

Career Center at C&IS

C A R E E R A C T I O N P L A N

OUR MISSION & MOTTO

The University of Alabama’s Career Center partners with students to explore possibilities, develop skills, and connect with opportunities.

Explore. Develop. Connect

CAREER CENTER SERVICES

Major Selection—Discuss majors, interests, and career opportunities for C&IS majors

Assessments—In some cases, assessments such as the Strong Interest Inventory and Myers-Briggs Type Indicator may be used to help you identify interests and various personality characteristics. A representative from the Career Center at C&IS can meet with students before recommending assessments to help determine the best course of action. Students interested in learning more about self-assessment can contact their career consultant to learn more about the assessments.

Resume and Cover Letter Development—Learn how to develop your marketing tools to assist in your job search. A resume allows you to showcase your acquired skills, abilities, and knowledge.

CrimsonCareers— The University of Alabama’s online recruiting system that allows students 24/7 access to search for internships, jobs, and apply for on-campus interviews.

Employer Events—Students are encouraged to participate in information sessions, resume review sessions, mock interviews, and other events that are held by employers recruiting C&IS students.

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FRESHMAN YEAR

ACTION STEPS:

- Focus on your academics.
- Distinguish yourself early and often.
 - Get to know your professors and find out what interests you have in common.
- Attend *CommUnity* and look for ways to get involved in organizations within the college and your department.
- Join CCSS (Capstone Communication Student Society) to learn how to get involved with the College, your major, and attend college-related events.
- Start creating connections to the workforce. Look for emails about guest speakers and don't be afraid to introduce yourself and practice making contacts with professionals in your desired industry.
- Visit the Career Center's calendar of events to learn about upcoming events, programs, and employer visits.
- Begin to create a professional resume.
 - Your resume is a document that you will need to revise regularly. Be sure to meet with someone in the Career Center at C&IS to learn how to make a master resume.
- Look for opportunities to shadow, volunteer or work following the end of your freshman year. These experiences will help develop transferable skills while building your resume.

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SOPHOMORE YEAR

- Be sure to review First Year Action Steps.
- Strategically think about how to develop your own brand. Begin to identify your strengths, weaknesses, passions and career goals.
- Visit the Career Center at C&IS to develop an internship strategy.
- Monitor your postings on social media sites to be consistent with your brand.
- Update your résumé to better reflect your strengths and accomplishments. Make sure that your most current résumé is in CrimsonCareers.
- Complete an informational interview to gain a professional's perspective and advice.
- Build your business network by utilizing opportunities such as programs, career events, and student organization meetings.
- Consider volunteering for community service projects. Visit the Community Service Center to learn about volunteering. Volunteering allows you the opportunity to serve the community, explore career options, network and build skills that can be included on your résumé.
- Create a professional LinkedIn profile and begin connecting with others.
- Research job postings – develop a file of information such as actual job descriptions on industries of interest to help narrow your list of potential career options.

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JUNIOR YEAR

- Review previous years' action steps.
- Check the Career Center "Calendar of Events" routinely for job application deadlines. Also look for emails from your department about forwarded job postings that might not be available through CrimsonCareers.
- Update your profile and résumé on CrimsonCareers. Explore career options by viewing job descriptions in CrimsonCareers and attending employer information sessions held in the Career Center and within the College.
- Continue to grow your network of contacts in your chosen industry by seeking out networking opportunities such as informational interviews, introductions at events or presentations, résumé or portfolio review sessions, mock interview sessions, alumni gatherings, or professional organization meetings.
- Visit the Career Center at C&IS to have your application materials reviewed and to discuss different internship and job-search strategies.
- Create and practice your elevator pitch.
 - This serves as a conversation starter with potential employers and leaves an impactful impression of who you are and your career goals.
- Look for opportunities to visit employers through the offerings of the College, departments, or student organizations.
- Schedule a mock interview through the main Career Center (3400 Ferguson Center).
- Take on a role of responsibility in a student organization or community project to develop leadership and time-management skills while building your résumé.
- Learn about proper dining and professional etiquette by visiting www.career.ua.edu.

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JUNIOR YEAR (CONTINUED)

- If interested, research programs and entrance requirements for graduate school. Make plans to take entrance exams. Set a timeline to apply.
- Talk with professors and supervisors about serving as references and be sure to provide them a copy of your résumé and (if applicable) a link to your portfolio.
- Research how social media networking might help in your job search.

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SENIOR YEAR

- Review previous years' action steps.
- Confirm and evaluate your career choice.
 - Review self-assessments, values, interests and motivating factors to evaluate jobs and industries that may be right for you.
- Plan your transition from college to graduate school or professional career.
 - Think about budgeting after college, evaluating a job offer, finalizing graduate school plans.
- Meet with the Career Center at C&IS to develop a personalized plan for your job search.
- Visit sites such as [Glassdoor.com](https://www.glassdoor.com) to find potential interview questions. Remember that you can also schedule another mock interview with the Career Center.
- Find an alumni association near where you would like to work and connect with UA alumni in that area.
- Using [Linkedin.com/edu](https://www.linkedin.com/edu), search for UA alumni working in your desired field and ask for informational interviews to learn about opportunities in the area, how that person broke into that field or to seek advice about your current portfolio and résumé.
- Remain in contact with faculty members who are serving as a reference for you and keep them apprised of your search efforts. Do not be afraid to ask for help.
- Attend on-campus job fairs and prepared to meet with employers who are seeking entry-level employees.