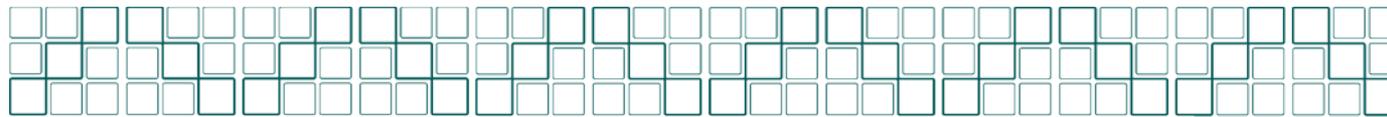

2014 NIH Community College Day

November 25, 2014
Skill Blitz Slides

Networking to Work: Exploring Careers Using Informational Interviews

Natasha Lugo-Escobar, PhD
Program Coordinator, OITE

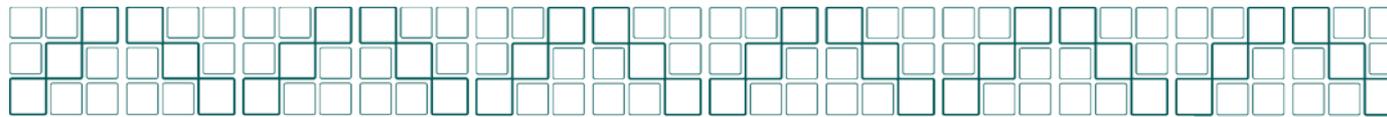




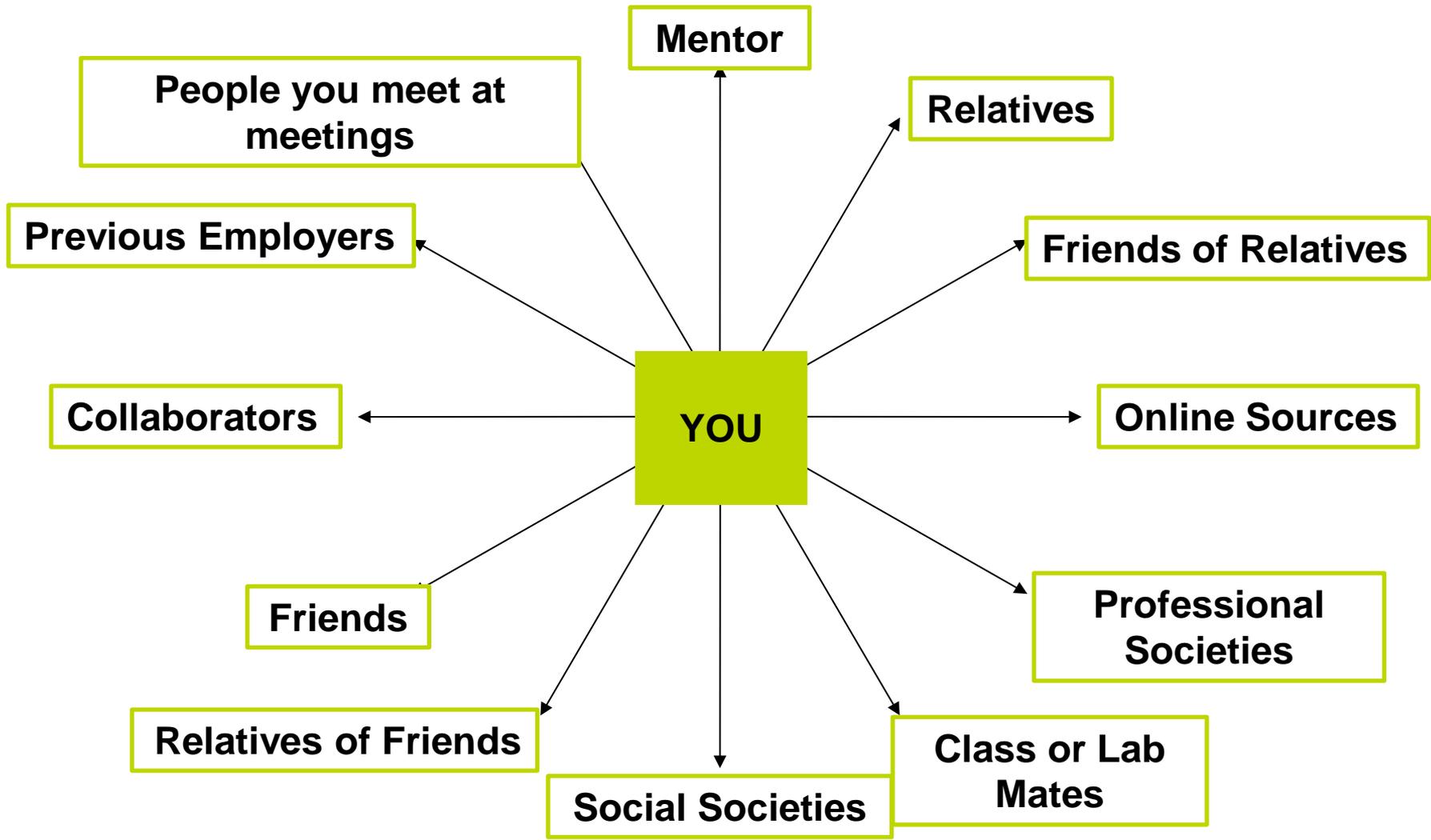
Types of Networking

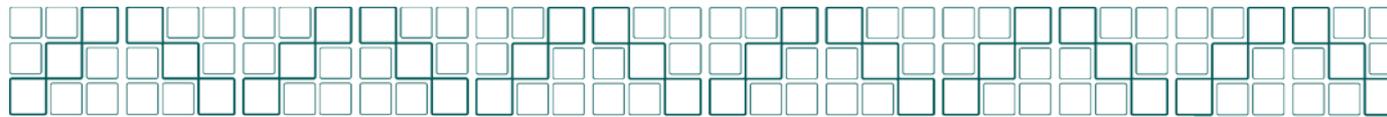
- There are two forms of networking:
 - Passive
 - Active

- Not all relationships are the same
 - Big deals: require a greater investment of time and energy
 - Lower deals: may be more on internet based connections, people in passing, etc



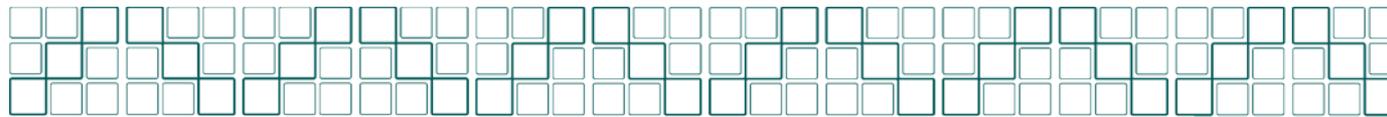
Developing Your Network





Communication is Key

- Know yourself and what you want and how to communicate it in
 - Intentional situations
 - Serendipitous situations
- “Elevator Speech”
 - Brief description of you
 - Who you are, where you work, what you do, what you are looking for
- Be prepared to talk about anything, but don’t pass on an opportunity to meet your objectives

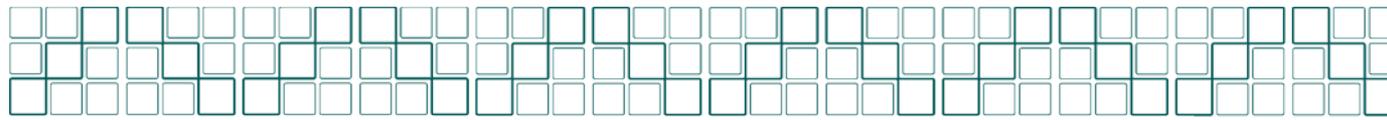


Informational Interviews

- Gives you information about what a specific position or career entails
- Helps gain insider information
- Help prepare strong application
- A good way to find a career path or get info on a career path, program, or positions
- **Are not a way to ask for a job!!**

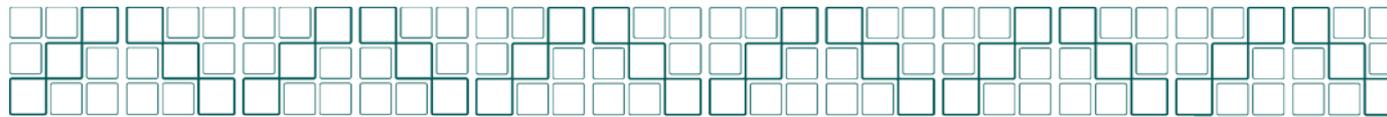
Informational Interviewing handout

<http://go.usa.gov/Ynb4>



Informational Interview Goals

- Present
 - Tell me about your current position
- Past
 - How did you get into the field
- Future
 - Long term opportunities in the field
- Advice
 - Contacts, feedback, professional societies, insights into possible positions



Capitalizing on Meetings and Functions

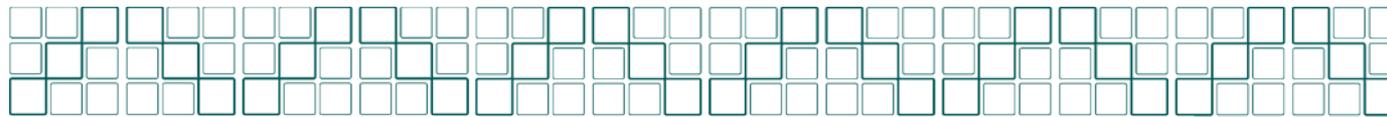
- Big functions versus small functions
- In line for coffee or food
- Set up meetings ahead of time
- Find 5 people you **HAVE** to talk to
 - Focus on who could help your career



Networking Tools

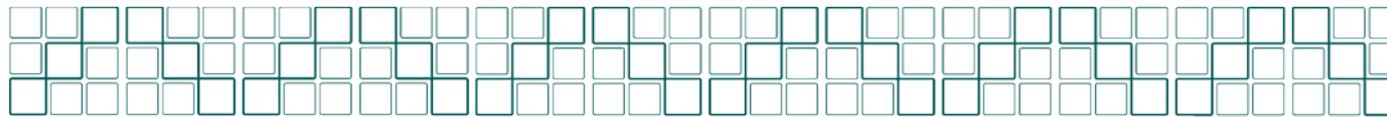
- Use professional and social networking resources to help you to extend your network
 - LinkedIn, Twitter, Blogs

- Personalization goes a long way
 - Personalize invitations to join your network
 - Use your contacts to help introduce you to others



Keeping Up the Conversation

- Effective relationships take effort to maintain
- Organize your contacts
- Email a personal note (ASAP!)
 - Include what you discussed
- Foster the relationship
 - Article of interest
 - Monitor publications
 - An occasional “Hello” is fine



Your Challenge

- Contact one person from your network to conduct an informational interview:

Dear Dr. X,

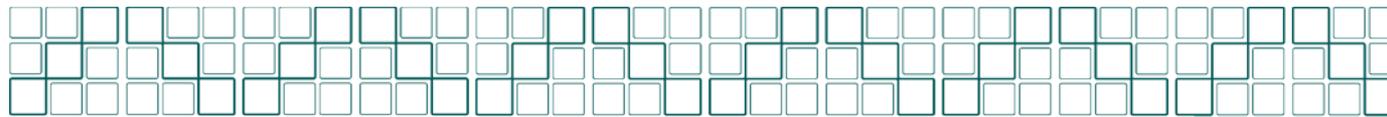
I am currently a ZYY at XX. I was hoping to get a little more information about how you navigated into your career. Do you have 15 minutes to spare for a telephone call?

