Q: What are the Career Development Milestones?
The LDSBC Career Development Milestones are development and enhancement activities which give students a head start in designing and developing their career paths and in learning how to present themselves successfully to potential employers.

They include:

1. Attend and ponder a “Catch the Vision” seminar
2. Read and ponder a “Study It Out” activity
3. Attend and ponder a networking workshop
4. Complete a career database research project
5. Create a powerful résumé
6. Create a powerful cover letter
7. Write a 2-page self-assessment reflection paper
8. Write a values statement
9. Create a digital footprint
10. Demonstrate quality interviewing skills, including a “Me in 30-60 Seconds” elevator intro
11. Submit a final résumé and cover letter for approval
12. Attend and ponder “Beacon of Light in the Workplace” seminar
13. Complete a capstone, portfolio, and/or internship (depending on program-specific requirements)

Starting Fall 2012, all AAS programs and some of the Integrated Studies certificate programs will have all of the Career Development Milestones incorporated into their curriculum as class assignments. As of Fall 2012, all incoming students, whose Integrated Studies programs do not need include all of these milestones, will need to complete LE 121/221. Click here for further details what the LE 121/221 course entails and who should take it.

The following charts offer information for full-time and adjunct faculty regarding purposes, descriptions, suggested assignments, and resources for each milestone that will be infused into the AAS and ASIS programs. It also indicates which courses should include which milestone assignments. Please utilize and rely upon this resource to ensure that you are implementing the milestones required for your courses in accordance with the standards set and approved by the LDSBC Milestones Committee and Curriculum Council.
# Milestone Details

1. **Attend & Ponder**  
   “Catch the Vision” seminar

**Purpose:** To help students gain a career-ready mindset, which will give them a jump start on their career development and enable them to maximize their time and resources while at LDSBC.

**Milestone integrated into:**  
ACC 105 (ACC AAS & Cert; BUS AS)  
BUS 101 (BUS AAS: ENTR; MGT; SELL)  
BAS 129 (AA; MAA; MOA)  
HP 200 (EMA AAS & MA Cert)  
ID 105 (ID AAS & ID Cert)  
IS 185 (BIS AAS; VoIP Cert WA Cert)  
PHOTO 101 (Cert)  
PLS 101 (AAS)

**Assignment Suggestions:**  
1. Attend a “Catch the Vision” seminar* during one of the Career Development Conference days, take notes, and complete ponder write-up, as assigned by your instructor.  
   OR  
2. Read the book entitled **Major Decisions** by Henry J. Eyring and complete ponder write-up, as assigned by your instructor.

**Note:** “Major Decisions” can be checked out at the LDSBC library or purchased at the LDSBC Bookstore or online.

**Topics Addressed (Items 1-4 are discussed in “Major Decisions”):**  
- Becoming your own general contractor of your career  
- Becoming and staying marketable in any economy (high-stakes judgment)  
- Importance of starting NOW to decide the next steps in your professional development  
- Importance of starting NOW to develop your job search skills  
- Resources to utilize  
- Formulating, implementing, and adjusting your personalized career plan and strategies

*“Catch the Vision” seminars planned for the Fall 2012 Career Development Conference include:  
- STEPS to Success: Making the Most of Your Time & Resources at LDSBC  
- Program Director’s Brown Bag: Getting Your Foot In Multiple Industries to Make Yourself More Marketable

# Assignment Details & Resources

## Assignment Suggestions:

1. Read (or watch) one of the following articles/videos, or other designated reading assigned by your instructor. Then complete and submit a writing/ponder assignment, as directed by your instructor.

**Description of Options:**
- **Be Patient, Exercise Faith to Find Your Calling in Life**, By Jeffery Thompson  
- **Timing**, By Elder Dallin H. Oaks  
- **Receive the Holy Ghost**, By Elder David A. Bednar  
- **How to Obtain Revelation and Inspiration for Your Personal Life**, By Elder Richard G. Scott  
- Other appropriate article or video assigned by program director/instructor

