CAREER SUCCESS GUIDE
Putting the Pieces Together

Spring & Summer 2025
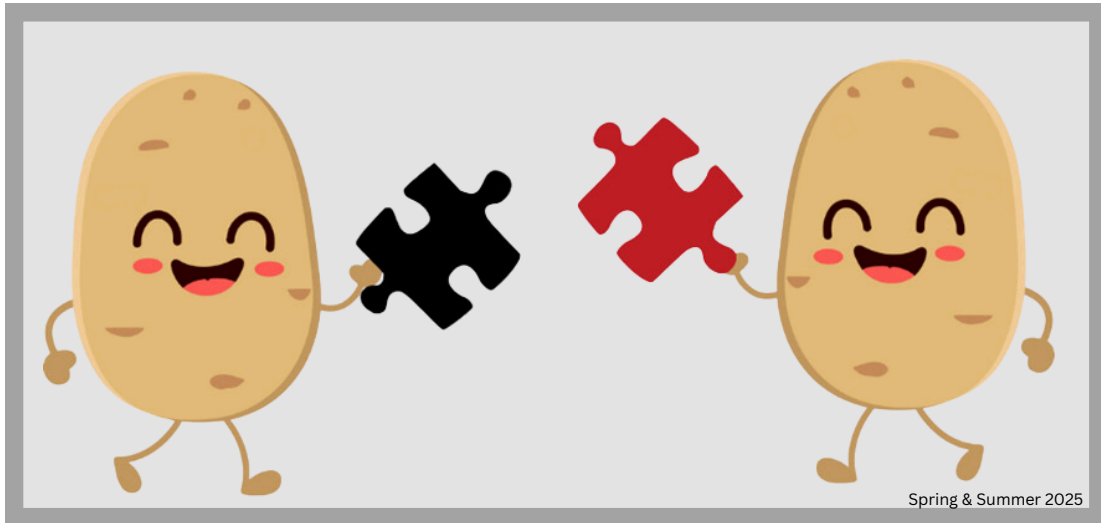
provided by
Career Services

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Table Of
Contents

Introduction

Welcome to the Career Services Success Guide! Career Services exists to provide empowering resources and support regardless of where you are in your educational and professional journey. All of us in Career Services encourage you to use the resources and tools and reach out if and when you have questions. We enjoy working with students and watching them achieve their goals.

We look forward to working with you!

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Career Success Guide

Your Path to Career Success
Lake Land College Career Services

Career Services Offers:

- Career counseling
- Graduating student support
- Internship information and support
- Job search support
- Mock interviews
- Resume resources and support
- Area of study/major-specific job fairs

Find all of the resources at the Career Services Link Tree!

RESOURCES

Handshake:
Use Handshake to search for jobs and internships and research employers and industries.

Canvas Resource Room:
The Career Services Canvas Resource Room is free, open to all current students, and provides career development resources. Self-enroll today to access information about writing your resume and cover letter, choosing references, preparing for an interview, and more.

Career Coach:
Career Coach is an interactive career information tool that makes it easy to research and choose an academic program or career.
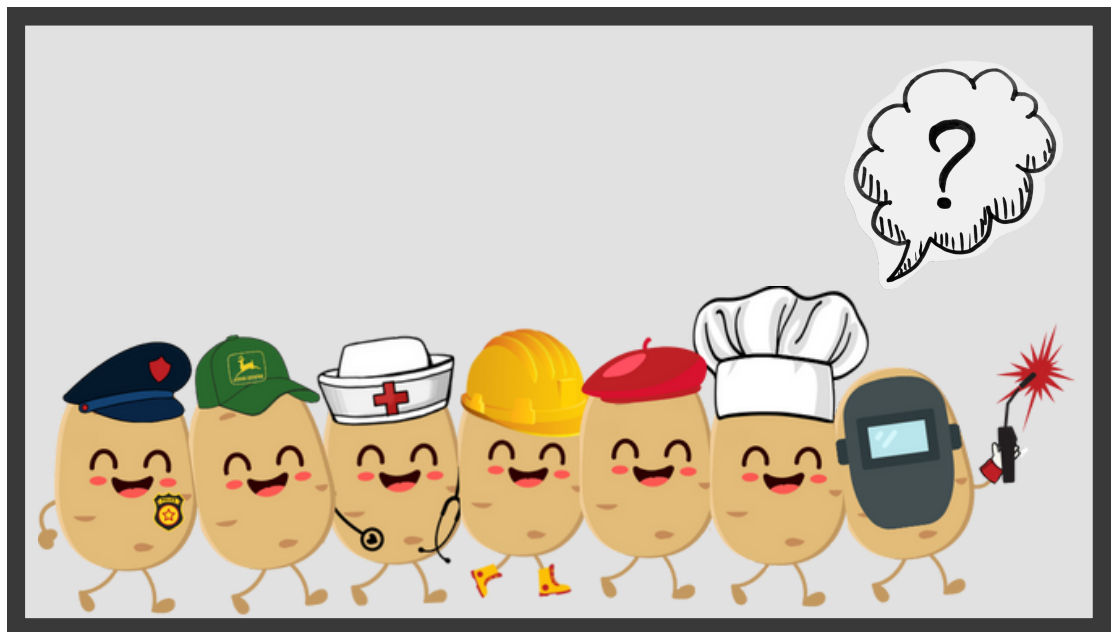
Electronic Signature:
Whether you're submitting important documents, applying for internships, or enhancing your online presence, a digital signature is a must-have tool in today's digital age.

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Career Success Guide
Career Exploration & Decision Making

RESOURCES

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Career Steps

Step 1: Get Planning
- Take the Career Coach self-assessment to explore career paths and job titles.
- Build your Handshake profile
- Get involved by joining a student organization, volunteering, attending campus events, and/or finding a job related to your career goals.
- Self-enroll in the free Career Services Canvas Resource Room and explore available resources.
- Get to know your instructors during office hours and maintain a solid GPA.

(1)

Step 2: Get Professional
- Research and identify 2-3 employers of interest and reach out to set up information interviews or a job shadow.
- Increase your online professional presence by creating a LinkedIn profile or electronic portfolio.
- Start building your professional employment documents.
- Attend career events, fairs, and workshops.
- Explore internship opportunities.
- Take on leadership roles in student organizations.
- Acquire professional attire appropriate to your field.

(2)

Step 3: Get Connected
- Network and make LinkedIn connections with professors, faculty, advisors, and alumni.
- Attend employer events and job fairs to explore opportunities and industry-specific jobs/internships.
- Join relevant professional organizations/associations in your field.
- Develop a list of professional references.
- Expand engagement in on- and off-campus activities to diversify skills, experiences, and connections.

(3)

Step 4: Get Hired
- Update your Handshake profile, resume, cover letter, and LinkedIn.
- Leverage your network on- and off-campus to find opportunities.
- Use Handshake to apply for internships or jobs.
- Attend job fairs hosted by Career Services.
- Complete a mock interview through Career Services.
- Evaluate your online presence from an employer's perspective.
- Create a professional email address and voicemail message.

(4)

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EXPLORE YOUR CAREER INTERESTS
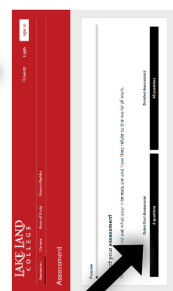### WITH CAREER COACH
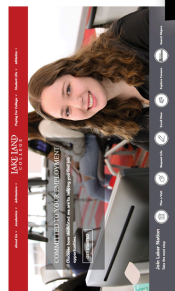
Click on the "Explore Careers" link on the college homepage at LakeLandCollege.edu or go directly to LakeLand.emsicc.com.

Click on "Match My Interests."

Click on "Take the Assessment"

You do not need any login credentials to use Career Coach. The program is open and free to everyone.

Choose the "Quick Start Assessment" if you are looking for a very quick experience.

Choose the "Detailed Assessment" for a more in-depth experience that will still only take a few minutes to complete.

Go with your first reaction and avoid the neutral/unsure response. Don't overthink the questions/answers.
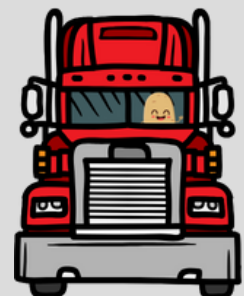
ASSESSMENT RESULTS

The assessment results begin by providing your top three traits according to the Holland Codes.

Please note the options listed on the right side of the page. If the results don't seem helpful, you may have used the neutral/unsure response too often and you may want to retake the assessment.

If you would like to keep the results, you can download the full report to your computer or you can create an account and save your results. Creating an account also allows you to use the Resume Builder component of the system.

The assessment results then provide your top career matches by broad areas of study.
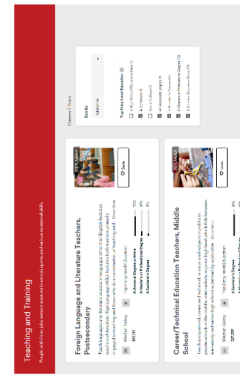
Click on the broad title for more specific categories and then on the categories for individual careers.

