

CAREER **READINESS** GUIDE

2025-2026

4-YEAR
CAREER
PLAN

**JOB AND
INTERNSHIP
SEARCH
STRATEGIES**

**INTERVIEW
PREPARATION**

**YOUR FIRST
POSITION**

**TIPS FOR
FINANCIAL
SUCCESS**





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FROM THE DIRECTOR

Dear Student,

Welcome to the Advising and Career Development Center's Career Guide! As you begin your journey toward your future career, we are here to support you every step of the way. This guide is designed to equip you with valuable tools, resources, and insights to help you navigate the job search process with confidence.

Starting your career search can feel overwhelming, but with the right preparation and guidance, you can set yourself up for success. Whether you're exploring career options, polishing your resume, or preparing for interviews, know that we are here to provide support, answer questions, and connect you to opportunities.

We encourage you to take full advantage of the resources available to you, attend career events, and reach out to our team when you need assistance. Your career journey is unique, and we're excited to be a part of it as you take the next steps toward your professional future.

Best of luck as you begin your career search — we're here to help you succeed!

Mr. Wayne E. Simpson

Associate Director of Career Development Center

WKU Advising and Career Development Center
Downing Student Union Suite 2001
Phone: 270-745-3095
Email: careerhelp@wku.edu
Web: wku.edu/career/

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ADDITIONAL LOCATIONS

- Gordon Ford College of Business
- College of Education and Behavioral Sciences
- Potter College of Arts
- Ogden College of Science and Engineering
- College of Health and Human Services

CAREER SERVICES/ONLINE TOOLS

CAREER COACHING

Our Career Coaches go above and beyond to individualize solutions for each student and alumni. By reaching out to a Career Coach, you will build a great relationship with a professional who cares about your success and can help you map out your professional journey.

- » General Major & Career Related Coaching
- » Resume & Cover Letter Review
- » Internship Assistance
- » Practice Interviews
- » Career Fair Information & Prep
- » Graduate School Guidance

Appointments are available in person (Downing Student Union 2001, Advising and Career Development Center), via Zoom, or by phone.

CAREER EVENTS AND WORKSHOPS

We host career fairs every term catering to a wide variety of students, majors, and programs. These events will provide opportunities for WKU students to connect with working professionals.

A number of presentations and workshops are housed in the ACDC Career Studio throughout the year. They are free to attend and open to Western Kentucky University students and alumni.

Visit wku.edu/career or click the Events tab in Handshake to stay up to date.



Receive guidance in any of the following areas:

- Resumes, Cover Letters, & Personal Statements
- Choosing a Major or Career Path
- Finding an Internship or On-Campus Job
- Starting your Full-time Job Search
- Career Fair Preparation

HANDSHAKE



Visit wku.joinhandshake.com, to view listings for local and national jobs and internships. Build a profile showing your experience and education and register for career fairs and workshops.

CAREER STUDIO

Email, call, or drop-in to the Career Studio workspace to meet with a Career Student Ambassador one-on-one. The Career Studio is located in the Downing Student Union Room 2001.



STEPPINGBLOCKS

Visit wku.steppingblocks.com/login to see our online career exploration platform. Students have access to a 20-question personality assessment, career path explorer, institution outcome explorer, and tuition analyzer.



4-YEAR CAREER PLAN

PLAN IT - FRESHMAN YEAR (~0-30 hours)

- Begin exploring your interests and strengths that align with your skills and passions.
- Familiarize yourself with WKU's career partner, Steppingblocks.
- Meet with a college **Career Coach** to discuss career options and potential majors.
- Activate and become familiar with **Handshake**.
- Seek assistance from the **Career Studio** to create a resume and cover letter.
- Activate and become familiar with LinkedIn and all the different resources it offers.
- Meet with your Academic Advisor to plan your course of study.

BUILD IT - SOPHOMORE YEAR (~31-60 hours)

- Seek professional advice from a college **Career Coach**.
- Keep your resume and profile updated on **Handshake**.
- Start building your professional wardrobe.
- Seek out a professional mentor.
- Develop key transferable competencies by seeking opportunities that complement your major.
- Attend networking events such as career fairs and other professional development events.

WORK IT - JUNIOR YEAR (~61-90 hours)

- Update and fine tune your resume and cover letter. Translate your strengths into marketable skills.
- Seek and acquire an internship through online job portals (Handshake, etc.), direct contact, professional networks, and/or through other sources.
- Schedule a meeting with a college **Career Coach** to develop career goals.



LIVE IT - SENIOR YEAR (~91-120 hours)

- Have all professional documents (resume, cover letter, references, online portfolio, etc.) prepared, up-to-date, and reviewed by a **Career Coach**.
- Contact faculty, previous employers, and/or other professionals to use as professional references.
- Effectively articulate your diverse experiences and career-ready competencies, leveraging them in interviews and/or networking events.
- Start applying to full-time positions at least 4 months in advance of your graduation.
- Secure a full-time position.