Thanks in advance,



References

- Never Eat Alone (Ferrazzi)
- Make your Contacts Count (Baber and Waymond)
- Power Networking (Fisher and Vilas)
- Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnecte ([Devora Zack](#))
- The Riley Guide



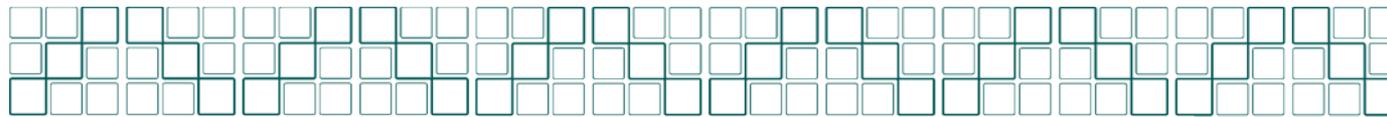
More Resources

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- Read the OITE Careers blog
- Join the OITE NIH Training Alumni database if you are/were a student or fellow here
- Email me at lugoescobarn@mail.nih.gov

Transitioning to and Thriving at a Four-Year College/University

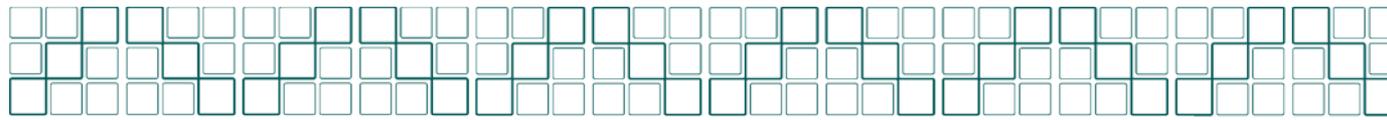
Phil Ryan, PhD
Director of Student Services
Graduate Partnerships Program





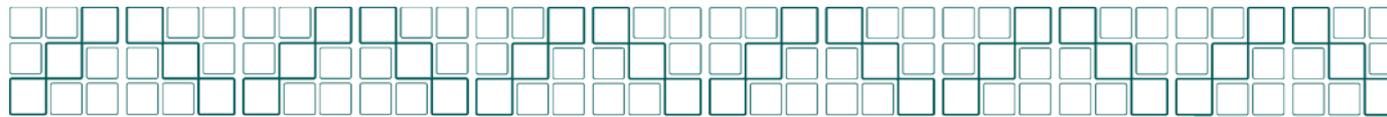
Introduction

- Who am I?
- Why am I talking to you?
- Where do I come from?



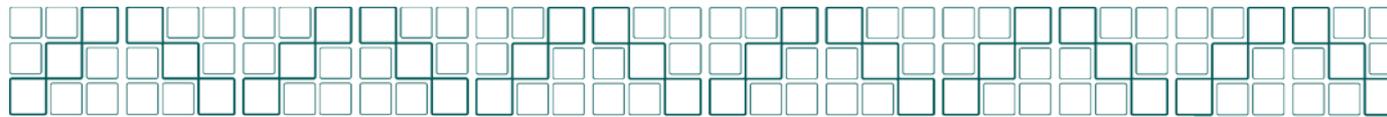
What You Can Do Now

- Finish prerequisite courses
 - All your math and science courses
 - All your English courses
- Look at your major requirements
 - Make sure your classes will transfer
 - Collect all your course syllabi (you may need them)
- Be smart with your time and money
 - What can you sacrifice now, so you don't sacrifice later?
 - If you can...save, save, save
- Apply early!
 - For admission
 - For financial aid/scholarships



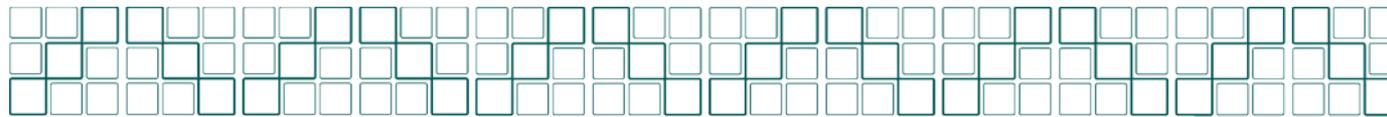
What To Do in Transition

- Go to orientation
 - Meet with an academic advisor
 - Register for your fall courses
 - Schedule to fit your life
 - Fill out an academic track to graduation
- Address housing early
 - On campus/off campus/commuting
 - Roommates/alone/family
 - Consider proximity to resources
- Learn the campus
 - Study campus map
 - Walk the campus...as much as possible



What To Do in Transition

- Look for research labs
 - Do NOT wait until you get there!
 - Go through department web site, find investigators
 - Make contact early about positions
- If work study...
 - Ask for a job related to research (lab asst., animal facilities, etc.)
 - Cleaning glassware can transition to research project

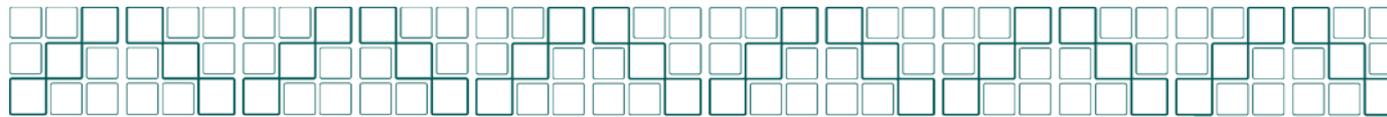


What To Do When You Get There

- Get plugged in early
 - Sports games, join a club, rallies, attend cultural discussions
 - Join or start study groups
- Make the right friends
 - People who have been there for at least a year
 - Consider which friendships are in your best interest
- Find the Financial Aid Office and Student Services Office
 - Go. Be friendly.
 - Learn what resources/services available

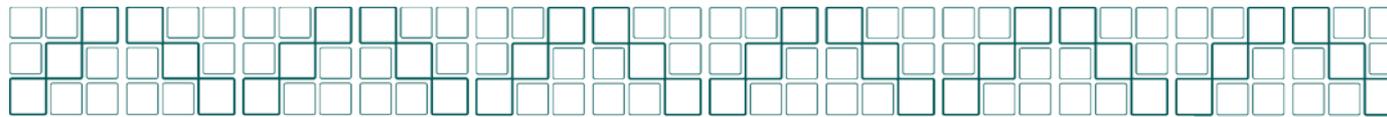
Academic Retention Advisor –

“Academic performance is highly correlated with involvement on and commitment to the campus”



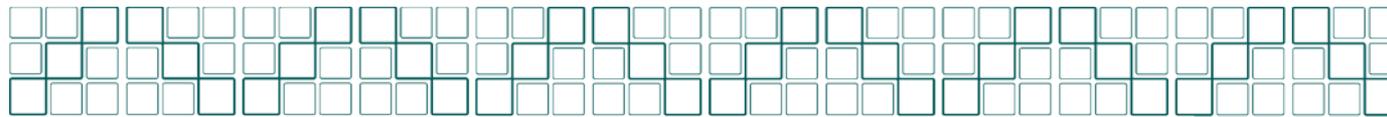
Three Things That Never Fail

- Work Hard!
- Work Smart!
- Have Fun!
 - Your education is greater than what you learn in your classes



Resources

- <http://artweb.usmd.edu/> - Helps make sure your courses transfer



More resources

- New CV/resume guide: <http://go.usa.gov/sBhz>
- Connect with me on Linked-In and join the NIH Intramural Science Linked-In group
- Watch previous OITE career workshops, including many on CVs, resumes and cover letters
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Time Management

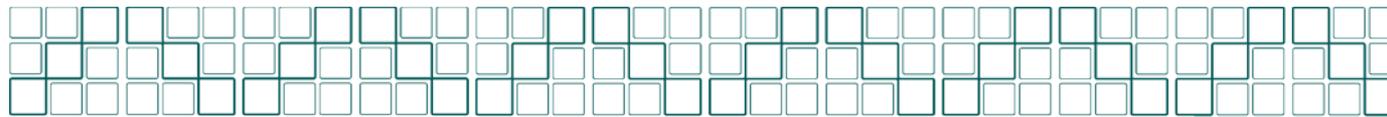
Shauna Clark, PhD

Director, NIH Academy

Office of Intramural Training & Education

clarkshauna@od.nih.gov



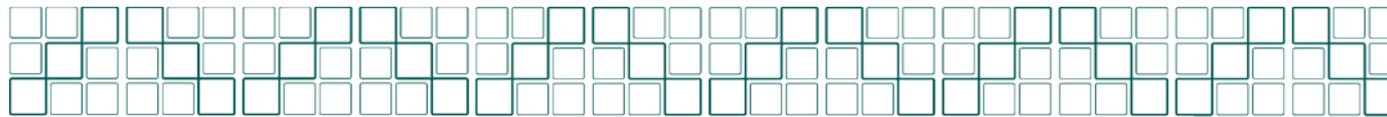


To Manage Stress – Learn How to Manage Your Time Effectively

“The essence of time management is to
organize and execute around priorities”

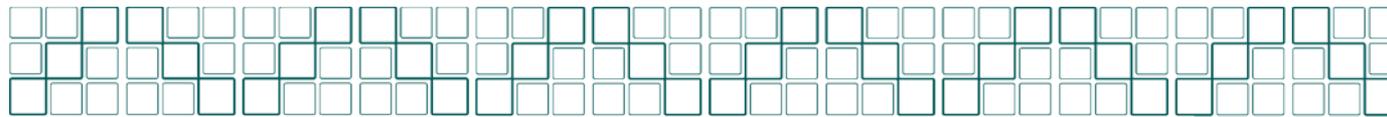
vs.

"I do what I feel like doing when I feel like
doing it"



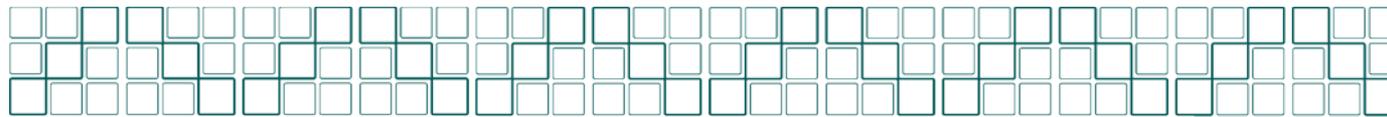
Is There Really Such a Thing as Free Time?

- Consider what your time is worth by looking at what you currently earn
 - You earn \$ 12.00 /hour
 - Worth \$4380 if you saved one hr a day for a year



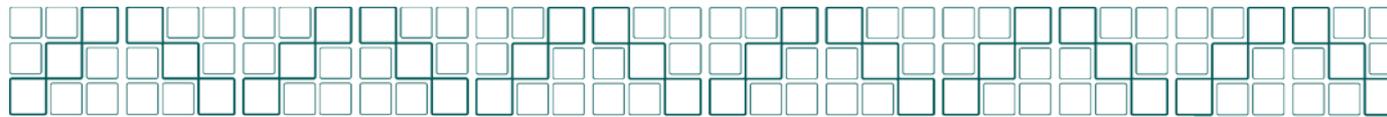
Time Management Challenges

- Attempting to do too much
- Lack of information or training
- Worries or fears about project
- Phone interruptions
- Socializing
- Procrastination
- Unclear Objectives
- Poor scheduling
- Lack of self-discipline
- Perfectionism



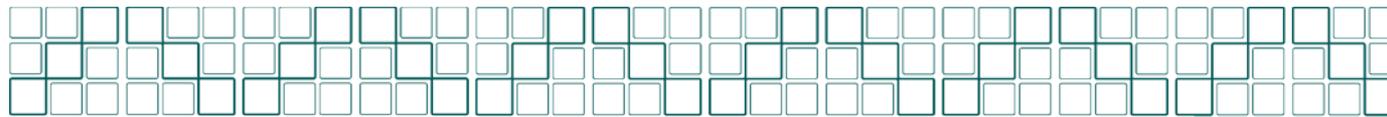
Elements of Effective Time Management

- Creating a productive environment
- Setting of priorities
- Reducing distractions
- Overcoming procrastinate
- Creating a schedule



Always Know Why You Are Doing What You Are Doing

- Write down your goals
- Write down your priorities - not only professional ones.
- Be clear and concise
- Keep them where you can find them
- Read them when you feel discouraged & when you are procrastinating
- Use them to help set your daily, weekly, monthly.... priorities



Smart Goals

■ Specific

- What, Why, Who, Where, and Which?

■ Measurable

- How much? How many? How will I know when it is accomplished?