Learn about the work, wages, employment outlook and related areas of study at Lake Land College.

Find more career development resources and support in the Career Services Canvas Classroom. Current students can self-enroll in the classroom at LakeLand.instructure.com/enroll/A64CYH.

FOR MORE INFORMATION CONTACT

Lake Land College
Career Services
217-234-5288
CareerServices@LakeLandCollege.edu
LakeLandCollege.edu/career-services

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Career Exploration

1

How does your career fit into the life you want?

College is part of your journey, not the goal. Your job or career is not the goal. The goal is the LIFE you want to live.

2

Is the work suitable to your personality?

Use the Myers-Briggs Type Indicator (MBTI), Holland Inventory, and Enneagram to learn more about yourself.

3

What skills do you have?

What skills have you used in past and current employment? What skills are you learning in class? How can you showcase your strongest and most relevant skills? What skills do you need to build?

4

Are you career ready?

How will the core skills employers are looking for show up in your work/career? How can you actively use and build these skills throughout the rest of your education?

5

How much do you know about your chosen work/career?

What skills are required? What skills are preferred? What personality characteristics help someone be successful in the field? What parts are the work are you likely to enjoy or not enjoy?

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Career Exploration

FINDING YOUR WHY:

Self-Reflection

- What activities make me lose track of time?

- What subjects or topics do I enjoy learning about the most?

- What problems or issues do I feel passionate about solving?

- What skills or strengths do I naturally enjoy using?

Identifying Your WHY

- What impact do I want to have on the world?

- Why do these activities and causes matter to me?

- How does making a difference in this area make me feel?

Crafting Your WHY Statement

Use your answers from Step 1 and Step 2 to create your personal Why Statement.

"I am driven by a desire to_____ (your key motivation, purpose, or cause) because I want to_____ (the difference you want to make)

Aligning Your WHY with Career Goals

- Which careers align with my Why Statement?

- What steps can I take to explore these career paths?

Action Plan

- What is one immediate step I can take to begin working towards my career aligned with my why?

- Who can I reach out to for guidance or mentorship in this area?

Connect with Us

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Career Ready Checklist: Two-Year Degrees

Semester One
- Meet with Faculty Advisor or Counseling Services to discuss programs and career plans
- Enroll in the Career Services Canvas Resource Room and begin looking through the resources
- Activate your Handshake account
- Follow Career Services on Facebook, Instagram, and LinkedIn
- Make a plan to gain experience that relates to your career goal
- Conduct an informational interview with a faculty member or employer in your field
- Attend a job fair
- Build relationships with faculty and staff
- Research and utilize support resources available at Lake Land College

Semester Two
- Gain experience that relates to your career goal through volunteering, an internship, on- or off-campus employment, and/or by joining a student organization
- Audit personal social media accounts for professionalism
- Start building your employment documents by using the Starter Document and other resources available in the Career Services Canvas Resource Room
- Ask questions of and/or meet with Career Services regarding your employment documents
- Attend a job fair
- Build relationships with faculty and staff
- Research salary, licensing, qualifications, and certificates required for your chosen industry
- Utilize support resources available at Lake Land College

Semester Three
- Gain experience that relates to your career goal through volunteering, an internship, on- or off-campus employment, and/or by joining a student organization
- Update your employment documents and have them critiqued by Career Services
- Complete your Handshake account and connect with employers
- Attend a job fair
- Build relationships with faculty and staff
- Utilize support resources available at Lake Land College

Semester Four
- Gain experience that relates to your career goal through volunteering, an internship, on- or off-campus employment, and/or by joining a student organization
- Update your employment documents and have them critiqued by Career Services
- Participate in a mock interview with Career Services
- Attend a job fair
- Build relationships with faculty and staff and ask for appropriate letters of recommendation
- Utilize support resources available at Lake Land College

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Career Ready Checklist: One-Year Programs

Semester One
- Meet with Faculty Advisor or Counseling Services to discuss programs and career plans
- Enroll in the Career Services Canvas Resource Room and begin looking through the resources
- Activate your Handshake account
- Follow Career Services on Facebook, Instagram, and LinkedIn
- Make a plan to gain experience that relates to your career goal
- Conduct an informational interview with a faculty member or employer in your field
- Attend a job fair
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- Research and utilize support resources available at Lake Land College
- Gain experience that relates to your career goal through volunteering, an internship, on- or off-campus employment, and/or by joining a student organization
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- Ask questions of and/or meet with Career Services regarding your employment documents
- Research salary, licensing, qualifications, and certificates required for your chosen industry

Semester Two
- Gain experience that relates to your career goal through volunteering, an internship, on- or off-campus employment, and/or by joining a student organization
- Update your employment documents and have them critiqued by Career Services
- Complete your Handshake account and connect with employers
- Attend a job fair
- Build relationships with faculty and staff
- Utilize support resources available at Lake Land College
- Participate in a mock interview with Career Services
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Career Success Guide

Career Success Guide
Employment Documents

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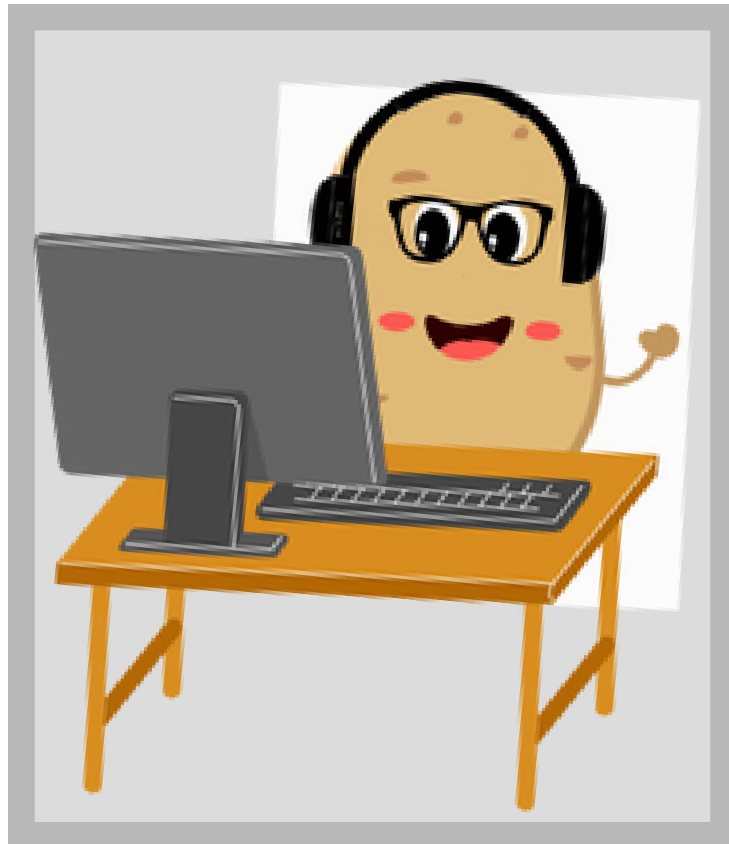
Career Competencies

Are YOU Career Ready?

Employers are looking for employees with these skills!

Critical Thinking
- Identify relevant information and analyze data
- Restrain emotions during analysis
- Collaborate to develop and test possible solutions
- Adopt multiple perspectives and distinguish between fact and opinion

Communications
- Create and edit written reports
- Adjust communications based on audience needs
- Listen well and read body language
- Articulate clearly and accurately when speaking and writing

Teamwork
- Effectively communicate to define common goals
- Reach consensus on processes and solutions
- Work together to identify and utilize the strengths of each member

Technology
- Value continuous learning
- Be responsive to a variety of training formats
- Demonstrate the ability to adapt to new and emerging technologies
- Use technology ethically and efficiently to solve problems and accomplish goals

Leadership
- Manage projects from beginning to end
- Define and clarify roles, objectives, and processes
- Coach others on performance improvement
- Understand how to motivate others and delegate responsibilities

Professionalism
- Work productively with others
- Manage time and workload
- Have a professional work image
- Use social media responsibly

Career Management
- Identify areas of professional growth
- Navigate and explore job options
- Take necessary steps to pursue and advocate for opportunities in the workplace

Global Fluency
- Value differences and implement strategies for inclusion
- Interact effectively with people from diverse backgrounds
- Understand one's own biases and use that awareness to work to eliminate them

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Cover Letters

Rules for Cover Letters

Professional/Formal Business Communication
Write out the date. Do not use shortcuts or abbreviations in professional communication.
· Incorrect: 7/1/23
· Incorrect: July 1st, 2023
· Correct: July 1, 2023

The header should contain the same information in the same format as the resume and reference pages.

The cover letter is to utilize a standard business letter, block format.

The address block for the recipient is to include the individual's name and full mailing address.

Use "Ms." when addressing a woman professionally. A woman's marital status has no bearing on her professional career.