PARENT'S GUIDE TO CAREER DEVELOPMENT



One of the most valuable things that parents can do to help a student with career planning is to listen, be open to ideas, help your student locate information, and be nonjudgmental.

1. ACKNOWLEDGE THAT UNCERTAINTY ABOUT MAJORS AND CAREERS IS NORMAL.

Many students feel isolated in their indecision about choosing a major, but they are far from alone. In fact, over half of all students change their major before graduation.

2. PROMOTE SELF-EXPLORATION.

Even if your student has chosen a major, encourage them to engage in self-exploration to confirm their decision. Career choices begin by understanding one's interests, values, personality, and skills.

3. SHARE YOUR OWN CAREER DEVELOPMENT STORY.

Talk to your student about why you chose your career path and share what your work entails. Be open about both the positive and negative aspects of your job.

4. ENCOURAGE EXPLORATION OF OCCUPATIONAL RESOURCES.

Resources like the Steppingblocks (wku.stepsblocks.com) can help students learn about different career fields. Encourage your student to review WKU's Toppers R.I.S.E (wku.edu/academicaffairs/qep/), which is a roadmap to integral skills and engagement.

5. EMPHASIZE THE IMPORTANCE OF EXPERIENCE.

In today's competitive job market, gaining relevant experience is crucial. Encourage internships, part-time jobs, or volunteer work related to their field, as well as co-curricular activities like student organizations, research, and study abroad programs.

6. ENCOURAGE YOUR STUDENT TO DEVELOP THEIR RESUME.

Writing a resume is a practical exercise that helps students assess their strengths and areas for improvement. The Career Development Center offers resume samples and critiques, and students should take advantage of these services.

7. TEACH THE VALUE OF NETWORKING.

Help your student connect with professionals in their fields of interest. Encourage them to conduct informational interviews or job shadow to gain firsthand knowledge of different careers. The Career Development Center can support students in building their networking skills.

8. LET YOUR STUDENTS MAKE THEIR OWN DECISIONS.

While it's okay to offer guidance on majors or career paths, the final decision should be up to your student. Career choices can be stressful, so be patient, understanding, and supportive, even if their decision differs from your own.

9. ENCOURAGE REGULAR USE OF THE CAREER DEVELOPMENT CENTER.

Career decision-making is an ongoing process, not a one-time event. Encourage your students to utilize the center's services throughout their college years, starting in their first semester. We are located in the Downing Student Union (DSU), on the second floor, suite 2001. We are also available by phone, (270) 745-3095, and email, careerhelp@wku.edu.

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GRADUATE SCHOOL

A guide to preparing applications, exploring programs and financing grad school:

WKU Database of Graduate Programs and Resources --
wku.edu/graduate/



GRADUATE SCHOOL APPLICATION TIMELINE

Below is a suggested sample schedule for students applying to enter graduate school in the fall.

SUMMER BEFORE SENIOR YEAR ("12 months in advance)

- Explore graduate programs/schools. Seek advice from current faculty members.
- Contact potential programs to identify program requirements and applications. Make note of any particular areas that require special attention.
- Prepare for the GRE or other standardized exams. Sign up for test preparation course.
- Start preparing your statement of purpose and/or personal statement. Identify and speak with the faculty members you intend to ask for letters of recommendation.

FALL OF SENIOR YEAR ("9 months in advance)

- Take the GRE or other necessary standardized exams such as GMAT, LSAT, MCAT, etc.
- Complete first drafts of your written statements and ask for feedback from faculty or career experts.
- Research financial aid resources and identify application requirements and deadlines.
- Ask faculty members (or other professionals) for letters of recommendation and provide them with all the necessary information they will need to write an effective and accurate letter of recommendation.
- Narrow your list of potential graduate programs to 3-5.

JANUARY ("6 months in advance)

- Take the GRE Subject Test if required.
- Complete final drafts of all of your written statements.
- Follow-up with faculty members regarding the status of your letter of recommendation.
- Complete and submit program applications by required deadlines,
- Fill out the FAFSA if you plan to apply for financial aid.
- Prepare for potential admissions interviews.

APRIL ("3 months in advance)

- Receive acceptances and rejections. Seek advice from faculty members in your undergraduate program on where to go.
- Look at the big picture. Which program best aligns with your career path? Consider the cost of living and educational costs associated with each school that accepts you.

JOB AND INTERNSHIP SEARCH STRATEGIES



WHAT IS AN INTERNSHIP?

An internship is generally a short-term work experience offered by companies and other organizations for people to gain some entry-level exposure to a particular industry or field. It is as much a learning experience as it is work. Ideally, interns spend their time working on relevant projects, learning about the field, making network connections, and developing key hard and soft skills. Internships can be paid or unpaid.

WHY ARE INTERNSHIPS IMPORTANT?

Internships are a great way to work side by side with industry professionals to help you get a general idea of what an entry-level role might look like in the organization. It's also a great way to start building your network, from your fellow interns to seasoned leaders. Lastly, companies often use internships as talent pipelines to fill their own full-time positions. In a recent survey from the National Association of Colleges and Employers (NACE), employers deemed the completion of an internship as the most influential factor in hiring a given candidate.

