

FUEL YOUR FUTURE

Tools to help you get paid
for a career you love

UWO | UNIVERSITY OF WISCONSIN
OSHKOSH

CAREER &
PROFESSIONAL
DEVELOPMENT

4imprint

CINTAS
READY FOR THE WORKDAY

enterprise

ASPIRUS
NETWORK

BRUNSWICK
MERCURY

CAREER EXPLORATION

What is it?
Career Exploration is mapping out your professional journey by deciding your career path, setting goals, and taking steps to achieve them. It's YOUR roadmap to a successful and lucrative career! This guide offers resources and tools to help plan the path to the Titan Life and career you envision.

Personal Values

Values play a critical role in career satisfaction and the significance of work in your life. Values drive what matters and help you answer the following questions:

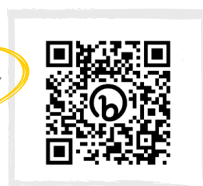
- Why did I pursue this major?
- What is the meaning of my future career?

To help identify your work/life values, review the list and select up to 5 of the most meaningful to you.

Student Resources



Handshake



List of Values

- | | | |
|--|---|---|
| <input type="radio"/> Achievement | <input type="radio"/> Faith/Religion | <input type="radio"/> Risk Taking |
| <input type="radio"/> Autonomy | <input type="radio"/> Friendship | <input type="radio"/> Recognition/Praise |
| <input type="radio"/> Advancement | <input type="radio"/> Flexible Work/Hours | <input type="radio"/> Tangible Results |
| <input type="radio"/> Benefits/Vacation | <input type="radio"/> Fun Work/Environment | <input type="radio"/> Travel |
| <input type="radio"/> Creativity/New Ideas | <input type="radio"/> Health/Well-being | <input type="radio"/> Working on a Team |
| <input type="radio"/> Challenge/Learning | <input type="radio"/> Helping Other People | <input type="radio"/> Working Outdoors |
| <input type="radio"/> Competition | <input type="radio"/> Improving Society/Social Issues | <input type="radio"/> Working with Physical Things |
| <input type="radio"/> Creating Beauty | <input type="radio"/> Job Security | <input type="radio"/> Working with kids
(or specific population) |
| <input type="radio"/> Creating Knowledge | <input type="radio"/> Location/Commute | <input type="radio"/> Other _____ |
| <input type="radio"/> Daily Variety | <input type="radio"/> Leading Others/Leadership | _____ |
| <input type="radio"/> Diversity/Culture | <input type="radio"/> Performing/Art/Entertainment | _____ |
| <input type="radio"/> Entrepreneurship | <input type="radio"/> Prestige/Authority | _____ |
| <input type="radio"/> Financial Rewards | <input type="radio"/> Predictability | |

Reflection Questions

After you've identified your top 5 values, answer the following reflection questions.

- 1 How do you currently use these values in day-to-day life?
- 2 How do these values shape your career path?
- 3 Do these values compliment or conflict with your career goals?