General Concepts
The cover letter needs to be:
·Your writing sample
    * Grammatically correct
    * Written in full sentences and well-developed paragraphs
·Future-focused
·Based on relevant skills

The cover letter serves as your professional writing sample. A strong, grammatically correct cover letter written in full sentences, not bullet points, with correct spelling and well-developed paragraphs is proof that you have the written communication skills you likely claimed to have on the resume. It is proof that you will write professional email communications and thorough reports on the job.

Future-focused means to tell the reader how you will use your skills in the work for which you are applying. Avoid referring directly to past work experiences and instead explain how you will do the work of the position.

Avoid pointing out your perceived weaknesses. Focus on your skills and strengths to make the case for why you are a viable candidate.

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Proofread. Proofread. Proofread. Proofread aloud. Ask others to proofread.

Do not use "I think," "I feel," or "I believe" in your documents or in interviews. The phrases are wishy-washy and indicate a lack of confidence. Your documents need to indicate confidence and action. The employer will only be confident in your abilities if you are confident in your abilities.

<u>The Content</u>

First Paragraph:
· State that you are applying for the position.
· It is no longer necessary or useful to include information about where you saw the posting.
· It is ok if this paragraph is only one sentence, especially for an entry-level position.

Middle Paragraph(s):
· Individuals applying for entry-level positions typically only need one main paragraph.
· Individuals with extensive experience may have two or three main paragraphs.
· This area of the cover letter needs to focus on how skills will be used in the position.
· Use transitional words and phrases to move from one skill/concept to the next.
· Provide support and detail about industry-specific and transferable skills. It is not enough to state you have a skill and that it will be beneficial. How will you use the skill? Why does it matter? Who will benefit from the skill? How will they benefit?
· All benefits are to focus on others, such as the company and/or customers. The cover letter should not refer to how you will personally benefit from holding the position.
· Focus on the use of skills, not the learning or development of skills.
· This section of the cover letter is critically important. Give it the time and attention it deserves.
· Proofread carefully. Read the document aloud during proofreading.

Last paragraph:
· Only needs to be two or three sentences long.
· Invite the reader to contact you to schedule an interview.
· Include your phone number and email address.
· Do not put limitations on when the employer can contact you.

Stop by Career Services today to get a free Electronic Signature TODAY!

Closing:
· Use "Respectfully" or "Respectfully submitted" to close the letter.
    * Incorrect: Sincerely,
    * Correct: Respectfully,
    * Correct: Respectfully submitted,
· There is to be three blank lines between the closing and your typed name.
· You can add your signature in one of two ways.
    * I strongly recommend embedding a .jpg of your actual signature.
    * The second option is to use a script font.
    * Regardless of which option you choose, the signature goes in between the closing and your typed name.
    * Do NOT include an actual line under your signature.

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Resumes

Resume Starter Document Presentation Outline/Notes

I.Resume Starter Document
  A. Contains the cover letter, resume, and professional references.
  B. Designed to provide structure and make the process easier.
  C. Designed to make the information more useful for the reader.
  D. Don't use resume templates.
  E. Just because you can change things doesn't mean you should.
  F. Ask for help; tmoore@lakelandcollege.edu.
  G. This is a formal business document.
  H. The same font and font size are used throughout the document.

II.Header / Contact information
  A. Use the header so it is the same on each page.
  B. Your name is the only thing in the document in a different font size.
  C. Include your full address – street, city, state, and zip code.
  D. Include phone number and an email address.
    i. The email address is to be an active link.
  E. LinkedIn is an opportunity to control their first impression of you on social media.

III.Cover Letter
  A. Use the business block format.
  B. Date is to be written out (Example: June 11, 2019).
  C. Address block is for the person/company receiving the materials.
  D. Use "Ms." when addressing a woman professionally.
  E. First paragraph
    i.   Be clear and concise.
    ii.   Change for each new position.
  F. Second paragraph
    i.   Typically the longest and most detailed paragraph.
    ii.   Focus on the future.
        a. What skills will you use in the position you are applying for?
        b. How will the patients and/or organization benefit?
    iii. Speak about skills that are directly related to the position and organization.
    iv. Remember: facts tell; stories sell.
    v.   Do not use "I think," "I feel," or "I believe"; the phrases are wishy-washy and indicate
         a lack of confidence.
  G. Third paragraph
    i.   Be clear and concise.
    ii. Include your phone number and email address.
        a.Email address is to be an active link.

Your cover letter needs to be future-focused and detail how you will use your skills in the job you are applying for.

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IV. Resume
   A. Objective
      i.   The title of the position you are applying for
      ii.   Change for each position
   B. Education
      i.   Lake Land College is spelled correctly on the resume; don't change it
      ii.   "Expected" stays with the date until you graduate
      iii.   Experiences are to be in reverse chronological order; most recent first
   C. Internship Experience
      i.   Bullet points are to focus on skills used
      ii.   Don't repeat skills; identify unique experiences and opportunities at each experience
      iii.   Focus on the most important skills; what does the reader need to know?
      iv.   Provide relevant supporting detail about each skill
      v.   If you have not completed an internship, then delete this section
   D. Work History
      i.   Use reverse chronological order – most recent first
      ii.   Date ranges need to include the month and year for the beginning and end dates
      iii.   Use "Present" if still working at that experience
      iv.   Bullet points are to focus on transferable skills if the work is significantly different from what you are applying for
      v.   Generally accepted guideline is to go back about ten years in work history
      vi.   Space for three bullet points is provided as a starting point; more can be added if appropriate and needed

V. Professional References
   A. Must provide at least three and no more than five professional references
   B. Must include a valid, current email address for each reference
      i.   Email address is to be an active link
   C. For career-track students, at least one needs to be an LLC faculty member
   D. Carefully consider professional references; they are speaking about and for you
   E. Ask individuals if they are willing to serve as a reference

VI. Saving the Document
   A. Save each version separately as you tailor the materials for each position/employer
   B. Use a straightforward naming protocol that is easily recognizable and usable by the employer
   C. Recommended: LastName FirstName Employment Documents
      i.   Example: Moore Tina Employment Documents.doc
   D. Can include the company name and/or position if desired
      i.   Example: Moore Tina Accounting Clerk Resume SBL.doc
   E. Save the final version as a .doc and .PDF
      i.   If emailing the documents then send them as a single .PDF file
      ii.   When uploading to an online application system, always follow the directions but upload .PDF files whenever possible

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Rules for Bullet Points

Bullet points start with a skill/action verb.

Skill verbs in the summary section and for current work experiences need to be in first person present tense.
- · Examples: communicate, analyze, document, etc.

Skill verbs for past work experiences need to be in first person past tense.
- · Examples: communicated, analyzed, documented, etc.
- · Don't use "s" or "ing" conjugations

Don't use acronyms.
- · Incorrect: LLC
- · Correct: Lake Land College

Ask yourself: "Does this focus on a skill relevant to the position I'm applying for?"

Only the first word of a bullet point and proper nouns are to be capitalized.
- · Incorrect: Provide exceptional Customer Service to a diverse customer base
- · Correct: Provide exceptional customer service to a diverse customer base

Bullet points need to be written like sentences without the "I" at the beginning.
- · Example: Communicate effectively with coworkers and supervisor to effectively transition between shifts
- · Example: Developed and implemented a streamlined process to address customer concerns

Don't use "I," "me," "my," "we," etc. on the resume.
- · Incorrect: Communicated with my team to establish daily expectations and goals
- · Correct: Communicated with team members to establish daily expectations and goals

For an entry-level position, don't include more than four or five bullet points per previous work experience.
- · Don't repeat bullet points; focus on unique skills for each position.

Every bullet point must be focused on a skill that is relevant to the work you are applying for.
- · Focus on the use of the skill, not tasks that were completed.
- · Incorrect: Taught new people how to use the cash register
- · Correct: Trained new employees on company processes and procedures

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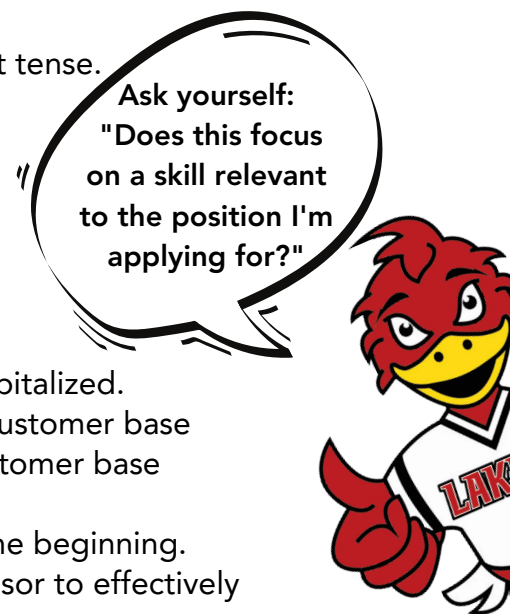
Focus on transferable skills, especially for experiences that are not directly related to the new position.
· Original: Filed customer checks according to account numbers
· Better: Filed confidential customer information according to company guidelines

The reader (the person hiring) only knows what you tell them.
· Ensure you are telling them what they NEED to know.
· They need to know you have the skills and/or potential to do the work they need done.