## Milestone integrated into:  
(See assigned courses for milestone #1)
<table>
<thead>
<tr>
<th>Milestone Details</th>
<th>Assignment Details &amp; Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. <strong>Attend &amp; Ponder Networking Workshop</strong></td>
<td>Assignment Suggestion:</td>
</tr>
<tr>
<td><strong>Purpose:</strong> To teach students the importance of networking and networking etiquette.</td>
<td>- Attend a networking seminar during the Career Development Conference. Provide documentation of your attendance and complete ponder write-up, as assigned by your instructor.</td>
</tr>
<tr>
<td><strong>Description:</strong> Students will learn how to build a network and be provided with opportunities to practice their networking etiquette and begin building their network.</td>
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</tr>
<tr>
<td><strong>Milestone integrated into</strong>:*</td>
<td>(See #1 courses)</td>
</tr>
<tr>
<td><em>Exception:</em> SELL 120 (AAS: ENTR, MGT, SELL)</td>
<td></td>
</tr>
</tbody>
</table>
### Milestone Details

**4. Complete career database research project**

**Purpose:** To enable students, through online research of tentative career paths, to grasp what people in industries of interest do on a day-to-day basis, as well as what is rewarding and difficult in these fields. Knowing what price is required for their careers of interest will help them make a more informed choice and shed insight on additional courses they should take to become and stay marketable in their career.

**Description:** Students will use library and other career databases (see list below) to research: (1) market trends and industries, (2) local, mid-sized, and large companies, (3) national and international companies, (4) privately and publicly traded companies, (5) company financial information, (6) SWOT analyses, (7) job skills needed for specific careers, etc.

<table>
<thead>
<tr>
<th>NOTE: Milestones 4, 5, &amp; 6 are all integrated into:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUS 101</strong> (ACC AAS &amp; Cert; BUS AAS - ENTR; MGT; SELL)</td>
</tr>
<tr>
<td><strong>BAS 129</strong> (AA; MAA; MOA)</td>
</tr>
<tr>
<td><strong>HP 210</strong> (EMA AAS &amp; MA Cert)</td>
</tr>
<tr>
<td><strong>ID 105</strong> (ID AAS &amp; ID Cert)</td>
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<tr>
<td><strong>IS 185</strong> (BIS AAS; VoIP Cert, WA Cert)</td>
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<tr>
<td><strong>PHOTO 101</strong> (Cert)</td>
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<tr>
<td><strong>PLS 140</strong> (AAS)</td>
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</table>

### Assignment Details & Resources

**Assignment Suggestion:**

Attend one of the Career Research seminars as listed below to learn how to get ahead in your career discovery, design, planning, and job search. At this seminar you will learn about the significant advantages of utilizing the LDSBC Library career research databases.

**Seminar Options:**

**Option 1:** Attend the Career Research seminar on Day 1 of the Career Development Conference. Complete and submit, to your instructor, any documents or write-ups assigned by your instructor.

**Option 2:** Attend one of the following Career Research Mini-classes offered by the LDSBC Library. Complete and submit, to your instructor, any documents or write-ups assigned by your instructor.

**LDSBC Library Career Research Mini-class Schedule (Fall 2012)**

- Wed. Oct 3rd at 7 p.m.
- Tues. Oct. 23rd at 7 p.m.
- Fri. Nov. 9th at 10 a.m.
- Wed. Nov. 14th at 1:30 p.m.
- Tues. Nov. 20th at 7 p.m.
- Tues. Dec. 4th at 7 p.m.

**Note:** Sign up to attend this seminar in advance by clicking here.
### 5. Create a powerful résumé

**Purpose:** To teach students how to present themselves well via printed materials to obtain job interviews.

**Description:** Students will utilize guidelines and samples from the career services office, their programs, and/or employers (as appropriate), to create a powerful résumé and cover letter.

**Milestone integrated into:** (See assigned courses for milestone #4)

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<th>Assignment Details &amp; Resources</th>
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<tbody>
<tr>
<td><strong>Assignment Suggestion:</strong></td>
</tr>
<tr>
<td><strong>Step 1:</strong> Review the “Resources for Creating a Powerful Résumé” (From LDSBC Career Services Website &amp; “Creating an Effective Résumé” Video Segments from lynda.com)</td>
</tr>
<tr>
<td><strong>Step 2:</strong> Compile your résumé utilizing these guidelines and the samples from the LDSBC Career Services Résumés web page. (Do not use samples from lynda.com.). Then utilize the Anatomy of Effective Résumés Checklist to assess your adherence to these guidelines.</td>
</tr>
<tr>
<td><strong>Step 3:</strong> Participate in the “Résumé Gallery” activity at a Career Development Conference to receive brief, initial feedback on your résumé from an employer.</td>
</tr>
</tbody>
</table>
| **Step 4:** 1. Have your résumé reviewed by a hiring professional during at the Career Development Conference résumé review session, or by another professional who has been approved by your instructor, to receive detailed feedback for making your résumé more powerful. *(Note: Step 3 above is a pre-requisite to participating in this activity).*  
OR  
2. Have your résumé reviewed by a trained LDSBC Career Services representative. |

