

Five-Day Career Services Instructional Seminar Agenda

Target Audience: Graduate and Undergraduate Students

Seminar Focus: Empowering students with essential career development skills, job search strategies, and professional growth techniques.

Day 1: Understanding the Job Market & Career Self-Assessment

Session Title	Session Details
Welcome & Seminar Overview	<ul style="list-style-type: none">- Introduction to Career Services resources available to students.- Overview of seminar goals and structure.
Session 1: Understanding the Modern Job Market	<ul style="list-style-type: none">- Overview of global and regional job trends (e.g., growth sectors, declining industries).- Discussion of key job market shifts, such as the impact of AI, automation, and remote work.- Exploration of the gig economy vs. traditional career paths and strategies to thrive in both environments.- Introduction to resources for industry and labor market research (e.g., LinkedIn, Glassdoor, O*NET).
Session 2: Career Self-Assessment and Goal Setting	<ul style="list-style-type: none">- Introduction to self-assessment tools (e.g., Myers-Briggs Type Indicator, StrengthsFinder, CareerLeader).- Guided exercises for identifying values, interests, and skills.- Techniques for creating actionable short-term and long-term career goals using SMART criteria.- Discussion of how personal goals align with broader job market trends and economic factors.

Workshop: Creating a Personal Brand - Crafting a compelling career narrative: who you are, what you do, and why you do it.

- Practical tips for refining your elevator pitch and personal branding statements.

- How to tailor your personal brand to various professional contexts (networking, interviews, online profiles).

Day 2: Building a Strong Resume & Cover Letter

Session Title

Session Details

Session 1: Resume Essentials

- Key resume components: contact information, summary statement, skills, experience, education.

- In-depth discussion of tailoring your resume for specific job roles and industries.

- How to effectively showcase skills and achievements using action verbs and quantifiable metrics.

- Common resume mistakes and how to avoid them (e.g., formatting errors, lack of focus).

Session 2: Writing Compelling Cover Letters

- Structure and format of an impactful cover letter: introduction, body, closing.

- How to customize cover letters to reflect both your qualifications and the company's needs.

- Strategies for addressing potential red flags in your resume (e.g., gaps in employment, career transitions).

- Common cover letter pitfalls and how to make yours stand out (e.g., avoiding generic language, over-explaining).

Workshop: Resume and Cover Letter Critique

- Peer-to-peer resume and cover letter review sessions with structured feedback forms.

- One-on-one consultations with career advisors to receive tailored feedback and suggestions.

Day 3: Job Search Strategies & Networking Techniques

Session Title

Session Details

Session 1: Navigating the Job Market & Job Search Strategies

- Introduction to effective job search strategies: using job boards, recruiters, and company websites.
- How to interpret and respond to job descriptions effectively.
- Organizing your job search: creating a job application calendar, tracking applications, and follow-ups.
- Tools and apps for staying organized during your job search (e.g., Trello, Google Calendar).

Session 2: Networking: Building Meaningful Connections

- The fundamentals of networking: why and how to network effectively for career growth.
- Building an elevator pitch for in-person and virtual networking events.
- The power of informational interviews: reaching out to industry professionals and alumni for advice.
- Building and maintaining professional relationships long-term.

Workshop: Leveraging LinkedIn and Professional Networks

- Optimizing LinkedIn profiles: key sections to highlight, skills endorsement, and showcasing your expertise.

- Best practices for connecting with people on LinkedIn, including message templates and personalized outreach.
- Using LinkedIn and other social media platforms to stay up-to-date with industry trends and opportunities.
- Tips for growing and maintaining your professional network online.

Day 4: Interview Skills & Professional Etiquette

Session Title

Session Details

Session 1: Interviewing Techniques and Strategies

- The different types of interviews: phone, video, and in-person interviews, and what to expect in each format.
- How to prepare for common interview questions (e.g., "Tell me about yourself", "What are your strengths/weaknesses?").
- Using the STAR method (Situation, Task, Action, Result) to answer behavioral interview questions.
- Understanding the employer's perspective: how interviewers assess candidates and what they are looking for.

Session 2: Mastering Non-Verbal Communication & Professional Etiquette

- The importance of body language during interviews: posture, eye contact, and facial expressions.
- Dress codes for interviews across industries, including tips for virtual interviews.
- Professional email etiquette: writing effective follow-up emails, thank-you notes, and professional communication.

Workshop: Mock Interview Day

- How to gracefully handle awkward moments during an interview (e.g., interruptions, unclear questions).
 - Students participate in mock interviews, receiving immediate feedback from career advisors.
 - Feedback focuses on verbal and non-verbal communication, and overall professionalism.
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Day 5: Navigating Offer Negotiations & Career Development

Session Title

Session Details

Session 1: Evaluating Job Offers & Negotiation Basics

- How to evaluate the full compensation package (salary, benefits, bonuses, work-life balance).
- Understanding negotiation leeway: how much can you realistically negotiate in terms of salary or benefits?
- Discussion of non-financial factors in offer evaluation (company culture, growth potential, job location).
- Practical role-play on how to conduct a salary negotiation conversation with a hiring manager.

Session 2: Long-Term Career Development & Lifelong Learning

- Strategies for continuing education and professional development (certifications, workshops, online learning).
- Setting up a career development plan: periodic check-ins and revisiting goals.
- Identifying and seeking out mentorship opportunities in your field.
- Building a mindset for lifelong learning and adapting to career transitions.

- Workshop: Setting Your Career Action Plan**
- Guided session to help students create a 6-month action plan for achieving their career goals.
 - Actionable tips for time management, managing job search stress, and maintaining focus.
 - Q&A panel with career advisors, providing personalized advice and addressing any final concerns.
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Optional Evening Activities:

Activity	Details
Industry Meetups & Networking Events	<ul style="list-style-type: none">- Informal networking events with local employers and industry experts, providing insights into different sectors.- Career-specific meetups (e.g., technology, healthcare, business) to connect with professionals in a similar field.

This breakdown offers a deeper dive into each session's content, providing more specific details on the key topics and strategies covered throughout the seminar. The goal is to give students a comprehensive and actionable toolkit for their career journey.