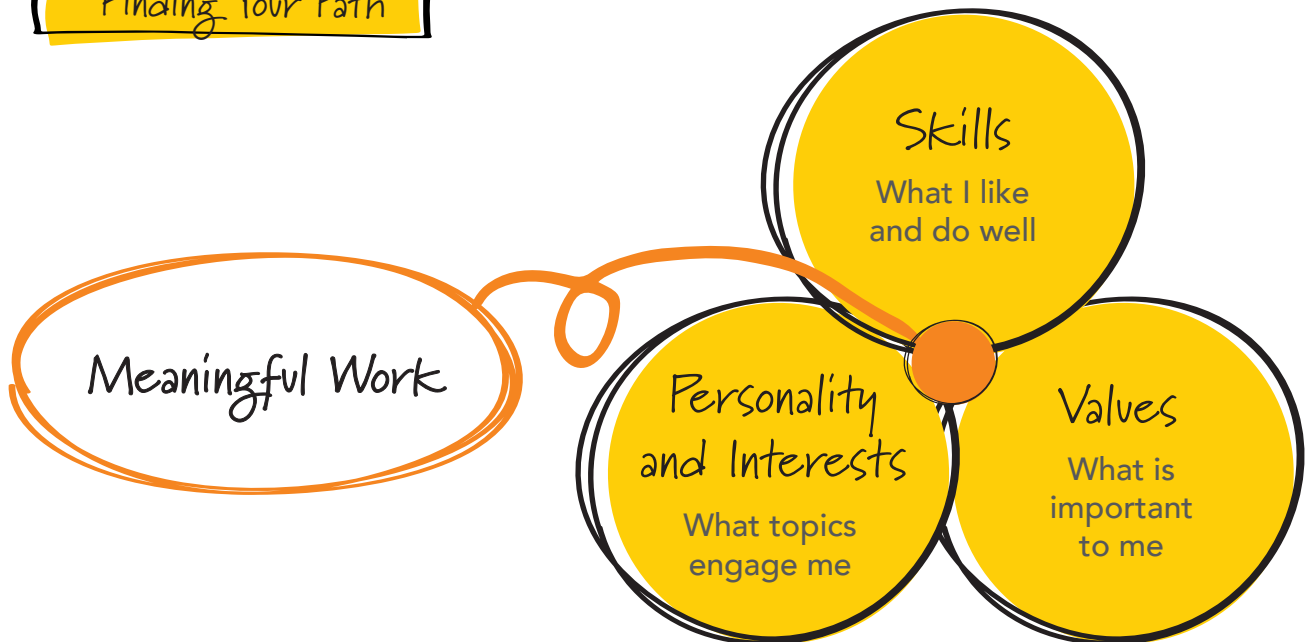
Career Direction

It's normal to feel overwhelmed when considering your future career path. You may have a lot of questions, feel confused or even second-guess your choices - but that's okay! You can ease those pressures by exploring jobs, internships, or other hands-on opportunities to figure out what you do or do not enjoy.

ACKNOWLEDGE THESE KEY FACTORS:

- Career interests will naturally develop over time with knowledge and experience; you may even find you gravitate towards several career paths.
- Personal and professional experiences can lead you into new directions to explore.
- Throughout your life, your career may change through promotions, lateral moves within an organization or by pursuing an entirely new path.
- If you focus on your skills, interests and values, you will find your path.

Finding Your Path



GENERAL INFO

Student Success Center, Suite 125

uwosh.edu/career | career@uwosh.edu | Hours: 8:00 a.m. - 4:30 p.m.

Follow us on Social Media!

ARE YOU CAREER READY?



COMMUNICATION

Clearly and effectively exchange information, ideas, facts, and perspectives

Notes:

Rank:

Hand-drawn yellow rectangular box for notes.



CRITICAL THINKING

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information

Notes:

Rank:

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LEADERSHIP

Recognize and leverage personal and team strengths to achieve common goals, coach and develop others, and use empathy, motivate, organize, and delegate work

Notes:

Rank:

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PROFESSIONALISM

Understand work environments differ greatly, comprehend and demonstrate effective work habits, and act in the interest of the larger community and workplace

Notes:

Rank:

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TEAMWORK

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities

Notes:

Rank:

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EQUITY AND INCLUSION

Demonstrate the awareness, attitude, knowledge and skills required to equitably engage and include people from different cultures and backgrounds

Notes:

Rank:

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Career Readiness is essential to prepare college graduates for workplace success! At UW Oshkosh, your classes and experiences are crafted to develop these skills. Identify how you are uniquely gaining these skills below!

Rank yourself on a scale of 1 (needs work) to 5 (experienced)

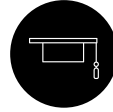


TECHNOLOGY

Leverage existing technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. Demonstrate effective adaptability to new and emerging technologies

Notes:

Rank:



CAREER AND SELF DEVELOPMENT

Proactively develop self and career through continual personal and professional learning, awareness of strengths and weaknesses, navigation of career opportunities and networking to build relationships

Notes:

Rank:

CAREER PLANNING

Check out our events!



FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH YEAR
<ul style="list-style-type: none"> Identify majors that relate to career goals* Join a student organization or club*** Create a LinkedIn profile* Create a resume* Craft your Personal Pitch* Attend career fairs; it's never too early to make connections!* 	<ul style="list-style-type: none"> Conduct informational interviews with faculty and professionals*** Enroll in a professional skills course* Apply to internship opportunities*** Attend campus networking events (all events can be viewed on Handshake)*** Update your LinkedIn profile and resume with new skills and experiences*** Update your Handshake profile*** 	<ul style="list-style-type: none"> Participate in career fairs, mock interviews and other networking events or workshops*** Secure an internship in your field*** Identify five professional contacts that can write a letter of recommendation or be a reference* Network, network, and network some more!*** Research graduate schools to be knowledgeable of requirements and deadlines* 	<ul style="list-style-type: none"> Apply for graduation* Meet with a Career Advisor to perfect job searching, interviewing and employability skills*** Obtain feedback on your resume, portfolio, cover letter, etc., and implement changes*** Alert your network you are job seeking* Update LinkedIn and turn on your "OpenTo Work" tag* Complete the process to apply to graduate school*



***encouraged to participate in this activity during multiple semesters | Adjust some of these tasks to fit YOUR academic timeline

Design YOUR LIFE

"How do I decide what I want to do with my life?"

Life Design is the way forward to allow you to imagine a career and life that doesn't yet exist and turn it into reality. It empowers you to design a life that reflects your unique strengths, interests, and values with the end goal of setting you on the path toward personal and professional fulfillment.

What Brought You to UW Oshkosh?

People decide to attend college for different reasons. Whatever yours may be, chances are you fit into one or more of the three categories below. To design your ideal Titan Life, list activities related to each area you'd like to accomplish before graduation.

LIFE OF THE MIND

Interested in growing intellect, knowledge for knowledge's sake

Example: Take a class that is not major related

CAREER READINESS

Launch your career, develop skills and pursue experiences for the workforce

Example: Conduct an informational interview

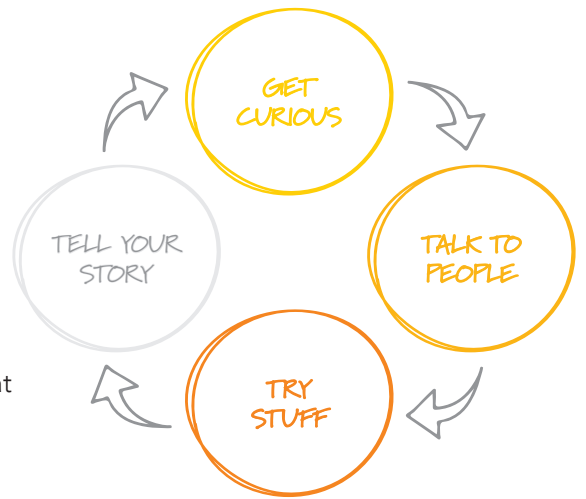
BECOMING YOU

Explore, figure out who you are, what you like, and what matters to you

Example: Join a club or organization

4-STEP CYCLE OF DESIGN YOUR LIFE

Designing your life is a process with no end. When you embrace curiosity, seek input from others, take action and reflect on your experiences, you can create a life that is meaningful to you. This four-step cycle may be used to brainstorm ideas and identify solutions.



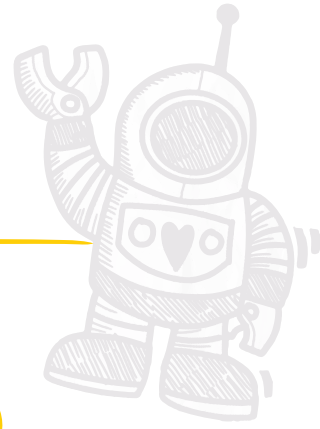
Create Your 4-Step Cycle!

Identify three areas of exploration and complete the four-step cycle below.

Example: I'm curious about majoring in XYZ.



LEVERAGING AI TECHNOLOGY



Scan for additional
ChatGPT Prompts!

EXPLORE CAREER PATHWAYS

"Identify potential career paths based on my skills in (list specific skills) and my interest in (list specific interests)"

"I'm interested in the (industry) field. Could you provide insights into potential positions within this industry with a bachelor's degree?"