ARE INTERNSHIPS REQUIRED FOR ALL MAJORS AT WESTERN KENTUCKY UNIVERSITY?

No. Although all students are encouraged to seek relevant internships during their academic experience, not every major has an internship requirement. It's important to talk with professors and academic advisors to determine if your major requires an internship. If it does, you will need to work through the appropriate department to ensure all details related to placement, course credit, grading, etc. are met. If your major does not require an internship, you can still seek an internship to gain valuable and relevant work experience.

JOB SEARCHING STRATEGIES FOR COLLEGE STUDENTS

- 1. START EARLY & SET GOALS:** Begin your search early, even if you're a freshman. Set specific goals, like applying to a certain number of internships each month.
- 2. USE CAMPUS RESOURCES:** Career services offer resume help, mock interviews, and job fairs. Attend these events to build connections and find opportunities.
- 3. HAVE CAREER CONVERSATIONS:** Build relationships with professors, **WKU Alumni Career Consultants**, and peers. Networking often leads to unadvertised job openings.
- 4. TAILOR YOUR APPLICATIONS:** Customize your resume and cover letter for each job, matching your skills to the job description to stand out.
- 5. GET EXPERIENCE:** Internships, part-time jobs, and volunteer work help you gain skills and build your professional network.
- 6. STAY ORGANIZED:** Keep track of applications and deadlines with a spreadsheet or app to stay on top of the process.
- 7. PERFECT YOUR PITCH:** Practice a concise, confident elevator pitch for interviews and networking events.
- 8. STAY POSITIVE:** Rejections are part of the process. Keep applying and learning—each step brings you closer to the right opportunity.

By staying proactive and focused, you'll be on your way to securing a job after graduation!

JOB SEARCHING RESOURCES:

- » Buzzfile - buzzfile.com/major/employers-by-major
- » Team KY Personnel Cabinet - kypersonnelcabinet.csod.com
- » Handshake - wku.joinhandshake.com
- » Steppingblocks - wku.steppingblocks.com
- » LinkedIn - linkedin.com
- » Federal Government - usajobs.gov
- » Chronicle of Higher Education - jobs.chronicle.com

RESUME/CV TIPS



WHEN TO USE:

CV (CURRICULUM VITAE):

- Use for academic or research-related jobs, especially in non-North American countries.
- Great for showing off a long list of experiences, like internships, research projects, and academic achievements.
- Common in fields like medicine, academia, and research.
- To download a sample CV, click wku.edu/career/documents/guidelines-for-cv.pdf.



RESUME:

- Use for most jobs in the U.S. and Canada, especially in business, marketing, tech, etc.
- Best for entry-level positions or job fairs where you need to make a quick impression.
- Keep it short and focused on your skills, internships, and education.
- To download a sample Resume, click wku.edu/career/documents/resume-with-industry-skills-courses.pdf.



RESUME:

Resumes are skimmed through quickly by employers. The average amount of time and employer spends looking at your resume is only 6 seconds. You are only given seconds to set yourself apart. That's why it's tremendously important to make sure your resume has an effective, strong format and there are no grammatical errors. Since so little time is spent looking at resumes, try not to exceed a page in length. This resume should showcase aspects like your education, industry-related skills, achievements, professional experience, and involvement. For further information, see our other resume help documents.

CV: WHAT DOES IT EMPHASIZE?

A CV, or curriculum vitae, is a document that provides an overview of a person's academic and professional accomplishments, typically used when applying for academic, research, scientific, or teaching positions.

Unlike a resume, which is usually tailored for specific job applications and focuses more on relevant work experience and skills, a CV tends to be more comprehensive and includes detailed information about one's education, research experience, publications, presentations, awards, honors, affiliations, and sometimes even personal interests. CVs are common in academic and research fields where a thorough account of an individual's qualifications and achievements is important.

Overall, a well-written and well-formatted CV effectively showcases your qualifications and experiences to potential employers.

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Dental



Vision



Life

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EXAMPLE CV

Joe Smith

Bowling Green, KY 42104

(555) 555-5555 | joesmith@notrealemail.com | linked.com/notrealjoesmith

EDUCATION

Doctor of Philosophy in Applied Anthropology

Anticipated Graduation May 2026

Western Kentucky University

Bowling Green, KY

Dissertation: "Socialization of Women in Uruguay: Identity, Race, & Power Within the World"

Advisor: Dr. May Fredrick

Master of Arts in History

May 2022

Oklahoma State University

Stillwater, OK

Master's Thesis: "The California Gold Rush Impact on Early Transportation Strategies in the USA"

Advisor: Dr. Joseph Anderson

Bachelor of Arts in Psychology

May 2019

University of Central Oklahoma

Edmond, OK

TEACHING EXPERIENCE

Western Kentucky University, Department of Anthropology

August 2023 – Present

Teaching Assistant

Bowling Green, KY

Course: Introduction to Human Evolution – 3 semesters

- Teach three sections of a 3-hour course to ~125 undergraduate students each semester.
- Develop and implement a comprehensive curriculum for "Introduction to Anthropology" course.
- Design engaging lesson plans with multimedia resources and real-world examples to address diverse learning styles.
- Provide timely and constructive feedback on student assignments and exams

Western Kentucky University, Department of History

August 2021 – May 2022

Teaching Assistant Bowling Green, KY

Course: Introduction to American History (Pre-Civil War) – 2 semesters

- Designed weekly lesson plans for small group discussions (30 students in each section/2 sections).
- Graded weekly quizzes and provided substantive feedback to all students.
- Created reading guides for weekly readings from primary literature.

