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good morning, everybody. This is sustainable employment. I will be your host today on this webinar. We have with us today our wonderful speaker who I will introduce a just a moment. I want to make sure that if anyone is out there having difficulty accessing the webinar, please email, do not call, to receive further instructions from our support. We will be able to help you get hooked up. If you lose connection, a lot of times it's easy to just go back into the webpage or email the gave you the link and link back in. Or again, you can email Shannon and she can help you out. You should have received a PDF document with the full presentation as well. That should've been in the email that you received and if you need a current version of Adobe reader to be able to access that. With that being said I'm going to do a quick introduction with Martha. You should be able to see her bright shining face. She has a WebCam on. Those of you that are viewing this through the computer should be able to see her. Water is the director of applied research and development at UNC. She's also my boss. She is seen as a leader throughout Texas and were very excited that Martha is able to be with us today to provide us with this information on resumes. And to give us the pros and cons the goods and -- good side of bad side of resumes.

Thank you. That was a kind introduction. I appreciate everybody that is attending today. I hope that you will find helpful hands about resumes. I'm going to start out with a question and I would like for you to put the answering the question box. What is the purpose of a resume? And while I'm -- while you're writing that in the question box, I am going to tell you a little bit about what we're going to talk about today. We are going to, I'm going to describe the three types of resumes. And then we will identify common resume mistakes, and then I am going to give you a list of tips to success -- for successful resume writing. Actually I will be giving you 30 tabs and hope that you well find at least 10 of them that are useful tips that you can do without.

So what is the answer to my question? What do you think is the purpose of a resume? What kind of answers do we have?

What we're getting is to help get a job, obtain employment, highlight skills and experience, introduce yourself, those are the responses.

Lots of good answers.

[Indiscernible -- multiple speakers]

Abilities, future potential, to capture attention.

All good answers. I am going to give you my answer now. And I think that the purpose of a resume, which many of these answers had the same thing and it, is to get an interview. This has to do with capturing the attention of the employer for an interview for this particular job that I'm looking at. So we will look back, what are the types of resumes. This is more of just the basics. There's a chronological, functional, and combination resume type. The chronological is good for a person that has a significant amount of continuous experience or the experience has been progressively more responsible. Experience should be listed in reverse order and chronological order. That is where you get the chronological title. And most important information at the top of the resume. I want to underline that particular I don't because the most important information should be the top of every resume no matter what type you use.

The next slide gives you some places that you can go to look at examples. I am not going to try to go to all of these places but I left those there for you. You can find many other examples by googling. This is a resume that is an example of a chronological resume. This person, as you can see, has had education -- experience and that has started not a lot but it is enough and it's all related to one particular area. What kind of job do you think this person is trying to get? This is marked when and it is slide seven for those of you who may be using screen readers.

Does anybody have any idea what kind of job this person might be looking for? You have many positions the he's held at the very top. And then ministerial volunteer work and then general work experience, leadership, and outlast thing is education. What you guessing that this person wants to do?

So what we have is a person that is looking for work in the ministry field. May be a group youth leader. A youth minister. Possibly administer or pastor.

And this resume tells you by looking at it exactly what this person is looking for. There is no doubt in my mind that this person is looking for a ministerial position. And so that's what a resume should do. His most important and latest chronological related experience is at the very top. And then it goes from there. His education shows down at the bottom University of North Texas and he is majoring and rehabilitation studies. It is important for the employer to know that that this person is trying to gain more education but it is not the most import thing. When he's looking for a ministerial job. Good answers.

So the next one that we are going to look at his functional. Of functional resume is good for the person that has not a lot of relative experience but maybe has transitional skills are transferable skills that they could have to go for something. The work history may have gaps. In the functional resume your group your skills and quality into two, three or four functional areas. And that is the way that will works. Again, I've given you resources that you can look at later. There are hundreds of them on the web. And here is an example of a person that has been -- has a functional resume. Know this one has an objective. Why would you think this one does have an objective? It's because they are trying to get the prospective employer the idea of what they are shooting for. They do not have a lot of experience in clerical customer service area but they do have tech nology, communication, and customer service experience that can help them to be qualified for a customer service representative position.

