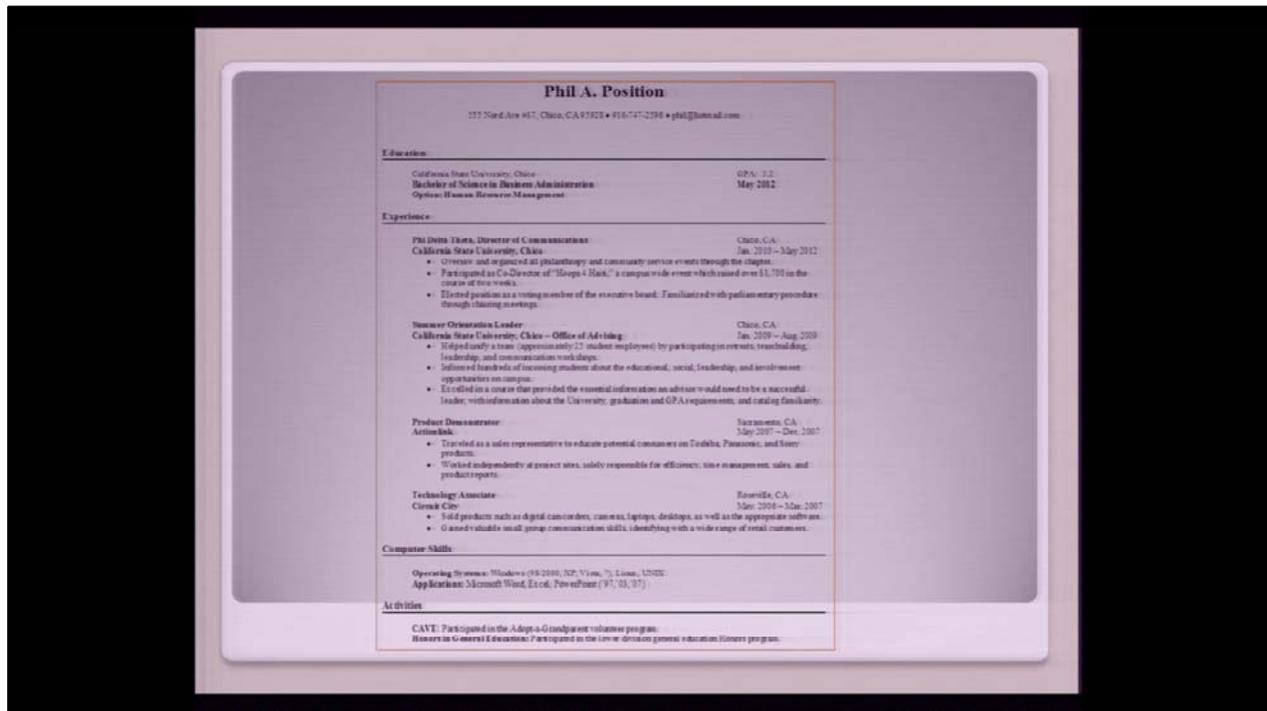
Audience: Well maybe if it's like a specific job that you really have been seeking, then yea, but then have one for everybody else.

Kendra Wright: Yea, I would say that is a good rule of thumb. So what he said was just have like a core general resume that you feel really great about, right? And that's gonna be your go to and that's gonna be if in two seconds someone asks you for a resume, 'here you go, I have that, I feel great about it'.

Audience: [inaudible]

Kendra Wright: Right, and if you feel that there's a specific job that you have your eye on and maybe it has a unique set of characteristics, let's go ahead and it is going to be, what? A 15 minute, tops, upgrade on your current resume to ensure that it mirrors what the companies looking for and don't assume that they will put the puzzle pieces together. Treat the reader at may be more of an elementary level. If they're looking for A, B, and C qualities, you address A, B, and C qualities. Right? At the risk of plagiarism, don't copy verbatim exactly their phrase right but embrace the topic because if they write, like I did that a lot I wrote the job descriptions and if I saw a resume that was kind of speaking my language talking about my topics that I'm looking for. Subconsciously I'm already interested. Now that person may have taken an extra 15 minutes and kind of ensure that their resume matched and that's a win. But, please don't feel that you have to spend extra time and make a new resume for every job I I say that that is maybe could be a little overwhelming and you don't have to do that. Okay, so we will do that when we choose. Right?





Kendra Wright: Okay, so let's look at some examples. My sincere apologies that the text is so small but I would like to go ahead and just kind of show you. I've chosen to and I've only chosen two because it's this big world of resumes, right? That there is a zillion out there. But I've chosen these two, because I personally think that there aesthetically pleasing. You know you may sit in this audience and just say, 'I don't like that one' and I'm totally okay with that and what that means is that the true depiction of how our real world works. Right? Even my colleagues, my colleagues here, you can give us one resume and we will sit side-by-side and all say that I like certain things and then he will say, 'Yea, I'm not really a fan of that'. That's exactly how the real world works, right, and that's a great depiction of, you embrace what you want. That's a solid resume is what you want and not necessarily dwelling on what you think that the employer wants to see because you can't control that and you will never, that's like the million-dollar answer. What do they want to say they want to see? They want to see what you have to offer and they want to see your creativity in making this document, right?

