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Employment Portfolio
Due: 10/19

Purpose
- To developed polished employment documents.
- To cultivate a job-search savvy.
- To tailor your business writing and communication towards the goal of securing specific employment.

Description

In a February 27th, 2010, *New York Times* article "Writing a Resume that Shouts 'Hire Me,'" business writer Susan Ireland explains that employment documents, including resumes, "can serve as a magnet to draw job opportunities to you." The purpose of this portfolio is not only to draw job opportunities to you, but also to help you capitalize on those opportunities. The components of this portfolio ask you to select a job, tailor a resume for that job, craft a job application letter for that position, and also gain experience interviewing for that job.

Job Posting
(Due: 9/16)

In order to begin your work on this portfolio, you must select an actual job posting for a job (internships and graduate degrees included) that you would like to hold within the next year or two. Consult internet employment postings, job boards, and job ads in order to find your particular posting.

Resume
(Due: 9/21)

You will then construct your resume, tailoring it for your selected job posting. Depending upon what interview option you choose from below, you might also decide to post your resume to Hokies4Hire: http://www.career.vt.edu/H4H-OCI/H4HIndex.html

Grading Criteria
1. How effective is the resume's design?
2. How effective is the resume's objective?
3. How well is the resume organized?
4. How well does the development of particular sections correspond with the organizational choices?
5. How effective is the resume's style (concision, specificity, word choice, parallel structure)?

Application Letter
(Due: 9/28)
After developing your resume, you will write a letter of application for your selected job opening. This letter will accompany your resume and effectively introduce yourself to your potential employer.

Grading Criteria
1. How effectively does the application letter identify the job you want?
2. How well does the application letter demonstrate your knowledge of the employer's company?
3. How well does the application letter explain why you are applying to this employer?
4. How well does the application letter explain how your qualifications contribute to the employer's success?
5. How effectively does the application letter outline a "next step"?
6. How effective is the application letter's format?
7. How effective are the writer's choices about punctuation, grammar, and usage?

Interview
Beyond simply composing a resume and a letter, securing a job most often requires you to compose yourself during an interview. Accordingly, you will be interviewed for this portfolio. Prior to your interview, you should have familiarized yourself with interview etiquette and protocol. Protocols will differ among your interview options. Two major interview options are:

A Mock Interview with staff members at Virginia Tech's Career Services
- For more information, see: http://www.career.vt.edu/Interviewing/MockInterviewProgram.html
- If you choose this option, you must take your DVD with you and turn it in with your portfolio.

An Actual Interview with employers at one of two job fairs:
- **9/16** Business Horizons Fair: http://www.businesshorizons.org/
- **10/6-10/7** Fall Focus Career Fair: http://www.fallfocus.career.vt.edu/
- If you choose to interview at one of these fairs, you must obtain a business card from the individual with whom you interviewed and turn it in with your portfolio.

Interview Analysis
Following your interview, you will write a 1,000-1,500 word analysis of that interview. This analysis will require you to break your interview experience into component parts so that you better understand it. Consider the following questions as starting points for your analysis:
- How well did the course readings prepare you for this experience?
- What were your interviewing strengths? What has led to these strengths?
- What were your interviewing weaknesses? How could improve upon these weaknesses?
- Which interview questions stick with you/bug you/surprise you? Why do think they do so?
- How typical was this interview compared to other interviews and interviewing techniques?
- What's the take-away from this experience?

Grading Criteria
1. How clearly did this analysis argue for a particular understanding of an interview experience?
2. How rhetorically effective is the organization of the analysis (argumentative not chronological)?
3. How well did this analysis employ specific details from course materials and the interview experience to support its main argument?
4. How well does the analysis convey the ethos of a young professional?
5. How effective are the choices about punctuation, grammar, and usage?

Memos
Memos 2 through 5 will contribute towards your progress in completing your employment portfolio and will, therefore, be included in your employment portfolio.

Memo 3 (Due 9/14): What are your employment goals for the next five years?

Memo 4 (Due 9/16): Brief us on a job opening. Include the position title, position description, as well as the presumed skills, values, and attitudes that this position requires. Attach job posting.

Memo 5 (Due 9/23): Outline the differences between the Application Letter information from *Technical Communication* and the application letter information from Career Services.

Memo 6 (Due 9/30): Brief us on one interview guideline that you expected and one interview guideline that you did not expect. Refer to the readings. Finally, brief us on your approach to interviews.

Peer Review Sessions
Peer review enhances your ability to develop a reader-centered approach to business writing by providing you with direct reader feedback on your writing.

Resume: 9/21
For this peer review session, you should: (1) draft your resume and upload it to scholar; (2) upload a copy of the job posting, to which this resume responds, to scholar; (3) download the resume peer review sheet from SS; and, (4) bring your laptop computer with you to class on peer review day. Complete numbers one through three before class on 9/21.

Application Letter: 9/28
For this peer review session, you should: (1) draft your application letter and upload it to scholar; (2) upload a copy of the job posting, to which this letter responds, to scholar; (3) download the application letter peer review sheet from SS; and, (4) bring your laptop computer with you to class on peer review day. Complete numbers one through three before class on 9/28.

Remember: The decision for what to change and what to keep in your draft is yours.

Note: To participate and receive peer review points, you must attend the peer review session having uploaded a **complete** draft of your deliverables and you must ensure that your computer has internet access in our class room; points will be awarded on the depth of your responses.

Portfolio Checklist
__   Resume
__   Resume Peer Review Sheets
__   Application Letter
__   Application Letter Peer Review Sheets
__   DVD from Mock Interview
__   Business Card from Actual Interview
__   Interview Analysis
__   Memo 3
__   Memo 4
__   Memo 5
__   Memo 6