This person had graduated from high school so they have a high school diploma of some sort. It is not specific as to what kind of certificate they have or what kind of diploma they have but it does show that they have graduated.

Any comments about that one?

You can comment a little bit later, if you want to. I am going to show you another one that started out as a chronological resume. And then we are going to look at it a little more carefully as to why we wanted to change this one up. This person, who was goodhearted, has an objective as to educate schoolchildren as a substitute teacher. This is the career objective. Career objectives are not really needed unless it is unclear about what it is that you want to do. What is your objective? The functional resume, the person did not have the kind of experience that said I am a customer service experience and that is what I want to be. With this resume, he decided he wanted to tell us what he wanted to do. The next thing he has here is that he is a student at the University of Texas in Austin. It does not tell us what he is studying. It is probably not going to be helpful in terms of the first thing I would want to know about a person that is looking to be a substitute teacher. The third thing nonetheless, there's an elementary school that he volunteered that as a parent. It has the dates August 2014 to present. The next thing is stay-at-home dad. He's a stay-at-home dad for five years. Already, the employer would have to many questions about this gap in history and what this means. Other things that are -- I notice about this resume is that look at how the alignment is? The bullets are lines here, there aligned in a different place, and the next experience grouping and then it goes back to another alignment. There is too much information on the page and the margins are filled then -- and. -- In. There's a lot of bullets it say the same information over and over. One thing I do see is this person has experience with children who are deaf but he does not say what kind of skills he has to work with those children who are deaf. This resume would not necessarily be

impressing. This alignment, it says I do not have much attention to detail. And I'm not really good with form. So I would wonder about that. So let's look at a rendition of Juan -- wands -- ones resume -- Juan's resume. How does this resume tell us about the same person? How does this fare against the one you just saw? We eliminated all the dates. This is why we're not trying to put all of the chronological information in this. That way we don't distract the reader or the potential employer with those gaps in the history. What we do want them to know, is that he has 75 credit hours toward a special education degree and with a 3.8 GPA and when he expects to graduate. And then we have listed the volunteer experience consistently illuminating some of the bullets and making it needs -- need and also showing that he is proficient in American sign language. This gives a better presentation of Juan's. Does anyone have any comments?

Some of the comments are that it looks very structured, much neater, there was one question that had to do with the objective in the question is would it be appropriate to have an objective listed on a resume when applied to a company with several openings stating the specific position that is wanted?

Well, I am unclear about the question. If the company has several openings, and you are making it applications to each one of them, then I am ensure about how you would structure and objective that would give you heads up. Objectives take space away from your ability to tell the employer about yourself. And so every word that you put on a resume needs to be carefully thought out and making sure that it gives your best foot forward. If you'd use and objectives -- objective or skills, and we will talk about this a little more later, it needs to be something that is very well thought out and really does add to the resume. Not repeating things. I would say that if you are applying for a grouping, a cluster of jobs, -- I will give you an example. My daughter just recently applied for a counseling intern position. That's what she was in a resident. And so she was interested and moving to a new part of the country and had a resume all put together. She applied for some intern type positions. The company had more than one position but after looking at her resume which did not have an objective, they knew she wanted a counseling position by reading her resume. So they looked at her resume and actually two different companies that she talked to said you know, you applied for this one but I think you're going to be better suited for this position. So they do that on their own. So I am not sure that an objective, if the group being of jobs are similar, would really be worth the space on the resume. And we haven't talked about that but we will in a minute so I hope that answers your question.

There are several -- several other comments. One was a question about where the skills are located and whether or not on that resume skills wouldn't have been located right after education as opposed to the bottom of the page.

Let me talk about, let me continue and I am going to get to that.

Okay. I will hold the other comments.

