

CONNECTING LEADERSHIP ACCOMPLISHMENTS TO THE JOB SEARCH

The advantages of student government participation within the workforce



CAL STATE LA

CAREER DEVELOPMENT CENTER

Benefits of Participating in Student Government

- Self-awareness
- Autonomy
- Confidence
- Altruism
- Reflective thought
- Social competence
- Practical knowledge
- Knowledge acquisition
- Academic skills
- Application of knowledge
- Aesthetic appreciation
- Vocal competence
- Sense of purpose

Over 200 student government members surveyed identified these as their largest personal and professional growth areas.



What Student Government Teaches

- You become better at **time management**.
- You finally understand **budgeting & finances**.
- You begin to understand how to **manage people**.
(and **deal with difficult people**).
- You become familiar with **public relations**.

Interviewing, Seat At The Table Skills, July 17, 2012, Leslie Zaikisk

Student Government Development Areas

Policy and Legislation Review and Development: Quality of information literacy is the ability to know when there is a need for information, to be able to identify, locate, evaluate and effectively and responsibly use and share that information for the problem at hand with learning that reflects a member who accesses information using effective, well-designed search strategies and most appropriate information sources

Public Speaking and Proponent/Opponent Speeches: Verbal communication is not the only skill that can be developed through speaking in public. The quality of research, organization, or persuasion is often evident when students give speeches. Students may also use presentation software that can provide a glimpse at how effectively they use technology.

Conducting Surveys: Qualitative reasoning and basic knowledge about conducting effective assessment or research is a beneficial. Even short-term educational programs can produce dramatic results that could be illustrated with a simple pretest/posttest methodology.

Maintaining and Developing Budgets: Interpreting and scrutinizing budgets prompts questions of fiscal responsibility, purpose and intentionality.

Employability Derived from Student Government Participation

- **Verbal Communication** - rhetorical and argumentative skills
- **Teamwork** - committee membership and initiatives
- **Decision Making and Problem Solving** - rendering opinions using Robert's Rules of Order
- **Workflow Planning** - prioritizing, strategic planning, and delegation
- **Quantitative Analysis** - presenting budgets and communicating data
- **Information Processing** - gathering and evaluating evidence
- **Extracurricular & Co-Curricular Learning** - representation, mentorship mentality, communicating priorities
- **Computer Software Skills** - database management, shared networks, social media, presentation software
- **Writing and Editing Reports** - interpreting and developing published policy and legislation – original and responsive
- **Selling and Influencing** - negotiation, persuasive influence, and achieving buy-in



Attributes employers seek on a candidate's résumé

Attribute	% respondents
Problem-solving skills	82.9%
Ability to work in a team	82.9%
Communication skills (written)	80.3%
Leadership	72.6%
Strong work ethic	68.4%
Analytical/quantitative skills	67.5%
Communication skills (verbal)	67.5%
Initiative	67.5%
Detail-oriented	64.1%
Flexibility/adaptability	60.7%
Technical skills	59.8%
Interpersonal skills (relates well to others)	54.7%
Computer skills	48.7%
Organizational ability	48.7%
Strategic planning skills	39.3%

*Completing internship at organization or in industry
is more influential than GPA*

Essential Workplace Need for Career Readiness Competencies

- **Critical Thinking/Problem Solving**

Analyze issues, make decisions, and overcome problems.

- **Teamwork/Collaboration**

Build collaborative relations with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. Can negotiate and manage conflict.

- **Professionalism/Work Ethic**

Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, time workload management, understand impact of non-verbal communication on professional work image. Acts responsibly with interests of larger community in mind. Able to learn from mistakes.

- **Oral and Written Communication Skills**

Articulate thoughts and ideas clearly and effectively with persons inside and outside of organization. Can write/edit memos, letters, and complex technical reports clearly.

- **Leadership**

Leverage strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. Able to manage own emotions and those of others. Use empathetic skills to guide and motivate. Organize, prioritize, and delegate work.

- **Digital Technology**

Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. Effectively adapt to new and emerging technologies.

- **Career Management**

Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals. Identify areas necessary for professional growth. Able to navigate and explore job options and understands steps needed to take.

Tailoring Skills to Job Description - Sample

Requisition Number 17-0237

Title Marketing Assistant

Job Location New York

City New York

State NY

Job Ad Responsibilities Oxford University Press seeks a highly motivated candidate to join our team as a Marketing Assistant, working on our medical lists focusing on clinical medicine titles. We are looking for an energetic self-starter who has a passion for marketing practitioner, academic, and academic-trade titles.

The Marketing Assistant will assist the department's Assistant Marketing Manager in the development and execution of marketing plans and work closely with the editorial, publicity, and sales departments to maximize all promotional opportunities.