■ Attainable

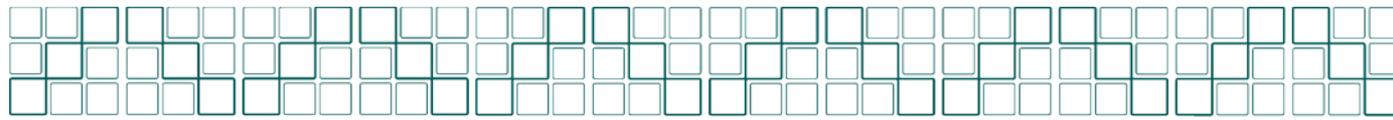
- How can the goal be accomplished?

■ Realistic and Relevant

- Does this seem worthwhile? Is this the right time? Am I the right person to do this?

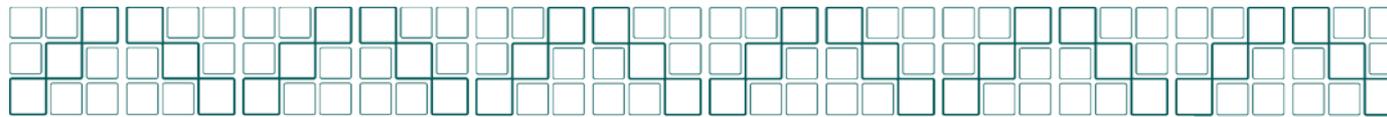
■ Timely and Tangible

- What can I do today? What can I do six weeks from now?



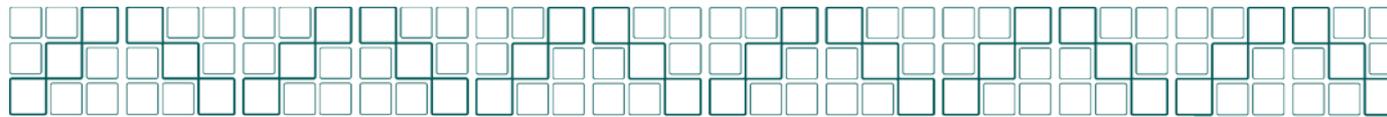
Questions to Ask Yourself as you Set Priorities

- Will it help me reach one of my important goals?
- Will it advance my career?
- Does it have a deadline?
- Is it a request from someone I can not ignore?
- Is it important to someone I really care about?
- Will it matter a year from now?
- Will it matter if I don't do it?



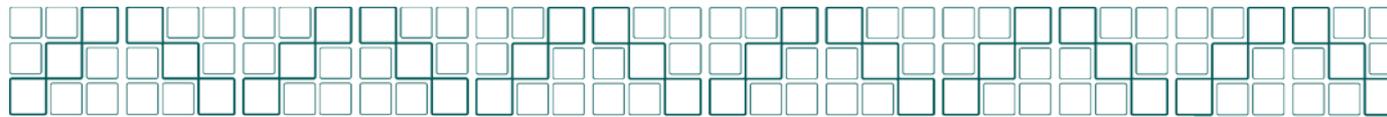
What You Do Today is Your Choice – prioritize your time

- Ask yourself -- do I really need to do this?
- You have four choices:
 - Do
 - Dump
 - Delegate
 - Defer



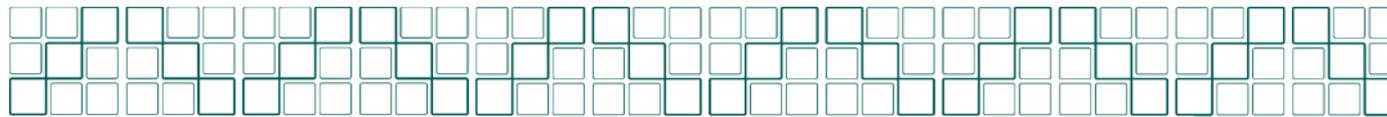
It Is Critical To Learn How You Spend Your Day Now

- Memory is a poor guide
- It is easy to forget time spent talking to colleagues, eating lunch, getting coffee,
- You may be unaware of how your energy level varies throughout the day. This can have a profound impact on your productivity
- Know whether you take time for “all of you” not just the “work of you”



Activity Logs Are Effective

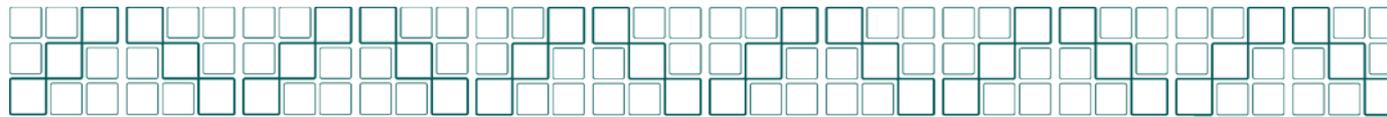
- Keep an Activity Log for one week
- Do not modify your behavior when keeping the log
- Every time you change activities, note down the time
- Periodically note how you feel - flat, tired, energetic, etc.
- Note when you eat and what you eat



How To Use An Activity Log

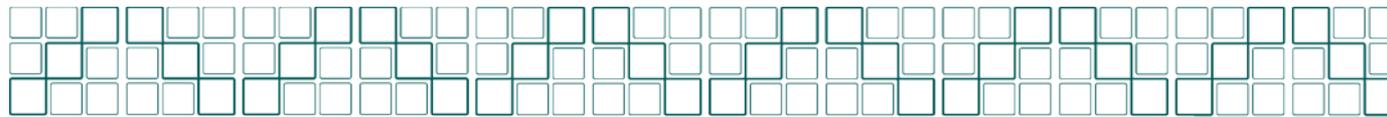
- To keep an Activity log jot down the following info on a spreadsheet for a week

Date/Time	Activity Description	How I feel	Duration	Value
6/3 - 9 AM	Checked email	energetic	30 min	low
6/3- 930 AM	Purified DNA, ran gel	excited	1.5 hr	high
6/3- 11 AM	Coffee with labmate	energetic	20 min	low
6/3- 1120 AM	Checked FB	Unmotivated/ sleepy	10 min	none
6/3 1130AM	Spec DNA and transfection	tired	2 hrs	high
6/3 130 PM	Lunch (salad)	energetic	45 min	high
6/3 215 PM	Seminar	neutral	1 hr	medium



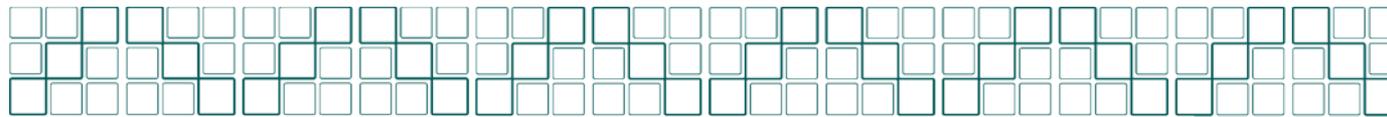
Analyzing Your Log

- Look at how your energy level fluctuates during the course of the day
- Look at the length of time you spend opening mail, talking to colleagues, dealing with disruptions, or doing low value jobs
- Look at the amount of rest and relaxation you get
- Compare your activities to your goals and priorities



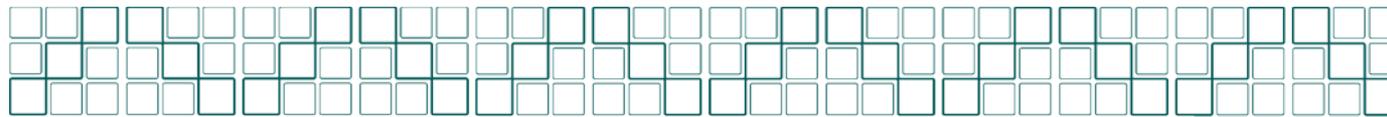
Creating Chunks of Time

- Come early or leave late, use the library
- Sometimes stay home and work
- Set specific times for non-lab tasks
- Use your commute wisely
- Minimize the number of times a day you switch between types of tasks



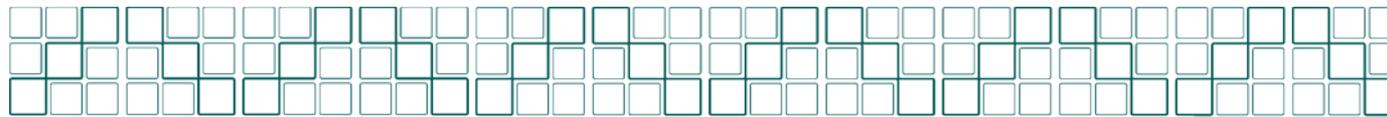
Avoiding Procrastination

- Recognize that you procrastinate
 - Filling your day with low priority tasks
 - Leaving items on your to-do list for a long time
 - Starting a high priority task and immediately checking email, getting coffee etc.
 - Filling your time with unimportant tasks that others ask you to do instead of doing the important tasks on your to-do list
 - Waiting for the right mood or time to start a task



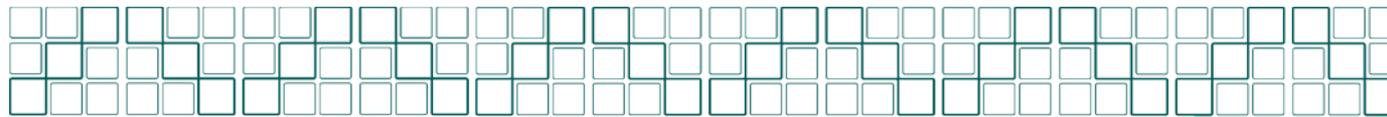
Avoiding Procrastination (2)

- Identify why you're procrastinating
 - Is the task unpleasant
 - Are you feeling overwhelmed
 - Perfectionism
 - Fear of doing it wrong/doing the wrong thing
- Develop strategies to break procrastination habits
 - Reward yourself for finishing a task on schedule
 - Have someone check on you
 - Identify the consequences of not getting it done



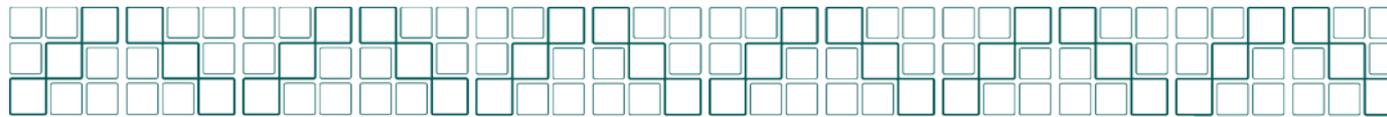
Final Thoughts

- Self-reflection is important toward managing your time
- Set deadlines; make time to plan and organize
- Making a "to do list" is not enough; you have to prioritize it
- Break large assignments into smaller parts.
- Be flexible
- Say "No"; learn to be assertive
- Make use of "wasted" time
- Your goals and priorities should drive your agenda



Resources

- http://www.mindtools.com/pages/article/newHTE_88.htm
- www.training.nih.gov



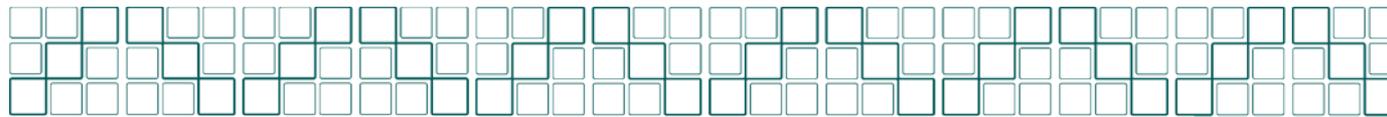
More resources

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Presenting Yourself: Tips for Enhancing Your Resume

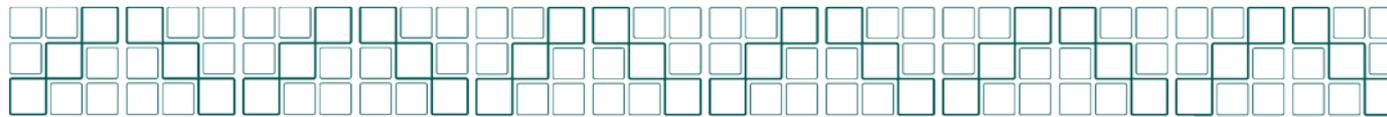
Lori M. Conlan, PhD
OITE





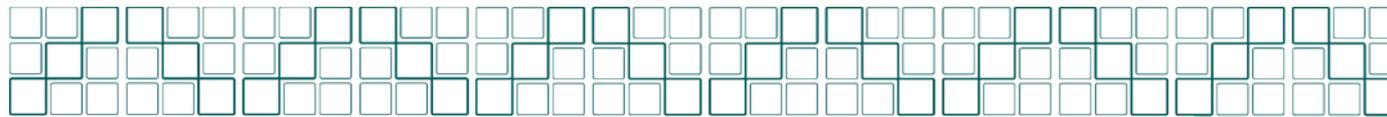
What is a Résumé?