Hold it for a second. A combination hybrid is the next resume type that were talking about. That is where you would have your most relevant experience and you would use a hybrid when your most relevant experience is not your most recent. When emphasizing your skills and qualities with some related experience, and it may be organized by skill categories in which experiences are listed in chronological order. Which is getting to some of the questions you were talking about. And here's an example. I'm not going to go through it, but I am going to talk to you about this which is ordering. Common heading ordering. And so these are the common way to order a resume. Which is an objective or summary statement and then you'll notice they have a big*this is those are optional and not generally recommended. And then experience professional organization and leadership, education, skills and certificate. Now this is a common way of doing it is not the only way what is most important is that at the top the stuff that you think is your strongest suit always lead with your strands. And so if you believe that this is your strands, then put it up higher that would be my answer. Because there is no one way to do that is correct. And it's always changing. I will give you a couple of the -- examples a student that is graduating from high school or graduating from college that has limited experience, probably should have a resume that is no longer the one page. People do not want to read much. And if you have a lot of experience, then it would be two pages. As soon as I say that, I think of the faculty that are employed here at this university. If they came in with the curriculum beat of which is there resume, that was two pages it would be tossed aside because they have to add in their -- in this industry are the education industry they have to add all of their presentations, publications, articles, all of that needs to be there for them to show the kinds of productivity that the University is looking for. So what I am saying with that is there are some general rules that you have, but you need to go to the industry that you're trying to break into. See what is the rule for that industry. What works for that industry. Some things we can be very clear on. It must be neat, your words must be spelled correctly, good English, some of these steps I'm going to give you that will be good no matter who or what your industry is. But looking at your industry standards and again, you can do that by googling, you can talk to the HR departments, most of you are in the placement area I would be talking to them about what they wanted the from the applicants that they have so that you know what that industry is looking for an give that to them.

I am going to show you this next resume. This is a resume that I have reworked and terms of hiding the names of the person, and this is an actual resume that was given to

me. Tell me, what is this person, what does this person, what kind of job this is person want? I am going to give you just a second. You can see that question mark that is on the back of it. I found this resume very puzzling because I did not know what the person wanted. I had no idea what position they wanted. So I guess, do you guys have the same, or be getting responses that say you're confused do?

There's lots of things like maintenance, air control, it does not seem to be very clear what were looking for. Those are the types of responses were getting.

And this is where I am. One of the things is the objective, and energetic and motivated might be true but I need something that is more concrete an objective for me to understand that this is true about this person. The resume needs to speak to what it is and what the purposes. You may have several different resumes for one person depending on what their options are. So looking at the next slide, do we have any other comments that people wanted to say?

Not specifically on that resume. There were other questions in regards to the previous resume. You want me to go through those?

Okay.

Do they have to do is organization quite

The first one is when there are gaps in employment is the best not to include the employment dates white

Yes. That is true. That's what we did on that one resume. When the guy was staying at home for five years, we just did not include that. You were going to have, that person is going to have to talk about his gaps in employment when he gets an interview. Remember, the reason you have a resume, the whole purpose of the resume is to get that interview. When you get in the interview then you can talk about gaps in employment. You have the opportunity to sell yourself in the interview. So keep looking at that as the purpose and then it will guide you asked to which you need to put on that resume.

Anything else?

On a functional resume, how many previous jobs experiences do you list?

You select the most important ones, on a functional resume. Is that which is said?

So you could be, with a functional resume what you can do is you can group them in skills and then you can do some looking at what you have achieved in other places. Again keeping that resume to one page if you're a person with a lot of experiences maybe two pages. But really keeping it very concise. You have to pick and choose what you were going to do. Don't try to put everything -- if you've got a lot of experiences in different companies, and they show a lot of skills, you may want to use that technology, communication, and then write some things. I'm going to show you how to write a little formula and not this slide but the next one to help strengthen those bullets. We thought that was pretty good. So organizing your resume. I think I've said that as probably three times and I'll say it again. Lead with your strands that beckons the reader to read on. And that is the key. We try to lead with something that the employer is looking for in that job that were going for, that beckons the reader to read on. If you're a recent graduate you lead with your education, if you got out good work history lead with that. Employers like to see things that are objective. And that's when I thought was a really good suggestion. Google had a people operations and suggested the following formula. Are you accomplished letter ask as measured by Y by doing C. So I've written -- C I've written an example. Assisted with 35% increase in program participation as measured by paid registrations by identifying and marketing to a new audience. So with this bullet, it doesn't take credit for the whole thing. The person assisted with it. They said they were part of a team that did this and higher -- here is the outcome. It was measured by this and it was not something that I made up and this is what I did. -- To make that happen. So I think this is a really good formula to use in developing your bullets. Especially if you are looking at functional, using a functional resume and you're talking about your skilled areas. Then you can talk about things that prove you have the skills. Anything else?

