

60x30TX

Texas Higher Education
Coordinating Board



CAREER READINESS

TEXAS HIGHER EDUCATION COORDINATING BOARD
& TEXAS WORKFORCE COMMISSION



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Texas Higher Education Coordinating Board

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AGENCY MISSION

The mission of the Texas Higher Education Coordinating Board (THECB) is to provide leadership and coordination for Texas higher education and to promote access, affordability, quality, success, and cost efficiency through 60x30TX, resulting in a globally competitive workforce that positions Texas as an international leader.

AGENCY VISION

The THECB will be recognized as an international leader in developing and implementing innovative higher education policy to accomplish our mission.

AGENCY PHILOSOPHY

The THECB will promote access to and success in quality higher education across the state with the conviction that access and success without quality is mediocrity and that quality without access and success is unacceptable.

THE THECB'S CORE VALUES ARE:

Accountability: We hold ourselves responsible for our actions and welcome every opportunity to educate stakeholders about our policies, decisions, and aspirations.

Efficiency: We accomplish our work using resources in the most effective manner.

Collaboration: We develop partnerships that result in student success and a highly qualified, globally competent workforce.

Excellence: We strive for excellence in all our endeavors.

The Texas Higher Education Coordinating Board does not discriminate on the basis of race, color, national origin, gender, religion, age or disability in employment or the provision of services.

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WELCOME TO CAREER READINESS

Inside this booklet you will find information about how to prepare for a career while you are in college.

Use this booklet as a reference as you complete your studies and move along your career path.

INCLUDED IS INFORMATION ON:

- Different skills you will need for your career (p. 4)
- How you can develop those skills while you are in college by taking classes and participating in activities (pp. 4-10), such as:
 - Curricular activities (p. 5)
 - Co-curricular activities, e.g. internships (p. 5) and apprenticeships (p. 6)
 - Extracurricular activities (p. 7)
- The types of careers that exist and the skills needed for them (p. 26)
- The steps you should take to find a satisfying career (p. 14)
- How to find a job now if you want one (p. 19)
- How to market yourself to get a great job (p. 21)

There are also many references and resources you can use in your search for your ideal career.

You can start using this booklet now! No need to wait. The information here will guide you as you choose classes, activities, and employment during the time you are in college. Good luck!

WHY DID YOU DECIDE TO GO TO COLLEGE?

UCLA recently asked incoming students that question and 84.8 percent of them said they wanted “to be able to get a better job” after graduation. Is that why you are in school?

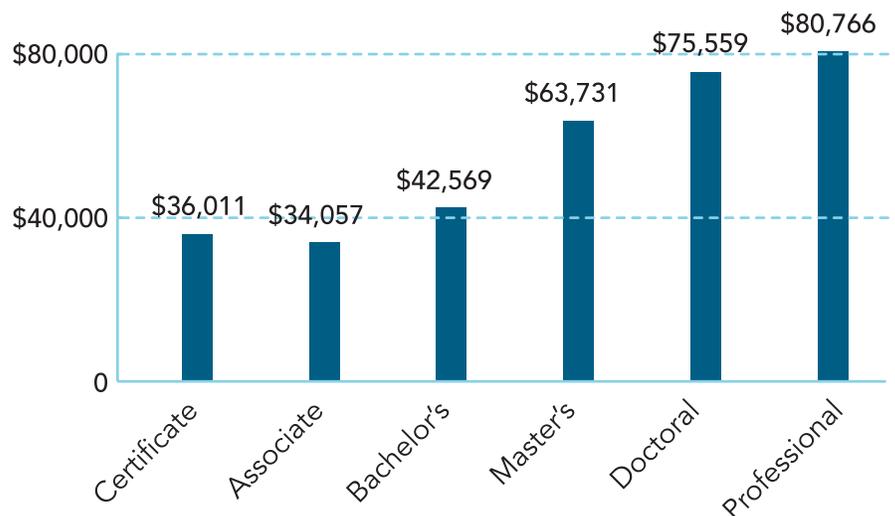
In today’s world [colleges and universities] have to do two things simultaneously . . . one is to give [students] the knowledge that they need to be a learned citizen of this state and this nation but simultaneously to give them the talents and the skills that will make them a valued member of the workforce.

