Webinar for VISTA

Resume Writing: Your Service Experience Can Land You a Job

To join the audio portion, please dial:
1-888-989-4712

Passcode: 6264590

This session will begin shortly.

Corporation for NATIONAL & COMMUNITY SERVICE

CAMPAIGN CONSULTATION INCORPORATED

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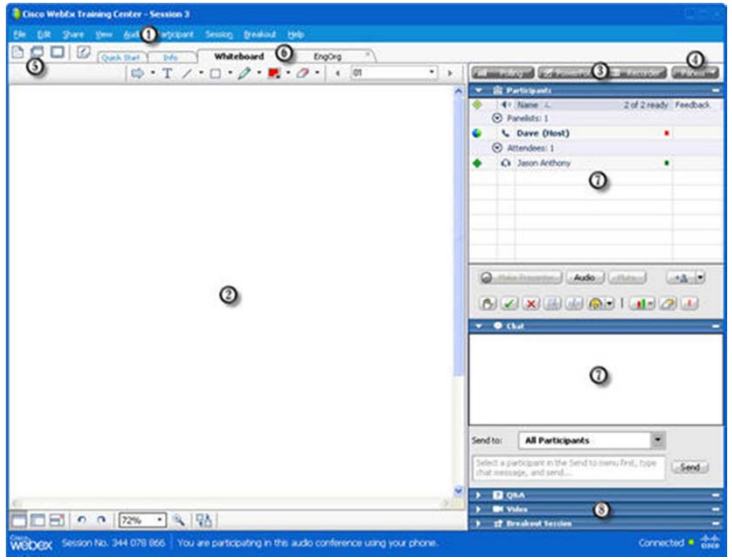
Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.



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Webinar for VISTA

Welcome

to

Resume Writing: Your Service Experience Can Land You a Job

Corporation for NATIONAL & COMMUNITY SERVICE

CAMPAIGN CONSULTATION INCORPORATED

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Today's Team…

Liz Matthews

Outreach Specialist

Suzanne Knizner

Project Specialist

Sharon Rabb

Project Specialist

Robyn Stegman

Project Specialist

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Today's Agenda

- Knowing Your Audience
- Translating Your Service
- Grabbing Their Attention
- Explaining Your Education
- Compelling Professional Experience
- Providing Resources
- Taking Next Steps
- Evaluation

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Today's Presenter

Denise Riebman

Director, Career Development and Alumni Services,
Trachtenberg School, George Washington University

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Poll Results

On a scale of 1 – 5 with 5 being the highest:

- How would you rate your knowledge of what makes a resume stand out?

- How would you rate the strength of your resume?

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Let's Talk Facts …

I_Need_a_Job_NOW_PRETTYPLEASE@gmail.com

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How is your resume being read?

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- Might not know anything about your field
- Keywords, Keywords, Keywords
- Error Free
- Sharp and easy to read

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- Search Engine Optimization (SEO)
- Top of resume needs to grab attention
- PDF format
- Format for non-format websites

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What are THEY looking for?

"We're a big company with big ideas, and by gosh, I really like your big résumé!"

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Nonprofit Sector

What are they looking for?

- Mission and culture fit; Commitment to service
- Accomplishment driven but understand that not everything can be quantified
- International NGOs - often longer, more detailed, cv-like

Where can you learn more?

- http://philanthropy.com/article/R-sum-s-Matter-What/57414
- http://www.bridgestar.org/Library/WritingEffectiveResumes.aspx
- http://www.jposc.org/career_management/documents/WritingaResume_devex_en.pdf
- https://www.devex.com/en/blogs/development-careers

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Public Sector

What are they looking for?

- Longer (3-5 pages on average)
- Very specific employment information (dates, salaries, supervisors)
- Highly detailed, responsibilities AND results
- Format will vary for state/local government

Where can you learn more?

- http://www.resume-place.com
- http://www.ourpublicservice.org
- http://www.makingthedifference.org

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Private Sector

What are they looking for?

