Student Leadership and The Job Search

The advantages of student government participation
What Student Government Teaches

• You become better at time management.
• You finally understand budgeting & finances.
• You begin to understand how to manage people.
  (and deal with difficult people).
• You become familiar with public relations.

Interviewing, Seat At The Table Skills, July 17, 2012, Leslie Zaikisk
Employability Derived from Student Government Participation

- **Verbal Communication** - rhetorical and argumentative skills
- **Teamwork** - committee membership and initiatives
- **Decision Making and Problem Solving** - rendering opinions using Robert’s Rules of Order
- **Workflow Planning** - prioritizing, strategic planning, and delegation
- **Quantitative Analysis** - presenting budgets and communicating data
- **Information Processing** - gathering and evaluating evidence
- **Extracurricular & Co-Curricular Learning** - representation, mentorship mentality, communicating priorities
- **Computer Software Skills** - database management, shared networks, social media, presentation software
- **Writing and Editing Reports** - interpreting and developing published policy and legislation – original and responsive
- **Selling and Influencing** - negotiation, persuasive influence, and achieving buy-in

*Engagement and Employability: Integrating Career Learning Through Co-curricular Experiences in Postsecondary Education (NASPA)*
### Attributes employers seek on a candidate’s résumé

<table>
<thead>
<tr>
<th>Attribute</th>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem-solving skills</td>
<td>82.9%</td>
</tr>
<tr>
<td>Ability to work in a team</td>
<td>82.9%</td>
</tr>
<tr>
<td>Communication skills (written)</td>
<td>80.3%</td>
</tr>
<tr>
<td>Leadership</td>
<td>72.6%</td>
</tr>
<tr>
<td>Strong work ethic</td>
<td>68.4%</td>
</tr>
<tr>
<td>Analytical/quantitative skills</td>
<td>67.5%</td>
</tr>
<tr>
<td>Communication skills (verbal)</td>
<td>67.5%</td>
</tr>
<tr>
<td>Initiative</td>
<td>67.5%</td>
</tr>
<tr>
<td>Detail-oriented</td>
<td>64.1%</td>
</tr>
<tr>
<td>Flexibility/adaptability</td>
<td>60.7%</td>
</tr>
<tr>
<td>Technical skills</td>
<td>59.8%</td>
</tr>
<tr>
<td>Interpersonal skills (relates well to others)</td>
<td>54.7%</td>
</tr>
<tr>
<td>Computer skills</td>
<td>48.7%</td>
</tr>
<tr>
<td>Organizational ability</td>
<td>48.7%</td>
</tr>
<tr>
<td>Strategic planning skills</td>
<td>39.3%</td>
</tr>
</tbody>
</table>

*Completing internship at organization or in industry is more influential than GPA*

*Job Outlook, November 2018, National Association of Colleges and Employers*
Essential Workplace Need for Career Readiness Competencies

- **Critical Thinking/Problem Solving**
  Analyze issues, make decisions, and overcome problems.

- **Teamwork/Collaboration**
  Build collaborative relations with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. Can negotiate and manage conflict.

- **Professionalism/Work Ethic**
  Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, time workload management, understand impact of non-verbal communication on professional work image. Acts responsibly with interests of larger community in mind. Able to learn from mistakes.

- **Oral and Written Communication Skills**
  Articulate thoughts and ideas clearly and effectively with persons inside and outside of organization. Can write/edit memos, letters, and complex technical reports clearly.

- **Leadership**
  Leverage strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. Able to manage own emotions and those of others. Use empathetic skills to guide and motivate. Organize, prioritize, and delegate work.

- **Digital Technology**
  Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. Effectively adapt to new and emerging technologies.

- **Career Management**
  Identify and articulate one’s skills, strengths, knowledge, and experiences relevant to the position desired and career goals. Identify areas necessary for professional growth. Able to navigate and explore job options and understands steps needed to take.

*Job Outlook, November 2018, National Association of Colleges and Employers*
Tailoring Skills to Job Description - Sample

Requisition Number 17-0237
Title Marketing Assistant
Job Location New York
City New York
State NY

Job Ad Responsibilities
Oxford University Press seeks a highly motivated candidate to join our team as a Marketing Assistant, working on our medical lists focusing on clinical medicine titles. We are looking for an energetic self-starter who has a passion for marketing practitioner, academic, and academic-trade titles.

The Marketing Assistant will assist the department’s Assistant Marketing Manager in the development and execution of marketing plans and work closely with the editorial, publicity, and sales departments to maximize all promotional opportunities.