- A résumé is a job search document.
- A résumé presents relevant experience, accomplishments, and education.
- A résumé is short: generally 1 to 3 pages.
- Résumés often contain lists of skills or techniques.
- Résumés are adapted/edited for each job application or employment sector.
- A résumé is a marketing document.



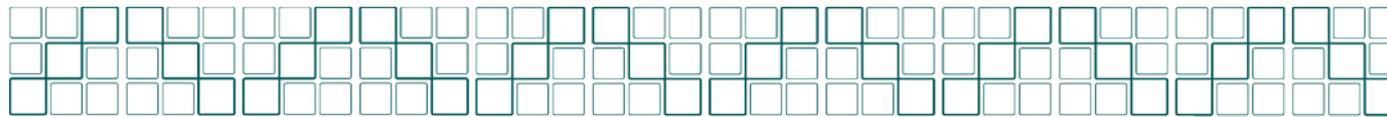
Components

- Name & Contact information
 - Summary of qualifications
 - Education
 - Work Experience
 - Leadership/Service
 - Memberships
- * Not exhaustive; may contain other categories such as *Skills*. order can vary; component titles can be personalized



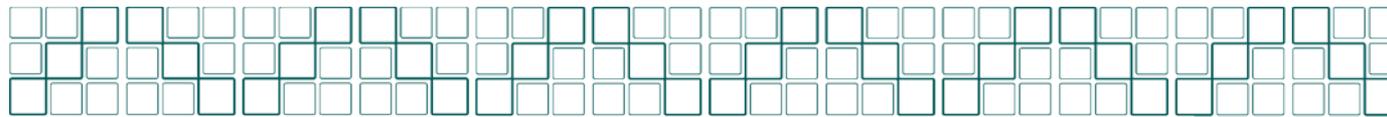
Summary Statement

- ~~Seeking a responsible position in an industry lab doing scientific research.~~
- Community college student aspiring to transfer to a 4-year college or university to earn a bachelor's degree in biology.
- 24 credits in the sciences including 8 credits in chemistry.
- Excellent laboratory skills including experience in cell culture, use of microscopes, pipettes, balances, pH meters.



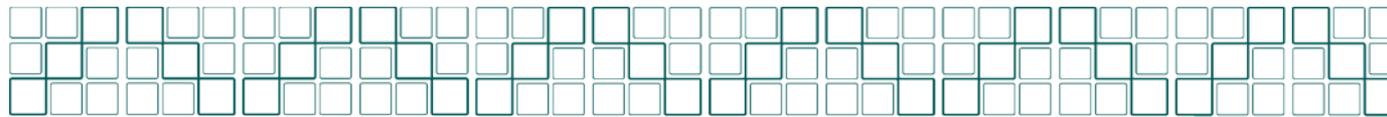
Skills and Techniques

- Not a laundry list!
- Keep computer filters in mind
- Organize
 - *Biochemistry*: protein purification, Western blotting, *in vitro* cell-free extracts, spectroscopy, electrophoresis
 - *Cell biology*: cell culture (bacterial, insect, mammalian), flow cytometry, immunofluorescence
 - *Microscopy*: light microscopy, epifluorescence microscopy, confocal microscopy
 - *Molecular biology*: gene cloning (prokaryotic and eukaryotic), PCR, Southern blotting



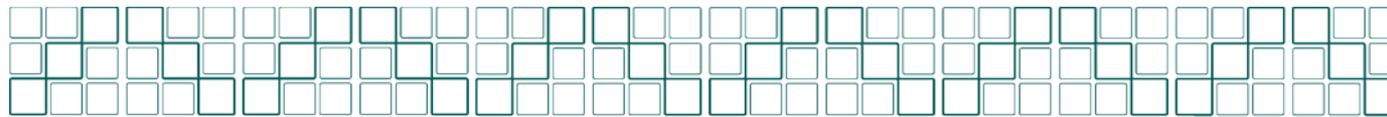
Volunteer Skills

- What we normally see:
 - Volunteer at Nursing home
- What you should say:
 - Weekly volunteer to engage nursing home residents in social activities
 - Shadowed nursing staff
 - Ensured room was appropriate for activities, set-up and cleaned up
 - Responsible for developing social activity, creating a flyer to advertise to residents, managing the activity, and evaluating effectiveness



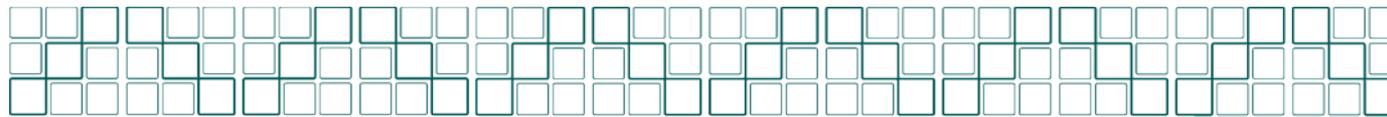
Questions to Ask Yourself

- What were my job responsibilities?
- What were my major accomplishments?
- What skills did I develop?
- How can I quantify my results?



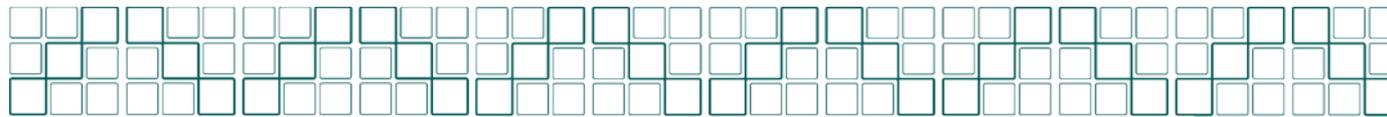
Some Additional Questions

- What communication skills did I use?
- Did I function in a leadership capacity?
- What decisions did I make?
- How did I work with and motivate people, if I led?
- How did I contribute to the mission of the organization?



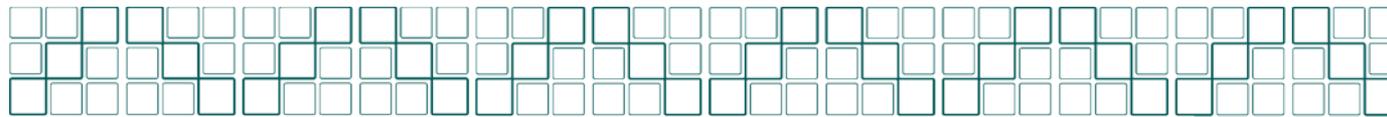
How to Enhance Your Resume

- Get work-related experience (volunteer or paid)
 - Writing skills
 - Public speaking skills
 - Networking
 - Working as part of a team
 - Serving as a leader
- Talk with people in your career field to ensure you are on the right track
- Have many people look your document
- Network
- Don't do this at the detriment of your studies



General Thoughts

- Keep a master activities/accomplishments document as you go along
- There is no template, but your document must be clean, crisp, and easy to read
- Real estate matters –put most important things at the front
- Double and triple-check for typos
- Lots of eyes are helpful –your faculty, mentors, colleagues
 - But appreciate opinions will vary and data argue that there are many “right ways”
 - Best opinions are from “insiders” with a lot of experience



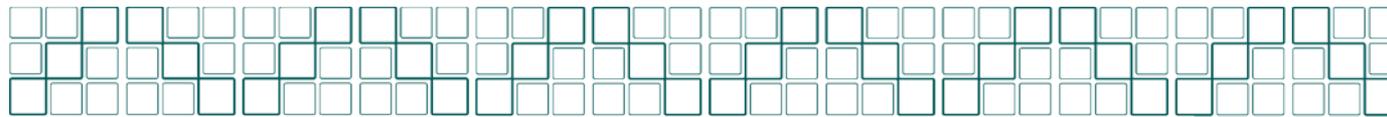
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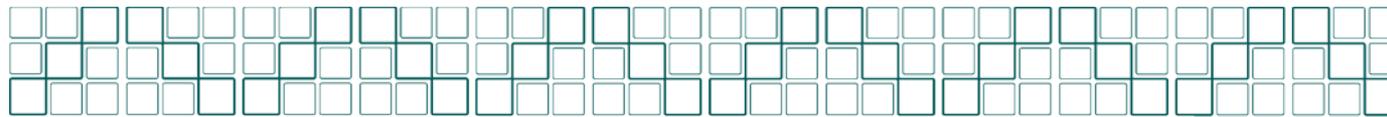
Self Advocacy for Career Success

Elena Hernandez Ramon, M.D., Ph.D.
Pre-med advisor



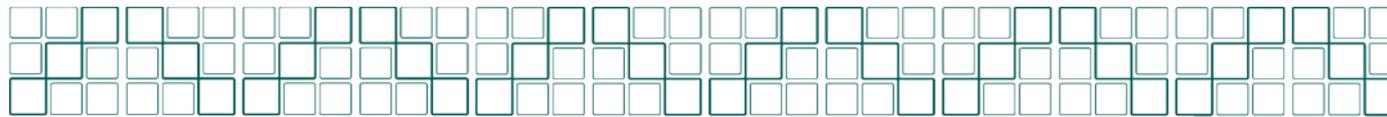


Self Advocacy is standing up for yourself and recognizing what you need and how to get it



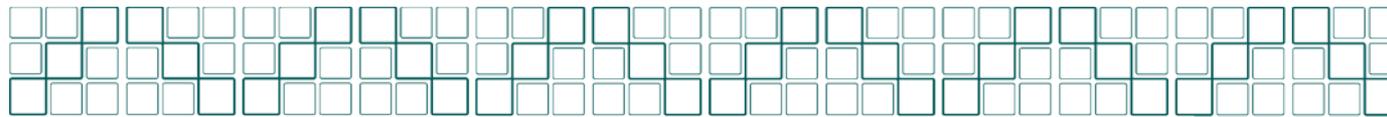
Knowing Yourself

- Knowing our personality and learning style
- Understanding our strengths and weaknesses
- Knowing what is deeply important to us, what motivates us, and what drives us
- Having a realistic view of our credentials

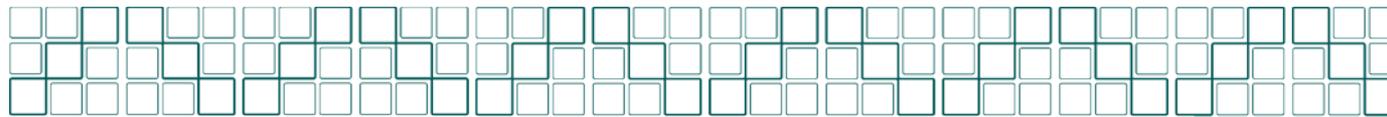


Gaining Self Knowledge

- Read books and Web-based resources
- Attend workshops
- Talk with:
 - Mentors
 - Colleagues and friends
 - Career counselors
- All leading to self-reflection and greater self-awareness

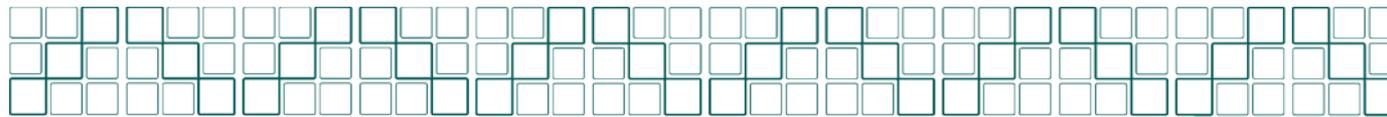


Highly skilled individuals tend to
underestimate their
relative competence



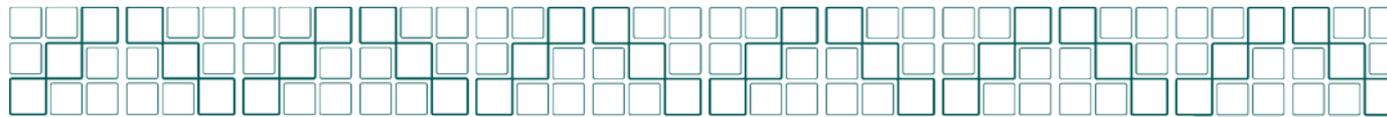
As a Self-Advocate, You Must:

