



Presenting Yourself on Paper

Women Administrators in North Carolina Higher Education



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First Impressions

- What you send in the form of paper represents you when you're not there
- It is the first and often the greatest impression made
- If you pass the test, you may get an interview - but if you don't pass the test....
- It is often from the resumé/vitae that the decision is made as to whether you are qualified for the position

The Goal



- Visualize where you want to be!

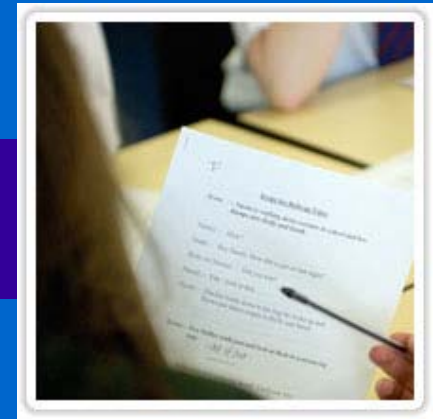
Your perfect job now is not what you thought it would be in college.

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And begin to develop what it takes to get there (on paper)

- You develop a career.....
- You develop expertise
- Therefore you develop a working and impressive vitae (some vitae are 50-150 pages long, depending on what the person has done and accomplished)

Terms



- A resumé
 - a summary, especially a brief record of one's personal history and experience
- A vitae (an expanded resumé)
 - YOUR LIFE! There is no such thing as a brief vitae - it is everything you have done (worth mentioning)
- Cover letter
 - a brief recap of all of your experience and how it relates to the specific requirements of a job

Jobs in Higher Education

- Some jobs in higher education will require a resumé
 - clerical positions
 - middle management positions
 - part-time workers
 - “staff” positions
- There are lots of books on resumé writing. Your institutions career centers have these available.

But others will request a vitae!

- If there is
 - significant responsibility
 - multiple expertise required
 - teaching of any sort
 - greater need to know not only where you have been but how well you have performed, innovations, high value added skills
 - proof of characteristics such as leadership, vision or high energy



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A job description such as...

"Midsize company seeking dynamic sales people, bachelor's degree in business-related field and 1 year of sales experience required. Send resumé and cover letter to"

or



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Human Resource Analyst

--- position available in Human Resources. Qualifications include a bachelor's degree in personnel administration, industrial psychology, business administration and four years of personnel experience. Performs a variety of administrative and clerical tasks related to employment, recruitment, performance development, classifications and compensation.

WILL WANT A RESUMÉ!



What's included in a Resumé

- Personal contact information
 - address, phone, email, FAX etc.
- Education
 - names of institutions, years and type of degree
- Special training
 - relevant certifications and credentials



A Résumé, continued

- Experience (limited to those that are relevant)
 - position title
 - years each position was held
 - functional resumé may also include
 - job responsibilities
 - accomplishments
- Honors and awards

A well-done resumé....

- Is one page long (no more than two)
- Includes lots of white space
- Is brief and to the point
- Is designed for employers who will receive hundreds of applications for one position and need to peruse all of them to pick out a pool of potential interviewees

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But the following job description..



...cannot get the information they request in a one-page resumé... they will expect a vitae

Dean, The School of Education

- **POSITION DESCRIPTION AND DUTIES**

The City College of New York invites applications and nominations for the position of Dean of the School of Education. We seek a dynamic educator with a collaborative leadership style and a compelling vision for a uniquely situated urban School of Education, which:

- * Values a commitment to diversity, inclusion and excellence.
- * Prepares professionals to be effective teachers and administrators in New York City schools.
- * Develops innovative partnerships and programs.
- * Carries out scholarly work in and related to urban schools.

Role

- The Dean assumes leadership in the management and administration of the School, including curriculum development, program planning, budgeting, and the acquisition of external funding, including intensive fundraising. He/She maintains liaisons with other administrators of the College, Federal, State and City agencies, related organizations and associations and community leaders. The Dean is appointed by the President and reports to the Provost/Senior Vice President for Academic Affairs.