You to get a thank you for emphasizing the gaps in the person that asset said they created a form that they've used with their clients to fully explain all of their gaps to and use their separation for the interviews. Another question that was asked had to do with is an acceptable not to add soft skills such as detail oriented or results-oriented.

I think it's better to make a case about how you are that by doing this bullet. If you do something that shows you have whatever skill you have that you can show that you've accomplished, it was measured, and what you did to make it, I think that's the best way to go. It needs to be meaningful. It can't be words that are a clichéd. People would just read right over them. Make sure that you have something that backs up what you say. Make sure that you can see that on that resume.

Here is another thing that I know I was interested in. Avoid age discrimination. Some of this you will think you already know but there are a couple that you might not. Don't include your graduation date. If you are of a certain age don't do that. Avoid

outdated email accounts like a oh well.com use Gmail.com is an alternative. Young people use those. And here's one that you may not be aware of. Use one space not two after a period. Today even the APA style a publication which is what we use to dictate proper grammar and the higher education field. They are now going to one space after a period. Now when I was in school, when the dinosaurs roamed the earth, we put two spaces after a period. Now here's another one. List the cell phone not a home phone. Younger people do not have home phones. So even though you may still have one, do not list it. And then watch language for outdated terms. One of the things that I know that I've had to deal with, in my career, is changing my language as things change in my field. So try to make sure that your resume does not show outdated terms, that you find out what the terms are that are currently being used. Does anybody else have any other ideas about avoiding age discrimination on your resume? Anything you would like to add and share with the group? I'm always interested in more ideas.

I think that the language piece, I was thinking of just the language within the field of disabilities intellectual being one of those. There one of the new DSM terms and how we refer to people and all of those things are very important. The person's first language is also a piece of what people look for.

You are absolutely right. One in particular, substance abuse and substance use. This is new language that has just come and. We have to keep up with the language or we will be left behind in the applied -- employment arena. Do we have any other new ideas? If you think of them, just put them in the question box and we will share with everyone.

How will my doing on time? You have about 20 minutes.

Well I have about 30 tips that we are going to look at now. So using acceptable grammar. I'm teaching a class, an undergraduate class, in employment. And what I find is that people like to brief things too much. So make sure that you have an acceptable grammar on your resume. Just watch that. You spell check. Misspelled words or something that do not fare well. The length of the resume depends on the job that is sought. I think we've talked about that one a lot. In general, one-page resumes for a person with limited work experience, new, and needs to be realistic. And if you have a person with more experience, two pages unless the industry requires more. -- Information most of them don't, but some of them too. Be positive. Be positive on that resume. Do not put any references to past experiences that may not have turned out as you would have wanted them to with employment. Be positive about what you did in your position and how you reflect your duties there. Use the present tense for current jobs and past tense for the work history. Provide examples of your accomplishments in objective terms. We have talked about that in length. I think that

is one of the things that again, what ever you do, must have something that backs it up. The largest font on the resume should be the jobseekers name. Sometimes you would think, we should not have to say that but I've seen those resumes where it was not. It would be the same size but it should be a little bit larger to help that name stand out.