– **VISTASP KABHARI, PRESIDENT**
The University of Texas at Arlington

Today more jobs require postsecondary education (degrees and certificates) than ever before. The United States must produce more workers with associate degrees, bachelor’s degrees, and certificates to keep pace with mounting demand and to remain globally competitive.

Earning a degree or certificate boosts your income potential (that means more money!) and gives you the skills you need to succeed in the workforce. Employees with postsecondary education earn 74 percent more than those who have a high school diploma or less, and completing your certificate or degree is the key to earning power and being career ready!

AVERAGE FIRST-YEAR EARNINGS OF GRADUATES 2014*
FROM TEXAS PUBLIC HIGHER EDUCATION ALMANAC



* Last year for which data is available

WHAT DOES IT MEAN TO BE CAREER READY?

Being career ready means having skills that broadly prepare you to transition from being a college student to being an employee, manager, or entrepreneur.

Being career ready means having skills that broadly prepare you to transition from being a college student to being an employee, manager, or entrepreneur. You will learn these skills during your time in school. Being career ready also means you can demonstrate these skills when you start a job. Your college will let you know about the marketable skills you are acquiring in your program. For more information about that requirement, check out *60x30TX* and see page 21.

60x30TX defines marketable skills as “skills valued by employers that can be applied in a variety of work settings . . . These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities.”

In and outside of class, you will be learning the skills you need in the workforce. Learning marketable skills will help you find and keep a job and build a career once you graduate!

Two Types of Marketable Skills Are Necessary in the Workplace: HARD SKILLS AND SOFT SKILLS

Hard Skills	Soft Skills
<p>These skills are specific and usually measurable skills that are needed to do a job. You will learn these skills for your future career as you take courses. Hard skills, for example, might include building websites, cooking for fine dining restaurants, performing statistical analysis, learning graphic design, mastering math, or understanding art restoration. These are also called <i>technical</i> or <i>applied skills</i>.</p> <p>You will learn hard skills in your courses, but you can also use sites like Khan Academy and Codecademy to teach yourself certain skills.</p>	<p>These skills are also known as <i>transferable skills</i> because you can transfer them to any job you have over the course of your career. You will learn these skills as you interact with teachers, course materials, and other students during your courses or through extracurricular activities. Soft skills, for example, might include listening, reasoning, professionalism, courtesy, punctuality, or public speaking.</p>

WHAT SOFT AND HARD SKILLS DO YOU NEED FOR YOUR FUTURE CAREER?

DID YOU KNOW THAT ALL JOBS REQUIRE HARD SKILLS AND SOFT SKILLS?

Check out the example jobs below, and then think about what hard and soft skills you will need for your future career.

You will find a few necessary skills listed for each example career below. Can you think of more skills that might be needed for these careers?

CHEF

Hard Skills	Soft Skills
Understand chemical reactions among ingredients	Manage time (in order not to burn anything)
Use different types of knives correctly	Communicate with other people in the kitchen

TEACHER

Hard Skills	Soft Skills
Plan lessons (requires knowledge of a content area)	Be creative in developing activities to engage students
Know how to create tests and quizzes	Work with other teachers as a team

PIPEFITTER

Hard Skills	Soft Skills
Understand the mechanics of piping systems	Be detail-oriented and precise
Provide maintenance	Ability to problem-solve

NOW IT IS YOUR TURN! WHAT ARE SOME HARD AND SOFT SKILLS THAT ARE NEEDED IN THESE PROFESSIONS?*

FINANCIAL ADVISOR

Hard Skills	Soft Skills

FILM EDITOR

Hard Skills	Soft Skills

* See end of this section for examples

WHAT ABOUT YOUR FUTURE CAREER?

WHAT ARE SOME HARD AND SOFT SKILLS YOU MIGHT NEED?

