



Marketing Student Organization Experience on a Résumé

As a member of a student organization on campus, you have developed a number of transferable skills that can be applied not only to a student organization, but also to the workplace. For example, as a member of a student organization, you probably demonstrated the following skills:

- Teamwork and communication skills
- Drive and self-motivation
- Leadership ability
- A high energy level
- Commitment and dedication
- Discipline
- Responsibility
- Time management skills and the ability to multi-task
- Ability to work well with and relate to different types of individuals

On your résumé, you can document your registered student organization or campus involvement experience in the same way you would describe your work experience. Simply focus on your accomplishments. Consider what your role was for the organization and what you accomplished as a part of that group. Highlight skills that are transferable to your career interests on your résumé to demonstrate how you have the qualifications required for the position for which you are applying.

Describing your campus involvement experience may show you:

- Willingness to “go the extra mile”
- Ability to communicate in a group environment
- Work ethic that will set you above most other candidates
- Ability to manage your time (balancing meeting and activities with your academic course load)
- Commitment and dedication to an organization
- Problem solving (to coordinate activities or to work out problems between people within the group)
- Critical listening skills

MARKETING YOUR STUDENT ORGANIZATION EXPERIENCE IN AN INTERVIEW

In most interview situations, questions of candidates are generally open-ended and behavioral in nature. This allows you as the candidate to show your ability to analyze situations, offer solutions, make decisions, take on leadership roles, and show your creativity. To showcase your skills, abilities, and career goals, consider the kinds of questions you might be asked and try to identify how you would answer such questions. The following questions are a few that if answered strategically, could give you the opportunity to market your athletic involvement to employers during an interview.

General interviewing questions

- Tell me about yourself.
- What have you learned from being involved at Illinois State?
- What are your strengths and weaknesses?

Leadership interview questions

- How do you motivate people?
- Describe a leadership position you've held. Why did you dedicate time to it?
- What are some of the challenges you've experienced as a leader?
- Describe your leadership style.
- Tell me about a time when you were in a team or group environment. What is your style when participating in teams or groups?
- Describe a time when you had to use your problem solving skills.

Answering the questions you may be asked is more than providing a yes or no answer, or giving general information. Instead, be more strategic with your answers by utilizing the "STAR" method to showcase your skills and abilities.

S = SITUATION Describe the situation.

T = TASK Describe the task you needed to accomplish.

A = ACTION Describe the action/behavior you took and why.

R = RESULTS Describe the results/outcomes of your actions.

EXAMPLE:

Question: Tell me about a time when you had to improve upon a process

Situation: "We have many employers that recruit our students and organize recruiting events. However, often times these events were not well attended and employers were growing frustrated. Students are very busy and have many priorities and commitments so often these events get lost in the shuffle."

Task: "I really needed to restructure our recruiting process and think of ways to increase student attendance and visibility for employers on campus."

Action: "I decided to condense all recruiting activities into two dedicated weeks per semester so we could market the whole period as a major event. Starting with new student orientation in August, we could advertise this period to students so they knew this was the time to meet employers and could mark it on their calendars. I also conducted proactive outreach to employers to tell them about the recruiting period so they could plan their events for this time. Finally, I organized a career fair during the period which would draw many more students than an organization's individual recruiting event."

Result: "As a result, there was more visibility for the recruiting period and events among students and in many cases, attendance at recruiting events was doubled to what it was in the past. Also, the career fair drew over 100 students, which is a much higher number than any employers ever saw at individual recruiting events. Employers saw many students and were satisfied with their recruiting experience."