Qualifications

- Candidates must possess an earned doctorate and a distinguished record of scholarship and teaching in one of the academic specialties of the School, significant academic administrative experience, and strong leadership qualities and communication skills. He/She must qualify for appointment at the rank of full professor with tenure in one of the departments of the School and possess a minimum of eight years related experience, including administrative experience at least at the level of department chair or equivalent. He/She should be committed to mentoring a relatively young faculty in successful teaching and research practices. A demonstrated familiarity with and success in achieving NCATE accreditation is highly desirable. He/she should also have an established record of new program development. Candidates should be able to serve as effective and forceful advocates of the role of the School within the mission of City College.

The Terminal Degree

- Some people think that the terminal degree is all it takes to move up into administration or to obtain that perfect position.
- But most of these jobs say “candidate must possess an earned doctorate in the field” meaning it is the minimal standard for this position.
- Now they want to know what you can do for them – show us your record, what have you accomplished... the vitae focuses about two inches on the first page to education – and many pages to what you have done with it.

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What is easy to prove....

- Experience with:
 - curriculum development
 - program planning
 - budgeting
 - the acquisition of external funding
 - intensive fundraising

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What is hard to demonstrate on paper

- A collaborative leadership style.
 - Team oriented solutions of which you have been a part, multiple divisions working together
- That you have a compelling vision.
 - Articulate it (make sure you understand their issues)

What is hard to demonstrate on paper

- That you value a commitment to diversity, inclusion and excellence.
 - Through your research, teaching and service.
- A commitment to mentoring faculty
 - Being a mentor, establishing a program
- Success in achieving accreditation
 - Member of self-study team, serve on visiting teams

What is hard to demonstrate on paper

- Effectiveness of new program development
 - What new programs have you developed, how to determine the market and need
- The ability to be effective and forceful advocate
 - We are all in the business of being advocates for students, the faculty, the institution.

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A vitae includes.... (the easy stuff)

- Personal contact information
 - address, phone, email, FAX, etc.
- Education
 - names of institutions
 - year of graduation
 - types of degree
 - concentration areas (if important)
 - thesis and dissertation topics



Vitae, continued

- Special training received since graduation
 - Conferences/training sessions
 - Licensure/certifications, etc.
 - This is where a lot of a person's real education has occurred.
- Experience
 - position titles
 - years position was held
 - job responsibilities
 - accomplishments



Vitae, continued

- Scholarship
 - journal articles published (distinguish between refereed and invited)
 - abstracts published
 - books published
 - books edited
 - book chapters written
 - grant monies received

Vitae, continued

- Scholarship (continued)
 - contracts received
 - teaching products
created/published/copyrighted
 - presentations made at state, district, national
and international meetings/conferences
 - invited guest lectures
 - honors and awards

Vitae, continued

- Teaching
 - courses taught
 - courses developed
 - curriculum developed
 - books reviewed for publishing companies
 - accreditation experience (SACS, TAC-ABET, etc.)
 - honors and awards

Vitae, continued

- Service
 - Professional service
 - offices held in local, state, district, national and international organizations
 - editorships
 - reviewer for a journal
 - other service to a profession (e.g. nursing)



Vitae, continued

- Service (continued)
 - Community service
 - community agency work
 - community-based professional development conducted
 - school system activity
 - collaborations



Vitae, continued

- Service (continued)
 - College/university service
 - committee membership
 - elected offices
 - project participation
 - departmental work (committees, curriculum, etc.)

Vitae, continued

- Active involvement
 - membership in organizations
 - other
- References (be strategic and make sure you know what they will say about you)
 - academic references
 - professional references
 - collaboration/partnership references
 - community references
 - someone who has worked for you



Things to Add

- There is so much information in a vitae, do they read it all?
- On the first page, add a section called “career highlights” or “career overview” and bullet what you have done that makes you qualified. They will hunt for what they want clarified.