- Big names, Big scores, Big Achievements
- Short and Strong
- Understanding of industry/using the right language
- Leverage transferrable skills

Where can you learn more?

- http://netimpact.org/careers
- http://caseinterview.com/consulting-resume

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Are YOU what they are looking for?

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Translating Service into "Resume Speak" using CCAR

Challenge. Describe a specific problem or goal.

Context. Talk about the individuals and groups you worked with, and/or the environment in which you worked, to tackle a particular challenge (e.g., clients, co-workers, members of Congress, shrinking budget, low morale).

Action. Discuss the specific actions you took to address a challenge.

Result. Give specific examples of the results of your actions. These accomplishments demonstrate the quality and effectiveness of your leadership skills.

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Translating Service into "Resume Speak" using CCAR

Challenge: **Increase number of youth receiving tutoring.**

Context. **Partnered with school, three nonprofit organizations and parent association; Limited financial resources and lack of volunteers.**

Action. **Identified three local companies for volunteers; Presented to employees about being a volunteer tutor; Negotiated with HR for employees to being able to take time off; Trained 10 new tutors.**

Result. **15 additional youth received tutoring during the academic year; Brokered three new corporate partnerships resulting in 10 volunteer tutors and in-kind/financial donations worth approximately $10,000.**

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Let's get started … length and width

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Let's get started … at the top

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JANE SMITH

2222 Main Street, #207; Philadelphia, PA 20002
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JANE SMITH

Jsmith@gmail.com; 202-555-1234; linkedin.com/in/janesmith

Current Address	Address after September 1, 2013
2222 Main Street, #207	155 Blueberry Lane
Philadelphia, PA 20002	Denver, CO 55432

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Your contact information is all set … Now what?

Objectives Statements **OUT**

Professional Profiles **IN**

It's about what **THEY WANT** and how you meet their **NEEDS.**

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What is a Professional Profile?

What it is:

- Why you are an IDEAL match
- What makes you UNIQUE

What it is NOT:

- Restating your resume
- Generic, clichéd language

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Professional Profile Examples

Community organizer focused on access to affordable housing.
Bi-lingual professional experienced in building community coalitions funded through public-private partnerships. Specialized skills: social media, community mapping, proposal writing and fundraising.

Education advocate specializing in closing the achievement gap and increasing opportunity for children and youth.

Core Competencies
Project management; Program Design and Implementation; Community Engagement; Group facilitation.

YOUTH DEVELOPMENT PRACTITIONER

Program Management ♦ Curriculum Design ♦ Community Development

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Next up … Education Section

"'Your resume says you spent 'fore years at collej.'"

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Education Section: Where does it go? What does it include?

EDUCATION

Trachtenberg School of Public Policy and Public Administration, George Washington University, Washington, DC

Masters of Public Policy, Poverty Alleviation Concentration (3.6 GPA), *Expected May 2014*
AmeriCorps Alumni Scholarship Recipient

Relevant Coursework: Social Policy Analysis: Technique and Application; Assets and Social Policy; Historical and Contemporary Developments in Social Welfare; Race, Ethnicity and Gender in Public Policy;

Northwestern University, Evanston, IL

Bachelor of Arts in Political Science and Economics (3.5 GPA), *June 2009*
Senior Thesis: Economic Disparity Issues in Rural Illinois

EDUCATION

Bachelor of Art in Psychology, August 2009
The University of North Carolina at Greensboro (UNCG)

- Employed 20-25 hours per week while completing degree

Central Carolina Community College of Sanford (CCCC)
A.A. in Pre-Psychology, December 2007

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Education Section: VISTA Specific

EDUCATION

Degree Programs

Heller School for Social Policy and Management, Brandeis University — *Waltham, MA*
MBA, Concentration in Children, Youth and Families — *Anticipated December 2011*

Middlebury College — *Middlebury, VT*
Bachelor of Arts Sociology/Anthropology Major, French Minor — *2007*

International and Leadership Trainings

School for International Training — *Dakar, Senegal, Spring 2006*
- Cultural immersion in Senegalese arts, French language and beginning Wolof language

PEAR Leadership Institute — *Dorchester, MA, Spring 2008*
- Resiliency, trauma, and mental health training for youth program practitioners to address the need for enhancement of program's youth development approach. (America SCORES professional development)

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Professional Experience Section

"Let's see... Inside sales, VP of sales... Ooh! King of the jungle! Very nice!