RESEARCH EXPERIENCE

Western Kentucky University, Department of Anthropology

August 2023 – Present

Research Assistant to Dr. May Fredrick

Research Project: Bridging the Divide: Christianity & Collective Memory in the Republic of South Sudan

PUBLICATIONS

McMichaels, R., **Smith, J.** Catholic Leadership and Statehood in Southern Sudan. (2023). *Society for Cultural Anthropology*. 65 (9): 201-208.

Smith, J. The Rush to Riches. (2021). *American History Chronicle*. 51: 193-197.

Jenkins, P., T. Belk, T. Keith, and **Smith, J.** Healing Faith. (2021). *Catholic Chronicle*. 113 (5): 35-40.

PRESENTATIONS

Johnson, T., Hill, C. and **Smith, J.** (2023, November). *Decoding Memory in Individuals from South American Cultures*. Society for Cultural Anthropology Annual Conference. Portland, Oregon, USA.

HONORS AND AWARDS

Johnson Fellowship, Western Kentucky University, 2024

Travel Grant, Western Kentucky University, 2023

PROFESSIONAL AFFILIATIONS

American Anthropological Association (AAA)

2021 – Present

Society for Applied Anthropology (SfAA)

2022 – Present

RESEARCH INTERESTS

Christianity in South America, conflict resolution, religion and identity, collective memory, gender roles

COMMUNITY SERVICE

Habitat for Humanity, Volunteer, Bowling Green, KY

2023 -2024

The Fight Against Parkinsons, Bowling Green, KY

2022- Present

SKILLS

Proficient in all Microsoft Office programs

Qualitative and quantitative research methods

Technical and creative writing

Teaching and mentoring college-age students

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COLLEGE MAJORS/MINORS

RVBH CAREERS

Biology, Chemistry, ALL Health Sciences, Pre-Medicine, ALL Psychology, Nursing



Registered Nurse, Nurse Practitioner, Psychologist, Medical Assistant, Dietitian, etc.

ALL Child and Family Services, Clinical and Community Behavioral Health, Communication Disorders, Family Studies



Child and Family Peer Supports, Care Managers, Therapeutic Community Supports, Local Resource Coordinator, etc.

Early Childhood Education, Public Health, Social Work, Special Education: Learning & Behavioral Disorders



Inpatient and Outpatient Therapist, (CSW, LMFT, LADAC, etc.), Recreation, Music, Art Therapist, etc.

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careers@rvbh.com

EXAMPLE RESUME

Theresa Smith

Bowling Green, KY 42101
(270) 555-5555 | js555555@gmail.com | LinkedIn

EDUCATION

Western Kentucky University- Bowling Green, KY Anticipated Graduation – December 2024

- Bachelor's Degree in Marketing

INDUSTRY SKILLS

- **Data analysis** – Keen in identifying, examining, and interpreting data has practical applications across industries.
- **Project management** – includes bookkeeping through QuickBooks or Excel
- **Attention to Detail** - identifying errors in the books that have already been prepared
- **Transactions** – the ability to record journal entries, adjust T accounts, and reverse entries
- **Communication** – working with peers and co-workers through active listening and written and oral communication
- **Professionalism** – have shown excellent attendance and punctuality throughout academic and work-related job; dedicated to going above and beyond what is expected

RELEVANT COURSEWORK

- Marketing Analytics
- Survey Research
- Integrated Marketing Communications
- Marketing Management
- Strategic Internet Marketing
- Managerial Cost Accounting

MARKETING EXPERIENCE

Pet Business Marketing Campaign, Bowling Green, KY (June 2022 – Present)

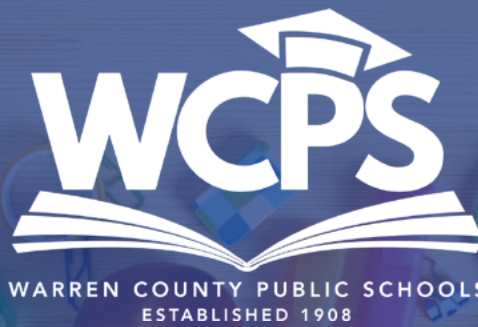
- Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination social, email, and offline marketing techniques
- Surveyed pet owners in Oakland to collect detailed data on the behavior of target customers
- Developed a campaign budget of \$1,500
- Mined and analyzed 4 customer databases and 120 user surveys to identify purchasing trends, and designed new sales and marketing strategies to target existing customers