So the things that are great about this resume is a big name, small contact info. Aesthetically, I like lines. It is very visual for me to identify the section, okay. You'll see out the top, California State University Chico. It's just a formal list. We don't need sentence form and in resumes we commonly want to stay away from personal pronouns: I, my, we, you know? You don't say, 'I am currently studying at Californ-- It's like it's not a book, it's a list, right?

Kendra Wright: And then and what I specifically like too, is the use of this solid margin. You'll see that all of these citations start on the same margin it looks sharp, it looks concise. Rather than having them kind of do a little wave through, right? Yeah, okay, so in each citation, under experience, there's four pieces of information. It's your title, name of company, city and state and date and you'll see on here name of company in title are on the left and city and state and date are on the right. I care, about what you did and where, I'll get to the city and state and date when I'm ready, right? So sometimes if we convolute the left side this is a good job of using the whole document and not shoving everything to the left. M'kay, and then the bullets add a little bit more value, I'm not a fan of you adding extra words. I don't want extra words. I want extra value. So you don't just say, customer service, right? You talk about, you provided excellent customer service to ensure repeat business, right? You're not just kind of doing the basics, you're doing the above and beyond. And then this person has chosen to put their computer skills. Luckily it's just a pinch above just the Microsoft Word, Excel, and PowerPoint, right? Put things that you know.

Audience: When you do put like windows, like is it good to put parentheses.. like pretty much XP, Vista all that is the same thing, but...

Kendra Wright: Show the versions that you're exposed to. Absolutely, because what if the company has that version.

Audience: [inaudible]

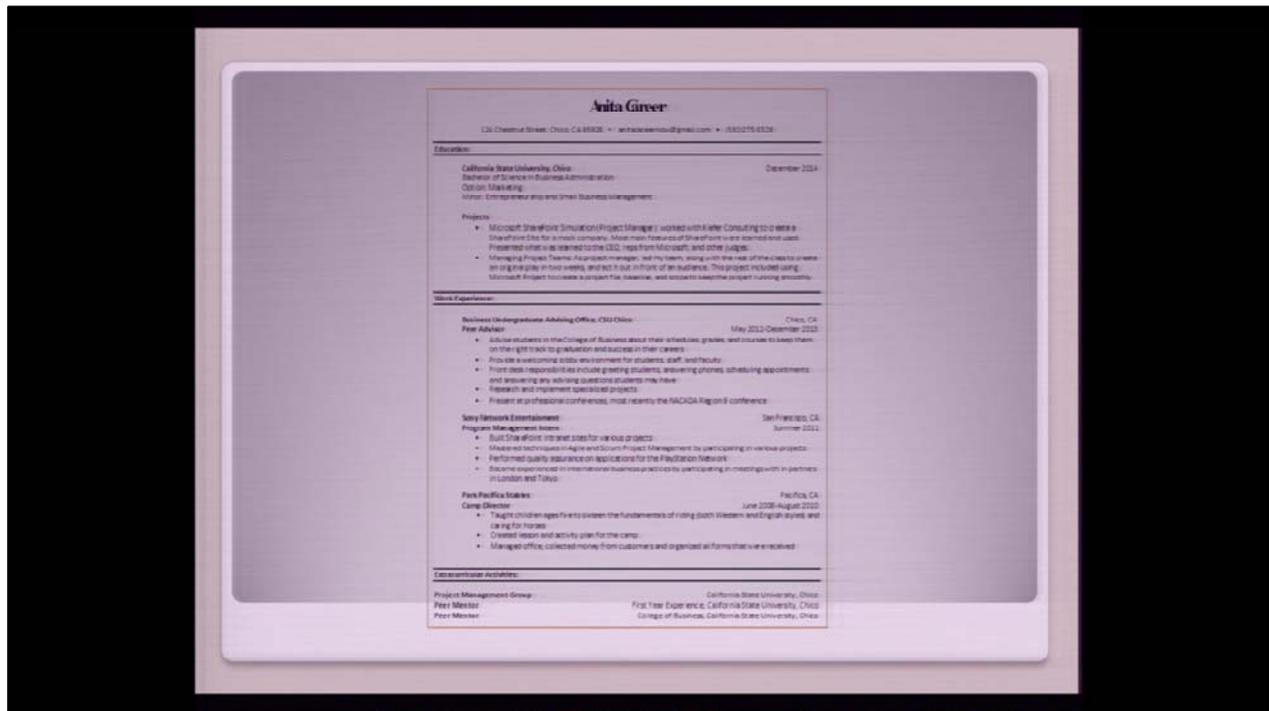
Kendra Wright: Than it would be attractive to them that you've been exposed to it, or they've updated and don't have that anymore, then that's okay. But I think it's great to be the specifics of what you've been exposed to. Even if its three years ago.