### 6. Create a powerful cover letter

**Purpose:** To teach students how to present themselves well via printed materials to obtain job interviews.

**Description:** Students will utilize guidelines and samples from the career services website and lynda.com to create a powerful cover letter

**Milestone integrated into:** (See assigned courses for milestone #4)

<table>
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<tr>
<th>Assignment Details &amp; Resources</th>
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<tbody>
<tr>
<td><strong>Assignment Suggestion:</strong></td>
</tr>
<tr>
<td><strong>Step 1:</strong> Review the Resources for Creating a Powerful Cover Letter (From LDSBC Career Services Website &amp; “Creating an Effective Résumé” Video Segments from lynda.com)</td>
</tr>
<tr>
<td><strong>Step 2:</strong> Compile your cover letter utilizing these guidelines and the samples from the LDSBC Career Services Cover Letter web page. (Do not use samples from lynda.com.). Then utilize the Cover Letter Checklist to assess your adherence to these guidelines.</td>
</tr>
</tbody>
</table>
| **Step 3:** 1. Participate in the “Cover Letter Gallery” activity at the Career Development conference to receive brief, initial feedback on your cover letter from an employer.  
Step 4. Obtain detailed feedback for making your cover letter more powerful.  
1. Have your cover letter reviewed by a hiring professional during at the Career Development conference cover letter review session, or by another professional who has been approved by your instructor, to receive detailed feedback for making your cover letter more powerful. *(Note: Step 3 above is a pre-requisite to participating in this activity).*  
OR  
2. Have your cover letter reviewed by a trained LDSBC Career Services representative. |
### 7. Write self-assessment two-page reflection paper

**Purpose:** To help students gain a better understanding of their strengths, interests, and areas for growth, which will assist them in searching out options that are right for them and weeding out options that are not a good fit.

**Description:** Students will complete a self-assessment, as designated by their instructor, and then complete a two-page reflection paper which captures the insights gained from the experience.

### Milestone integrated into*: COM 122
- ACC AAS & Cert;
- BIS AAS, .Net Cert,
- VoIP Cert, WA Cert;
- EMA AAS, MA Cert;
- MAA AAS, MOA Cert, AA Cert;
- ID AAS, ID Cert;
- PHOTO Cert;
- PLS AAS;
- BUS AS;
- IS AS

*Exception:* SELL 180 (BUS AAS – ENTR, MGT, SELL)

**Assignment Suggestions:** Students will complete one of the self-assessments options, as designated by their instructor, and then complete a two-page reflection paper which captures the insights gained from the experience. [Click here](#) for more details.
<table>
<thead>
<tr>
<th>Milestone Details</th>
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</thead>
<tbody>
<tr>
<td><strong>8. Write a Values Statement</strong></td>
<td>□ This milestone is required for all COM 122 students. Consult with Com 122 course supervisor for resources.</td>
</tr>
<tr>
<td><strong>Purpose:</strong> Students will articulate and gain increased awareness of their work, professional, personal, and spiritual values and priorities. This can guide them in choosing a career path, and consequent steps, that will enable them to spend their time and talents in ways that are most important to them.</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> Students will create a personal and professional mission and values statement to remind them of what is most important to them as they design, develop, and move forward in their career paths.</td>
<td></td>
</tr>
<tr>
<td>*<em>Milestone integrated into</em>: **</td>
<td>COM 122 (See #7 courses)</td>
</tr>
<tr>
<td><strong>Exception:</strong></td>
<td>SELL 180 (See #7 courses)</td>
</tr>
</tbody>
</table>

**9. Create a Digital Footprint**

**Purpose:** To teach students how to assess their current digital footprint and create/maintain a professional online identity.

**Description:** Students will create professional online profiles (ex. LinkedIn, Twitter, Google+, and ldsjobs.org,) in order to establish a credible presence and reputation for potential employers and network contacts.