- Assist in the preparation of marketing plans for all assigned titles.
- Research promotional partnerships with relevant organizations and websites.
- Assist in the plans and execution of advertising (print, online, co-op).
- Perform market research as asked.
- Execute academic review mailings for assigned titles.
- Enter marketing codes into the STAR database on newly transmitted titles including imports.
- Run reports out of SAP/BW as needed. Set up promotion codes.
- Proofread brochures, catalog, flyers, and e-blasts.
- Prepare author/contributor packages and flyers as directed.
- Travel to conferences as assigned to effectively promote books, journals, and online products relevant to the discipline.
- Liaise as needed with editorial, sales, publicity and branch departments to ensure clear communication

Job Ad Requirements • The candidate must be able to work in a fast-paced, detail oriented environment and possess a positive, can-do attitude.

- This is an entry-level position, so recent college graduates and those wishing to enter professional publishing (with or without prior experience in this particular field) are encouraged to apply.
- Candidates must be able to demonstrate initiative, creative problem-solving, analytical and organizational skills.
- Proficiency in Excel a must.
- Experience with the Adobe Creative Suite, particularly InDesign, preferred.
- Knowledge of basic HTML as well as Google AdWords, Twitter, and Facebook platforms a plus.
- College degree required.
- Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities.
- The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.
- EEO is the Law.

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The STAR Method

Describe your achievements using STAR statements

S – Situation you faced

T – Task you completed

A – Action you took

R – Result you achieved

For example:

Situation – CPR certification needed for student teachers in the Charter College of Education.

Task – Market and co-facilitate CPR certification program.

Action verb – Advertised program to target students using e-mail, classroom presentations, and social media.

Results – 160 LAUSD student teachers certified.

- Advertised CPR certification program to student teachers using e-mail, classroom presentations, and social media resulting in 160 LAUSD student teachers certified.

Edwina de Agle

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Profile

Fourth year undergraduate student pursuing marketing and communications with an experience in academic outreach and program promotion. Current Charter College of Education student representative for the Associated Students, Incorporated student government at Cal State LA.

Education

Bachelor of Arts degree in Communications

2014-2018

California State University, Los Angeles – GPA 3.25

Relevant Experience

College Representative

June 2017 – Present

Associate Students Inc., California State University, Los Angeles

- Liaise with college dean, associate deans, department chairs, faculty and staff to identify issues affecting students and discuss solution-oriented actions.
- Serve on the University Academic Information Resources Subcommittee, CCOE Steering Committee, ASI Workflow Committee.
- Advertised and promoted CPR certification program to student teachers using e-mail, classroom presentations, and social media resulting in 160 LAUSD student teachers certified.



The Interview

Preparation is the key to success

- Know the organization – What do they need and expect, and how can you advance their mission?
- Know yourself – How do your skills and interests correspond to the position and organization?
- Know your future goals – How does the position and company fit with your long-term goals?
- Ask about them – How would they describe the company culture? What's the work environment like?

A woman with dark hair in a bun, wearing a grey sweater, is looking upwards with a thoughtful expression. Her hand is raised towards a cluster of balloons. The balloons are white with blue icons of people, connected by white lines, symbolizing a network. The background is a dark, textured wall.

Connecting with your Leadership Network

- Identify successful alumni that held leadership positions on campus.
- Join student government and leadership groups on LinkedIn.
- Check out the activities of state (CSSA) and national (ASGA) associations.
- Attend alumni events on campus and actually talk to the alumni.
- Tell other student leaders about your career goals.

A hand is shown pointing upwards at a glowing white person icon. This central icon is surrounded by a network of other similar person icons, some of which are also glowing. The background is dark with a blue and orange light gradient, suggesting a digital or network environment.

The Power of a Leadership Network

Whether you're a solo-preneur or a high-end consultant, a Fortune 500 CEO or a programmer looking for a job, your contacts can be highly valuable for your future.

Cultivating your network is essential. Go to meet-ups, seminars, conventions and other events as much as possible and get to know the players in the industry.

Find out about the purpose of the event and who is attending. Consider who may have similar goals and interests, inquire about those, and learn how you can help.

Make it Count

What you need to network effectively

1. Goals

What would you ultimately like to achieve?

2. Awareness

Who can you connect with, and what do you have in common? Can you envision ways in which you can both achieve shared goals?

3. Assistance

How can you help them? What can you share?

4. Gratitude

What good do you see in them? Have you showed that you value them? How do you keep in touch?





How the Career Center Supports

Level 1 – CareerExpress and CareerLink (online)

Self-assessment – Career Exploration – Resume Templates – Interview Practice – Internships & Jobs

Level 2 – Group Events (employers & career counselors)

Employer Info Sessions, Resume Review, Practice Interview – On-campus Interviews – Workshops

Level 3 – Individual Appointments (deep exploration)

One-on-one counseling



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Thank you

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