

Top Career Development Strategies While Social Distancing: A Baker's Dozen



1. **Activate and complete your Handshake profile.** Handshake will send personalized job and internship suggestions based on your preferences and activity. Hint: You can quickly populate much of your profile by uploading a good resume. [washburn.joinhandshake.com](https://www.washburn.edu/student-life/career-services/preparation/resumes.html)
2. **Create and update a resume for your targeted internships or jobs.** Remember: Prettier is not better (unless you're seeking a job in design or advertising), but clear layout matters. Stronger, results-based content is what draws attention, not clever fonts or graphics. To get started, use Resumes for America from the link on [washburn.edu/career-services](https://www.washburn.edu/career-services) (remember to use your WU email).
<https://www.washburn.edu/student-life/career-services/preparation/resumes.html>
3. **Have your resume reviewed by a professional at Career Services.** You can schedule a consultation by going to Handshake ([washburn.joinhandshake.com](https://www.washburn.edu/student-life/career-services/preparation/resumes.html)) and looking under the Career Center (web) or School (app) tab. For the foreseeable future, consults will be via Zoom. If that won't work at all, email it to career-services@washburn.edu. Please use Word documents; if you are using some design program like InDesign, send a pdf.
4. **Cultivate your references.** References can also refer you to potential employers, so this is critical. Talk to professors, supervisors, or volunteer coordinators you've worked with about serving as references so you have them already lined up with employers ask for them. You do NOT typically need to list references on your resume – have a separate reference list that you can provide when the employer requests it.
5. **Create a complete LinkedIn profile and keep it updated.** Connect with at least 20 people you have interacted with, using personalized requests, not the default connection message.
<https://www.linkedin.com> and <https://university.linkedin.com/linkedin-for-students> for how-tos
6. **Practice writing cover letters** and have Career Services review one for a particular job or internship.
<https://www.washburn.edu/student-life/career-services/preparation/cover-letters.html>
7. Use LinkedIn or Handshake to find recruiters / contacts and **conduct informational interviews.** If you are undecided about your path, this is a way to find out more about career choices. If you are looking for internships or jobs, this is a way to find about employers. Info interviews are not to ask for a job, but they do help build your network. If you talk to an insider just for info, you can ask about what internship opportunities they typically have and how to find out about them, for example – almost like a career fair! <https://www.washburn.edu/student-life/career-services/files/handouts/informational-interviews>
8. **Review common interview questions and answers and conduct a mock interview** with Career Services. There are lots of interview question lists on the Web. Schedule your mock interview on Handshake. Career Services will ask you to send your resume and a real job or internship that fits what you're looking for (doesn't have to be on Handshake, but that's a good place to start) ahead of time. Mock interviews are conducted via Zoom. <https://www.washburn.edu/student-life/career-services/preparation/interviewing.html>
9. Pick 5 employers in your chosen area of employment (not necessarily industry) to **follow on Handshake.** Handshake is developing a messaging tool for employers to reach out to their student followers.
10. **Apply for jobs and internships.** You've been waiting for this moment: Almost all recruiting has moved to virtual. Don't "pray and spray." Tailor your documents before you submit. Take your time to do this; it results in much higher response rates than just applying for anything that pops up. Remember that

employers are looking for experts, not “I’ll take anything,” so demonstrate that you have expertise in your documents.

11. **Participate in virtual recruiting events.** Watch Handshake Events tab for virtual events in your areas of interest. WU Career Services receives notices about virtual events all the time, and we almost always put virtual events on the Events tab for you. washburn.joinhandshake.com
12. **Update or enhance your skills.** There are all kinds of trainings and skills exercises that you can find online for free in numerous places. If you take a training, practice the skill offline so that you can add it to your documentation and demonstrate to employers.

BONUS:

13. **Check out the blog and free resources at WorkItDaily.com.** The content there is really good – aligns with WU Career Services. Don’t pay for their services, however. Career Services can help you with almost all that. <https://www.workitdaily.com/career-blog/>