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Professional Experience: Chronological or Functional?

Preference is Chronological or Hybrid

What is a Hybrid Model?

- Similar Work Experiences Clustered
- Listed chronologically

Section Examples:

- Community Development Experience
- Classroom Experience
- Environmental Education Experience
- International Development Experience
- Journalism Experience

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Professional Experience: VISTA specific

Position Title Examples:

- AmeriCorps VISTA Youth Development Coordinator
- AmeriCorps VISTA Member – Volunteer Manager

Explanation Examples:

Youth First Nashville, Tennessee
AmeriCorps VISTA Community Liaison Manager September 2011 – August 2012
Committed one year of full-time national service with a nonprofit focused on providing intensive academic and career development support to students at risk of dropping out of high school.

Explains the program and service commitment

READING PARTNERS *Baltimore, Maryland, 2007 - 2010*
Middle School Education Coordinator (08-10); **AmeriCorps VISTA - Partnership Development** (07-08)

Demonstrates they were hired at organization after year of service

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Time to Talk Accomplishments

So what?

Who cares?

Why does it matter?

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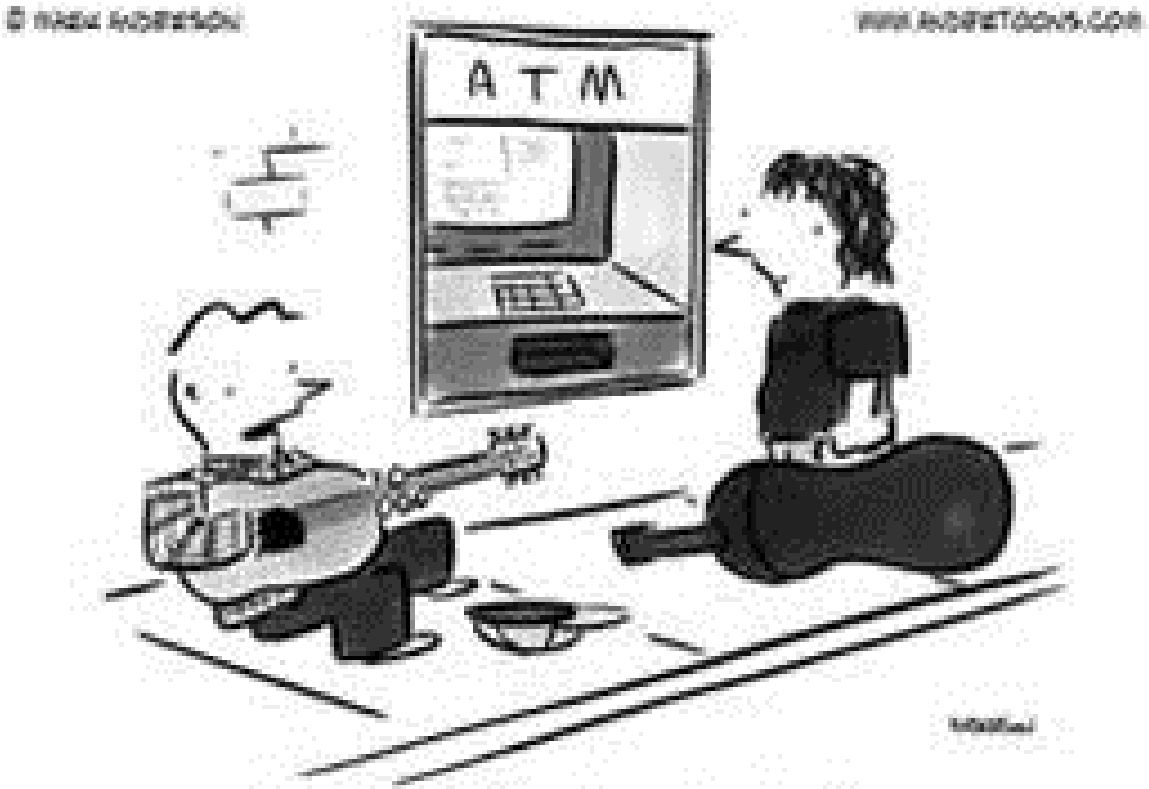

"Location, location, location."