YOUR FUTURE CAREER

Hard Skills	Soft Skills

* *Financial Advisor: hard skills – e.g., knowledge of mathematics, understanding the stock market; soft skills – e.g., be detail-oriented, know how to gather information. Film Editor: hard skills – e.g., use editing software, know how to transition between scenes; soft skills – e.g., think critically, be able to follow directions.*

Employers say that soft skills are just as important, or even more important than hard skills for getting and keeping a job.

But how do you learn soft skills while in school?

The answer is through curricular, co-curricular and extracurricular activities!

CURRICULAR ACTIVITIES

Your classes will teach you to write, discuss, debate, research, problem-solve, manage time, and work hard. If you are in a technical major like engineering, you will be required to take a humanities or behavioral/social science class or two. Those classes will help you learn those soft skills.

Make sure you ask your professors and academic advisors what marketable skills you will be learning in your program!

CO-CURRICULAR ACTIVITIES

Take advantage of internships, study abroad opportunities, apprenticeships, service learning, student leadership programs, and other ways to gain hands-on experience while earning credit toward your degree. These are experiential learning opportunities that contribute to gaining skills and abilities that are part of the core competencies (such as the Texas Core Curriculum) and/or outcomes established by your college or university.

CO-CURRICULAR ACTIVITIES MAY INCLUDE INTERNSHIPS AND APPRENTICESHIPS.

Internships

Internships are short-term periods of work experience. They may be paid or unpaid, but in either case you would be learning about how a particular industry works. You may be asking if you really want to work in a certain field. If you don't know, an internship is a good way to find out, and you may be able to earn college credit while working an internship.

Internships are not just good ways to learn soft skills. Internships often lead to jobs! Before you take an internship, though, ask the following questions:

Will I be paid? Some internships offer a paycheck, and some are on a volunteer basis and unpaid.

Will I earn credit? You will need to check with your school, and remember that if you are earning credit, you may have to pay for the semester credit hours through your school.

What kind of work will I be doing? Make sure you are learning about the industry you will be working in.

Does the company ever hire interns for full-time positions? Good news! Many interns are later hired full-time in a variety of industries.

Know your rights! Before you take an internship, check with your Career Services office to learn about what employers can and cannot ask of you. You can use these questions from the U.S. Department of Labor to guide you.

Internships are the test drive employers need before they seal the deal—so interns, this is your shot to show you're a worthy hire. Do it well and you could be part of the nearly 52 percent of interns offered full-time jobs, according to research by the National Association of Colleges and Employers (NACE). (Thottam, 2018)

People who take internships do not just get jobs, according to a Gallup poll, they are often happier at their jobs later on. Here's some advice:

- Start early! You can begin looking for internships right away and you can have more than one while you are in school. No need to wait until you are about to graduate. And start early in the school year; do not wait for the spring to try to find an internship for the summer.
- Make sure you do your research! You want to choose internships that are right for your career goals.

Apprenticeships – Earn as You Learn

The **Registered Apprenticeship Program** is a job training system for multiple occupations. Apprenticeship careers include advanced manufacturing, construction, energy, finance and business, healthcare, hospitality, information technology, telecommunications, and transportation.

If you choose to pursue an apprenticeship, you will want to make sure that it is registered, meaning that the program's standards (curriculum, wage increments, and competency levels) have been approved by the U.S. Department of Labor's Office of Apprenticeship. When you complete the program, you will be awarded a nationally recognized certificate. That recognition will signal career readiness to your future employers.

Registered Apprenticeships combine related classroom instruction with structured on-the-job learning supervised by experienced journey workers. Registered Apprentices who successfully complete the prescribed training hours in a Registered Apprenticeship Program become certified, highly skilled workers.



Registered Apprentices are full-time, paid employees who work a regular 40-hour week and attend related classroom training a few hours each week, which is the “earn-while-you-learn” model of Registered Apprenticeship. Most training programs last three to five years. As you complete each year of the Registered Apprenticeship Program, you will usually experience an increase in classification, as well as a wage increase for each year, not just when you finish.

