"What are employers really looking for?"

Late nights, challenges, accomplishments, effort, dedication, anxiety, stress, commitment, joining organizations, pursuing leadership roles—this is college. Ultimately, the goal is simple: a fulfilling career. But as you prepare for the career opportunity, the internship, the co-op, are you sure you are taking the right steps to be ready?

Before you embark on the journey to the unknown, be sure to familiarize yourself with the 12 areas that employers are constantly evaluating during the interview process. The following is a list to expand your understanding of “What employers are really looking for.” This list was made available by The Career Center.

- **Resume**: Your resume is an essential marketing tool in the business of selling yourself. Make sure it is professional and highlights the skills and experiences that qualify you for the position you are interviewing for. Visit the Career Center—the resources are endless!

- **Interview Preparation**: Interviews require no help to be nerve-wrecking! Help yourself and be prepared! Have knowledge of the organization, the position and what qualifies you.

- **Career Goals**: Does the position align with your career goals? Be able to communicate that!

- **Knowledge of Organization**: The question may be presented in different formats but be ready to demonstrate that you have done your research.

- **Leadership Potential**: Highlight your leadership skills. You did not have to be the president of every club. Be strategic! Use class presentations and group projects as examples!

- **Communication Skills**: If you are a great candidate, you have to be able to communicate that. Communication is key! Be vigilant of your body language as well.

- **Teamwork**: What’s going to work? Teamwork! Be ready to provide specific examples of your ability to be an effective member of a team.

- **Field/Pedagogical Knowledge**: Make sure you know what you are talking about. Use language that is appropriate for the field and validates your knowledge.

- **Professional Appearance**: This point cannot be stressed enough! Know what professional REALLY means as it relates to your attire. You only have one chance to make a first good impression—use it wisely! Your attire can speak wonders for you.

- **Motivation**: Non-verbal communication can say as much as verbal, so be enthusiastic and smile! Your energy level will speak to your interest in the position. This is especially important during a phone interview.

- **Appropriateness for the position**: Make good use of your past experiences to indicate how it has provided you with skills that you can translate to the position of interest. Use multiple examples when possible.

- **Overall Performance**: Ultimately the question is: do you possess characteristics that are compatible with the position? Sell yourself and make a lasting impression!

**Other important points to remember:**

- Follow up! Send a thank you letter, note or email.
- Use your resources! From resume reviews to mock interviews, The Career Center is an excellent resource as you prepare—use it! [Click here](#) to visit their website.

Upcoming Events:
Alumni Panel! Come meet alumni and learn about their experiences as undergraduates and what they have been doing since graduation! Friday, April 4th SSB Room 321 from 11:30AM to 12:20PM.