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Results, Results, Results

$ # %

Don't worry….not everything can or should be quantified

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BORE … Before and After

- Provided
- Assisted
- Responsible for…
- Successful
- Accomplished
- Dedicated

- Leveraged
- Doubled/Tripled/Expanded
- Launched/Created/Piloted
- Produced
- Analyzed
- Spearheaded
- Cultivated

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Impact Accomplishments

BEFORE: Organized home builds for low-income families

AFTER: Increased by 25% the number of weekday volunteers for build sites resulting in 3 homes completed ahead of schedule in one year.

BEFORE: Responsible for 3 EITC centers during tax season including training new volunteers.

AFTER: Managed 3 high volume EITC centers including recruiting two new accounting firms that committed 200 employee hours to provide free tax services.

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Impact Accomplishments

BEFORE: Wrote community resource guide.

AFTER: Addressed need for centralized source of bilingual information through researching, writing and distributing community resource guide to local residents.

BEFORE: Wrote 3 grants with agency staff.

AFTER: Successfully secured $25K to rehabilitate decaying community playground through co-writing 3 fully funded grant proposals.

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Accomplishment Examples

AmeriCorps VISTA, Volunteer and Construction Coordinator – Habitat for Humanity MetroWest/Greater Worcester, August 2009 – August 2010

- Researched and wrote land acquisition and development proposals submitted to local and state government agencies, lending to construction of four affordable housing units.
- Secured $8,500 in materials and financial donation through grant proposals and partnership-building.
- Recruited volunteers and maintained records and communications for 5,000 organization contacts
- Scheduled and supervised all activity on Habitat volunteer sites, including oversight of 600 volunteers.

Accomplishment Examples

VOLUNTEER CONNECTION: *AmeriCorps*VISTA Development Coordinator*, Boulder, CO 2007 – 2008

- Initiated and implemented new donor database software to facilitate data collection, reporting and mailings
- Fundraised, coordinated and marketed for community volunteer day (600+ participants) and annual fundraiser
- Produced marketing/communication outreach materials including annual report, agency newsletter and appeal letter
- Increased total revenue by 44% of corporate sponsorships and grants over previous year

AmeriCorps*VISTA, Utica, NY – *Community Outreach Coordinator* *2004-2006*

- Developed and led a Community Board in efforts to conduct a neighborhood youth risk/resource assessment based on the nationally recognized *Communities that Care* model
- Organized community residents and leaders and helped secure material and financial resources to open Utica's first youth-run center for arts, recreation, and civic engagement

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What about my other "stuff?"

If **RELEVANT**, include things like….

- Volunteer or community service work
- Community and/or academic Leadership
- Professional affiliations and memberships
- Language skills with fluency level
  - Possible Descriptions: Full Professional Proficiency, Low-Intermediate Proficiency, Elementary, Written and Oral Fluency, Conversational Proficiency, Fluent)
- Professional development trainings and certifications
- Research or relevant publications
- Travel
- Technology Skills

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How do I include my other "stuff?"