CAREER READINESS

"Share strategies for building a strong personal brand through communication. Include tips for crafting a compelling personal pitch and utilizing social media"

"I want to develop my (inset skill you want to work on building) skills. As a college student, provide me with a road map for acquiring and honing this skill."

INTERVIEW PREPARATION

"Help me refine my interview skills for (specific job role). Ask me common interview questions and provide feedback on my responses."

INTERNSHIP AND JOB SEARCH DOCUMENTS

GET YOUR RESUME REVIEWED!

Your resume is one of the most important elements of your job search. Employers typically spend less than **30 seconds** to scan a resume. So, it's essential for your resume to clearly show your skills, qualities, goals and achievements. Many employers use applicant tracking systems (ATS) to scan for job-relevant keywords. If you don't highlight the right skills, AI embedded in the ATS may quickly reject your application. There's no one-size-fits-all approach to resume writing, but following these tips can help your document catch the attention of recruiters quickly!

Check out sample resumes and cover letters

University of Wisconsin Oshkosh introduces VMock Resume Optimizer

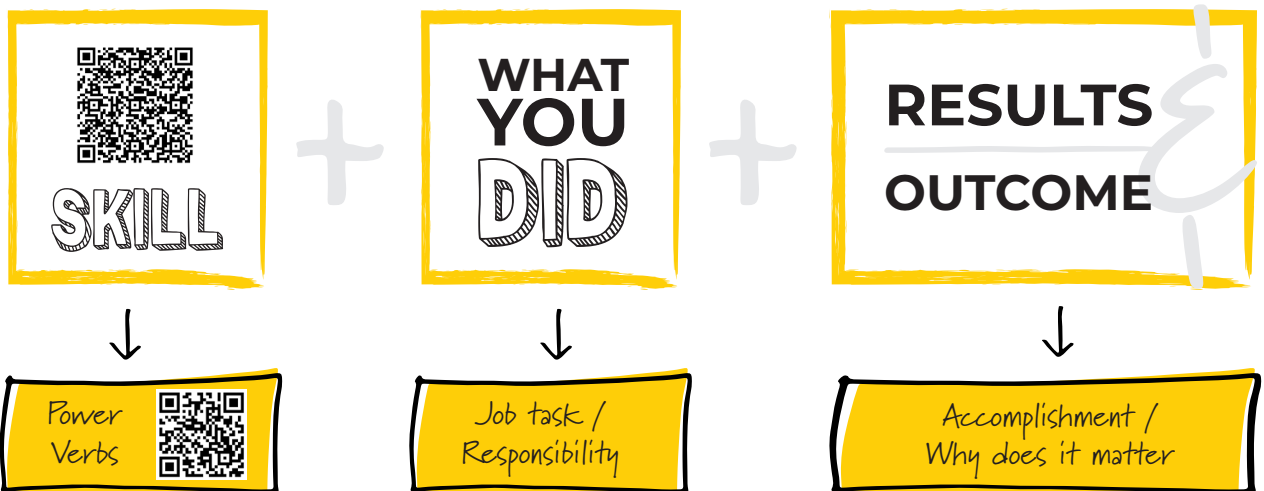
Optimize your resume and stand out from the competition!

- Get an accurate match score of your resume to job descriptions
- Improve your resume with relevant keywords to increase its impact
- Highlight your transferable skills to show your suitability for the job
- Get feedback on both content and presentation to meet ATS standards

Cover Letters

Resumes

Create descriptive and meaningful bullet points!



IT'S ALL ABOUT NETWORKING

We've all heard the saying, "It's not just what you know, but who you know." Your personal network includes close connections who are invested in your success, while your professional network consists of industry people who would seek to hire you for an internship or job. Building **both** networks during college is crucial to your success.

"It's not just what you know, but WHO you know."

Personal Pitch

A Personal Pitch is key in the job search process. It's often used when introducing yourself at a career fair or an informational interview, and answering the classic interview question, "Tell me about yourself." It's your chance to share your story, showcase your strengths, and make a memorable first impression. Complete the activity below to help craft your personal pitch. To practice and receive feedback, utilize **VMock!**

WHO ARE YOU?