**Milestone integrated into: **
IT 102 (all programs)

**Note:** Before creating an online identity, students should already have a powerful résumé and cover letter so the content they post on LinkedIn, Google+, and ldsjobs.org will be professional-level material.

**Assignment Suggestions:**

**Step 1:** Learn guidelines and principles for creating a professional digital footprint (aka: online identity).

1. Attend digital footprint/online identity seminar at the Career Development Conference. Then complete ponder write-up, as assigned by your instructor.

   OR

2. [Watch and read these video segments and articles.](#) Then complete ponder write-up, as assigned by your instructor.

**Step2:** Assess your own online identity using [brandyourself.com](http://brandyourself.com).

**Step 3:** [Create professional profiles in LinkedIn, Google+, and ldsjobs.org and submit links to sites according to directions given by your instructor.](#)
## 10. Demonstrate quality interviewing skills, including a “Me in 30-seconds” elevator introduction

**Purpose:** To teach students how to present themselves successfully in a job interview with practice opportunities.

**Description of Topics:** Students will learn about the interviewing process: preparation, etiquette, professional dress, follow-up, etc. Students will then practice interviewing via Optimal Résumé and/or an interview with a designated professional (faculty, career counselor, or other professional).

### Milestone integrated into:
- **BUS 101** (BUS AAS – MGT)
- **BAS 199** (AA Cert)
- **BAS 296** (MAA AAS)
- **HP 210** (EMA AAS & MA Cert)
- **ID 199** (Cert)
- **ID 299** (AAS)
- **IS 185** (BIS AAS); VoIP & WA Cert;
- **PHOTO 196** (Cert);
- **PLS 296 & 292** (AAS);
- **SELL 180** (BUS AAS – ENTR, SELL)

### Assignment Suggestion:

**Step 1: Study principles and guidelines for effective interviewing.**

1. Attend an interviewing seminar during LDSBC’s Career Development Conference, which addresses the following topics:

   **Topics Will Include:**
   - Process of scheduling the interview with the employer
   - Preparing for the interview
   - Overview of how to dress*
   - Arriving to the interview
   - Introducing/presenting yourself
   - Answering the “Tell me about yourself” question
   - Answering behavior-based questions
   - Salary negotiations
   - Asking questions to the interviewer(s)
   - Closing the interview
   - Interview follow-up

   * There is a separate session on professional dress, so this will be a brief reference to the concept.

   **OR**
   2. Watch the [Successful Interviewing](#) video (by Harvard MBA Grad, Christopher Galbraith) and review additional guidelines from the LDSBC Career Services Interviewing web page.

   **Note:** Always research the needs of your specific audience and tailor your application materials and the way you answer questions according to their needs and culture.

**Step 2: Familiarize yourself with guidelines and principles of professional dress by reading/reviewing the following materials or attending the Professional Dress seminar at the Career Development Conference:**

- [Power of Personal Appearance By Judith Rasband](#)
- [Professional Dress Do’s and Don’ts](#)

**Step 3: Create a Powerful “Me in 30 Seconds” (or elevator intro) statement**

1. Attend the “Preparing for Successful Interviews Part II: Formulating Elevator Intros and Power Statements” seminar at the Career Development Conference.

   **OR**
   2. Utilize the following resources to create your “Me in 30 Seconds” and Power Statements.
   - “Me in 30 Seconds” and “Power Statement” examples
   - [Guidelines from LDS Employment Resource Services](#)

**Step 4: Practice Interviewing**

1. Participate in online practice interviews and receive feedback via [Optimal Résumé online interviewing software](#).

   **AND**
   2. Participate in an in-person practice interview with:
   - A professional conducting practice interviews during Day 2 of LDSBC’s Career Development Conference
   - Another professional who is designated/approved by your instructor
   - An LDSBC Career Services representative