LEADERSHIP TRAINING

Blue Cross Blue Shield of Massachusetts Foundation, Massachusetts Institute of Community Health Leadership, Boston, MA, 2006-2007

Anti-Defamation League, Steinberg Leadership Institute, Boston, MA, 2005

Project LEAD Institute, National Breast Cancer Coalition, Washington, DC, 2000

OTHER

Publications:	Primack, Krzmarzick, and Wentworth-Drahosz. "Can a Government-Wide Mentorship Program Really Work?" The Public Manager 41.2 (2012): 48-52.
Leadership:	Panhellenic Board of Directors (2009-2010), Hillel Campus Entrepreneur Initiative Intern (2009-2010),
Languages:	Working knowledge of written and spoken Spanish
Volunteer:	Reading Leaders Literacy Program (2012-present), Ricky Gill for Congress CA-9 (2012-present)
Computer:	Proficient in SPSS, STATA, MS Office, Adobe, InDesign, WordPress, and Google Analytics.

SKILLS

- Foreign Language: conversational in Spanish
- Computer: proficient in Microsoft Office Suite, STATA, ArcGIS, DonorDirect, GiftWorks, Pagemaker.

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Tom Jones
55 First St., Apt. 1, Waltham, MA 02454; (555) 222-1234; tjones@gmail.com

PROFESSIONAL PROFILE

- **Highly skilled in social science research, program evaluation, and policy analysis.** Experienced analyst of national data sets. Led evaluations of prisoner re-entry, housing programs.
- **Demonstrated success in fund raising and capacity building.** Secured $1.5 million capital grant and ongoing funding for youth and workforce development programming.
- **Entrepreneurial thinker and catalyst for community initiatives.** Spearheaded development of first youth-run teen center in Utica, New York.

EDUCATION

Brandeis University, Heller School for Social Policy and Management, Waltham, MA
Master of Public Policy in Social Policy *May 2010*

Hamilton College, Clinton, NY – Bachelor of Arts *summa cum laude*, Spanish/Economics *2004*

WORK EXPERIENCE

Eos Foundation, Boston, MA – *Graduate Intern* *May - July 2009*

- Led efforts to identify focus area for "Boston Rising," a new $10 million anti-poverty initiative
- Developed methodology, collected data, and presented research to stakeholders focusing on asset mapping, social capital indicators, and statistical need profiles in 8 high-poverty neighborhoods

Social Science Associates, Utica, NY – *Research Associate* *2006-2008*

- Lead author, U.S. Dept. of Education evaluation of re-entry pilot program at Oneida County Jail
- Created tracking database and conducted analysis of local crime, recidivism, and cost data
- Designed and organized 2007 Oneida County HUD Homeless Census, including creation of survey instruments and coordination with participating service providers

Johnson Park Center, Utica, NY – *Grant Writer & Development Coordinator* *2006-2008*

- Secured several federal, state, and local grants, including $1.5 million for 8 new units of homeless supportive housing and yearly funding for five new full-time agency staff positions
- Oversaw comprehensive capacity building program, including creation of donor database and grants tracking system, corporate identity work, and IT systems development

AmeriCorps*VISTA, Utica, NY – *Community Outreach Coordinator* *2004-2006*

- Developed and led a Community Board in efforts to conduct a neighborhood youth risk/resource assessment based on the nationally recognized *Communities that Care* model
- Organized community residents and leaders and helped secure material and financial resources to open Utica's first youth-run center for arts, recreation, and civic engagement

RESEARCH AND CONSULTING

- Research on asset-building programs for ex-offenders to be published in Heller School journal
- Independent grant writer and consultant to several local small businesses

FELLOWSHIPS

- **Finalist, United States Presidential Management Fellows Program**, *2010*
- **New Leaders' Council Fellow**, *Boston, MA, 2010* – Highly selective progressive leadership development program; advanced training in communications, fund raising, and political strategy
- **Sillerman Center for the Advancement of Philanthropy Fellow**, *Brandeis University, 2009*

SKILLS AND COMPETENCIES

- Experienced analyst of major national data sets (PSID, SCF, NLSY)
- Proficient with SPSS and Stata statistical analysis packages, MS Access database development

SUSAN SMITH
115 Main Street, Waltham, MA 02454
SSmith@gmail.com; 617-555-1212

YOUTH DEVELOPMENT PRACTITIONER
Program Management ♦ Curriculum Design ♦ Community Development