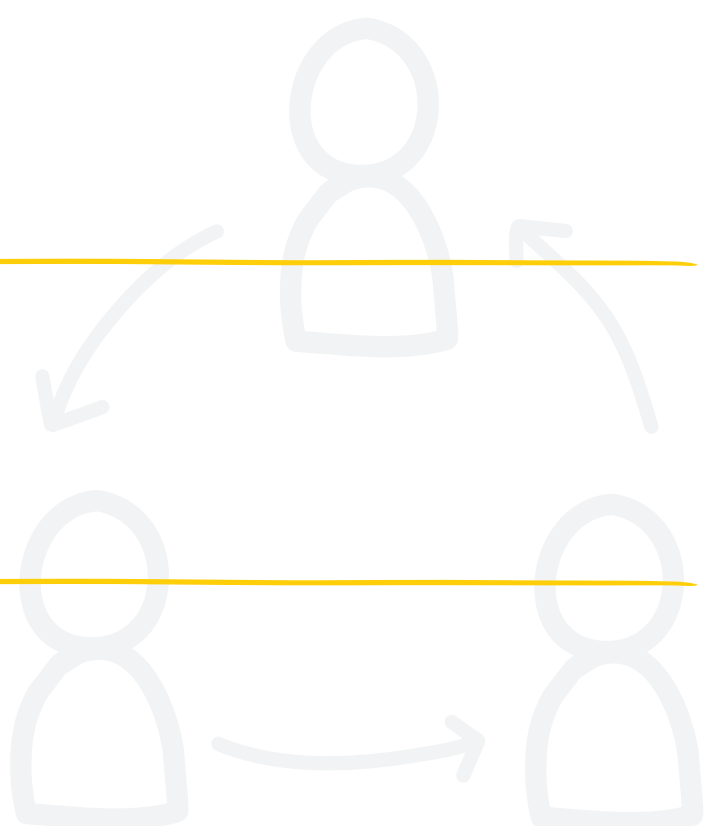
Name, university, studies, expected grad date + unique factor(s) to hook the listener.

WHAT IS YOUR GOAL?

Share your career goals or academic plan. Share any relevant experience.

CALL TO ACTION

Ask an open-ended question or request a follow-up meeting.



Write your
Personal
Pitch!

UTILIZING SOCIAL MEDIA

WHY IT'S IMPORTANT

- Present a positive and authentic brand to potential employers.
- Search for jobs and internships.
- Conduct real-time company and industry research.
- Expand personal and professional networks.

Networking: What LinkedIn is made for!

Networking on LinkedIn goes beyond just connecting. Be engaged on your feed by liking and commenting on posts. Follow organizations to keep up with the latest industry news. Share your story to let your network know you better! A great way to expand your professional network is to connect with UW Oshkosh alumni. Titan alumni are always happy to support current students.

Send a personalized connection request when networking on LinkedIn to increase the likelihood of your request being accepted.

1

Identify your common ground/
reminder of when
you met

2

Identify why you
are reaching out/
what you wish to
accomplish

3

Call to action

EXAMPLE

Hi Liz,

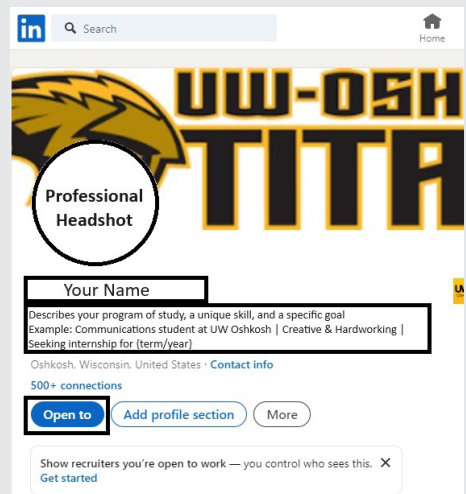
It was great meeting you at the UW Oshkosh Career fair last week!

I want to thank you for taking the time to talk about Baker Tilly and the internship opportunities the company offers.