You must include information and details about your skills with software/technology, especially those related to the work of the position.
· Example: Developed Excel spreadsheet to track weekly office expenditures
· Example: Created professional, personalized communication using Microsoft Word
· Example: Greeted guests and customers professionally and scheduled appointments in
    Microsoft Outlook

For each bullet point, ask yourself a series of questions to ensure the information is relevant and helpful.
· Does this focus on a skill that is relevant to the work of the position I'm applying for?
· Is the supporting information specifically relevant or transferable to the industry?
· Have I provided enough detail about the who/what/why/how so the employer has a good
    understanding of my skill level?
· Is the verb conjugation correct and consistent?

Did you know you can download these starter documents in the Career Services Canvas Resource Room?

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Action Verbs

Communication Skills

Addressed	Adopted	Advertised	Announced	Arbitrated
Arranged	Articulated	Authored	Clarified	Collaborated
Communicated	Composed	Condensed	Conferred	Consulted
Contacted	Conveyed	Convinced	Corresponded	Critiqued
Debated	Defined	Demonstrated	Developed	Directed
Discussed	Drafted	Edited	Elicited	Enlisted
Explained	Expressed	Formulated	Furnished	Hosted
Incorporated	Influenced	Interacted	Interpreted	Interviewed
Involved	Joined	Judged	Lectured	Listened
Marketed	Mediated	Mentored	Moderated	Negotiated
Observed	Outlined	Participated	Persuaded	Presented
Promoted	Proposed	Publicized	Recommended	Reconciled
Recruited	Referred	Reinforced	Reported	Resolved
Responded	Solicited	Specified	Spoke	Suggested
Summarized	Synthesized	Taught	Translated	Wrote

Creative Skills

Accelerated	Acted	Adapted	Began	Combined
Composed	Conceptualized	Condensed	Created	Customized
Designed	Developed	Directed	Displayed	Entertained
Established	Fashioned	Formulated	Founded	Illustrated
Implemented	Initiated	Instituted	Integrated	Introduced
Invented	Modeled	Modified	Originated	Performed
Photographed	Planned	Promoted	Revised	Revitalized
Shaped	Solved			

Data/Financial Skills

Administered	Adjusted	Allocated	Analyzed	Appraised
Assessed	Audited	Balanced	Budgeted	Calculated
Complied	Computed	Conserved	Corrected	Determined
Developed	Estimated	Forecasted	Formulated	Generated
Managed	Marketed	Measured	Netted	Planned
Prepared	Programmed	Projected	Qualified	Quoted
Reconciled	Recovered	Reduced	Researched	Retained
Retrieved	Scheduled	Validated		

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Helping Skills

Adapted	Advocated	Aided	Answered	Arranged
Assessed	Assisted	Clarified	Coached	Collaborated
Contributed	Cooperated	Counseled	Demonstrated	Diagnosed
Educated	Encouraged	Ensured	Expedited	Facilitated
Familiarized	Furthered	Guided	Helped	Insured
Intervened	Mentored	Motivated	Prevented	Provided
Quantified	Referred	Rehabilitated	Represented	Resolved
Simplified	Supplied	Supported	Trained	Translated
Volunteered				

Management/Leadership Skills

Administered	Advanced	Analyzed	Appointed	Approved
Assessed	Assigned	Attained	Authorized	Balanced
Chaired	Collaborated	Considered	Consolidated	Contracted
Controlled	Converted	Coordinated	Critiqued	Decided
Delegated	Demonstrated	Developed	Directed	Eliminated
Emphasized	Enforced	Enhanced	Established	Exceeded
Executed	Forecasted	Generated	Handled	Headed
Hired	Hosted	Implemented	Improved	Incorporated
Increased	Influenced	Initiated	Inspected	Instituted
Integrated	Led	Managed	Measured	Mentored
Merged	Negotiated	Navigated	Organized	Originated
Overhauled	Oversaw	Planned	Presented	Presided
Prioritized	Produced	Projected	Recommended	Reorganized
Replaced	Restored	Reviewed	Scheduled	Secured
Selected	Streamlined	Strengthened	Supervised	Supported
Terminated				

Organizational Skills

Approved	Arranged	Catalogued	Categorized	Charted
Classified	Coded	Collected	Compiled	Corrected
Corresponded	Distributed	Enhanced	Executed	Filed
Generated	Incorporated	Inspected	Logged	Maintained
Monitored	Obtained	Operated	Organized	Prepared
Processed	Provided	Purchased	Recorded	Registered
Reserved	Responded	Reviewed	Routed	Scheduled
Screened	Secured	Standardized	Submitted	Supplied
Systematized	Updated		Validated	Verified

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Research Skills

Analyzed	Clarified	Collected	Compared	Conducted
Critiqued	Detected	Determined	Diagnosed	Evaluated
Examined	Experimented	Explored	Extracted	Formulated
Gathered	Inspected	Interviewed	Invented	Investigated
Located	Measured	Observed	Organized	Projected
Researched	Reviewed	Searched	Solved	Summarized
Surveyed	Systematized	Tested		

Teaching Skills

|				
Adapted	Advised	Clarified	Coached	Communicated
Conducted	Coordinated	Critiqued	Developed	Enabled
Encouraged	Evaluated	Explained	Facilitated	Focused
Formulated	Generated	Guided	Implemented	Individualized
Informed	Influenced	Instilled	Instructed	Integrated
Investigated	Motivated	Persuaded	Provided	Recommended
Refined	Scheduled	Simplified	Simulated	Stimulated
Supported	Taught	Tested	Trained	Translated
Transmitted	Tutored			

Technology Skills

Adapted	Applied	Assembled	Built	Calculated
Computed	Conserved	Constructed	Converted	Debugged
Designed	Detected	Determined	Developed	Engineered
Fabricated	Fortified	Initiated	Installed	Integrated
Investigated	Logged	Maintained	Negotiated	Observed
Operated	Overhauled	Printed	Programmed	Recommended
Rectified	Regulated	Remodeled	Repaired	Replaced
Restored	Scheduled	Secured	Simplified	Solved
Specialized	Standardized	Streamlined	Studied	Supported
Trained	Troubleshot	Updated	Upgraded	Utilized
Validated				

Manual Skills

Assembled	Bound	Bent	Built	Controlled
Drilled	Drove	Fed	Handled	Moved
Operated	Performed	Pulled	Punched	Retooled
Skilled	Tended	Worked		

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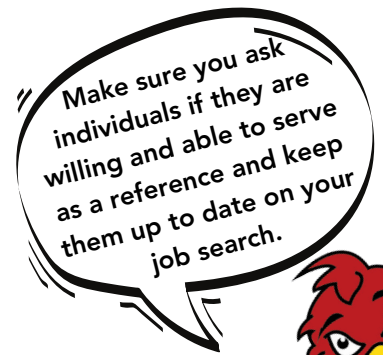
References

References are people, not places.
- Choose people who will help your career.
- Ask individuals if they are willing to serve as a reference, before including them on a reference page and/or application.

References are important.
- You are asking references to speak on your behalf in the job search process.
- What the reference says and how they say it influences how the employer sees you.
  * Choose wisely.
- Make sure each reference is excited about helping you. If they aren't excited, find someone else.

Professional references:
- Professional references are people who can speak to your ability to hold a job, to work, and to do the work for which you are applying.
- You need at least three and no more than five professional references.
- Ask current and/or past supervisors and particularly strong coworkers.
- Ask a faculty member from your program of study. Lake Land faculty are great references and very connected to the local job market.
- It is beneficial to have references from a variety of experiences if possible rather than everyone being from the same company/experience.
- Do not use family members as professional references.
- Always include professional references unless personal references are specifically requested.

What to include – contact information:
- You must include a phone number and an email address for each reference.
- If a reference does not want you to include that information, you will need to find a new reference.
- The employer must be able to reach the reference. You probably won't know in advance which employers will do so by phone and which will do so by email.

What to include and how it should look – professional references:
　　　　Person's Name
　　　　Person's Current Position Title
　　　　Company Name
　　　　Company Address
　　　　City, ST Zip
　　　　Phone Number
　　　　Email Address (hyperlinked)

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Personal references:
  · Personal references are people who can provide a character reference.
  · Ask family friends, coaches, teachers, and people you have volunteered with.
  · Do not use family members as personal references.
  · Provide personal references only when they are specifically requested.

What to include and how it should look – personal references:
    Person's Name
    Address
    City, ST Zip
    Phone Number
    Email Address

Activate the hyperlink for each email address and then change the font color to black.
  · Having active links makes it easier for the reader to contact you.
  · Active links also alleviate issues such as the reader needing to decipher between a
    capital I and a lowercase l.