The experiences you gain as a Registered Apprentice can help make you a more informed, productive, and motivated employee. Statistics show that Registered Apprenticeship graduates earn more, have more stable work records, and are promoted sooner and more often than workers who have not been trained through apprenticeship programs.

For more information on how you can get paid to learn, ask your Career Services office about Registered Apprenticeship Programs, or go to the Apprenticeship Training page at [Texas Workforce Commission](#).

We love students who are doing things outside of their degree program. It can be intramural sports, president of the French club, or a semester abroad. Just showing us that they are well-rounded.

– **CARLENA “CJ” HARRIS, MANAGER**
Talent Acquisition and Organizational Development, Luminex Corporation

EXTRACURRICULAR ACTIVITIES

These are experiences that provide the opportunity to engage with students and faculty and/or to connect to others within the community in meaningful ways.

Volunteer in your community, join a student organization, or play sports. All these activities will teach you valuable skills you can transfer to the workforce. Plus, your employer will be impressed!

Being well-rounded is only the beginning. You are learning those important soft skills when you participate in extracurricular activities. You also are meeting people who may be able to give you career information or a reference later on.



ACTIVITY:

IDENTIFY SOFT/TRANSFERABLE SKILLS

Next to each skill listed below, write a brief example of an instance in your life or in a class in school when you used that skill. Include the year you used it. This information may prove useful for building your résumé.

You can also try this skill identification tool:

Access the [Match your Skills to Career](#) tool. If you can't remember using these skills, that's useful information. Now you know where you can grow your skill set! Those are not all of the soft skills that exist, but the activity will give you an idea of your strengths and where you can learn more skills.

CRITICAL THINKING/PROBLEM-SOLVING

The ability to conceptualize future needs and solutions for meeting those needs

Transferable Skill	Instance in your life or in a class in school when you used that skill
Forecasting, predicting	
Creating ideas	
Identifying problems	
Imagining alternatives	
Identifying resources	
Gathering information	
Solving problems	
Setting goals	
Defining needs	
Analyzing	
Developing evaluation strategies	

ORAL/WRITTEN COMMUNICATION

The skillful expression, transmission, and interpretation of knowledge and ideas

Transferable Skill	Instance in your life or in a class in school when you used that skill
Speaking effectively	
Writing concisely	
Listening attentively	
Expressing ideas	
Facilitating discussions	
Providing feedback	
Negotiating	
Persuading	
Reporting information	
Describing feelings	
Interviewing	
Editing	
Communicating professionally through writing	

TEAMWORK/COLLABORATION

The use of interpersonal skills for resolving conflict, relating to and helping people

Transferable Skill	Instance in your life or in a class in school when you used that skill
Developing rapport	
Being sensitive	
Listening	
Conveying feelings	
Providing support	
Motivating	
Sharing credit	
Counseling	
Cooperating	
Delegating respectfully	
Representing others	
Perceiving feelings	
Asserting	

DIGITAL TECHNOLOGY

The willingness and ability to learn new technologies

Transferable Skill	Instance in your life or in a class in school when you used that skill
Typing	
Using presentation software	
Creating spreadsheets	
Using databases	
Using the Internet	
Using email	
Using social media	
Knowing what technology is best for the job	
Learning new technology	

GLOBAL/INTERCULTURAL FLUENCY

Learning from and valuing diversity

Transferable Skill	Instance in your life or in a class in school when you used that skill
Being curious about other people	
Seeing multiple points of view	
Understanding cultural differences	
Including others	
Using language sensitive to people's differences	

LEADERSHIP

Skills used in supervising, directing, and guiding individuals and groups in the completion of tasks and fulfillment of goals

Transferable Skill	Instance in your life or in a class in school when you used that skill
Initiating new ideas	
Handling details	
Coordinating tasks	
Managing groups	
Delegating responsibility	
Teaching	
Coaching	
Counseling	
Promoting change	
Selling ideas or products	
Making decisions	
Managing conflict	

PROFESSIONALISM/WORK ETHIC

The day-to-day skills that help promote effective production and work satisfaction