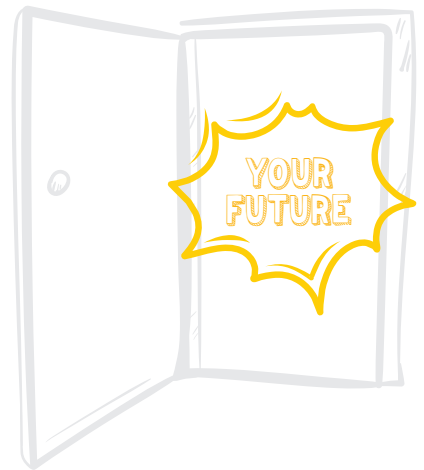
I'd love to have you join my network!

LINKEDIN PROFILE TIPS

- Customized URL.
- Turn on your "Open To Work" tag.
- Have a detailed headline with industry keywords.
- List all jobs, internships, and co-ops.
- Easily attach a PDF or URL to showcase a class project or online portfolio.
- Ask individuals who can speak highly of your skills to write a recommendation on your profile.



NAVIGATE INTERVIEWING



Successfully navigating the interview process will open doors to your future. On the following pages, we provide guidance on how to prepare, perform, and conclude interviews.

HAVE AN INTERVIEW?

If you are asked to participate in a phone or virtual interview and need a private space, you can reserve an interview room through Career & Professional Development. Contact us at (920) 424-2181 or stop by our front desk in the **Student Success Center 125**.

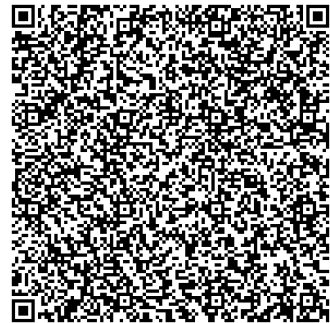
Before The Interview

- Use the STAR method to prep interview answers
- Leverage AI to help formulate questions
- Select your professional outfit
- Prepare 3-5 questions that reflect your workplace values such as environment, interests, advancement, and flexibility

Access a STAR
preparation worksheet

PREPARE

- Listen to the question
- Think of an event
- Organize thoughts in 5 to 9 seconds
- Detailed but concise answer



SITUATION

Provide context and background



TASK

Describe problem, and challenges



ACTION

Explain what YOU did and how



RESULTS

Benefits, savings, recognitions, etc.

Day of/During the Interview

- Know where you are going – ask for specific directions and arrive 10-15 minutes early
- For virtual interviews, log in early to test the camera and audio – be sure to download the platform application in advance if needed
- Be aware of body language (eg posture, eye contact, enthusiasm, fidgeting, nervous habits)
- Do not inquire about salary, bonuses or benefits before you receive an offer
- Ask the interviewer about their decision timeline or when you can expect to hear back
- Ask for a business card from each interviewer or ensure that you have their names, titles and email addresses to send for sending thank you notes

DRESS TO IMPRESS!
Need clothes?
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Stop In & Shop

**Career & Professional Development
Student Success Center
Suite 125**

Monday - Friday 7:45 - 4:30



CAREER CLOSET

**Choose 4 FREE items
each term including
J-Term, May Term
and Summer**

Jackets | Pants | Skirts | Shirts

Ties | Shoes | Scarves | Scrubs

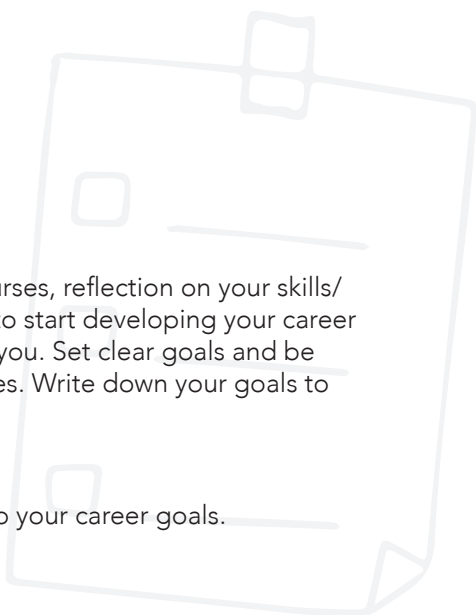
After the Interview - Follow Up

- Send a thank you note to all your interviewers within 24 hours. Express your interest in the position, highlight relevant skills or qualities and thank them for their time. A thoughtful thank you can set you apart from other candidates.
- Another strategy is to thank an employer via LinkedIn! Try sending a thank you and request a connection as your interview follow-up.