Lake Land College instructors are well-known to employers and can serve as excellent references.

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Proofreading & Editing

Proofreading & Editing Exercise
(Revised with permission from Matt Landrus, English Instructor)

Some mistakes can end your chance of landing an interview

Directions:

1. Open up your text on the computer.
2. Open a new Word (or Google) document.
3. Highlight your entire essay (Control C) and paste it into the new document (Control V).
   a) An alternate option for a cover letter: Highlight and copy just the text from the paragraphs on the cover letter.
4. Separate and number each paragraph into individual sentences.
5. Print off the new, numbered-sentence document and use it as a "worksheet."
6. Read aloud and study carefully each and every sentence. Find places where you can improve readability and correct grammar errors (See examples below.)
7. After fixing each sentence in the worksheet, reopen the original document and make the necessary changes.

Examples:

Search for "ing" to flag a possible sentence fragment.
   Incorrect: Sitting on the couch all night watching television. That's what my roommate enjoys doing on a Friday night.
   Correct: Sitting on the couch all night watching television is what my roommate enjoys doing on a Friday night.

Search for subordinating conjunctions, like "because," "since," and "although" (a total of 25) to flag a possible sentence fragment.
   Incorrect: Because they are going to the movies after the basketball game. I waited until they called me.
   Correct: Because they are going to the movies after the basketball game, I will wait for them to call me.

Search for "," (comma) to flag possible comma splices or comma misuse.
   Incorrect: I went with my friends to St. Louis, we had an exciting weekend.
   Correct: I went with my friends to St. Louis, and we had an exciting weekend.

Search for "reason is because," "is when," "is where," "this," or "that" to flag "weak" or ungrammatical phrases.
   Incorrect: Love is when two people are honest with one another.
   Correct: People who are in love are honest with one another.

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Search for "you" or "you-" to flag shifts in person.
    Incorrect: A person should be able to skip class if you want to.
    Correct: A person should be able to skip class if they want to.

Search for "be" verbs (be, am, is, are, was, were, have been) to flag possible passives.
    Incorrect: The referees have been talked to by the coach.
    Correct: The coach talked to the referees.

Search for "and" to flag places for possible comma insertion.
    Incorrect: The players left the bus and entered the gymnasium and the coach followed behind
        them with his assistants.
    Correct: The players left the bus and entered the gymnasium, and the coach followed behind
        them with his assistants.

Search for homonyms, like "it's/its" and "there/they're" to flag possible homonyms.
    Incorrect: If its there car were taking to the movies, I'm not going.
    Correct: If it is their car we're taking to the movies, I'm not going.

Note: A number of websites offer information about the most common grammar errors. The web address for one that is useful when proofreading and editing your work is:

https://blog.hubspot.com/marketing/common-grammar-mistakes-list

Consider pulling up the site on your computer while proofreading and editing your printed "worksheet."

Career Success Guide
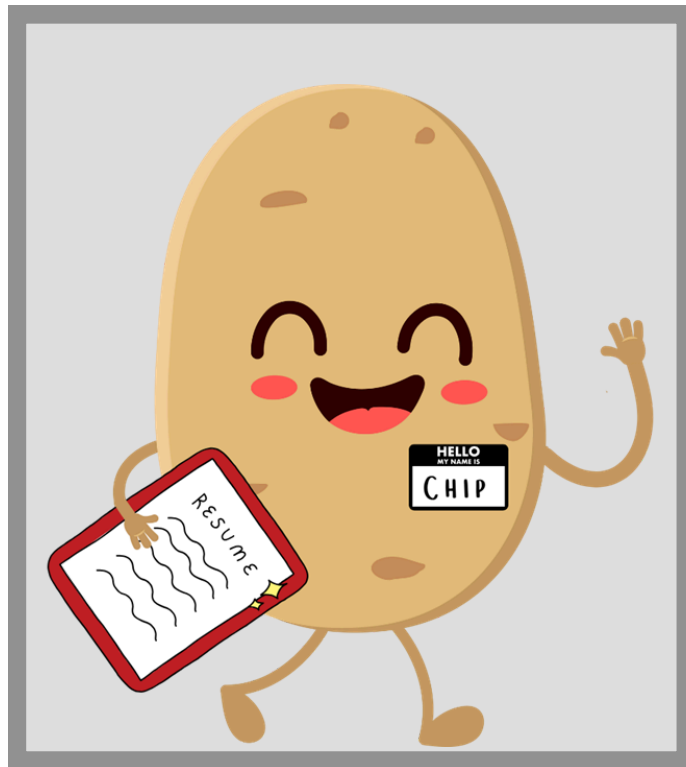## Interviewing

RESOURCES

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Career Success Guide

Preparing for the Interview

Research the Employer

Hopefully, you researched the potential employer before applying for the position, but it is critically important to research the potential employer before your interview.

Interviewers expect you to be informed about the company, the department, and the position you are interviewing for. In today's world, you can find the information you need. Use the worksheet on the next page to help you.

Prepare for Themes

It is impossible to know exactly what questions an interviewer will ask you during an interview. That's just the reality of the situation. Yes, there are typical interview questions (you can find examples in the Canvas Resource Room and all over the Internet), but there's no guarantee which, if any, the interviewer will ask.

What you do know is that the interviewer will assess your fit with the work of the position and the mission and values of the company/organization. That means the questions they ask you are directly related to the work of the position and the company/organization. Your responsibility is to know the work of the position and the company/organization, understand the skills required to successfully complete the work, and prepare to tell the stories about when you have used the same skills and done the same type of work.

Examples of themes: communicating with peers, communicating with customers, communicating with the public, analyzing information, solving problems/challenges, working individually, working in a team, supervising a team, leadership, writing reports, fixing pain points, selling products, providing customer service, etc.

You don't need to prepare for every possible theme; you need to prepare for the themes most relevant to the work you are applying for. For each theme, prepare at least three stories - two stories about you doing it well and one about it not going well, how you professionally handled the situation, and what you learned from it. It is common for interviewers to ask about when something didn't go well. No one is perfect; we all make mistakes. Most managers realize the most important thing is how someone responds to a mistake. Likewise, it is common for interviewers to ask about a time when you disagreed with a coworker/supervisor/customer. People have disagreements, that is just part of working with people. The point of the question is to determine if you can address disagreements professionally and tactfully.

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The Structure of Stories

Follow a structure for each story to ensure you hit all the important points. The structure also makes it easier to remember the stories during interviews.

STAR-L

S = Situation: Describe the situation where you demonstrated the skill in question.
T = Task: Define the task or challenge, your role, and your level of responsibility.
A = Action: Explain the steps you took to complete the task or overcome the challenge and highlight the skills used.
R= Results: Describe the outcome and your role in it. Include relevant quantifiable data.
L= Learn: Explain what you learned through the experience and how it will inform your work moving forward.

Practice, Practice, Practice
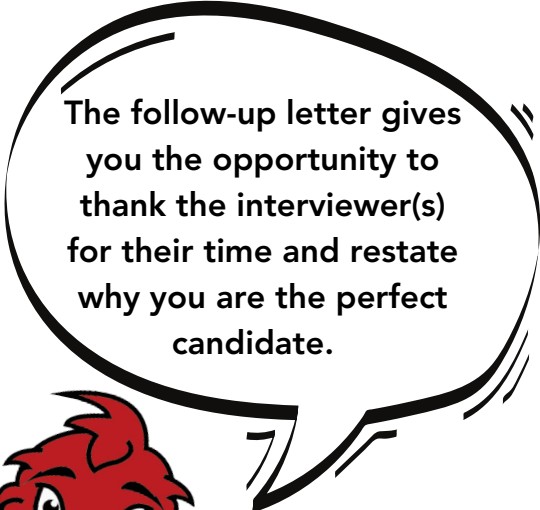
Practice. Practice some more. It doesn't matter how comfortable you are with meeting and talking with new people. Interviews are a different environment with different expectations.

Dress to Impress

The general rule of thumb is to dress one step above how you would in the position. If the dress code is casual, you would dress in business casual for the interview. If the dress code is business casual, you would dress in business professional for the interview.

Follow-up Letter

Send a follow-up letter/email to everyone involved in the interview process. Thank them for their time and reinforce your interest in and fit for the position. This is a simple way to keep your name and information in front of the potential employer, it demonstrates your interest and follow-through, and it provides an additional example of your professional writing. Use this to your advantage; most interviewees don't take the time to send a follow-up message.

The follow-up letter gives you the opportunity to thank the interviewer(s) for their time and restate why you are the perfect candidate.

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Research Employers

Company Name:

Website Address:

Physical Address:

Phone Number:

Company Mission:

How I align with the mission:

Company Vision:

How I align with the vision:

Company Values:

How I align with the values:

Notes about the company's strategic plan:

Position's role in the strategic plan:

Skills I have that align with the job description and the strategic plan:

Additional value-added skills I have and how I will use them:

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Tips for Remote Interviews

Set the Scene
Make sure the background is clean and simple. Avoid showing any controversial items (political, religious, etc.)
Lighting is important. Light your face from the front. Natural light is very effective.
The webcam needs to be at eye level. Place your laptop on a stand or a pile of books if necessary.