   **AND/OR**
   3. Practice your elevator intro during the “Me in 30 Seconds” contest at LDSBC’s Career Development Conference.
<table>
<thead>
<tr>
<th>Milestone Details</th>
<th>Assignment Details &amp; Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11. Submit final resume &amp; cover letter for approval (R)</strong></td>
<td><strong>Go Back to Top</strong></td>
</tr>
<tr>
<td><strong>Purpose:</strong> To increase readiness of students to submit top-quality, tailored application materials that increase their opportunities for job interviews.</td>
<td><strong>Assignment Suggestion:</strong></td>
</tr>
<tr>
<td><strong>Description:</strong> Students will tailor their résumé and cover letter to a real job or internship they intend to apply for and have it reviewed and approved by a faculty member, career services or other designated professional.</td>
<td>Submit an APPROVED résumé and cover letter according to the instructions and deadline directions given by your instructor. The submitted résumé and cover letter are to be approved by a professional designated by your instructor, a professional doing résumé and cover letter reviews at the Career Development Conference, or a trained staff member from the LDSBC Career Services office. You should start early in the semester to revise your résumé and cover letter so that you have time for several revisions that may be required before the deadline date. Please refer to and utilize the resources provided for milestone 5 and milestone 6 to complete this assignment.</td>
</tr>
<tr>
<td><strong>Milestone integrated into:</strong> ENG 220 (ACC AAS, BUS AS, MAA AAS, AA Cert); BAS 196 (AA Cert); BAS 199 (MOA Cert); BUS MGT 299 (AAS); BUS ENTR 299 (AAS); BUS SELL 299 (AAS); HP 197 (Coding); HP 283 (EMA AAS, MA Cert); ID 270 &amp; 271 (ID AAS); ID 199 (Cert); PHOTO 196 (Cert); PLS 296 (PLS AAS); SELL 190 (Prof Sales Cert)</td>
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</tbody>
</table>
### Milestone Details

**12. Ponder “Beacon of Light in the Workplace” seminar**

**Purpose:** To help students adjust appropriately to new work situations by knowing how to build effective working relationships with colleagues, to avoid unethical or questionable work environments/situations, to respond appropriately when ethics are challenged, and to ponder principles that will help them make valuable contributions wherever they serve.

**Milestone integrated into the courses listed under Milestone 13:**

**Exception:**
SELL 120 (Prof Sales AAS & Cert)

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**Assignment Suggestions:**

1. Attend a “Beacon of Light in the Workplace” seminar at LDSBC’s Career Development Conference and complete the write-up assignment given by your instructor.

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### Milestone Details

**13. Complete according to program requirements:**

**Note:** Waived for Professional Sales

**Capstone (C)**

Milestone integrated into:
- ACC 210 (AAS)
- BUS MGT 299 (AAS)
- BUS ENTR 299 (AAS)
- IS 299 (BIS AAS)
- ID 270 & 271 (AAS)
- PLS 292 (AAS)

**Portfolio (P) and/or**

Milestone integrated into:
- BAS 196 (AA, MOA Cert)
- BAS 296 (MAA AAS)
- ID 270 & 271
- PHOTO 196
- PLS 296

**Internship (I)**

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**Assignment Purpose & Description**

**Assignment Suggestions:** Complete the following, as required by your program and assigned by your instructor.

**Capstone Purpose:** To provide students with an authentic learning experience that challenges them to apply their understanding of concepts and demonstrate skills developed through their course of study in order to demonstrate achievement of their program expected outcomes.

**Capstone Description:** Students will complete authentic business projects which will require independent application of the full range of skills developed through their program.

**Portfolio Purpose:** To teach students how to capture and demonstrate the most valuable concepts they have learned and skills they have developed. They can use this information as needed to visually demonstrate how they can meet an employer’s specific needs.

**Portfolio Description:** Students will create a powerful, industry-relevant, tangible demonstration of their skills and abilities. Portfolio items should be high-quality samples of industry-relevant skills and abilities from authentic experiences and work projects, etc. which show rather than just tell what they can do for employers. Awards, certifications, credentials, etc. can also be included, if/when appropriate.

**Internship Purpose:** To provide students the opportunity to find and participate in real-life,
Milestone integrated into:
ACC 199 (Cert)
BUS SELL 299 (AAS)
BAS 199 (AA & MOA Certs)
BAS 299 (MAA AAS)
HP 197 (Coding Cert)
HP 183 (EMA AAS & MA Cert)
ID 199 (Cert)
ID 299 (AAS)
PHOTO 199 (Cert)
PLS 299 (AAS)

supervised, relevant work experience; to expand their professional network; and to become more marketable in and prepared for the workplace.

Description of Internship: Students will complete a designated number of hours and assignments, as required by their individual program. This experience can be a paid or unpaid job, internship, apprenticeship, or other approved experience.