The Cover Letter

- Some believe these are not as important as they once were. May be most important in the final 3-5 interviewed.
- Recaps what is on the vitae but relates it to what the employer is looking for.
- The cover letter should be well thought out.
- It is like the executive summary and may be the deciding factor in whether someone really explores your vitae.

Planning a Vitae

- To quote Covey “begin with the end in mind”
- Decide your ultimate occupational position
- Determine what they will expect you to have documented on a vitae
- How do you do that?
 - Look at job descriptions in the Chronicle for HE
 - Interview individuals in that position
 - Take advantage of people such as yourselves

Moving Up in Higher Education

- It is still very true that in order to move up and increase your salary, you may have to move to a new institution and negotiate well going in.
- In some institutions
 - You will always be seen as you were when you entered.
 - Some bosses are more interested in you doing the job you were hired for than helping you with career advancement.

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Planning a Vitae, continued

- Go back to your office and put everything into your vitae that you have done so far
- Then look for your deficiencies/weaknesses
- Create a strategy to add needed items to your vitae (e.g. you are weak on community service --- call the United Way or the Girl Scouts and volunteer to serve on the board)



The difference

- Between people who have a lot of items on their vitae and someone who doesn't,
 - They ask to do things – people typically say “yes.”
 - They volunteer
 - They are strategic about what they do
 - They take advantage of every opportunity

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Some Things You will Want to Do

- Serve on a planning committee
- Present something at a state, regional or national conference
- Publish if you can (faculty must)
- Volunteer on committees that will do you some good. Say no to the dribble...
- If Bill Gates contacts you and asks you to serve on a higher education advisory board, by all means – say “yes.”

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Planning a Vitae, continued

- Every few months, pull up the vitae and add to it. Add new responsibilities and accomplishments
- Re-evaluate your weaknesses and strategies for improvement

Open a File

- Mine “Terri’s Stuff”
 - On your computer
 - And a paper file
- Every time you get a communication thanking you for something you have done, appointing you to a committee, notifying of anything relevant, put it in the file.
- This creates a historical record of your work.





One last thing...

- People who know about resumé and vitae development don't have just “one”
- They revise, add and subtract items based on what the employer is looking for
- The vitae they submit for one position will not be the same as what they would submit for another



You See A Job That Interests You

- Look at Job Description #1
- What are they looking for?
 - An energetic and passionate leader
 - Collaboration and teamwork in leadership
- But a few things caught my attention and made me wonder.
 - “embrace and ardently articulate the mission”
 - “finding common ground when there are diverse viewpoints”

Made Me Think “What’s Going On”

- Being in WV, they are accredited by the HLC of NCA.
- Checked them out on their website
 - They split from Fairmont State University in 2003 and the governor named the first president. They were separately accredited shortly after, forced back together in 2006, then split again in 2007. In 2008 were given initial approval by the HLC. All of these changes were forced on them by changes in the legislature (4 accreditation changes).
 - They now share a campus.

Interviewing for Higher Ed Jobs

- Handouts of common questions.
- Don't be afraid to promote yourself and confidently discuss what you have done.
- Be careful to rotate between what you personally have done and what you, as part of a team, have accomplished – the I vs. we debate.
- Know what they are looking for (analyze ads).
- Practice.



Interviewing

- Answer questions from the perspective of the job you are applying for. If you can't “play up” they will see it.
- Know what you are getting into.
- Don't be delusional about what you are qualified for. This is happening a lot in this economy.





Not Enough Time

- To spend much time on interviewing
- You have several handouts of common interview questions.
- You have answers based on the job description identified in this presentation.



Copy of Presentation

- All conference materials, including the three presentations, will be posted to:

http://www.ncwanche.org/wanche_conferences/2010_spring_conference.html