Business Plan Competition, Handy Man Services (May 2021)

- Entered GGU's business plan competition with a group of 4 classmates to build a mock food truck business
- Managed all the marketing aspects of the business plan, including market analysis, positioning, and budget
- Received 3rd place out of the 30 teams that entered the competition

ADDITIONAL SKILLS

- In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram
- Adept with Microsoft Office Suite
- Familiar with consumer research tools: AYTM and GutCheck



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- Teachers
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- Substitute Teachers
- Speech-Language Pathologists
- Nutrition & Dining & Substitutes
- Bus Drivers & Substitutes
- Maintenance/Custodial
- Technology, and more!

Substitute Teacher Qualifications

- Minimum Requirement: High School Diploma or Equivalent
- Starting daily rate of \$103
- Long-Term Pay Increase after completing ten (10) consecutive days

To apply with WCPS



To apply to be a substitute



@Warren County Public Schools



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warrencountyschools.org

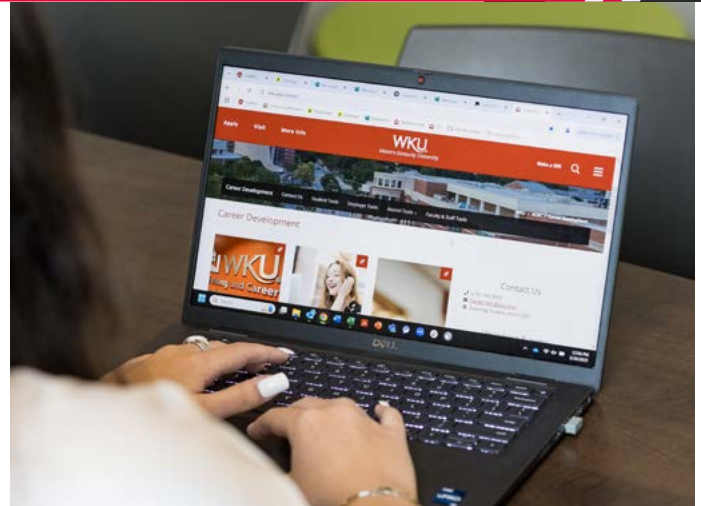
COVER LETTER

WHAT IS A COVER LETTER?

A cover letter is a career marketing tool designed to introduce you to a potential employer. It gives you the opportunity to tell more of your story in a narrative format, as well as provide direct evidence of key skills that align with a specific job opening.

BASIC PRINCIPLES AND TIPS

1. **Read the job application requirements** to see if a cover letter is required alongside your resume.
2. **Be thorough, yet concise.** It should be a maximum of 1-page.
3. **Follow basic professional writing standards**, paying attention to sentence structure, spelling, and grammatical errors. It needs to be error-proof.
4. **Uniquely tailor each cover letter to** the position, addressing your letter to a specific person when possible. If not, it is acceptable to use "Selection Committee" or "HR Manager" as the contact person.
5. **A cover letter allows you to** tell more of your story; it should not simply repeat your resume.



6. **Identify the top 3 skills and responsibilities** of the job and describe how your skills and experiences align with these skills and responsibilities (use the Pre-Alignment Grid worksheet as a guide).
7. **Be careful using cover letter templates.** Employers can tell when a letter reads like a generic template.
8. **Your cover letter should demonstrate** that you are a good fit for the organization and the role for which you are applying. Your cover letter should answer the question, "Why should we hire you?"
9. **The cover letter is a great way to** "connect the dots" between your past skills and experiences to the targeted position.
10. **A good format is 5 paragraphs:** 1 – Introduction. 2-4 – each paragraph highlights a key skill you possess related to the position. 5 – closing (See wku.edu/career/documents/cover-letter-example.pdf as a guide).

Once you've conquered the hill

KEEP CLIMBING

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— HANNAH CLEMONS, HYGIENIST



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Kayla Rains, RDH | kayla.rains@mdpweb.net

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EXAMPLE COVER LETTER

111 Elm St.
Central City, KY 42330
May 1, 2023

Gordon Ford College of Business Department
Western Kentucky University Business Programs
1906 College Heights, Blvd.
Bowling Green, KY 55555

Dear Selection Committee:

Please accept my attached resume for the position of Office Assistant - Business Programs as advertised on the Western Kentucky University employment website. Based on the description of the primary duties and responsibilities of the Office Assistant, I believe I would be an excellent fit for this position for three specific reasons.

Communication: Over time and through my varied work-related experiences, I have had the opportunity to develop great communication skills. As a teacher, I was able to impart essential information to classrooms of young children. As a marketing and technology coordinator, I learned the skills needed to communicate through the written word, both on-line and in print. Lastly, as co-manager of the coffee shop/café my husband and I ran for thirteen years, I became adept at reading people and making meaningful conversation in one-on-one encounters. When I taught adults in my seminars and cooking classes, I was able to stand up in front of a room of 12-15 people and share healthy living information in a passionate and encouraging way through multimedia presentations and follow-up emails.