Thank you!

DEVELOP YOUR CAREER PLAN

Now that you've learned a lot about yourself through completion of courses, reflection on your skills/values and participation in experiential learning opportunities, it's time to start developing your career plan. Take charge of your career path because no one else will do it for you. Set clear goals and be open to new opportunities that align with your vision and work/life values. Write down your goals to help keep you accountable to achieve them.



CAREER/FUTURE PLAN

Utilize the activity below to develop your career goals.

	SHORT TERM	MIDTERM	LONG TERM
SKILLS	Over the next year <u>Personal</u>	2 to 5 years <u>Personal</u>	5+ years <u>Personal</u>
EDUCATION			
WORK EXPERIENCE	<u>Professional</u>	<u>Professional</u>	<u>Professional</u>
Personal	ACTION PLAN		
Workplace			
VALUES			

NEGOTIATION



Typically, employers will make a verbal offer over the phone followed by an email with the official contract. Review these documents carefully. It's okay to ask for time to consider the offer if needed. Once you accept an offer, it's important to uphold your commitment and refrain from seeking other opportunities or retracting your acceptance.

Effective negotiation is a collaborative process that requires active participation, empathy, and compromise. Engaging in negotiation can promote relationship-building through enhanced communication and understanding. In an effective negotiation, everyone wins. The key to effective negotiation is clear communication. Communication involves three important skills: understanding, listening, and speaking. Together, these three skills empower an individual to clearly identify and discuss viewpoints or areas of disagreement, ultimately reaching mutually agreeable outcomes.

Remember to approach negotiations with respect, clarify and define issues, explore various solutions, collaborate, be reliable, and preserve the relationship.

BENCHMARK SALARY

- UW Oshkosh First Destination Survey Data
- Salary Calculator ([glassdoor.com/Salaries/know-your-worth.htm](https://www.glassdoor.com/Salaries/know-your-worth.htm))
- Cost of Living Calculator ([bankrate.com/real-estate/cost-of-living-calculator/](https://www.bankrate.com/real-estate/cost-of-living-calculator/))

STRENGTHS/LEVERAGE

- What skills and experience do you have that will help you thrive in the new role?
- What are your major accomplishments from your most recent position?
- Do you have industry/role specific skills you bring to the company?
- Consider a scenario where you have another job offer. What elements of the other offer(s) can be used in negotiations, such as more paid time off or a signing bonus?
- What is one alternative negotiation item you can address (paid time off, paying for a professional certification, working remotely, etc.)?

PREPARE TO ASK

- Write out a script to ensure you showcase all strengths and leverage points
- Practice with a working professional and implement feedback
- Know your bottom line

LIFE AFTER UW OSHKOSH

CONSIDERING GRAD SCHOOL?

Undergraduate studies are a time for self-discovery and exploring personal interests, while graduate school is for those committed to career paths needing additional training. Before pursuing graduate studies, research what's required to achieve your career goals. Ensure you understand how a graduate degree aligns with your objectives. If you are unsure, gain clarity through work experience and career planning.



CURRICULUM VITAE (CV)

Similar to a resume but includes interests, grants, publications, presentations, research and references.



PERSONAL STATEMENT

A key part of applications where you highlight strengths, abilities and relevant experiences with specific examples.



GRAD SCHOOL TIMELINE

Visit the Writing Center for tips on crafting a standout personal statement!

