

Guide for writing resumes

The need for a good resume. A well-developed visually attractive resume can be an invaluable asset in a job search. Often the resume is the first impression the employer obtains of the applicant and thus is a significant advertisement for talents and abilities. Considerable time and effort should be given to its compilation.

The objective of the resume. The objective of the resume is not to get a job but to obtain an interview. Keep in mind who will be reading it and what he will be looking for. Chances are that the person reading the resume will not have time to labor through several pages of detailed information. At this point the employer does not want a comprehensive life history and background — he does want a clear, concise, and brief summary of qualifications. The resume, therefore, should be limited to one page with a second page added only for ten years or

more of full-time experience. The applicant's goal through the resume is to attract sufficient attention to create an interview opportunity.

Content. Each individual brings different and unique qualifications, abilities, and objectives to a potential employer. Thus, each resume should be different as each person is different. Design the content to emphasize strong points and accomplishments and de-emphasize weak points. Certain basic information, described below, should be included. However, the amount of space devoted to each category and the order in which it appears is a matter of choice.

(1) **Identification.** This section includes name, address, telephone number and area code.

(2) **Job Objective.** For those with a little or no full-time work experience, the development of a concisely described job objective may be the most difficult task in compil-

ing a resume. The job objective should be specific enough to show that considerable thought has been given to career planning. It must also be flexible enough so that it does not preclude consideration for related job opportunities or interest. Type of job, type of industry or employer, size of employer, short range career goal, and long range career goal exemplify general topics which should be mentioned.

For those with a definite area of specialization, the job objective is usually well-defined if it is an extension of present or immediate past work experience. However, if a change in specialization or career field is planned, the job objective should reflect how past accomplishments and abilities relate to success in the new area.

Experience. For the new graduate with little or no full-time professional level work experience, it is

important to include part-time and summer jobs — even if the type of work has no bearing on academic or career plans. The employer is interested in how time was spent while in college and the extent to which a contribution was made to college expenses. Regardless of how inconsequential the experience may seem to the chosen career field, try to mention briefly some general positive contribution that the work experience provided. For alumni who have had full-time, college-level work experience, this section becomes increasingly important as a reflection of capability and potential. The descriptions of experience can include name of employer (last job first), inclusive dates, job titles, and a brief description of responsibilities. Since names and dates of employment are required on application forms, this information does not have to be in the resume. More important is to include the types of experience and

skills that have been developed.

(4) **Education.** With last school attended listed first include name of college and location, inclusive dates of attendance, degrees received, major areas of specialization, and academic honors received (including scholarships). Unless there is a particular reason to do so, do not include high school data.

(5) **Personal Data.** This section can include height, weight, date of birth, marital status, number of dependents, and condition of health. Do not include race, religion, or a picture in the resume. Names and ages of children are also unimportant.

(6) **Other information which may be included when appropriate.** Professional affiliations and qualifications — also mention leadership positions held.

Literary accomplishments — in standard bibliographic form. Early background — only when it relates to type of work sought. Personal inter-

ests and activities — including hobbies, clubs, organizations, volunteer work, etc. Keep in mind that this information provides a well-rounded profile of the type of person you are.

Basic guidelines for describing a resume — Eye appeal and layout:

1. Use creativity in layout, dividing lines, white space, and margins for optimum graphic appeal — by being "eye-catching" a resume may separate itself from the others in the morning mail. If you are in a creative field (e.g., advertising, journalism, art, etc.), be as innovative as possible, using the resume as a medium to demonstrate ability.

2. If desired, have the resume reproduced by offset printing to look like an original typed copy. Fifty copies are usually available for under \$6.00.

3. Use good quality paper, 8½x11 inches, for convenience in filing and record keeping.

Homebuilders scholarship available

Full-time Portland Community College students enrolled in one of several fields of study are invited to apply for a \$510 scholarship to be awarded a PCC student by the Oregon Homebuilders Association, according to Charleen Carter of the PCC Rock Creek Campus Financial Aid Office.

