

**Discover & Explore:** Students identify and evaluate career areas that align with their interests and priorities.

*Career Center Overview (15 Minutes)*

This presentation will cover the full range of Career Center resources and services, from an overview of online platforms to appointment types offered, students will gain a deeper understanding of the Career Center and ways that can assist them.

*Say "Hello" to Handshake (15 Minutes)*

Handshake is BW's Career Management Platform for students and alumni. In this program, students will learn how to take full advantage of the platform's many capabilities including exploring careers and following employers.

*Finding Your Passion (30 Minutes)*

Students will learn that pursuing one's passion can lead to a career that is both joyful and productive. The life design concept of "curiosity" will be used to help students begin to find answers to the big questions of "What is my job on this planet? What is it that needs doing that I know something about, that probably won't happen unless I take responsibility for it?"

**Connect & Engage:** Students develop mutually supportive relationships and cultivate a network of professional contacts.

*Career Conversations (aka, Informational Interviewing) (20 Minutes)*

A career conversation is a pre-arranged and structured meeting that you can have with another professional to learn about a particular industry, organization, and/or job role. In this program, students will learn how to arrange these conversations and what to ask.

*Leveraging LinkedIn (30 Minutes)*

LinkedIn is the world's largest career development and networking platform and a go-to resource for professionals in any field. In this program, students will learn how to set up their profile and connect with others, including BW alumni.

*The New Rules of Networking (20 Minutes)*

When done right, networking is about developing and maintaining mutually supportive relationships. In this program, students will learn practical tactics and mindsets to become comfortable and effective in building and maintaining these relationships.

*Professional Introductions (30 Minutes)*

Being prepared with an effective professional introduction (aka, elevator pitch) can help alleviate the anxiety associated with attending a career event or meeting other professionals. In this program, students will learn how to prepare an introduction and then practice it with their peers.

**Search & Apply:** Students use effective job/internship search and graduate school application skills in the attainment of desired career goals.

*Boost Your Job Search Using AI (30 Minutes)*

If used effectively and ethically, generative artificial intelligence (AI) can be a helpful partner in the job search process. In this program, students will learn how to use AI for resume and cover letter optimization, interview preparation, employer messaging, and job search strategy support.

### *Job and Internship Search Strategies (30 Minutes)*

Students often look for jobs and internships in the opposite direction of how organizations prefer to hire. In this program, students will learn how to maximize their search efforts through connections as well as the effective utilization of Handshake and LinkedIn.

### *Applying to Graduate School (30 Minutes)*

The search and admission process for graduate or professional programs can feel daunting, but planning ahead and being intentional during your search can make this process attainable! In this program, students will learn effective tips and tricks for a successful application process and ways in which your application can stand out. BW programs can also be discussed.

### *Job Search Correspondence: Employer Messaging and Thank You Notes (15 Minutes)*

How well you communicate in writing will make a lasting impression, either good or bad, on a potential employer or graduate school. In this program, students will learn how to send an introductory e-note as well as a post-interview thank-you note.

### *Resume Writing (20 Minutes)*

Having a well-written resume is vital in landing a job or internship. In this program, students will learn how to create an effective resume incorporating relevant information, key skills, and results-oriented impact statements.

### *Cover Letter Writing (20 Minutes)*

Cover letters often make the difference in who gets selected for the interview. In this program, students will learn how to prepare a well-written cover letter that complements their resume and is specifically tailored to the qualifications included in the job posting.

### *Interviewing Preparation (30 Minutes)*

The interview determines who gets hired and therefore is the most important part of the job search. In this program, students will learn effective interviewing techniques including the best way to respond to the common inquiry of “So tell me about yourself” as well as challenging behavioral-based questions.

### **Grow & Recognize: Students convey value to a potential employer or graduate school through the articulation of skills and strengths.**

### *You’ve Got Skills: An Overview of the NACE Career Readiness Competencies (30 Minutes)*

The National Association of Colleges and Employers has identified the eight career readiness competencies that broadly prepare the college-educated for success in the workplace and lifelong career management. In this program, students will identify examples of their own behavior that demonstrate proficiency in these competencies.

### *Salary Negotiation (30 Minutes)*

Many students and alumni are reluctant to negotiate for salary even though it can be one of the most lucrative forms of return on investment available. In this program, students will learn effective techniques for negotiating and the right way to approach it.

### *Professionalism 101 (20 Minutes)*

Professionalism consists of three domains which are reputation, career management, and self-management. In this program, students will learn ways that they consistently demonstrate professionalism in multiple settings and situations.