Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_

C:\Users\kasee.sweat\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\LMWNNFN5\MC900413668[1].wmfC:\Users\kasee.sweat\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\7Q9JMYFL\MC900056128[1].wmf

Careers and Employment in

Agricultural Communications

Notes

**Unit Objectives**

By the end of the unit, you should be able to:

* Describe career opportunities in agricultural communication.
* Write appropriate personal correspondence related to employment including: résumés, cover letters, Emails, thank you notes.
* Explain and practice effective job interviewing skills.

*Objective A: Describe career opportunities in agricultural communication*

**What Careers are there in Agricultural Communications?**

* \_\_\_\_\_\_\_\_\_ Million Jobs in agriculture

|  |  |
| --- | --- |
|  | million production agriculturalists |
|  | million manufacturing, processing, transportation |
|  | million agricultural science |
|  | million agribusiness and agriculture communications |

* Agricultural communications careers can be hard to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, because there are so many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ within the industry
* Broad categories of careers in agricultural communications are careers in:
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Marketing Careers
  + Managing an agricultural product or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Public Relations Careers
  + Managing public \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Broken down into three general categories:
    - Publicity: changing and developing public opinion
    - Communications: managing client \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Training: coaching others to effectively handle the press
* Media Careers
  + Working in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ field to investigate, analyze, and report information about agriculture
  + Categories include:
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Objective B: Write appropriate personal correspondence related to employment including: résumés, cover letters, Emails, thank you notes.*

**What documents do you need to gain employment**?

* Prepare \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you want employment
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: formal letter of introduction
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: listing of your skills and qualifications
* Prepare \_\_\_\_\_\_\_\_\_\_ you want employment
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: company generated
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: to those who helped in the process

**What is a Résumé?**

* Personal summary of your professional \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* A résumé (also spelled “resume”) includes anything a person wants to express about:
  + - Career goals
    - Education
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Activities
    - Honors
* General Guidelines
  + **Length**: Limit résumé to \_\_\_\_\_\_\_\_\_\_\_\_\_\_ typed page
  + **Font**: Arial or Times New Roman
    - Between \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ point font
  + **Paper**: Use 8 1/2” x 11” 20 lb paper
    - White, light cream, or gray
* Preliminary Resume Research
  + Find out:
    - General job \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Desired qualifications and skills
    - Key \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and word
  + Look on:
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website
    - Job advertisement
    - Any publications about the company (magazine articles, etc.)

**What should I include in a Resume?**

* Contact Information
  + Include:
    - Name
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Phone numbers
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Objective Statements
  + Two different approaches to objective statements
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and to the point
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ description of desired position and qualifications
  + You must decide which approach is best
* Education
  + Beginning with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ level of educational achievement, include:
    - School attended
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ related to job applying for
    - GPA (if \_\_\_\_\_\_\_\_\_\_\_ or above)
    - Date of program \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information
* Work Experience
  + Include positions you have held which are \_\_\_\_\_\_\_\_\_\_\_\_\_\_, in some way, to the job you are seeking
    - Can be both \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ positions
  + Be creative with this section of your résumé by describing and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your experiences in the most relevant way possible.
* Action Verb List
  + Action phrases will help you avoid being too \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your qualifications.

**What Is a Cover Letter?**

* A cover letter expresses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for a particular position
* Personal but \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to position/company
* Explains how you \_\_\_\_\_\_\_\_\_\_ with organization and how you will help them
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ main points from your resume
* “Sells” qualifications to the prospective employer

**What is Included in a Cover Letter?**

* Header
  + Make sure you address the letter to a specific person if possible (preferably the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)
* First Paragraph
  + **Purpose:**
* Get the reader’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ yourself
* Explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of letter
* Explain why interested in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or the company
  + Culture?
  + Approach?
* Explain how you will \_\_\_\_\_\_\_\_\_\_\_ the organization
* Preview the rest of the letter
* Middle Paragraphs
* Highlight \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the company
* Emphasize \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the company
* Provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ evidence
  + Show don’t tell (use information from resume)
  + Include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, credible examples of qualifications for the position
* Begin paragraphs with \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Conclusion
* Conclude with \_\_\_\_\_\_\_\_\_ step
* Provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information
* Closing Formats
* Extra Tips
* Length
  + Letter should only be \_\_\_\_\_\_\_\_\_\_ page
* Strongest and most \_\_\_\_\_\_\_\_\_\_\_\_\_\_ qualifications should be highlighted
  + Limit to a few qualifications
* Appeal to company \_\_\_\_\_\_\_\_\_\_\_, attitudes, goals, projects, etc.
* Proofread carefully for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ errors