Note 1:
☐ Requirements, guidelines, and resources vary by program. Please refer to your instructor or program director for resources and guidelines.

Note 2:
☐ For assistance in obtaining an internship beyond what your program offers, schedule an appointment with Brother Wyn Dunford on the 4th floor.

4. Career Database Research Project Resources

LDSBC Library Career Research Databases

[Click here](#) to view a list of features that the following career, industry, and company research databases offer.

- Business Source Premier
- Ferguson’s
- Hoovers
- IBIS World
- Privco
- onetonline.org

To view a tutorial of how to locate and use the databases listed above, go to: [http://libraryguides.ldsbc.edu/careers](http://libraryguides.ldsbc.edu/careers). Then scroll down to the bottom of the center column and press play.
5. **Powerful Résumé Resources**

I. **Content Required for Milestone Completion**

**Introductory Résumé Concepts**
- Targeting Your Résumé *(Start to 1m 45 s only)*
  - Know Your Audience Guide (This guide will assist you in researching your audience)
  - Tailoring Your Cover Letter & Résumé (This guide will assist you in tailoring your résumé to the specific needs of your audience).
- Creating a Marketing Campaign *(2m 50 s)*
- Understanding Résumé Jargon *(1m 27 s)*
- Reverse Chronological *(2m 25 s)*
- Deciding on Résumé Length *(6m 29 s)*
- Keeping Your Résumé Concise *(5m 23 s)*
- Researching Your Employer *(4m 25 s)*
- Avoiding Identity Theft *(3m 47 s)*

**Compiling the Résumé**
- Formatting Fundamentals for Your Résumé *(6m 39 s)*
- Incorporating Action Verbs *(4m 51 s)*
- Sidestepping Résumé Blunders and the “10-Second Screen-Out” *(5m 44 s)*
- Writing a Résumé Guide (This guide walks you through the basic steps of compiling a powerful résumé)
- Powerful Résumé Samples
- Writing Powerful Bullets: Before and After samples and guidelines
- Brainstorming Your Way to Effective Bullets Worksheet

**Résumé Guidelines for Online Job Searches**
- Working with Online Résumés & Portfolios *(3m 32 s)*
- Understanding the Importance of Key Words *(2m 14 s)*
- Finding essential keywords *(6m 34 s)*
- Evaluating Online Résumé Banks *(5m 32 s)*
- Writing Effective Names for Résumé Banks *(3m 43 s)*
- Double-checking formatting after uploading *(2m 45 s)*
- Becoming too visible *(3m 9 s)*

**References**
- Compiling Your References *(4m 35 s)*
- Reference List Sample

II. **Optional Content** *(NOT required for milestone completion)*

<table>
<thead>
<tr>
<th>Refreshing Your Résumé <em>(4m 52 s)</em></th>
<th>Saving to HTML format <em>(4m 42 s)</em></th>
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</thead>
<tbody>
<tr>
<td>Switching Career Paths <em>(4m 56 s)</em></td>
<td>Functional –if applicable <em>(6m 11 s)</em></td>
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<tr>
<td></td>
<td>Skills-based Résumé Writing Guide and Checklist</td>
</tr>
<tr>
<td>Knowing Which File Format is Best <em>(2m 10 s)</em></td>
<td>Combined Chrono-functional—if applicable <em>(2m 35 s)</em></td>
</tr>
<tr>
<td>Saving to earlier versions of Word <em>(2m 48 s)</em></td>
<td>Dealing with Long-term Employment <em>(3m 9 s)</em></td>
</tr>
<tr>
<td>Saving as a PDF <em>(5m 27 s)</em></td>
<td>Understanding the Curriculum Vitae—CV <em>(3m 29 s)</em></td>
</tr>
<tr>
<td>Creating a RTF Version <em>(3m 54 s)</em></td>
<td>Creating an Online Resume: Hands-On Training</td>
</tr>
</tbody>
</table>
6. Powerful Cover Letter Resources

1. Go to “Creating an Effective Résumé” course in Lynda.com. Select and watch the “Creating a cover letter” and “Writing thank-you notes” segments under the last section entitled “Enhancing Your Chances with Finishing Touches” (7 m 47 s) AND

2. Review the cover letter samples and guidelines on the LDSBC Cover Letters web page.
   - Cover letter checklist
   - Cover letter samples
   - Cover letter do’s & don’ts
   - Samples of What to Include In Your Cover Letter
     - The previous and following examples are meant to show you effective cover letter formatting and content. Please utilize these samples to internalize concepts, but do not copy and paste them into your own letter. Your letter needs to reflect who you are and not who someone else is.