EDUCATION

Degree Programs

Heller School for Social Policy and Management, Brandeis University *Waltham, MA*
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PEAR Leadership Institute *Dorchester, MA, Spring 2008*
- Resiliency, trauma, and mental health training for youth program practitioners to address the need for enhancement of program's youth development approach. (America SCORES professional development)

YOUTH DEVELOPMENT & PROGRAM EXPERIENCE

MA Promise Fellowship Board of Advisors *Boston, MA, January 2010-Present*
Youth Voice Committee Co-Chair
- Strategized development of committee tasked with creating goals and approaches for organization and fellows to expand 'youth voice' in program/organization decision-making
- Conceptualized and established new MPF youth board- currently planning inaugural signature event

MetroLacrosse, General Manager *Dorchester, MA, Spring 2010*
- Directed youth development lacrosse teams offering safe and educational opportunities, including active lifestyle mentoring for 30+ inner city girls. (3rd – 8th grade participants)
- Provided expertise and guidance for coaches to improve ability to deal with youth development challenges
- Facilitated discussions with girls and coaches for integration of lessons learned on the field to their lives

America SCORES New England *Dorchester, MA, 2007-2010*
Middle School Education Coordinator (08-10); **AmeriCorps VISTA Community Outreach Team** (07- 08)
- Hired to lead middle school educational programming, reaching 300 students from 10 Boston Public Schools
- Led post-merger integration efforts of girls programming into SCORES core programming
- Restructured academic coaching program including designing recruitment/hiring processes, establishing communication systems and conducting formal and informal evaluations for 20 coaches placed at 10 schools.
- Co-wrote and implemented a new national middle school service learning curriculum
- Built stronger stakeholder partnerships (coaches, parents, students, schools) through development of new communication systems and strategies
- Successfully piloted Youth Leadership Team for select boys in SCORES programming to deepen their understanding of SCORES's core values of leadership teamwork and commitment
- Wrote Leadership Curriculum based on best practices and lessons learned from pilot leadership team programming

HEALTH, FITNESS & SPORT EXPERIENCE

Brandeis University, Certified Personal Trainer, *Waltham, MA, September 2010- Present;* **Brookline Soccer Club, Skills Coach,** *Brookline, MA, Fall 2010;* **Town Sports International, Certified Personal Trainer,** *Allston, MA, March 2010-September 2010;* **Medford Youth Soccer Club, U-12 Girls Coach,** *Spring 2010*

Questions?

Due to his grammar mistake, Wilbur found a position. It just wasn't the one he wanted.

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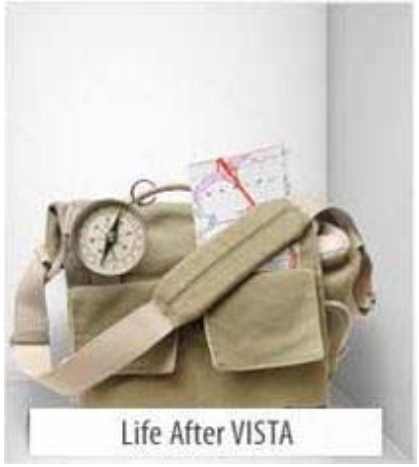
Resources

On the VISTA Campus…



- http://vistacampus.org/course/view.php?id=37&page=14

- What's Next: Life After Your Service Year: http://encorps.nationalserviceresources.org/whatsnext/index.shtml

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Next Steps

1. Translate Your VISTA Service into Accomplishments
2. Review Job Descriptions for Keywords
3. Review LinkedIn/Resumes for Ideas
4. Create a Template and Standard Resume
5. Ask Others for Feedback on Your Resume

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Evaluation

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

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THANK YOU
for your participation!

If you have further questions or fore more information, contact us:

VISTAWebinars@CNS.gov

Researching Grants

Wednesday, July 17, 2013

2 – 3:30 PM ET

Visit the Ongoing Learning page on the VISTA Campus for a complete schedule of the VISTA webshops.

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Questions?

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