Applications are available at financial aid offices at all PCC campuses. Persons wishing to apply must have completed at least 12 credit hours at PCC and be enrolled full-time in one of the following programs: architecture and interior architecture, architecture technology, civil engineering technology, trade and industrial technology or vocational teacher education. Students must also demonstrate financial need.

Deadline for application is June 3, 1983. Students should provide grade transcripts and a letter of recommendation with their applications.

For further information, contact Financial Aid.

PCC to receive education grant

A \$45,000 grant from the Oregon Department of Education will be awarded to Portland Community College this summer to enable college faculty to develop an alternative and non-traditional instructional delivery strategy, according to college officials.

The grant, "The Oregon Electronics Worksite Training Project," will allow three PCC instructors to spend the summer developing an interactive video course in resistive circuits which will allow students to receive technical training in a worksite environment. The course will be piloted in industrial settings during fall term 1983.

"The concept of using the worksite as a classroom is certainly nothing new," says David M. Hata, PCC electronics engineering instructor and writer of the grant proposal. "What is new about this class is that through the use of computers and videotapes we'll be able to get both the lecture and the lab portion to the worksite."

Up until now, most materials used in the worksite environment have been printed only, according to Hata. When the new course is developed, the video portion will demonstrate work skills which the students can repeat in the worksite study center. The computer checks the student's work, and if it is not done properly the student watches the video increment again and repeats the process until it is correct.

When a learning station is set up at a worksite, students can participate at their convenience. And, once the interactive course is developed it is cost-efficient regardless of how many students use it.

"This is a tremendous learning experience for us," says Hata of the summer project. He says the system has great potential for reaching students in the workplace who are unable to travel to college campuses to take classes, and it has the built-in ability to ensure that students are learning correctly.

Interactive video courses are in use at many other college campuses throughout the country. Hata noted that the College of San Mateo currently uses the system extensively.

sears

An opportunity equal to the challenge



Ron Shaw

Manager,
Bellevue Business Systems Center

Ron Shaw's career with Sears, Roebuck and Co. began twelve years ago in Tacoma, Washington. A 1971 graduate of Idaho State University, Shaw started out in Sears management training program at the downtown Tacoma store.

After several mid-management assignments, he transferred to the Everett Sears store in 1979 as customer service manager. In 1982, Shaw was named store manager of Sears Business Systems Center in Bellevue. The Business Systems Center is a new concept of Sears. It is designed to provide computer systems, software, copiers, word processors and other electronic communications equipment to small businesses and business professionals.

Shaw sees computers as a rapidly growing industry with an ample number of career opportunities available. Sears presently operates 45 Business Systems Centers nationally.

Originally from East St. Louis, Illinois, Shaw currently resides in Edmonds, Washington. Among his hobbies is a 5:30 am run.



Turelane Jackson

Assistant Manager, Seattle
First Ave. Hardware Dept.

A native of Seattle, Washington, Turelane Jackson has been with Sears, Roebuck and Co. for over four years. She joined the company's management training program which usually requires four years to complete. Sears management training program requires a college degree and the successful completion of an aptitude test. According to Jackson, it is not necessary to have prior retail experience, although that background does prove advantageous. Sears presently is recruiting blacks and minorities for management training in the company's credit department.

Starting as an assistant manager in the First Ave. retail store's catalog department, Jackson then became the store's assistant personnel manager. She was then assigned to the children's department prior to her present assignment as assistant manager of the hardware department. Her duties are to assist in the total operation of running the hardware department.

A graduate of Seattle University, Jackson is married and enjoys swimming, biking and attending church.

Sears is the largest retailer in the world with almost 3,000 locations throughout the country. That means you as an employee will have lots of resources to work with and a lot of room to show what you can do.

You'll have the opportunity to prove yourself. As a Sears employee, you'll have responsibilities. And you can be sure that the challenges and opportunities will last throughout your career because Sears develops its talents from within.

Why don't you look into the career opportunities at Sears? You just might be equal to the challenge.

For more information about opportunities at Sears, contact your nearest Sears store.

You can count on

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SEARS, ROEBUCK AND CO.

Satisfaction guaranteed
or your money back

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