Include as but -- professional email address. If you use first name dot last name@Gmail.com something like that. Hot mama, sexy Fox, those do not work well for most positions. If you have an online portfolio, including web address so that people can look at that. Avoid any salary requirements on your resume. Avoid putting any pay that you have had in your former jobs on your resume. Do not include financial issues on that resume. Avoid personal pronouns. That is another thing that is important. When you have a resume that uses the word I or my too many times, it will not read well. It has the appearance that you are very focused on yourself rather than on the employers needs. Eliminating that. Do we have a comment?

I guess not. A resume should have that visual appeal and be well-balanced. This one is a particular -- of particular interest. It should be attractive. The text should be displayed across the resume in a balanced way. There should not be large blank spaces at the bottom or neither should the font be so small that it is hard to be. -- Read. Areal, 12 point is a good font but trying to make that so it is easy to read and not be difficult for the employer to look at. Be consistent. The margins should lineup, people let's, if you have bullets, and I'm not a big fan of bullets. Keep your bullet to a minimum. You only usable it would you got more than one thing to say. If you've got one thing to say about something, do not use a bullet. Make sure that that is consistent. Make sure that the spacing is even because that well show -- reflect on your ability to be able to produce separate that -- professional document. This is the first thing an employer sees the view. It is not -- if it is not in good shape, they are not going to give you an interview.

When I interview people, when I hire people, I asked for a cover letter and for a resume. I want to see if that person can put a sentence together because we do a lot of communication here at the college. If they cannot do that, in a cover letter or on their resume, they will not get an interview. I don't think I into different from any other employers. Keep it simple. Especially if you are uploading to an application site. Let me go back to the bullets. Sometimes bullets do not upload well in an application website. I would suggest to you that you use, if you want to continue to use the bullets, use a-. That will translate more than bullets. Keep it very simple. Not a lot of graphics. Some of the preloaded templates that folks use have lines and other things on them that may not translate well if you upload it on a site. Never lie on a resume.

You would think that you would not need to put that down. Do not put anything on that resume that you cannot back up with facts.

Did you want to go through questions or comments?

Yes.

There was a response to the senior suggestion. The recommendation is that it is best not to add all of your experience of previous jobs held that do not coincide with the job you are applying for as it was sure -- show your age as well.

That is exactly right. Having too much experience will tell them right away how old you are. -- Our. -- Are.

We don't need to go back to our babysitting experience. If you go that far back they will know your age. It could give a hand -- can't -- can't --

hint If you could give us another question, that would be helpful.

Go ahead? I think that using templates sometimes, if that has to do with the template, I think sometimes using a template is a problem. Templates are designed for a certain idea in mind about how resumes should be. The template can give you problems in terms of form, organization, so I tend to go with a non-template resume. That is my suggestion with that. I'm not sure if that was the question but that is my thought.

However -- it depends. If you have, if you're a young person with a short history, and you want to use your age you can't. If you are not, people are seeing all kinds of resumes. They are going to be more interested, I think generally in the scales the person shows on the resume. So writing or displaying your assets with backup information about what you have accomplished another positions, will be the best way to -- because that would interest me. I might be curious about when you did it and how and who with but I would probably want to talk to you about what you have done, because you have interested me with what you can do.

And then we had a series of question. Some of them are, have to do with the less but the last two he is especially concerned about is what about people who have disabilities who have not been in the workforce for longer than two years and how to arrange resumes for these individuals as well as I really need help with this concept for people with disabilities. So he is working with people with water not -- not a lot of experience and he wants to highlight their skills and abilities.

You probably need to not think about the disability. Think about the person and what they can't do. What skills they have or what training may have. There is not a one-size-fits-all for anybody. But what is true for everybody is that you have to look at the person and what they have done and whether it is paid or unpaid, you do not have to talk about what the person has done whether it was a job or not. You can just call it experience and you do not have to label it volunteer. You can work with material that way with what the person can do. I think the challenge may be that you get to know the person well enough that you really understand what their skills and abilities are. And what they have done. And do enough research about the person so that you can have those items to fill into that resume.

So focusing on the person strands and how that is going to sell. And it goes back to giving them the information to get to the interview.