Interpersonal Skills: Every job that I've held required that I be able to work well with others. My ability to use intelligence and common sense helps me understand and relate to people in many different settings, such as classrooms, offices, and, most recently, a coffee shop. Working with customers over the last 13 years in our coffee shop taught me how to listen and respond to specific requests, to deliver delicious products, provide a comfortable environment, and establish relationships that were welcoming and inviting—all which resulted in customers returning again and again.

Attention to Detail: Many of my career experiences have had some sort of written component, including lesson plans, newspaper articles, on-line job postings, web site management, and recipe development. Paying attention to detail is inherent in each of these situations, and any discrepancy in a line of code, a misspelled word, a job detail, or mismeasurement in a recipe will result in a flawed outcome. I take pride in proofing, editing, and in general catching every error that is humanly possible, so that the product I'm responsible for is of the highest quality.

In closing, I believe I would be an excellent fit for this position.
Please feel free to contact me at 555-555-5555 or xxxxyyyy@gmail.com at your earliest convenience.

Sincerely,
M. Smith

REFERENCES AND LETTERS OF RECOMMENDATION



References are individuals who can vouch for your skills, character, and qualifications. They should know you well and be able to provide a positive perspective when speaking to potential employers. Some job opportunities or academic programs may also require letters of recommendation, which serve as formal written endorsements of your abilities.

Since letters take time to prepare, be sure to give your reference at least two weeks' notice to accommodate your request.

It's never too early to start building a strong network of references! As you advance in your career or education, cultivate meaningful relationships with professors, supervisors, and mentors who may later serve as valuable references.

WHO MAKES A GOOD REFERENCE?

Consider reaching out to:

- » Professors, teachers, or academic advisors
- » Employers and supervisors
- » Volunteer coordinators or leaders of organizations and clubs

PROVIDING USEFUL INFORMATION TO REFERENCES

- Share relevant details about the position or opportunity you're applying for, along with a copy of your résumé. Reminding them of your past experiences together will help them provide a strong recommendation.
- If requesting a letter, clarify submission details: Should they send it directly to the employer, or to you first? Should it be submitted electronically or as a hard copy?
- Communicate any specific points they should cover, such as skills, qualifications, or experiences relevant to the role.



HELPFUL TIPS FOR MANAGING REFERENCES

- Avoid listing family members as references.
- Always ask for permission before including someone as a reference—ideally well before they might be contacted.
- If you've used a reference before, inform them if they will be contacted again. A single request doesn't cover all future opportunities.
- Many professionals, especially professors and supervisors, receive multiple recommendation requests. Some may decline due to time constraints or appropriateness. Others may ask you to draft the letter yourself for them to review and finalize—this is a common practice.
- By proactively maintaining strong professional relationships, you can ensure you have credible and supportive references when you need them.







INTERVIEW PREPARATION

A successful interview can open the door to new opportunities, making it essential to prepare and present yourself professionally. Interviews allow employers to assess your qualifications, understand your personality, and evaluate your verbal and nonverbal communication. To make the best impression, thorough preparation is key.

COMMON INTERVIEW STYLES

- **Traditional Interviews:** These focus on broad, open-ended questions designed to gauge your background, skills, and interest in the role. Common questions include:

- » What led you to choose your field of study?
- » Can you tell me about yourself?
- » What are your biggest strengths and areas for growth?
- » Why are you excited about this opportunity?

- **Behavioral Interviews:** Employers use this method to predict future performance based on past experiences. These interviews typically include prompts such as *"Describe a time when you..."* or *"Give an example of how you handled a challenging situation."* Using the **STAR** method (Situation, Task, Action, Result) can help structure your responses effectively.
- **Technical or Case Interviews:** Often used in industries that require specific skills, this format assesses problem-solving abilities. You may be asked to analyze a scenario, complete a task, or demonstrate expertise through coding exercises, case studies, or skill-based challenges.

TIPS FOR DIFFERENT INTERVIEW FORMATS

PHONE INTERVIEWS

- Since body language isn't visible, focus on clear, confident speech.
- Have key points or notes ready, but avoid reading verbatim.
- Choose a quiet location with reliable phone service.



VIDEO INTERVIEWS

- Test your internet connection and camera setup beforehand.
- Ensure your background is professional and well-lit.
- Dress appropriately from head to toe, as full-body shots may be needed.
- Look at the camera rather than the screen to create eye contact.



IN-PERSON INTERVIEWS

- Arrive at least 10 minutes early to show punctuality and preparedness.
- Be mindful of body language, maintaining good posture and eye contact.
- Stay engaged by actively listening and responding with enthusiasm.



Preparation and confidence are the keys to making a great impression in any interview setting. Take the time to research, practice, and refine your approach to stand out as a strong candidate. Visit wku.edu/career/services_offered/mock-interviews.php to schedule a practice interview.