Minimize distractions
Silence your cell phone. If possible, leave it in another room.
Notify family/roommates of the interview and, if appropriate, ask them to leave.
Acknowledge a distraction if it happens and don't get flustered. Use it as an opportunity to demonstrate your poise.

Plan Your Outfit
Consider how your outfit works with your physical environment and how it will work on-screen.
Wear an outfit that is comfortable AND professional.

Plan Your Approach and Work Samples
Have examples of your work ready to show on-screen and a plan for working the examples into your answers.

Practice
Open a virtual meeting and get used to seeing yourself on the screen.
Practice looking at the camera instead of the screen and smile more than normal.
Practice the entirety of your answers, including sharing work examples.

Test and Practice Your Tech
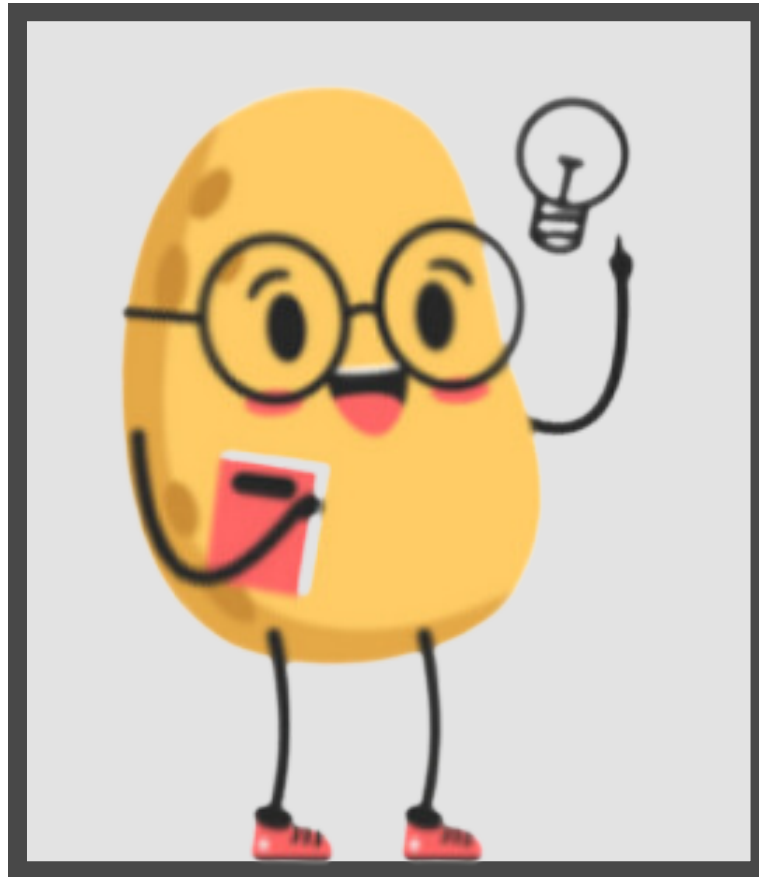Ensure your Internet access is sufficient to handle a virtual interview.
Make sure you have and know how to use the software required by the company.

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Career Success Guide
Professionalism & Social Media

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Social Media Rubric

What are your social media accounts saying about you as a professional? An increasing percentage of employers check social media accounts before interviewing candidates. Every employer has a story about how social media has impacted at least one of their hiring decisions. Take the time to make sure your social media accounts present you as the professional you want to be.

	Never	Sometimes	Always
Communication			
I use full sentences in posts (when possible).	☐	☐	☐
I use correct spelling/grammar/punctuation.	☐	☐	☐
My profile biography is appropriate.	☐	☐	☐
I avoid using vulgar language in my posts.	☐	☐	☐
Images			
The photos I post/share are appropriate.	☐	☐	☐
My profile picture represents me positively.	☐	☐	☐
My header photo is appropriate.	☐	☐	☐
I am in control of what photos I am tagged in.	☐	☐	☐
Topics			
I avoid posting profanity, partying, and politics.	☐	☐	☐
I avoid posting controversial topics.	☐	☐	☐
I avoid complaining about work.	☐	☐	☐
I post positive, encouraging, and uplifting content.	☐	☐	☐
Platforms			
I have searched myself in an incognito/private browser.	☐	☐	☐
I follow the company I am applying to on their social media accounts.	☐	☐	☐
My social media accounts are up-to-date and reflect who I am today.	☐	☐	☐

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LinkedIn

What are your social media accounts saying about you as a professional? An increasing percentage of employers check social media accounts before interviewing candidates. Every employer has a story about how social media has impacted at least one of their hiring decisions. Take the time to make sure your social media accounts present you as the professional you want to be.

Things to consider when building your LinkedIn profile:

Photos
The cover photo and profile need to be business-appropriate. The cover photo is to be neutral or related to the industry you are in or trying to be in. The profile picture needs to be of just you. Make sure the profile picture doesn't include other people or parts of other people.

Intro
The headline needs to be customized and focused on your professional identity. Keep it concise. Choose not to show your current position title in the intro section if you intend to enter a different industry.

About
Who are you? Remember to keep it focused on qualities and attributes that are related to you as a professional.

Experience
This section can sell your skills to a potential employer. The dates for each experience need to match your resume and each experience needs to include bullet points. Bullet points are to be written just like they are for your resume and need to be focused on skills that are relevant to your industry.

Education
Include all education that is relevant to your industry and career. Ensure you link to the correct college/university/organization.

Skills
This section drives a lot of the algorithms on the platform. Be thorough and include industry-related terminology.

Other
A variety of sections can be added to the profile. Think carefully about what will be most beneficial for your situation and use the opportunities well.

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Professional Email

Email is one of the main communication platforms in college and in the workplace. Every email you send increases or detracts from your reputation, therefore, email etiquette is important in maintaining your professional image as both a student and employee. Because practice makes perfect, it is recommended you exercise professionalism in emails as soon as possible so it is natural in the workplace post-graduation.

EMAIL DOs
- Keep the email conversation within one thread by using 'reply' when communicating with the same individual about the same subject.
- Always include a clear, succinct subject line.
- Use clear, concise, and polite language.
- Use correct spelling, grammar, punctuation, and capitalization.
- Use a 12-point font size for the main message.
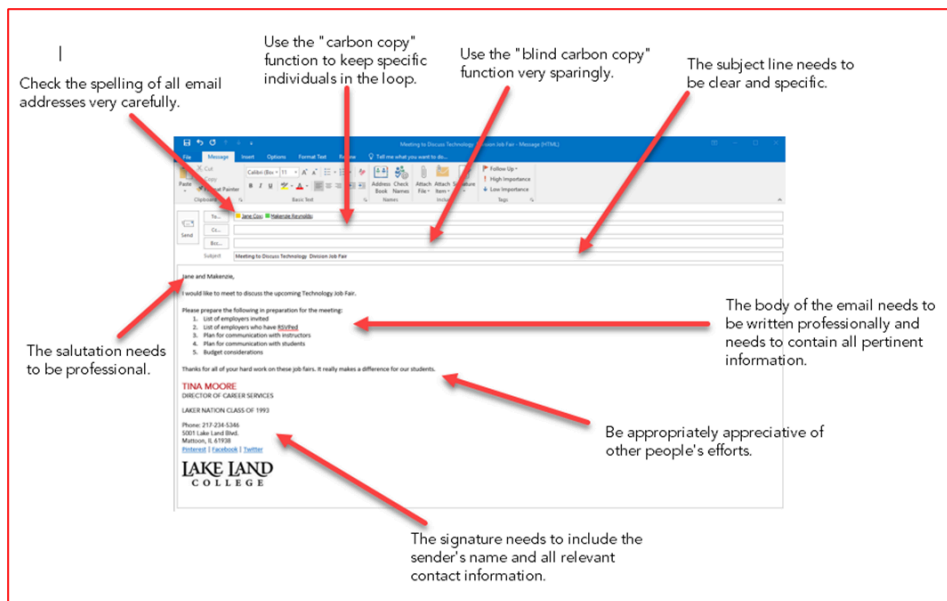
EMAIL PITFALLS
- Avoid using 'reply all' unless it is necessary and relevant.
- Avoid marking a message as urgent unless 100% necessary.
- Avoid colors, fancy fonts, all capitals, and distracting graphics/emoticons.
- Avoid using text language, which includes jargon, slang, and abbreviations.
- Avoid sending one-word/line messages that do not advance the conversation. In an email, it is optional to indicate 'no reply necessary.'