That's exactly right. I when you are in the interview that is a different step. We are not going to get anywhere unless we can get that interview.

That might also help answer one of the other questions of how to explain for people with disabilities that have prevented them from entering the workforce for several years. If they have not gotten to the interview, that disability is not being rebuilt in the resume and I can imagine that's something we would put.

I would not. I would not talk about the disability on the resume. There are differences of opinion with that. I know that with the new hiring goal from the Department of Labor for like a person of something or 10% there are those that suggest you do that. That is not really, they suggest that you talk about your disability. I don't think they are suggesting that you put it on a resume. I think they are talking about acknowledging that through a process so that the employer can count the person in the 7% once they get to that point. But really the resume is about what you can do for the employer.

And getting to know the person, getting to know what experiences they've had, so that you can move to that next step of an interview.

I think that's the only way to go.

So one other suggestion and a has to do with acronyms to be careful with acronyms and not assume that the employer knows what you're talking about.

What a good when. And that's when I didn't put down on my 30 tabs. I should have. Because you're absolutely right. Do not assume that the employer will know what that means. Very good.

I'm going to check number 16 on my left. Do not exaggerate your qualifications and the number 17 is done and are seldom either. I've seen some resumes from folks that are just graduated or are about to graduate from college. Young people that talk about their abilities and you would think that they had [Indiscernible]. Everybody knows that you don't have an effect periods the probably do that and especially if it doesn't have any kind of data quoting in the resume to justified those qualifications. At the same time, you don't want to minimize what your qualifications are here sometimes I think this one is probably the hardest one that we as employment specialists have. It is trying to look at our consumers and being born straight on with this is something that my person can do. So look at that one. I'm not trying to undersell and also not exaggerate. Do not center justify your resume. I have received resumes that were centered all the way down. Please don't do that. It's hard to read and it is not very professional. Avoid a relevant work experience. If your experiences do not relate to what you are or this person you're working with, is going to do do not put it on there. Avoid personal information such as marital status, religious preference or hobbies and things like that. You don't have very much space on your resume so make it count for your qualifications avoid too much to ask or small fonts we talked about that. At the sister can't read the resume they are probably not going to get out there magnifying glass to read it. Eliminate unnecessary words pick --. You can picture phone number without the word phone. Everybody understands that. And then kept number 23. Do not include business addresses or your supervisor name on a resume if you do that, or your references, I would not include your references that is number 29. Do not include your references or names. They could be called. If you are submitting a lot of resumes you do not want a lot of telephone calls going to folks until you are down to the wire. They can get overcome with contacts and will be available when you need them. Avoid salary information avoid outdated fonts, Times new Roman is not a font that is in favor now. Find a cleaner fonts such as an aerial. Eliminate empty descriptors like people pleaser or out-of-the-box thinker. Those are really pretty meaningless. Avoided GPA unless a new -- your new graduate with a very high GPA. After you've been out of school no one really cares what your GPA is. They want to know what you have produced. Do not include opinions not supported by fax. I've said this several times, highly organized and motivated. Had a know that? How can you show me? You can show me about that if you have outcomes that you have produced that show that you have these traits. Again, do not include references on your resume. Also review your resume each time you send it out. Not only new review it but I would ask others to review it. So that you can see what mistakes are on your resume. Resumes are very difficult to do and they have so many little pieces to them that there are generally lots

of little hidden mistakes whether it's grammar or space seeing or punctuation or formatting or the ordering of things. Have someone else look at it besides you.

On that no, we have run out of time. We have lots more questions. What a great presentation. Lots of people are very interested in this topic and asking for support and assistance. I think you given them some good information. You also have some additional resources listed in the presentation. They should have access to those materials. All of our participants will receive an email with an evaluation and when we get that information back from all of our participants, that's when we will post their credit for this webinar on to their page. Thank you very much. This was fantastic. I guess we will just need to allocate more time in the future.

Well I enjoyed it. I hope you guys found something help will.

Thank you so much and everyone have a great day. Take care.

[event concluded]

Actions

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