- Assist in the preparation of marketing plans for all assigned titles.
- Research promotional partnerships with relevant organizations and websites.
- Assist in the planning and execution of advertising (print, online, co-op).
- Perform market research as asked.
- Execute academic review mailings for assigned titles.
- Enter marketing codes into the STAR database on newly transmitted titles including imports.
- Run reports out of SAP/BW as needed. Set up promotion codes.
- Proofread brochures, catalog flyers, and e-blasts.
- Prepare author/contributor packages and flyers as directed.
- Travel to conferences as assigned to effectively promote books, journals, and online products relevant to the discipline.
- Liaise as needed with editorial, sales, publicity and branch departments to ensure clear communication.

Job Ad Requirements
- The candidate must be able to work in a fast-paced, detail-oriented environment and possess a positive, can-do attitude.
  - This is an entry-level position, so recent college graduates and those wishing to enter professional publishing (with or without prior experience in this particular field) are encouraged to apply.
  - Candidates must be able to demonstrate initiative, creative problem-solving, analytical and organizational skills.
  - Proficiency in Excel a must.
  - Experience with the Adobe Creative Suite, particularly InDesign, preferred.
  - Knowledge of basic HTML as well as Google AdWords, Twitter, and Facebook platforms a plus.
  - College degree required.
  - Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities.
  - The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor’s legal duty to furnish information.
- EEO is the Law.
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• Advertised CPR certification program to student teachers using e-mail, classroom presentations, and social media resulting in 160 LAUSD student teachers certified.

The STAR Method
Describe your achievements using STAR statements

S – Situation you faced
T – Task you completed
A – Action you took
R – Result you achieved

For example:

Situation – CPR certification needed for student teachers in the Charter College of Education.
Task – Market and co-facilitate CPR certification program.
Action verb – Advertised program to target students using e-mail, classroom presentations, and social media.
Results – 160 LAUSD student teachers certified.
Edwina de Agle
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Tel. (323)343-3300 | Email: eagle@calstatela.edu | www.linkedin.com/in/edwinadeagle

Profile
Fourth year undergraduate student pursuing marketing and communications with experience in academic outreach and program promotion. Current Charter College of Education student representative for the Associated Students, Incorporated student government at Cal State LA.

Education
Bachelor of Arts degree in Communications 2014-2018
California State University, Los Angeles – GPA 3.25

Relevant Experience
College Representative June 2017 – Present
Associate Students Inc., California State University, Los Angeles
• Liaise with college dean, associate deans, department chairs, faculty and staff to identify issues affecting students and discuss solution-oriented actions.
• Serve on the University Academic Information Resources Subcommittee, CCOE Steering Committee, and ASI Workflow Committee.
• Advertised and promoted CPR certification program to student teachers using e-mail, classroom presentations, and social media resulting in 160 LAUSD student teachers certified.
The Interview

*Preparation is the key to success*

- Know the organization – What do they need and expect, and how can you advance their mission?
- Know yourself – How do your skills and interests correspond to the position and organization?
- Know your future goals – How does the position and company fit with your long-term goals?
- Ask about them – How would they describe the company culture? What’s the work environment like?
Connecting with your Leadership Network

- Identify successful alumni that held leadership positions on campus.
- Join student government and leadership groups on LinkedIn.
- Check out the activities of state (CSSA) and national (ASGA) associations.
- Attend alumni events on campus and actually talk to the alumni.
- Tell other student leaders about your career goals.
Whether you’re a solo-preneur or a high-end consultant, a Fortune 500 CEO or a programmer looking for a job, your contacts can be highly valuable for your future.

Cultivating your network is essential. Go to meet-ups, seminars, conventions and other events as much as possible and get to know the players in the industry.

Find out about the purpose of the event and who is attending. Consider who may have similar goals and interests, inquire about those, and learn how you can help.
Make it Count

What you need to network effectively

1. Goals
What would you ultimately like to achieve?

2. Awareness
Who can you connect with, and what do you have in common? Can you envision ways in which you can both achieve shared goals?

3. Assistance
How can you help them? What can you share?

4. Gratitude
What good do you see in them? Have you showed that you value them? How do you keep in touch?
How the Career Center Supports

Level 1 – CareerExpress and CareerLink (online resources)

Level 2 – Group Events (employers & career coaches)

Level 3 – Individual Appointments
One-on-one Counseling