GENERAL TIPS
- During the week, respond to teammates/classmates within 12 hours, colleagues/professors within 24 hours, and everyone else as soon as possible (typically within two business days).
- Do not follow up regarding a previously sent email sooner than one week unless it is an emergency. If an emergency, a phone call or in-person meeting may be the best method.
- Emails are forever. Once you send an email, it cannot be retracted.
  - Do not send an email while angry.
  - Do not send anything you will regret or that may result in negative consequences.
  - Be careful with humor and sarcasm as they aren't universal and can be easily misinterpreted.
  - Keep in mind, an email is not confidential and can potentially be read by anyone. Some topics are best discussed in person.
- Before you send an email, double-check it is being sent to the correct person.
- Use a professional email address.
- If the email cannot be summed up in a paragraph, it may be better to discuss in person.

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FOR STUDENTS
- Use your student email account when emailing a Lake Land College employee.
- If applicable, identify your course number in the subject line and email message (Example: ENG120).
- When emailing the instructor about a group assignment, carbon copy (cc) the members of your group.
- Use the instructor's email address that is listed on the syllabus.
- Do not email your professor a question that can be found in the syllabus (Examples: What are your office hours? Where is your office located?).
- If you miss a class, do not email your instructor with "Did I miss anything?" This question implies you think nothing important happens in their class.

Check the spelling of all email addresses very carefully.

Use the "carbon copy" function to keep specific individuals in the loop.

Use the "blind carbon copy" function very sparingly.

The subject line needs to be clear and specific.

The salutation needs to be professional.

The body of the email needs to be written professionally and needs to contain all pertinent information.

Be appropriately appreciative of other people's efforts.

The signature needs to include the sender's name and all relevant contact information.
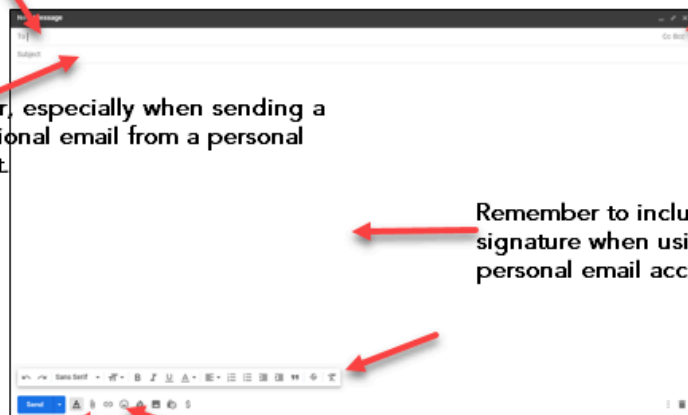
Connects to the address book.

In personal email the CC and BCC work a little differently.

Be clear, especially when sending a professional email from a personal account.

Remember to include a signature when using a personal email account.

Use the paper clip to attach a file.

Don't use emojis in professional emails.

Start practicing professionalism in emails now to make it second nature in the workplace after graduation.
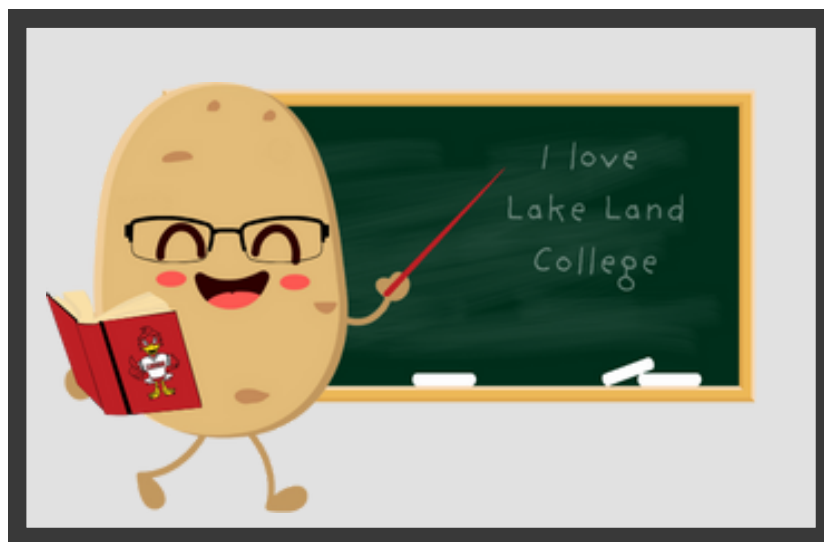
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Career Success Guide

Internship &
Job Searching

+RESOURCES

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SCAN THE QR

TO SEE ALL ALL UPCOMING JOB FAIRS

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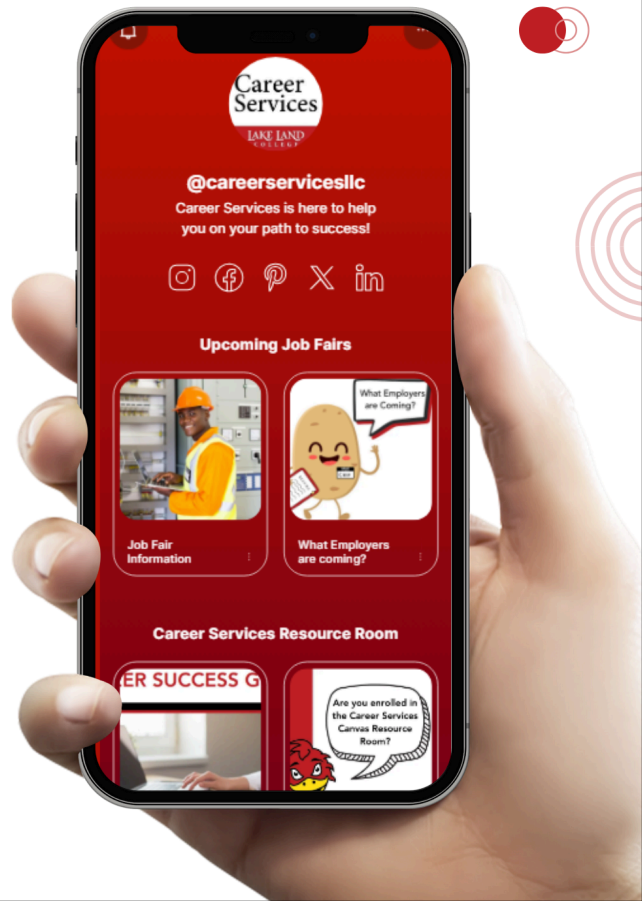
GET HIRED ON *Handshake*

The Handshake platform is designed to help you discover and connect to career opportunities Use Handshake to search for jobs and internships, register for career fairs and events and research employers and industries.

Your Handshake account is waiting on you! Finalize the setup today!

FIND YOUR NEXT CAREER OPPORTUNTIY IN 4 EASY STEPS

1 LOG IN
- Go to joinhandshake.com and click on the **Student Login** button.
- Use your Laker Mail email address.

2 COMPLETE PROFILE
- List your experiences and accomplishments.
- Make sure to list all your work, including projects from classes and volunteer experiences, on-campus activities and any professional associations.

3 UPLOAD YOUR RÉSUMÉ
- For assistance with résumés, cover letters and mock interviews contact Tina Moore at **tmoore@ lakelandcollege.edu** or call 217-234-5288 to schedule an appointment.

4 SEARCH JOBS
- Click on Jobs and select your desired job type.
- Choose location and use filters when adding or narrowing down your search results.
- Follow the stated application instructions within the job description to apply for the desired position(s).

LEARN MORE
Career Services
217-234-5288
careerservices@ lakelandcollege.edu
lakelandcollege.edu/career-services

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HANDSHAKE TIPS - GETTING STARTED

1 Log In using the instructions sent in the invitation email.

2 Upload your résumé.
You have the option of pre-filling your profile with your résumé. If you want to do this, don't answer the initial questions that pop up with your login as those will be populated later when you choose to fill your profile from your résumé.

3 Review your profile and add information as needed.
- On your homepage, you can select to Make Your Profile Public to employers.
- Be sure to include GPA in your profile. Employers who screen by GPA will need this information to consider your candidacy when you apply. Also be sure to add your college start date and graduation date as many employers choose this for their preferences.
- Check your notification settings. Click on your name over to the right, Settings & Privacy and then Notification Preferences. It's important that you select to receive either an email or a notification (within the system). The important sections you will want to turn email notifications on for are: Experiences, Applications, Documents, Jobs and Interview Schedules. Otherwise, important emails may not get to your inbox.

4 Go to Career Center –Experiences and Request an Experience to add your internship information if you would like to request to register for a Career Services internship.
- Be sure to fill out all of the information even though it isn't required. We will need supervisor email, location etc. Missing information may slow down the processing of your record.

5 Search for student employment, internships and full-time jobs.
- Click the Jobs tab at the top to begin your search.
- Create a Saved Search by going to the Jobs tab. You will find the Create Search Alert button on the right hand side of the screen.
- Review applications & track interviews using the Applications and On-Campus Interviews tabs at the top of the screen.