Audience: [inaudible]

Kendra Wright: Yea that's great. That's going to show that you have a pretty...

Audience: [inaudible]

Kendra Wright: Yea, go ahead and put it on, I think it's great. Yea, and then activities that you'll see C.A.V.E, honors, general activity, general education. Anything that you want to put on there, I highly encourage it just because it really does show value and it shows individual that may be something that I have done is similar.



Kendra Wright: So this kind of mirrors the same concept, to be very honest. You can tell that I have a type that I like, but it's talking about some projects. You see how that education is a little bit larger. This person is using about the first third of their resume to speak about what they're doing here at Chico State. Which I think is great, they used a right justified. Again they're talking about their main things that they have done and then they put their activities on the bottom to say, you know, 'these are the groups that I've been a part of, this is what I'm doing'. So it's not a whole life summary. You don't have to have your references on their. The references will be a separate page that are available upon request. You'll get them when you need them.

If you want an objective on there you can put it at the top and objectives are encouraged when they are rather specific and they really tell the reader what you want. I will see commonly objectives that say, seeking an opportunity to grow and utilize my expertise and those don't tell me anything. I love that you want a job and then that's why you're applying, but I would love if you could tell me what job you want. So be very specific seeking the ABC position at XYZ Company in Pleasanton, California, beginning

Audience: [inaudible]

Kendra Wright: Yes, absolutely it is advised, because it really targets the reader to guide them to like 'what do you want and what should I consider you for'. And if you don't know, then maybe you just leave the objective off and that's where your cover letter complement after your actual application or moreover that's where your handshake at a career fair with support, 'hi, my name is Kendra. What types of positions is your company hire for?' and then when they say 1, 2, 3, and 4, then I can see you the management trainee position really aligns with who I am and then you can kind of cater the conversation. But if you set on your resume that you wanted an accounting position and they don't have accounting you're just not... Now they're just ruling you out, but, so this is really allowing you to have some freedom and open up that conversation.

Audience: And they'll need references on there?

Kendra Wright: And references don't need to be on your resume, you don't want everyone calling John Smith, all the time, right? Yeah references are traditionally saved until the latter stages once they're interested want to make a hire. They'll say, 'hey, you know what, I really like you can you provide 3 to 5 references and then we'll get back to with our decision, and yeah.

Okay, so that's my pitch, that's my summary, that's my world of resumes. With that said you guys have any questions or thoughts. Yes, please.

Audience: So with the references, is it, do you have to put references available upon request. Or...

Kendra Wright: Kind of a given also. It's basically, if I have a job and you want it. If I say can I have your references and you say no then I don't give you the job you know. So I see a lot and I'm gonna say go for it, but it, as the reader, I'm going to assume you're going to give me the references upon request, but just know that that's super common. Because eons ago people said put your references on and that it's like slowly disseminating. So I would say don't worry about it. Yea, great question.

Audience: But we'll have them on hand, obviously, right?

Kendra Wright: Yes, yeah, I think it would be great just to have a document ready to send and say, and what's very valuable to is. Say I'm your reference, right? It would be, you ask me first, you know, 'Kendra can I use as a reference' and I say absolutely. It would be in your best interest to let me know when to expect a phone call because if you ask me to be your reference and then three months later you start sending yourself out. It's great when, if you were to come to me and say 'hey Kendra, I made it to this level with this job and I hope, I just had to give up my references I'm hopeful that they'll call you with the next couple days. Can you be aware on your cell phone? Make sure to call them back in a timely I really want this job and by the way can you highlight my abilities in 1, 2, and 3. I'm gonna say, that's great.

I had a scenario where I asked a previous manager of mine to be a reference. And he said 'sure, Kendra of course', right? So it was for an advising role, right? And when they called him he went off about what a great salesperson I was. I didn't set him up for success to properly give me a great reference. So, yea, so if you kind of enable that person with the information that would really hit home. That would be in your best interest to.

M'kay, so we offer drop-in services every day, right here in the Career Center here right where you're sitting from 1 to 4. So I would say you know, maybe you absorb what we spoke about today, run through maybe a first draft bring in a hard copy to us and we have advisors on the floor all the time that would gladly take a look at yea. We'll give you our ideas, thoughts and suggestions but please know soak it all in. Have several people look at your resume not one person is right. I, you know, I have my ways and my thoughts and my ideas, but it absolutely doesn't mean that I am right and that's the only thing to do so I think that would be a really great suggestion is having a few people look at it that way you can feel really good about creating a document that best represents yourself.

Sound good? Well thank you so much, I appreciate you coming.