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- Substance Use Treatment and Recovery
- Transitional Residential Living House for Men (TL House)
- Dual Diagnosis
- Electroconvulsive Therapy (ETC)

Adolescents ages 12-18

- Psychiatric Treatment (i.e. depression, anxiety, etc.)
- STAR Substance Use Treatment, Recovery & Rehabilitation

Browns Lane Location – Services Offered

Adults

- Psychiatric Treatment (i.e. depression, anxiety, etc.)
- Psychiatric Intensive Care Services
- Dual Diagnosis
- Substance Use Treatment and Recovery

Adolescents ages 5-12

- Psychiatric Illnesses and/or Emotional Issues

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As Assessment and Referral specialist is available 24 hours a day, 7 days a week at both locations. If you are currently experiencing an emergency, please dial 911 or go to the nearest emergency room.

Eric Mason, MA, SHRM-CP | He/Him
HR Generalist/Recruiter – The Brook Hospital – Dupont
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HOW TO DRESS FOR YOUR INTERVIEW

What is considered appropriate interview attire varies depending on the industry, company culture, and geographic region. What works in one workplace might not be suitable in another, so seeking advice from professionals in your field can be helpful.

In general, interview attire falls into two main categories: business casual and professional. A good rule of thumb is to dress slightly more formal than the company's daily dress code. For example, if employees typically wear jeans, consider opting for khakis or dress pants. In more formal settings, a suit may be the best choice.

UNDERSTANDING BUSINESS ATTIRE



BUSINESS CASUAL

This style offers a balance between professionalism and comfort, commonly worn in office environments that allow for some individuality. Appropriate choices include:

- Slacks, khakis, or capris
- Skirts or dresses that are knee-length or longer
- Dark, non-ripped jeans (in some workplaces)
- Button-up shirts, blouses, or collared tops
- Ties are optional, and athletic shoes or graphic tees should be avoided



PROFESSIONAL ATTIRE

For more formal industries or significant events, professional attire is expected. This typically includes:

- A blazer or suit coat paired with slacks, a skirt, or a dress
- Dark, solid-colored fabrics for a polished look
- A button-up shirt, often paired with a tie
- Closed-toe dress shoes

DRESSING WITH CONFIDENCE AND AUTHENTICITY

Your attire is an extension of your identity. Many professionals choose to incorporate cultural or religious dress, such as headscarves, turbans, or natural hairstyles. It's important to feel confident in what you wear while ensuring it aligns with the expectations of the workplace.

INTERVIEW ATTIRE TIPS

- Choose clean, well-fitted clothing that reflects professionalism.
- Avoid strong fragrances, as some individuals may have sensitivities.
- Employers often make first impressions based on appearance, so dress with intention.
- If unsure about the company's dress code, lean towards more formal attire.

Dressing appropriately for an interview helps create a strong first impression and demonstrates your understanding of workplace expectations. Take the time to plan your outfit so you can walk into your interview with confidence!

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NEGOTIATION



Congratulations on receiving a job offer! So, now what? It is important to evaluate and reflect on the offer to determine if you would like to negotiate salary, benefits, or more. Use the following tips to know when and how to negotiate.

RESEARCH:

- Research the company's salary ranges, as well as salary ranges for this type of position and industry based on geographic location.
- Utilize more than one source to research salary and other benefits.
- Consider other non-salary negotiables like job responsibilities, professional development, and transition time.
- Keep in mind your level of education and experience and how it adds to your worth.



BUDGET:

- Create a budget based on the cost of living and personal expenses.
- Identify your wants versus your needs.
- List all the benefits you plan to receive in the compensation package.



ESTABLISH A SALARY RANGE:

- Identify the minimum salary you will accept.
- Use your research to develop an acceptable salary range for the position, organization, and location.
- Prepare to discuss why you have selected that target range and back it up with your research.
- Stay within the established target salary range when negotiating.



PRACTICE:

- Think about your resume, past experiences, strengths, and accomplishments that make you an asset to the organization.
- Communicate your worth clearly by using specific examples.
- Remain confident in your abilities and value to the organization.
- Practice the conversation you plan to have out loud and talk through your responses to questions the employer could potentially ask.



DECIDE:

- Ask for the proposed agreement in writing and review it before deciding.
- Evaluate the pros and cons of the role, organization, and complete compensation package.
- Always remain professional whether you accept or deny the position.



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Transitioning from student life to your first internship or full-time job is an exciting milestone! This new chapter brings opportunities for growth, networking, and career advancement. As a new employee, it's crucial to understand your workplace culture, adapt quickly, and make a positive impression. Your ability to observe, learn, and integrate into the organization will shape your professional reputation.

DRESSING FOR SUCCESS: WORKPLACE ATTIRE

Your appearance plays a key role in how you're perceived at work. Professional dress codes vary by industry, company culture, and location. A common tip is to dress for the job you want, not just the one you have.