6 Search for Events by clicking on the Events tab at the very top.
- Select Fair Search to find upcoming Lake Land College fairs.
- Favorite and Join events to receive reminders from Handshake.
- You can view all employers once you Join an event.
- Select Search Events to explore information sessions or workshops.

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APPLY FOR PAID, PROFESSIONAL EXPERIENCE
WITH A MICRO-INTERNSHIP

PARKER DEWEY

NEW INTERNSHIP OPPORTUNITIES
Lake Land College Career Services has partnered with Parker Dewey to expand your internship opportunities!

GET EXPERIENCE
Micro-internships are short-term, paid, project-centered experiences where you will demonstrate your skills, explore career paths and expand your professional network. These paid and flexible opportunities are available year-round and typically range from five to 40 hours of work.

GET STARTED
Create your profile in less than 10 minutes by scanning this QR code.

MICRO-INTERNSHIPS

Professional

Short-term/ flexible

Paid
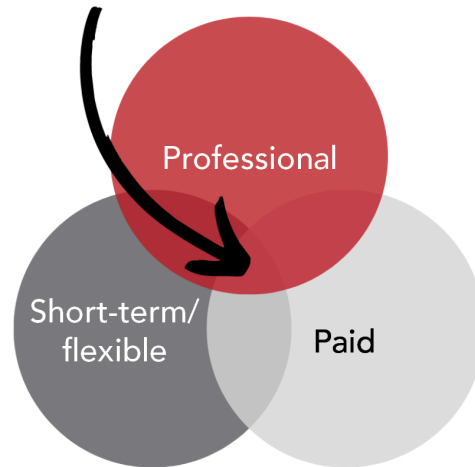
LEARN MORE
Stephanie Anderson
Internship & Employment Coordinator
217-234-5457
sfreeman41846@lakelandcollege.edu

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Practice Employment Application

APPLICANT INFORMATION

Last Name	First	M.I.	Date

Street Address		Apartment/Unit #

City	Prov.	Postal Code

Phone	E-mail Address

Date Available	Social Ins. No.	Desired Salary

Position Applied for

Are you a US citizen?	YES ☐	NO ☐	If no, are you authorized to work in US?	YES ☐	NO ☐
Have you ever worked for this company?	YES ☐	NO ☐	If so, when?		
Have you ever been convicted of a felony?	YES ☐	NO ☐	If yes, explain		

EDUCATION

High School	Address

From	To	Did you graduate?	YES ☐ NO ☐	Diploma

College/University	Address

From	To	Did you graduate?	YES ☐ NO ☐	Degree

Other	Address

From	To	Did you graduate?	YES ☐ NO ☐	Degree

REFERENCES
Please list three professional references.

Full Name	Relationship
Company	Phone ( )
Address	

Full Name	Relationship
Company	Phone ( )
Address	

Full Name	Relationship
Company	Phone ( )
Address	

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Career Success Guide

PREVIOUS EMPLOYMENT

Company		Phone ( )
Address		Supervisor
Job Title	Starting Salary $	Ending Salary $
Responsibilities		
From To	Reason for Leaving	
May we contact your previous supervisor for a reference? YES ☐ NO ☐		
Company		Phone ( )
Address		Supervisor
Job Title	Starting Salary $	Ending Salary $
Responsibilities		
From To	Reason for Leaving	
May we contact your previous supervisor for a reference? YES ☐ NO ☐		
Company		Phone ( )
Address		Supervisor
Job Title	Starting Salary $	Ending Salary $
Responsibilities		
From To	Reason for Leaving	
May we contact your previous supervisor for a reference? YES ☐ NO ☐		

DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release.

Signature   Date

NEED HELP PAYING FOR COLLEGE?

THE PERKINS PROGRAM MAY BE YOUR ANSWER

ELIGIBILITY

You may be able to receive assistance through the Perkins Program if you are enrolled in a Workforce Ready Major (as listed on back) and are:
*An individual with disabilities
*An individual from an economically disadvantaged family
*An individual preparing for non-traditional fields for your gender
*An individual who is a single parent (including single, pregnant women)
*An individual who is out-of-workforce
*An English learner
*An individual who is homeless
*An individual who is in (or has recently aged out of) the foster care system
*An individual with a parent who is a member of the armed forces and is on active duty.

APPLY

To receive assistance from Perkins, you must first complete a Perkins Assistance application, meet with the Perkins Specialist and provide additional information including:
*Documentation verifying eligibility
*Driver's License or state ID
*Lake Land College Student ID
*Current class schedule
*Current booklist
*Current syllabus or required supply list

BENEFITS

Perkins student support can assist with:
*Uniforms & name badges
*Focused tutoring
*Access to additional resources as needed
*Workbooks & Textbooks
*Tool Loan/Rental
*Learning Supplies

CONTACT

To begin the application process or for additional information concerning student support through the Perkins Program, call 217-234-5032 or email perkins@lakelandcollege.edu.

Applications are available at lakelandcollege.edu/perkins.

Joy Kaurin, Perkins Specialist
jkaurin@lakelandcollege.edu
217-234-5032

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PERKINS PROGRAM

WORKFORCE READY MAJORS

AGRICULTURE
Agriculture Business Agriculture Business & Supply
Agriculture Power Technology
Agriculture Production & Management
Crop Production
Horticulture
John Deere Tech*
Livestock Production

ARCHITECTURAL & CONSTRUCTION
Building Construction
Technology Civil Engineering
Technology Civil Engineering Technology Co-op
Computer-Aided Design Technology
Computer-Aided Drafting
Geospatial Technology
Heating, Venting, Air Conditioning & Refrigeration
Technology
Residential Wiring

BUSINESS
BUSINESS MANAGEMENT
Accounting
Electronic Marketing
Entrepreneurship
Management
Marketing
Professional Sales
BUSINESS OFFICE PROFESSIONALS
Court Reporting*
Medical Coding & Health Information
Medical Coding Specialist
Medical Transcriptionist
Office Assistant Executive   Legal   Medical
Office Receptionist
Office Manager
Office Support Specialist General   Medical   MOS

EDUCATION
Child & Family Services
Early Childhood Care & Education
Nanny Child Care Provider
Paraprofessional Educator
Paraprofessional Education

HEALTH & PUBLIC SERVICES
HEALTH SERVICES
Associate Degree in Nursing*
Basic Nurse Assistant
Dental Hygiene*
Emergency Medical Services

Fire Science Management*
Massage Therapy*
Medical Assistant*
Paramedical Services
Physical Therapist Assistant*
Practical Nursing*

PUBLIC SERVICES
Cosmetology
Cosmetology Teacher
Criminal Justice Leadership
Esthetics
Human Services
Law Enforcement
Law Enforcement Operations

HUMANITIES & SOCIAL SCIENCE
Broadcast Communication
Broadcast Announcing
Radio Broadcasting
TV Field/Studio Production

INFORMATION TECHNOLOGY
Computer Systems
Computer Technician
Desktop Publishing
IT-Computer Applications
IT-Computer Applications Specialist
IT-Computer Game Development
IT-Digital Media Specialist
IT-Graphic Design
IT-Network Administration
IT-Programming
IT-Web Design

MANUFACTURING
Applied Engineering Technology
Basic Welding
Electronics Engineering Technology
Industrial Maintenance
Manufacturing Skills 1
Mechanical Electrical Technology
Programmable Logic Controllers
Renewable Energy
Renewable Energy Management
Renewable Energy Technician
Robotic and Automated Manufacturing
Sustainable Energy
Welding Technology

TRANSPORTATION
Automotive Mechanic
Automotive Technology
Commercial Truck Driver Training

* Special Admission Program

LAKE LAND
C O L L E G E
CAREER SERVICES

Our Team

Jeanine, Tina, and Stephanie are here to support your career development!

Tina has been at Lake Land for 26 years and in Career Services for 24 of those. She enjoys working with students and empowering them to reach their personal and professional goals. Tina specializes in teaching students how to create their professional application materials and interviewing skills. She critiques materials, conducts professional mock interviews, and develops educational resources.

Tina Moore
Director of Career Services

Stephanie is the Internship and Employment Coordinator at Lake Land College. She has been with the college for just over a year and is a proud alumnus. In her role, she supports students seeking employment and internships and works closely with employers to bring their job opportunities to Lake Land students. She aims to help students succeed in their professional development and career aspirations.
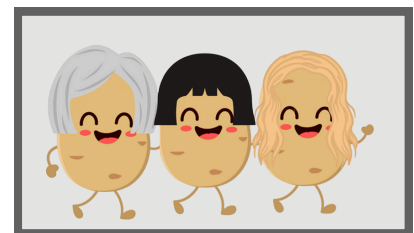
Stephanie Anderson
Internship & Employment Coordinator

Jeanine joined the team at Lake Land College as an Administrative Assistant to Career Services in June 2024. She enjoys working with students and co-workers to help students reach their educational and career goals. She provides front-line customer care to students, employers, and community members and assists the Director and staff in the daily operations of Career Services.

Jeanine Helmink
Administrative Assistant to Career Services

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