   - Samples of What to Include in Introductory Paragraph:
     - State why you are writing
     - Include a grabber that will catch reader's attention
     - General/global claim about your qualifications/intended contributions (that will be backed up in the next paragraph)
     - Explain how you heard about the job (optional--only if it will add value)

   - Samples of What to Include in Body Paragraph:
     - Show (rather than just tell) audience how you meet their specific needs
     - Direct reader to read your resume in a powerful (rather than obvious and weak) way
     - Describe your successes, accomplishments, and qualifications in terms that are meaningful to your audience

   - Samples of What to Include in Closing Paragraph:
     - Reiterate why you want the job (in a contribution-centered way)
     - Thank the recipient
     - Facilitate the opportunity for an interview

7. Self-Assessment Reflection Paper Resources

   - Self-Assessment Assignment Options:
     - DiSC Profile ($18.15 at LDSBC Bookstore; also used in COM 122 course)
       - Provides a framework for understanding your unique behavioral pattern and that of others, including both under stress. Helps you create an environment that will ensure your success.

     - TypeFocus (FREE through LDSBC Career Services; also used in LE 125 course)
       - Assesses personality type and provides understanding of what makes you unique. This enables you to find work that will be a good and rewarding employment fit for your personality, interests, and values, and to be successful where it counts.

       - Go to: http://careers.typefocus.com
       - Click on the “New Users: Click to register” link
       - Complete the required information
The Site Password is: lds334

- Keep record of your site password, user name, and password so you can log in as needed.
- If you want to change your username, password, or e-mail address, this can be done by clicking on Site Map and selecting the Editing Personal Information option.

- Note the links in red for further help.

- After clicking on Agree and Continue you are officially registered.
- Follow the instructions on the web pages that guide you through the program.
- Navigation Aids: When you are in the Reports area, you can use the right blue navigation bar to click on a specific report as you move through the program.

- Utahfutures.org (FREE public resource)
  - A one-stop shopping center for organizing your career information online. Provides career assessments and clear information about occupations, job requirements, earning power, education/training, and job availability for thousands of occupations.

- The Color Code (20-40 online)
  - Provides understanding and insight about your own personality, what motivates you, and how you impact the professional, personal, and social relationships in your life. Also provides ideas for identifying others’ colors and how to speak the language of your friends, family, and co-workers.

- Strengths Finder (20-40 online)
  - Provides understanding of and insight to your strengths. This enables you to succeed by focusing on applying your strengths, rather than fixing your shortcomings. Is a Wall Street Journal, Business Week, and USA Today bestseller.
9. **Digital Footprint Resources**

Seminar Topics Will Include:

- How your online identity impacts you as a professional
  - [http://youtu.be/Tsa27KSTHX4](http://youtu.be/Tsa27KSTHX4) (3m 31s)
- What is professional vs. unprofessional (do’s and don’ts)
- Assessing your own identity
- Creating and maintaining a professional online identity via:
  - LinkedIn (see tutorials below)
  - Google+ (see tutorial below)
  - Ldsjobs.org
- Utilize the video resources below for guidance in completing this assignment.

**LinkedIn Essential Training**
- Introduction (2m 23s)
- Introducing LinkedIn (2m 58s)
- Signing Up (5m 7s)
- Reviewing the Key Parts of LinkedIn with a Finished Profile (21m 14s)
- Creating Your Profile (10m 7s)
- Managing Connections (23m 39s)
- Being Part of a Group (6m 36s)
- Seeking Jobs (20m 53s)
- Using Applications (20m 26s)
- Editing Your Profile (5m 19s)
- Conclusion (1m 14s)

**Google+ First Look** (37m 39s)
- Introduction (3m 4s)
- Getting Started with Google+ (12m 16s)
- Using Google+ (21m 44s)
- Conclusion (35s)

**Ldsjobs.org** (guidelines will be available via career services website, once space has been created)

Optional Content (NOT required for milestone completion)
- Twitter Essential Training (4h 26m)
- Facebook Essential Training (3h 3m)