GUIDELINES FOR PROFESSIONAL ATTIRE:

- If you want the job, look the part.
- If you aim for a promotion, dress promotable.
- If you want respect, match or exceed industry standards.
- For "Casual Fridays," take cues from leadership and opt for a polished look.



OBSERVE & ADAPT

- When attending employer events or interviews, pay attention to how employees dress.
- Ask about workplace dress codes in a professional and respectful manner.
- Understand that some industries lean toward conservative dress, while others embrace a more casual approach.



THRIVING IN YOUR FIRST 90 DAYS

Your first three months are critical in setting the tone for your professional journey. Adapted from *The First 90 Days* by Michael Watkins and *Your First 90 Days in a New Job* by William Robinson, here's how you can make the most of this period:

MONTH 1 – OBSERVE & INTEGRATE

- » Learn the company's culture, values, and expectations.
- » Understand how your role contributes to the bigger picture.
- » Build relationships—connect with colleagues over coffee or lunch.
- » Develop your personal brand through professionalism and reliability.

MONTH 2 – STRENGTHEN YOUR SKILLS

- » Study best practices within your department.
- » Learn the reasoning behind workplace procedures.
- » Engage in meetings—aim to contribute at least once per discussion.
- » Keep track of your professional progress, accomplishments, and key learnings.

MONTH 3 – GO ABOVE & BEYOND

- » Meet expectations and seek opportunities to exceed them.
- » Show initiative while understanding workplace boundaries.
- » Leverage your strengths and identify areas for growth.
- » Set SMART career goals (Specific, Measurable, Attainable, Relevant, Time-bound).

Your first position is a launching pad for your career—make it count by embracing new challenges, staying proactive, and continuously learning!

TIPS FOR FINANCIAL SUCCESS

WKU CENTER *for* FINANCIAL SUCCESS

MASTERING MONEY AFTER GRADUATION: 5 ESSENTIAL TIPS



1. MORE INCOME ALONE DOESN'T MAKE YOU RICH

Earning more money doesn't guarantee financial success—having a plan does. A written budget and expense tracking help you stay in control, ensuring your income works for you instead of leading to overspending. Without a plan, a higher paycheck can create the illusion of wealth while keeping you stuck in the paycheck-to-paycheck cycle.

2. WATCH OUT FOR THE BIG PURCHASE PITFALL

Landing a job or getting a raise makes it tempting to upgrade your lifestyle—like buying a new car or renting a bigger apartment. While big purchases can be exciting, they come with long-term financial commitments. Before making a major spending decision, create a projected budget and ask yourself:

- » Can I comfortably afford this?
- » What trade-offs will I need to make?
- » How will this impact my savings and debt repayment goals?

Being realistic about new expenses helps you avoid financial strain down the road.

3. KNOCK OUT YOUR DEBT FAST

Set yourself up for long-term financial success by tackling student loans and consumer debt early. The longer debt lingers, the more it costs you in interest. Aim to pay off these debts within 10 years or less to free up space in your budget for reaching your long-term financial goals!

4. BUILD WEALTH EARLY —DON'T PASS ON THE MATCH

Your greatest financial asset is time—the sooner you start saving, the more your money can grow through compound interest. If your employer offers a retirement match, take full advantage—this is free money that can add up to thousands of extra dollars in savings over time. Don't leave it on the table!

5. FIND CREATIVE WAYS TO HAVE FUN AND ECONOMIZE

Money might be tight after graduation, but that doesn't mean you can't have fun. Look for free or low-cost entertainment, like community events, hiking, or camping. Splitting costs with friends—whether for travel, meal kits, or potlucks—can make experiences more affordable while still being enjoyable.

For more in-depth resources on each of these tips, visit our website at wku.edu/cfs or simply scan the QR code!





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MONTHLY BUDGET WORKSHEET

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THE GOAL OF BUDGETING IS SIMPLE: spend less than you earn, save for the future, and still enjoy life.

TWO KEYS TO BUDGETING SUCCESS



1. **Write It Down** – Plan your income and expenses to stay on track and avoid overspending. By having a written budget, you have more clarity and control.
2. **Track and Adjust** – Regularly review your spending to see what's working and make changes as needed. Remember, having a budget is a guide, not a restriction!

MAKE BUDGETING EASIER

Use a budgeting app like **YNAB** or **EveryDollar** to automate tracking and stay

TIPS FOR BUILDING A BUDGET

- **Start with your take-home income** – List your paycheck amount and any side earnings.
- **Track your monthly expenses** – Include rent, groceries, bills, and other recurring costs.
- Don't forget **non-monthly expenses** like car maintenance and holiday gifts—these don't happen every month but should be planned for.
- **Set savings goals** – Whether it's an emergency fund, a vacation, or retirement, make saving your top priority.
- **Make room for fun** – Be sure to budget for entertainment, shopping, and hobbies so you can enjoy life without guilt.



At the end of the month, **compare your income, expenses, savings, and spending** to see if adjustments are needed. Budgeting isn't about restriction—it's about making your money work for you!

Visit the WKU Center for Financial Success (wku.edu/cfs) to learn more.

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