- Be assertive and an initiator
- Identify and express your needs
- Acquire skills and resources
- Promote your accomplishments
- Accept responsibility
- Develop and implement an action plan
- Maintain a positive attitude



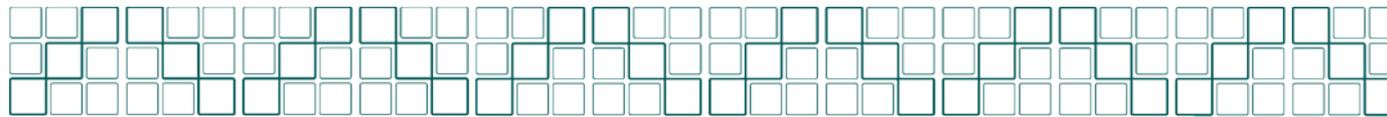
Preparation Tips

- Become a passionate self-motivator
- Keep your eye on your grade point average (GPA)
- Establish effective successful study habits now
- Obtain entry requirements for undergraduate and graduate programs



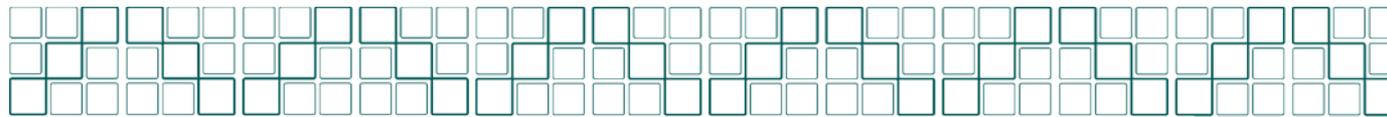
Preparation Tips Cont.

- Build your skills and experiences: oral, written and listening communication skills
- Enhance your academic achievements: volunteer & shadow
- Get exposure to science and research activities



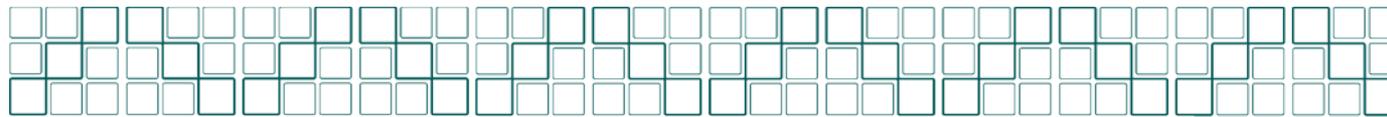
Multiple Mentors

- Mentors
 - Academic Mentors
 - Research Mentors
 - Clinical Mentors
 - Peer Mentors
 - Career and Professional Development Mentors



Believe in Yourself

- Set Goals
- Harvard University Study—In a study on “Goal Setting” conducted at Harvard University, results showed that the Harvard graduates who had WRITTEN GOALS earned 10 times MORE than those who did not.
- If you prepare and believe it, you will achieve and receive it!!!

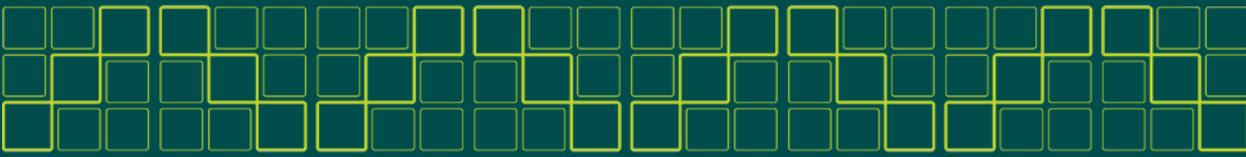


More resources

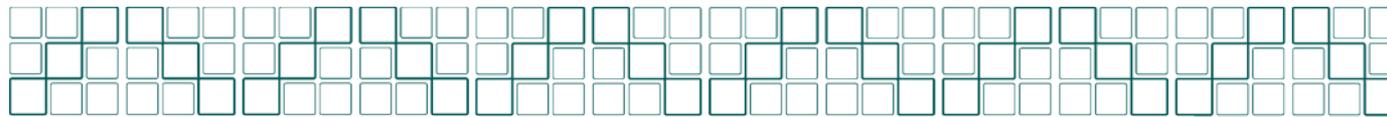
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How We Think About Stress Matters

Julia Jarvis, Counselor at OITE



NATIONAL INSTITUTES OF HEALTH



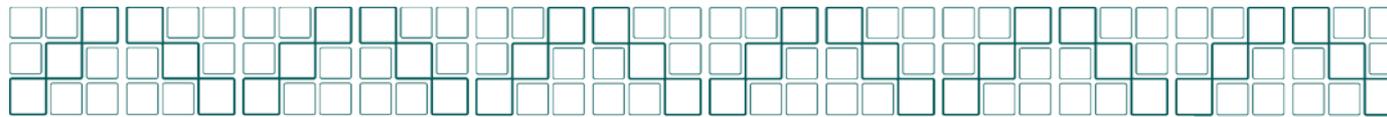
What Causes Stress?

What IS stress? Merriam Webster: “a state of bodily or mental tension resulting from factors that tend to alter an existent equilibrium.”

When do we get stressed? Transitions, finances, relationships, deadlines, traffic, losses, etc.

What is stressing YOU out?

How do you feel when stressed?



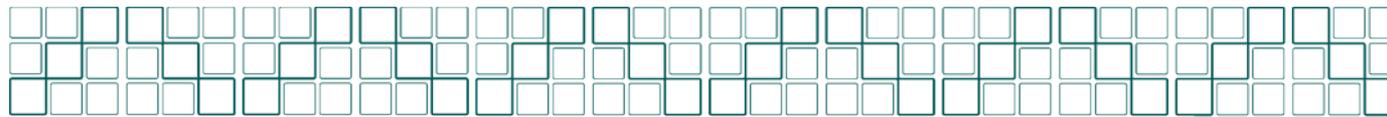
School- or Career-Related Stress

- Stress can actually support our learning and growing! Let's talk oxytocin!
- Talk to a career counselor at your school, or find a mentor.
- Watch “Planning for Career Satisfaction and Success.”
 - https://www.training.nih.gov/career_development_ss/sc
- Conduct informational Interviews.
 - A “how to” guide: <http://go.usa.gov/Ynb4>



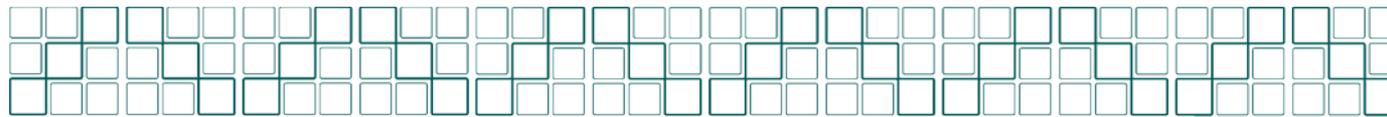
Making Stress Your Friend in Life!

- Say to yourself, stress can support me.
 - Pounding heart can prepare me for action
 - Breathing faster gets more oxygen in your brain
 - “this is my body helping me rise to this challenge”
- Make a list of things you need to do before the week starts.
- Do the hard parts first.



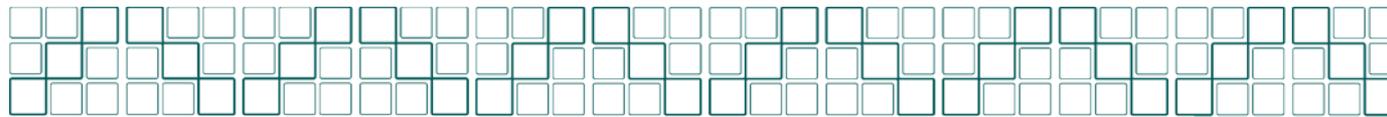
Of *Course* Things Stress You Out!

- Transitions are difficult.
- Notice your thoughts (both primary and secondary) and feelings (both physical and emotional).
- Remember what's helped you in stressful times before. Remember the “cuddle hormone”.
- Invite compassion for yourself.



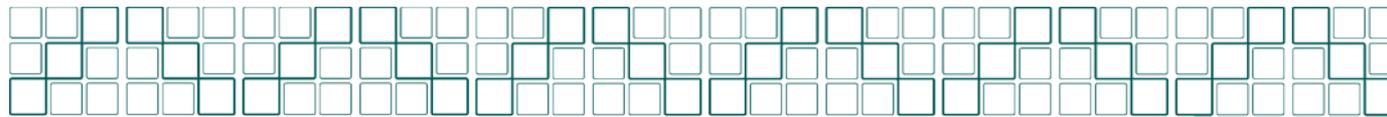
Become Aware of Thinking Errors

- Judging versus describing
- What is the story you tell yourself?
- Jumping to conclusions (fortune telling)
- Polarized Thinking
- Blaming
- For more information, read about [thinking errors/cognitive distortions](#) here.



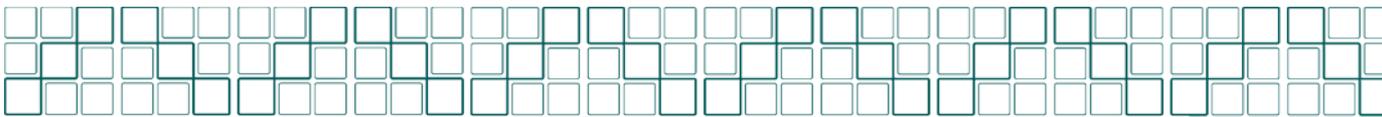
Coping Techniques

- Notice physical signs of anxiety
- Remember to breathe
- Mindfulness
- Consider meditation
- In for 4. hold for 7, out for 8



More resources

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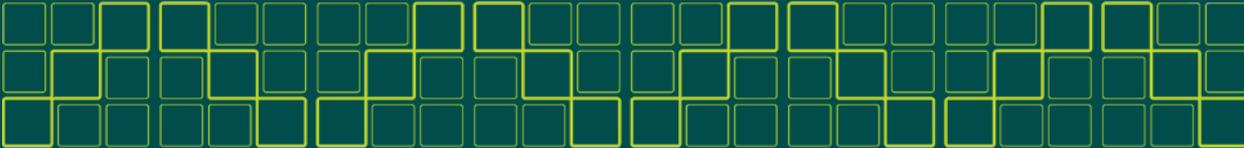


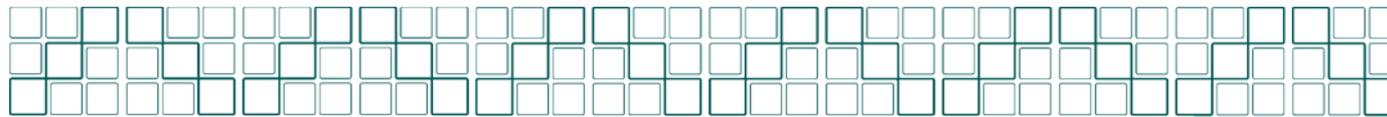
Resources

- Learn about your school's resources.
- Find a counselor and/or trusted mentor.
- Develop mindfulness
 - Headspace and Meditation Oasis
www.getsomeheadspace.com;
 - <http://www.meditationoasis.com>; MBSR freeonline
 - Meditations to Change your Brain (CDs by Rick Hanson, PhD, and Richard Mendius, MD);
www.wisebrain.org and mindfulnesscompassion.com
 - **www.training.nih.gov**

Interviewing Skills

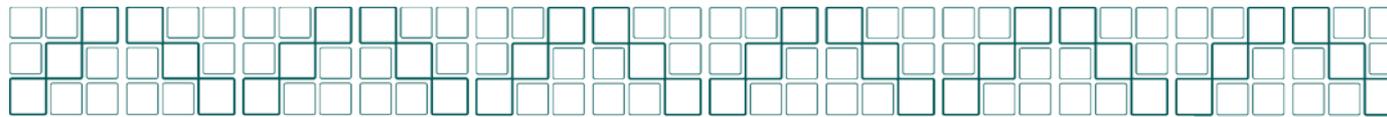
Anne Kirchgessner
Career Counselor





The Interview is a 2 Way Street

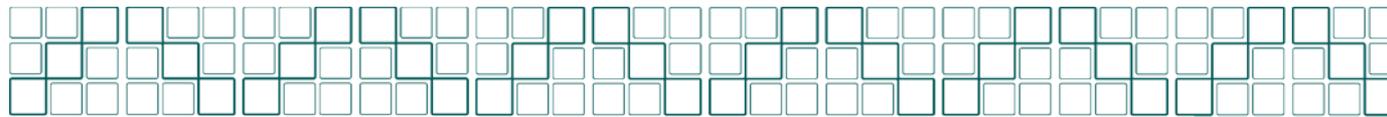
- Interviewers want to learn more about your skills and experience to decide if you are a fit for the position
- You can learn more about the job, colleagues, workplace to decide if the position is a fit for you
- Be positive! Express interest in the job.