Year Before Applying

SPRING/SUMMER

- Research programs
- Evaluate criteria needed to apply
- Tour institutions of interest

FALL

- Assess timeline for applications
- Draft personal statement and CV
- Identify individuals to provide letters of recommendation

SPRING

- Obtain feedback and finalize personal statement and CV
- Take required tests
- Start requesting letters of recommendation

Application Year

SUMMER

- Request transcripts from post-secondary institutions
- Begin filling out applications
- Prepare for interview with VMock or schedule an appointment with a Career Advisor

FALL

- Complete applications
- Set up interviews
- Build your professional wardrobe by visiting the Career Closet

SPRING

- Send final transcripts
- Accept and decline offers
- Submit financial paperwork
- Identify housing
- Plan a budget

HOW TO EXCEL AT WORK

→ Become an Industry Expert and Deliver Results

Learn at least one critical industry skill every year to build technical expertise in your field. Work on projects that expand your skills and knowledge.

→ Show Your Leadership Qualities

Even if you are not in a direct leadership role, take initiative on projects, mentor other people, and acknowledge others' work to lead by example.

→ Continue to Nurture and Build Your Professional Network

Connect with individuals inside and outside your department, participate in cross-departmental projects, and add professionals to your network from different organizations within your industry for the purpose of sharing ideas, getting advice, and learning.

LIVING ON YOUR OWN

If you are moving out on your own for the first time, managing finances can be daunting. Learn how to make a budget to help you track expenses and save for the future. Keep in mind that spending varies based on location and personal expenses.

Create a monthly budget aligned with your financial situation and lifestyle goals. If you're not employed yet, plan a budget based on your desired occupation's average salary.

Create and manage your budget effectively using these tools!

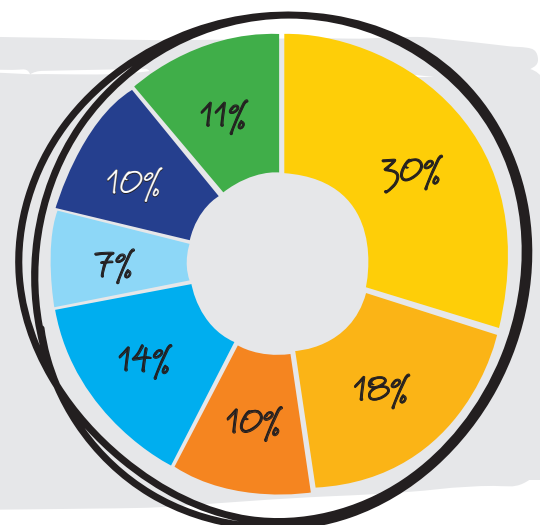
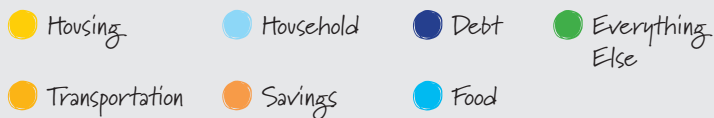
mint.com



learnvest.com



A great way to create a budget is to follow national spending ratios from the Bureau of Labor Statistics. These ratios give suggestions on how much of your salary you can expect to allocate for key expenses, as shown to the right.



SOURCE: Department of Labor, Bureau of Labor Statistics

BUDGET WORKSHEET

INCOME

Net monthly income is your total take-home pay, minus payroll deductions.

\$

MONTHLY EXPENSES

Rent/Mortgage	\$
Utilities	\$
Phone	\$
Cable/Internet	\$
Gym Membership	\$
Streaming Services	\$
Car Payments	\$
Student Loan Payments	\$

PERSONAL

Savings	\$
Retirement Contribution	\$
Groceries	\$
Clothing/Shoes/Personal Care	\$
Laundry	\$
Gifts	\$
Pets	\$

ENTERTAINMENT

Movies/Theater/Concert	\$
Restaurants	\$
Music and Online Media	\$
Hobbies	\$
Vacation	\$

HEALTHCARE

Payments/co-payments	\$
Prescriptions	\$
Dental	\$

INSURANCE

Car	\$
Renter/Homeowner	\$
Disability	\$
Life	\$

TRANSPORTATION

Gas	\$
Car Maintenance	\$
Public Transportation	\$

MISCELLANEOUS

	\$
	\$
	\$

TOTAL MONTHLY EXPENSES

NET INCOME - MONTHLY EXPENSES =

\$

THANK YOU SPONSORS

Service and Management



Financial Services and Accounting



Government, Law, and Public Safety



Healthcare



Social Assistance



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