**What should I put in MY Cover letter and resume?**

* Find your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Analyze your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Identify your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Why is writing a professional email important?**

* Approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ billion email messages are sent per day!
* That means more than \_\_\_\_\_\_\_\_\_ million emails are sent every second and some 90 trillion emails are sent per year.
* Around \_\_\_\_\_\_\_\_% of these millions and trillions of message are spam and viruses.
* There are around \_\_\_\_\_\_\_\_ billion registered email users worldwide
* Knowing how to write a professional email is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in today’s world
* The biggest mistake when sending a professional email is being too \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

**How Do I Send a Proper Email?**

* Begin with a greeting
  + Formality based on your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with the recipient
* \_\_\_\_\_\_\_\_\_\_\_\_\_ -or- State your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + The second line of the email should be a thank you for something previously done by the recipient

-OR-

* + a clear statement of the purpose for sending the email.
* Closing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Be courteous, thank them in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for action (“thank you for your consideration”), or give an idea of their \_\_\_\_\_\_\_\_\_\_\_\_\_ action (“I look forward to hearing from you”)
* End with a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + The same type of ending you would in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ letter (i.e. Sincerely, Best regards, then include your name (even if it is in the signature line)

**What are the Biggest Email Mistakes?**

|  |
| --- |
|  |
|  |
|  |
|  |
|  |

**Why should I write thank you notes?**

* People who send thank you notes after an interview are up to \_\_\_\_\_\_\_\_ more likely to be hired
* Studies show that people who express gratitude are more likely to live \_\_\_\_\_\_\_\_\_\_\_\_\_ and have better \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* It’s the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to do!!!

**How do I write a great thank you note?**

* Step 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the recipient
* Step 2: Express Your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Note: always list the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ thing you are thankful for , unless its cash!
* Step 3: Discuss \_\_\_\_\_\_\_\_\_\_
* Step 4: Mention the \_\_\_\_\_\_\_\_, allude to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Step 5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (optional on professional thank yous)
* Step 6: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Objective C: Explain and practice effective job interviewing skills*

**Why are Interview Skills Important?**

* Statistically, employers are 70% more likely to hire a less qualified candidate that interviews well than a more qualified candidate who interviews poorly.

**What Should You Do Prior to the Interview?**

* Research the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the person you will interview with
  + Know exactly what the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is and how you can help the company
* Make \_\_\_\_\_\_\_\_\_\_\_\_\_\_of resume and cover letter
* Time how long it will take you to drive to the interview
* Select the appropriate wardrobe
  + Keep \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to a minimum
  + Dress \_\_\_\_\_\_\_\_ step nicer than the daily outfit for working in that position
  + It’s ok to be professional AND yourself
* Practice answering questions!!!!
  + Make sure you are ready to give the best answer to all types of questions
  + Types of questions
    - Direct Questions- ask for information
      * Example:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Scenario Questions- ask for examples
      * Example: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Questions YOU ask
      * Example:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What questions cannot be asked in an interview?**

* Employers should not ask about any of the following, because to not hire a candidate because of any one of them is discriminatory:

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**How do I Answer an Interview Question?**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ the question
* Give enough info but don’t \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + The best answers are typically \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ seconds per question
* Use a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ voice
  + Not too \_\_\_\_\_\_\_\_\_\_ or too \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Avoid \_\_\_\_\_\_\_\_\_\_\_\_\_ words like “um” “aaahh” or “er”
* Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_ body language
  + Maintain eye contact
  + Don’t \_\_\_\_\_\_\_\_\_\_\_
  + Sit up \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What Should You Do the day of the Interview**?

* Arrive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ minutes early
  + Find a restroom and freshen up
* Turn \_\_\_\_\_\_\_\_\_\_\_ your phone
  + Even on vibrate it can disrupt the interview
* Go in \_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What should you do DURING the interview?**

* First Impression

|  |  |
| --- | --- |
| What to Do | How to do it |
| Initiate Conversation Politely |  |
| Clearly Introduce Yourself |  |
| Have Confident Body Language |  |

* Make a Connection

|  |  |
| --- | --- |
| What to Do | How to do it |
| Show interest in the company and the interviewer |  |
| Find commonalities |  |
| Ask questions |  |
| Be positive |  |

* Conclusion

|  |  |
| --- | --- |
| What to Do | How to do it |
| Exchange contact information |  |
| Ask about follow-up options |  |
| Thanks and exit |  |

Explain the Job Interview CDE

|  |
| --- |
|  |

C:\Users\kasee.sweat\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\LMWNNFN5\MC900056113[1].wmf