Key to Successful Interviewing is Effective Preparation

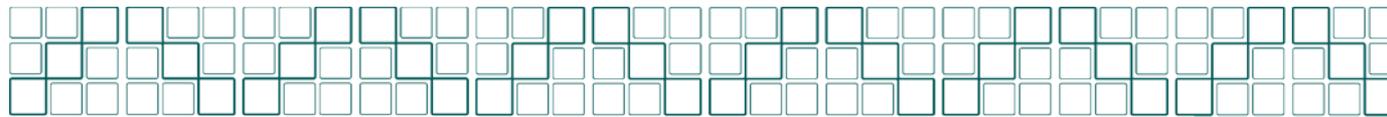
Prepare by:

1. Researching the job and company
2. Knowing the types of questions you'll be asked
3. Preparing your answers
4. Practicing your interview responses



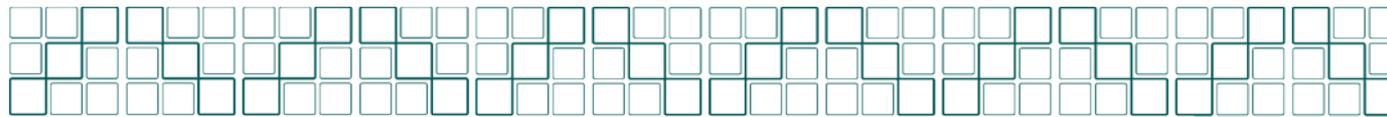
Researching the Job and Company

- Employer's homepage
- Network – use LinkedIn, professional and alumni networks
- Library resources
- Current employees
- Professionals in the field



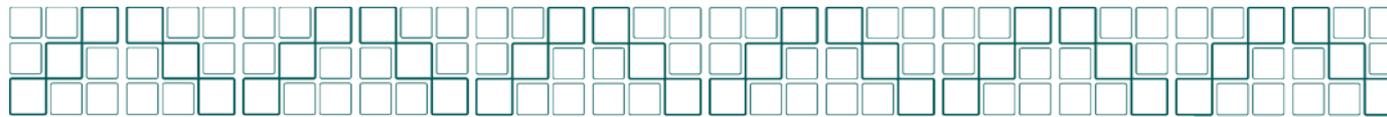
Opportunity Questions

- Tell me about yourself.
- Why are you interested in our company?
- What interests you most about this position?
- What do you know about our organization (products, services, research, departments)



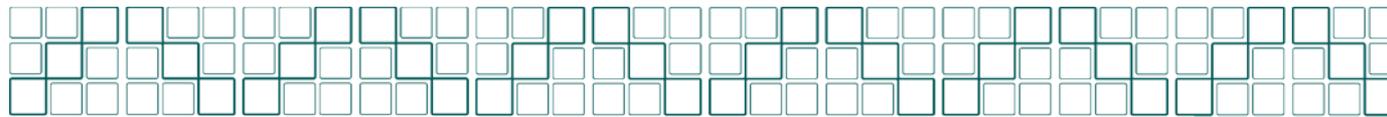
Sample Behavioral Questions

- Describe a time when you had difficulty working with a supervisor or co-worker.
- Give me a specific example of a time when you sold your supervisor on an idea or concept.
- Describe the system you use for keeping track of multiple projects.
- Tell me about a time when you came up with an innovative solution to a challenge your lab was facing.



Preparing Your Answers

- Develop examples that demonstrate how your skills and experience relate to the major job responsibilities
- Use the Situation-Task-Action-Result
- STAR technique



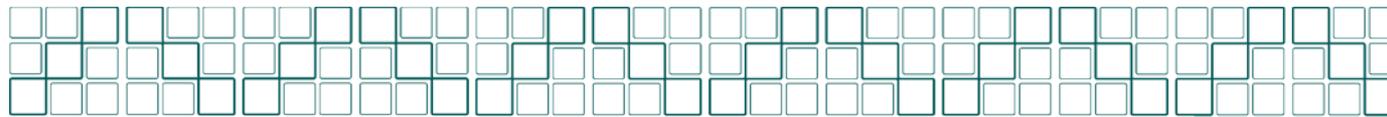
Situation-Task-Action-Result Technique

1. Describe the **situation** or context.
2. Describe the **task**, challenge or problem to be solved.
3. Describe the **action** you took, what did you do.
4. Describe the outcome or **result**.



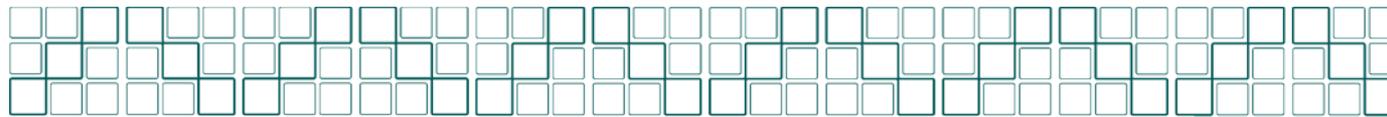
Practicing for the Interview

- Mock interview with a career counselor at your Community College
- Practice with a mentor or colleague
- Practice your answers aloud by yourself



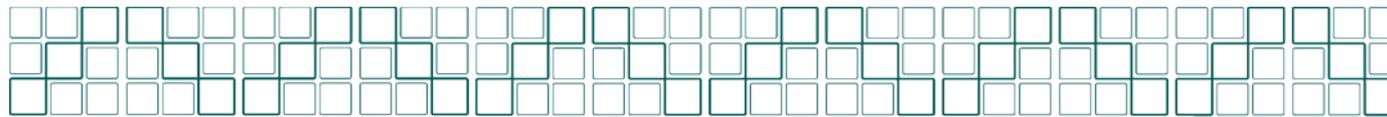
Some Questions to ask the Interviewer

- What is a typical day like?
- What is the management style of the person who will be my supervisor?
- Is there a lot of team/project work?
- What are the next steps?
- When should I expect to hear from you?



Interviewing Articles

- https://www.training.nih.gov/assets/Interviewing_Handout.pdf
- http://sciencecareers.sciencemag.org/career_magazine/previous_issues/articles/1999_02_12/noDOI.823249973844858327



More resources

- Your Community College Career Center
- Watch previous OITE career workshop videos, including many on CVs, resumes and cover letters
- Read the OITE Careers Blog

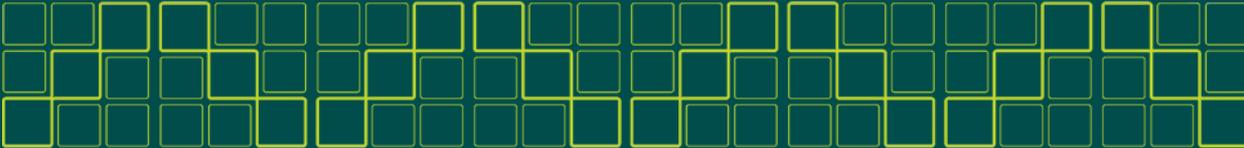


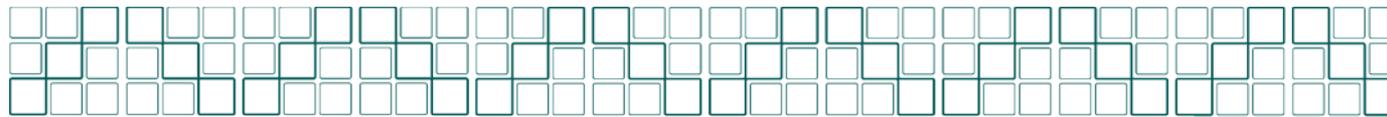
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Creating Your Professional Development Plan

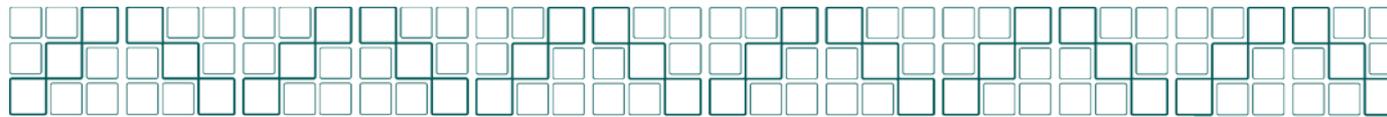
Amanda Dumsch
Career Counselor, NIH OITE





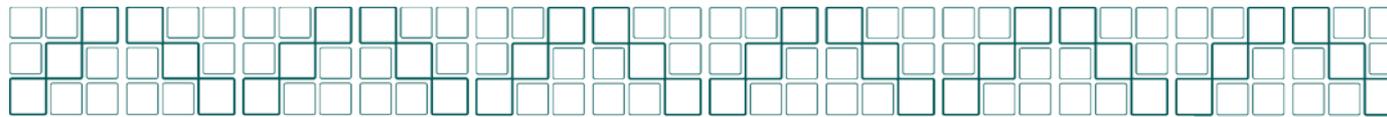
**“He who fails to plan
is planning to fail.”**

--Winston Churchill



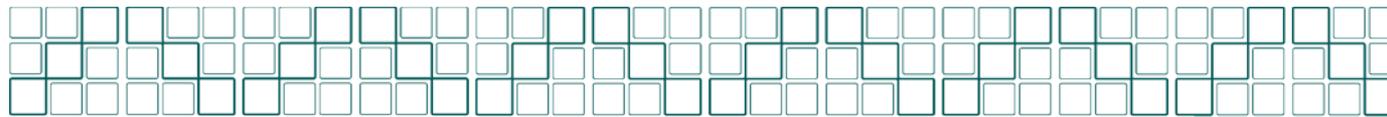
What is a PDP?

A Professional Development Plan (PDP) is a highly personalized written document which is used to help an individual evaluate and prioritize their professional activities and goals.



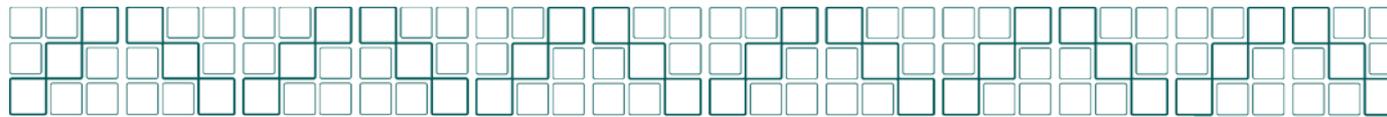
Why Should You Have One?

- Career Roadmap
- Tangible Tool
- Future Reference
- Visual Outline
- Structured Timeline



How Can I Create my PDP?

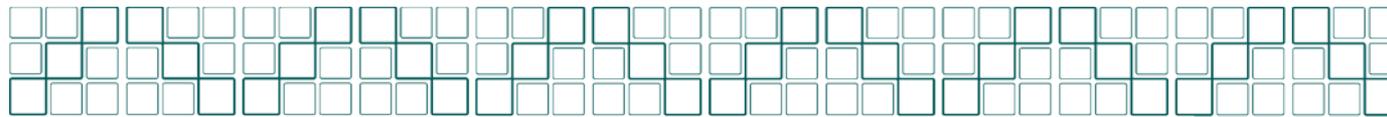
- You can create a PDP in five steps:
 - Step #1: Self-Analysis
 - Step #2: Goal Setting
 - Step #3: Research
 - Step #4: Decision-Making
 - Step #5: Action Items



Self-Analysis

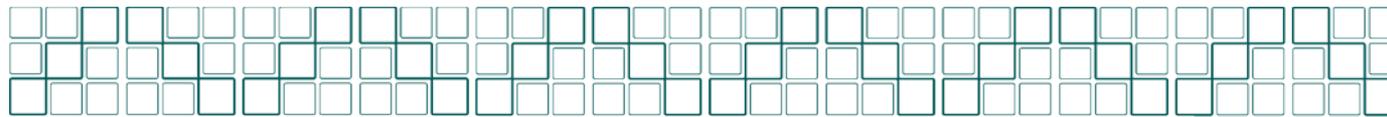
- Assess your:
 - Skills
 - Analytical, Communication, Leadership, etc.
 - Interests
 - Science, Arts, Languages, Mechanics, etc.
 - Values
 - Helping people, Making a profit, Autonomy

- Analyze your:
 - Strengths
 - Weaknesses



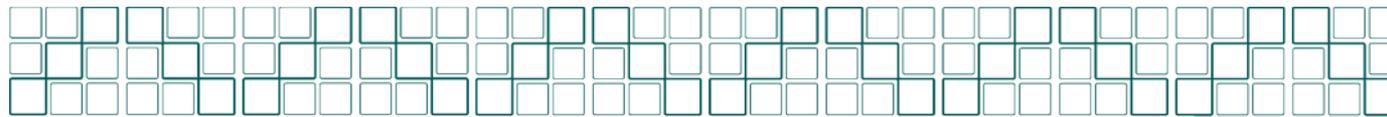
Self-Analysis Resources

- Talk with:
 - Mentors
 - Colleagues and friends
 - Career counselors
- Reflect on classes, internships, experiences
- Do Self-Assessments:
 - **My NextMove.org**
Free online interest profiler tool
 - **The Self Directed Search**
Assesses your interests and suggests areas of study/occupations; 25 minutes/\$10 online
 - **Career Values Test**
Free online at: <http://stewartcoopercoon.com/jobsearch/career-values/>



Goal Setting

- After looking at where you are, look at where you want to go:
 - **1 Year**
 - **3 Years**
 - **5 Years**
 - **10 Years**



SMART Goals

- Set goals that are: Example:

- S**pecific

“Lobby for more locally grown food in the dining halls.”

- M**easurable

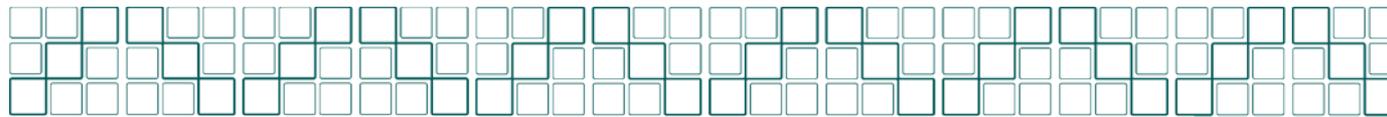
- A**ttainable

- R**ealistic

- T**imely

Or:

*“**Collect 1,000 petition signatures** from students, **sit down and meet** with the cafeteria manager, **sit down with** the student body president, **present research** to administrators on the costs and benefits, and **discuss vending possibilities** with local farmers and growers in order to serve more locally grown food in the dining halls **by start of new academic year.**”*

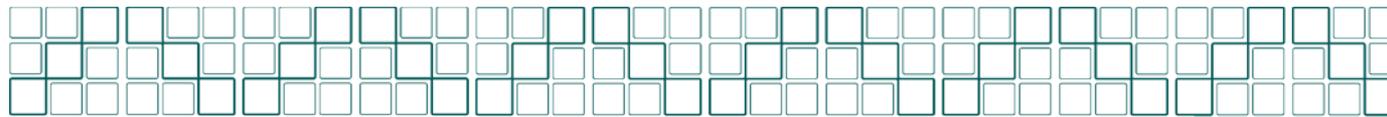


Research

- Identify the skills you need to get where you want to go
 - Hard skills, soft skills, certifications, degrees

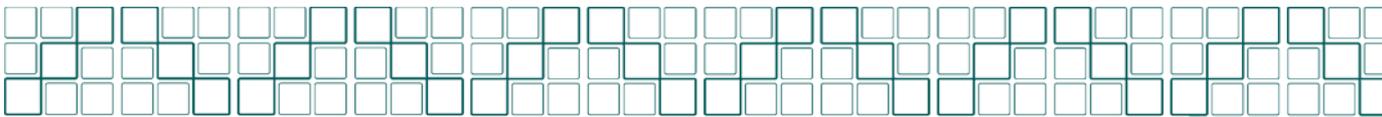
- How do you find this out?
 - Read books, blogs and websites (Forbes, Washingtonian, US News & Money Reports)
 - Talk with mentors, colleagues and friends
 - Attend career workshops and symposia
 - Do INFORMATIONAL INTERVIEWS

- Bureau of Labor Statistics Occupational Outlook Handbook at: <http://www.bls.gov/ooh/>

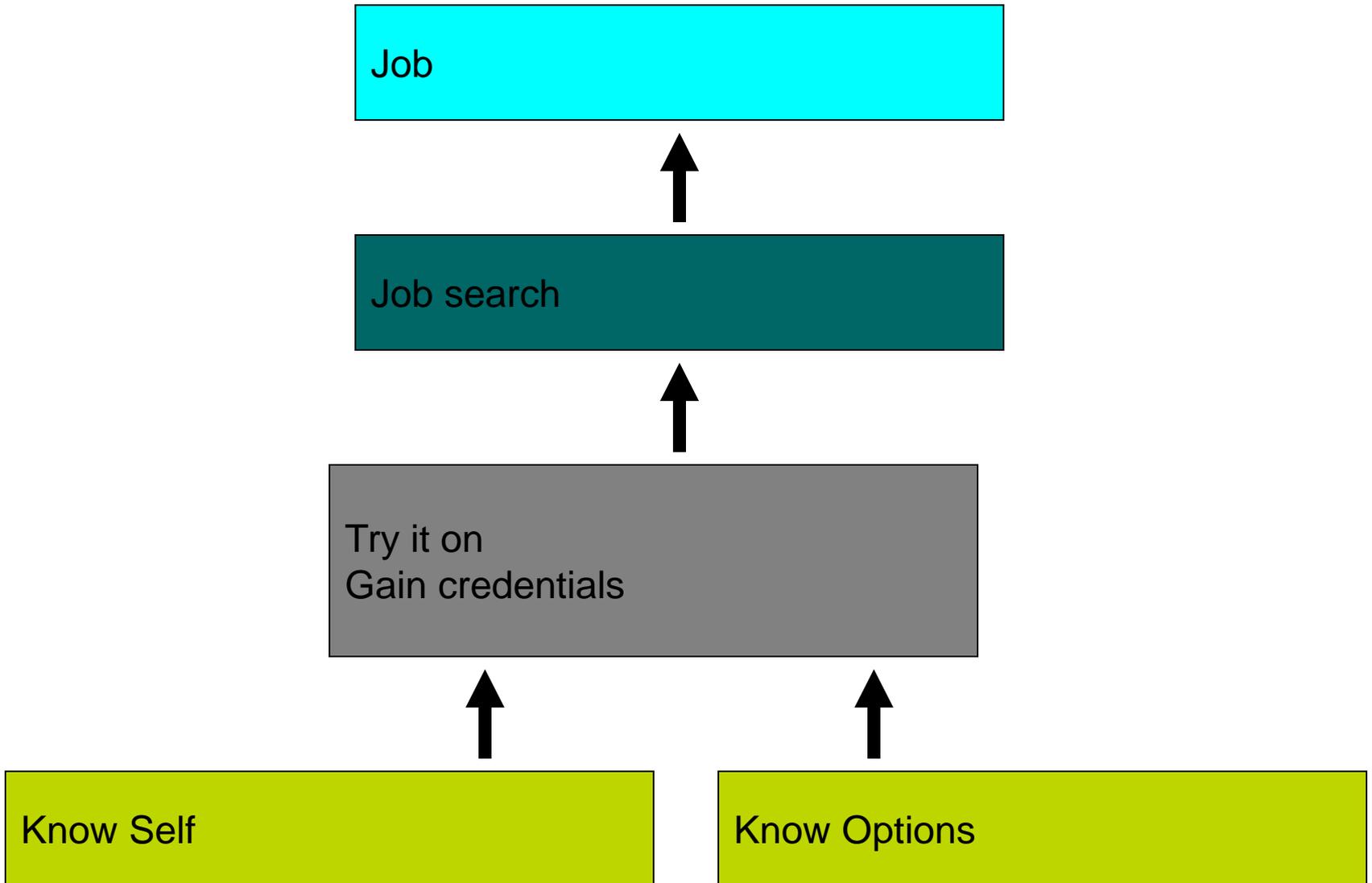


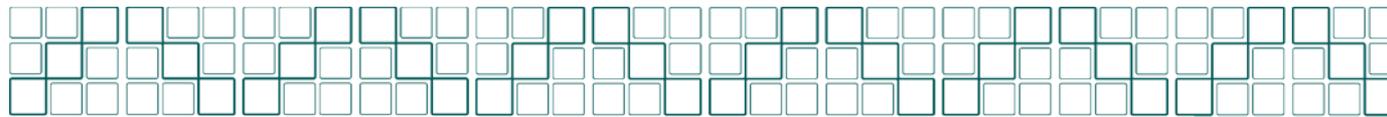
Why Do Informational Interviews?

- To broaden your career options or to explore a career you know you are interested in
 - To expand your professional network
 - To access up-to-date career information and access the underground job market
 - To identify your professional strengths and weaknesses
 - To build confidence for when it matters the most
-
- One in 12 informational interviews leads to a job offer – the best odds you have!
 - Read more: <http://oitecareersblog.wordpress.com>



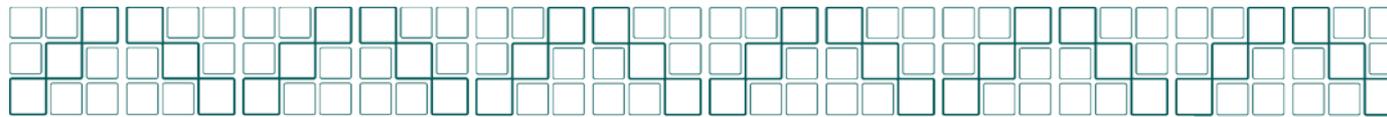
Elements of Career Planning





Resources

- SACNAS Advancing Hispanics/Chicanos & Native Americans in Science
 - Individual Development Plan (IDP): A Guide for Undergraduate Students
 - <http://sacnas.org/about/stories/sacnas-news/summer-2013/building-your-IDP>
 - Has examples and templates



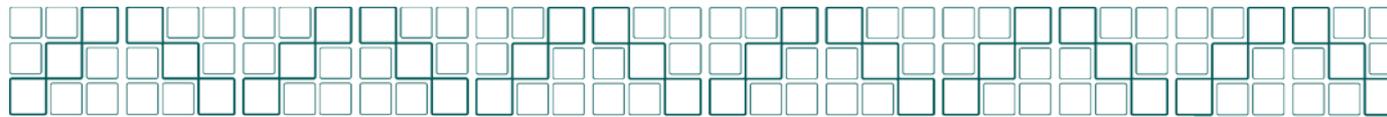
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- Read the OITE Careers blog
- Join the OITE NIH Training Alumni database if you are/were a student or fellow here

Writing Professional E-mail

Pat Sokolove, PhD
Deputy Director, OITE
sokolovp@mail.nih.gov

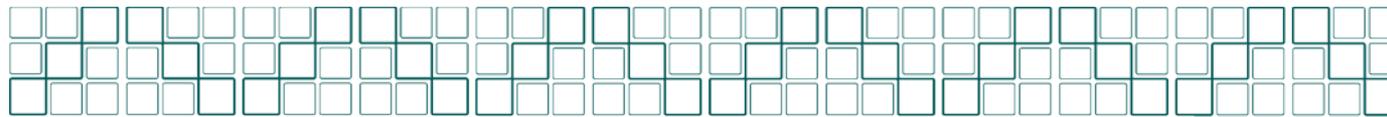




Why Do We Write Professional E-mail?

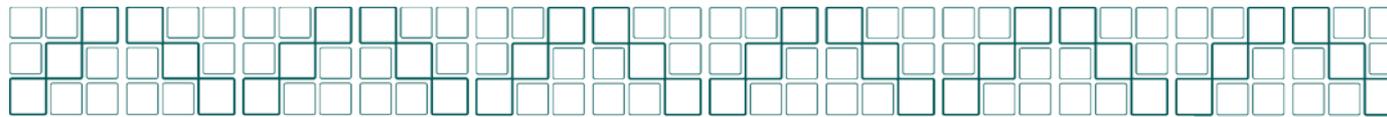
To get the recipient to do what we want them to do or take in the information we want to share (But first the recipient must **OPEN** the e-mail!)

Why not also make a good, professional impression?



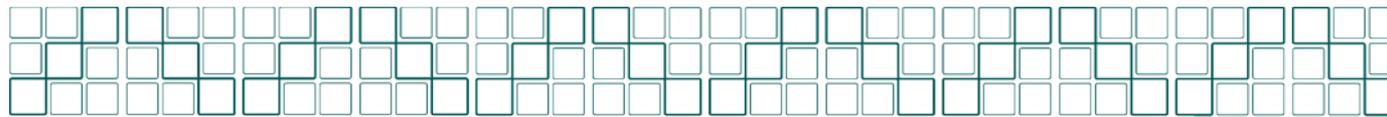
Anatomy of an E-mail

- From:
- To:
- Cc:
- Bcc:
- Subject line
- Body of the message



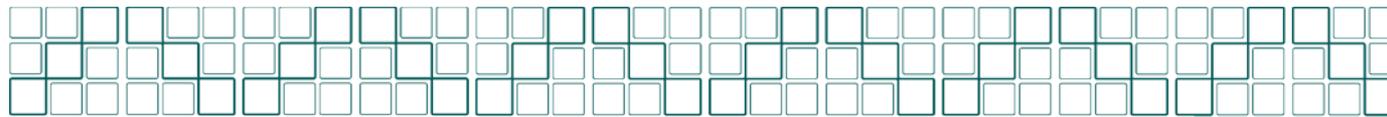
What's the Difference between “To:”, “Cc”, and “Bcc”?

- People in the “To” line are expected to act or must get the information.
- People who are copied (Cc) are just being kept “in the loop”; the message is just FYI.
- “Bcc:” copies someone secretly.
- “Bcc:” can also be used to send a message to a long list of people without including the list.



Sending a Request to Multiple People

- Send only ONE message.
- Include all the people in the “To:” line.
- Do NOT send the same message independently to multiple people!
- Why?



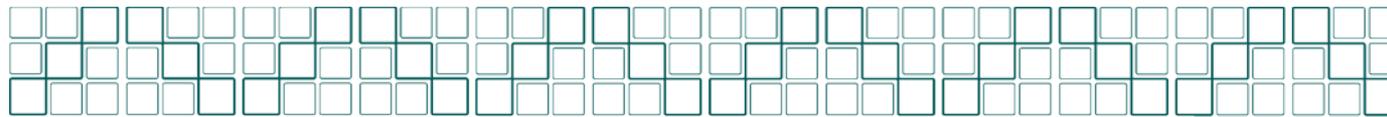
Purpose of the Subject Line

- Get the response you want
 - Get the recipient to open the message
 - Get the recipient to take the action you want
- Help you find the message later
- Make life easier for the recipient
 - Help the recipient decide whether to open or delete the message
 - Help the recipient find the message later



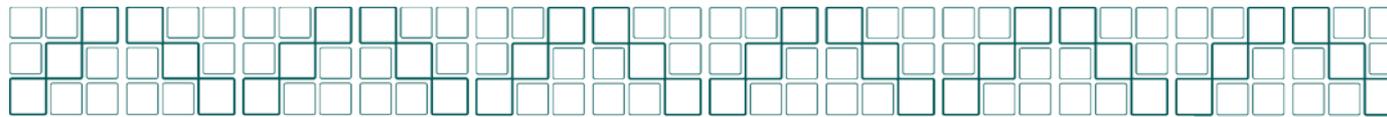
Evaluate these Subject Lines

- Which is better?
 - Chemical request OR
 - Reagent request: Hydrochloric acid
- Are the following “good” or “bad” subject lines?
 - Request for information about CCSEP
 - Reminder: SIP Application Deadline is March 1!
 - Planning for Career Satisfaction and Success
 - AWIS
 - Slides from the AWIS Hershey Career Forum



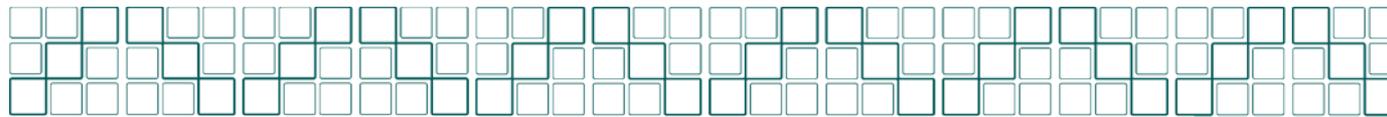
Subject Line Guidelines

- Keep them short.
- Put the important information at the beginning.
- Make the specific point of the e-mail clear.
- Change the subject line when the topic of an e-mail string changes.
- Begin a new e-mail string when the old one gets too long.



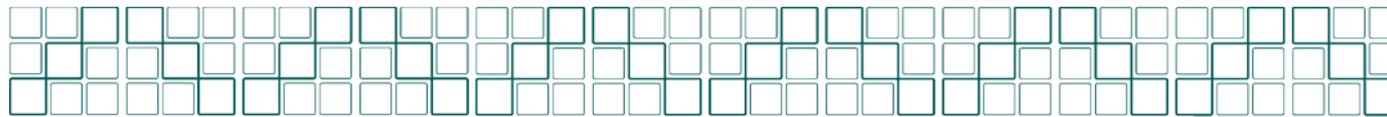
Body of the Message

- Greeting
- Content
- Polite closing



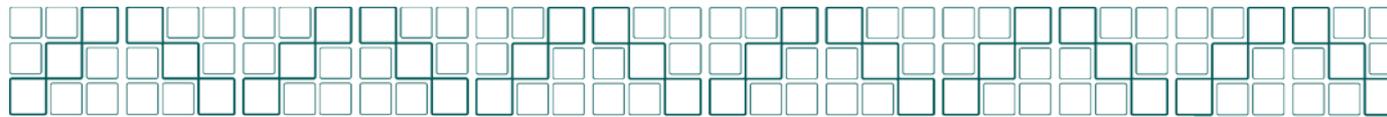
Possible Greetings

- Dear Dr. Sokolove:
- Dear Dr. Sokolove,
- Dear Ms. Sokolove,*
- Dear Pat,
- Hi, Brenda.
- Good morning, all!
- Greetings!
- To Whom It May Concern:



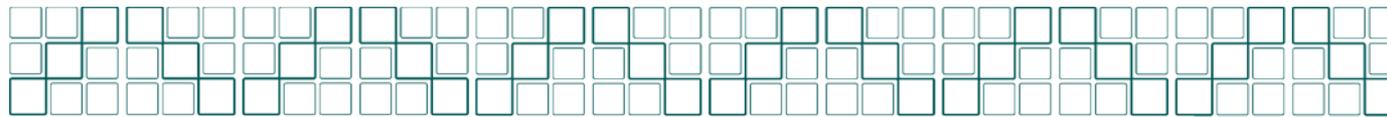
Message Content

- Put the most important information in the first sentence.*
- Consider beginning with something pleasant.
- Address one important issue per e-mail.
- Keep it short.



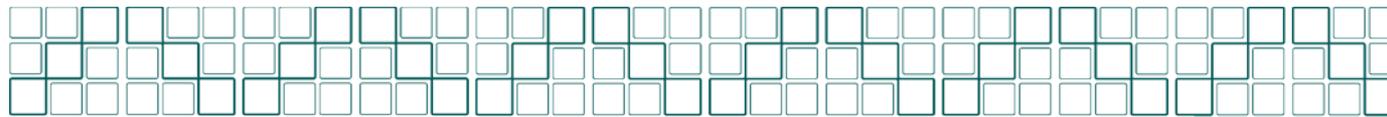
For More Complex E-mail

- Indicate in the subject line that more than one issue is included.
- Use bullets or a numbered list.
 - Keep people reading to the end
 - Make certain issues are not overlooked



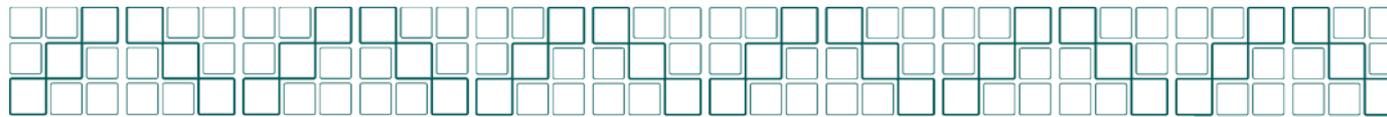
Closings

- Sincerely,
- Best regards,
- Kind regards,
- Warm regards,
- Fondly,
- Thank you in advance,
- Enjoy your weekend,
- Ciao!
- Cheers!



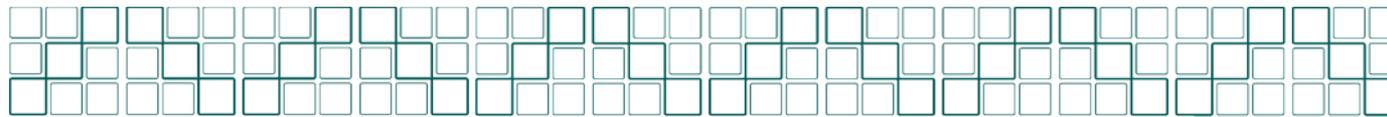
Other Considerations I

- When should you use “Reply All”?
- When should you use “Reply”?



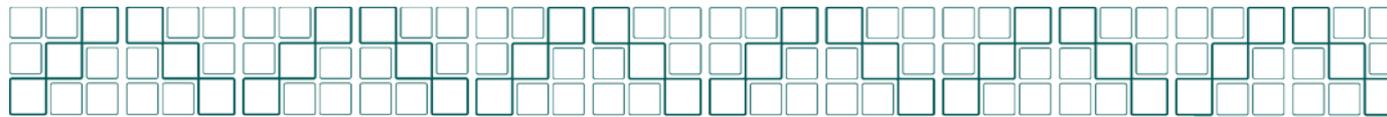
Other Considerations II

- Be careful about naming attachments
 - Professional
 - Meaningful
- Reserve “!” for messages that really are urgent.
- Don’t send unnecessary e-mail.
- Respond quickly.*



Other Considerations III: Be Careful About

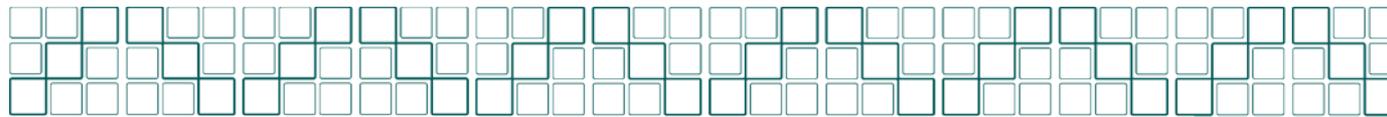
- Signature blocks
- All upper case letters: LIKE THIS
- Colored text: **Like this**
- Fancy backgrounds



Want to Learn More?

Check out Summer School 2013:
Writing Professional E-mail:

https://www.training.nih.gov/summer_school_2013_writing_effective_professional_e-mail



More resources

- New CV/resume guide: <http://go.usa.gov/sBhz>
- Connect with me on Linked-In and join the NIH Intramural Science Linked-In group
- Watch previous OITE career workshops, including many on CVs, resumes and cover letters
- Read the OITE Careers blog
- Join the OITE NIH Training Alumni database if you are/were a student or fellow here

■ Keep in touch:

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