Transferable Skill	Instance in your life or in a class in school when you used that skill
Implementing decisions	
Cooperating	
Enforcing policies	
Being punctual	
Managing time	
Attending to detail	
Meeting goals	
Enlisting help	
Accepting responsibility	
Setting/meeting deadlines	
Organizing	
Making decisions	

CAREER MANAGEMENT

The ability to voice your skills, strengths, and knowledge

Transferable Skill	Instance in your life or in a class in school when you used that skill
Advocating for yourself	
Pursuing opportunities	
Asking for what you want	
Telling others what you do well	

Check out your Career Services office for more information about opportunities to learn marketable skills. Career Services offers lots of resources, and there are knowledgeable staff who can help you build your résumé and search for a job. Students who use Career Services feel more confident as they enter the job market.

WHY SHOULD YOU BE CONCERNED WITH CAREER READINESS NOW?

Some employers say that college students are graduating without the skills they need to perform well on the job. Graduates do not agree. As a student and aspiring graduate, you need to tell employers that you have learned the skills they need in the workforce. Students who can effectively market their skills to potential employers can secure employment that pays competitively in their field.

It is never too early to think about what career you want. You do not need to have all the answers now. Remember that some skills you will be learning (like communication skills) are transferable to many professions.



Your résumé is only part of the story. You will need to be able to talk about your accomplishments and describe the skills you have learned. Ask a professor, friend, family member, or Career Services counselor to help you with a mock interview!

FUTURE CONSIDERATIONS

You will want to choose a satisfying career that will pay a salary that matches your lifestyle expectations and has good job opportunities. For example, working at a retail clothing store may be fun, but you'll have a harder time paying all the bills. At the same time, you will also need to consider carefully college certifications and majors, e.g., archeology is a very cool field, but recent data shows only 10 job openings for archaeologists in Texas per year for the next few years. You may also want to think about how much your degree will cost relative to the average salaries in your industry. This is especially important if you take out loans to complete your degree because you will have to pay them back.

Advances in technology and new business practices also may affect certain careers. Some jobs that required unskilled labor or repetitive tasks can now be done anywhere in the world or completed by robotic machinery – many manufacturing jobs, for example. The manufacturing industry still has many high-paying job opportunities, but it needs workers skilled in robotics, computer-controlled machining, and those who can maintain and repair complex manufacturing machinery. These jobs require a more advanced set of skills than previous positions in manufacturing.



You Have Many Career Options, But You Might Want to Consider Two Conditions to Improve Your Chances of Getting and Keeping a Job.

- First, consider looking for a career that requires a very high level of skill or creativity, such as writing, designing, product development, market strategy, or financial planning. Employers are always looking for creative workers who can use their talents and technology to solve business problems and create opportunities.
 - Second, you might consider learning a skilled trade, such as carpentry, nursing, or auto repair. For these careers, you must be physically present to provide service, and your required skills will be in high demand.
-

Combining proximity with creativity in a career gives you added security.

Consider that some jobs that will exist in the future have not even been dreamed up yet! You might change the type of work you do over the course of your career. We all must be lifelong learners to stay competitive in the job market.

WHAT IF YOU WANT TO GO TO GRADUATE SCHOOL?



That's great! You will also need to prove to graduate schools that you have learned prerequisite skills in your program. The marketable skills that you learn now will help you as you apply to graduate programs.

Check with the graduate school program you want to attend to see exactly what they require for your application. Most schools require some or all of the following:

- 1 Exams.** Usually schools will require that you take an entrance exam to prove that you have mastered the skills you will need to be successful in a graduate program. The type of exam you take will depend on what kind of graduate school you want to attend. The GRE is a common requirement for many types of graduate programs, but law schools usually require the LSAT, medical schools the MCAT, and business schools the GMAT. Some schools also require a subject-specific GRE. Do your research to know what type of exam(s) you should take for your applications.
- 2 Personal statement.** Many schools will require that you write a personal essay as part of your application. Make sure that you write your personal statement according to the guidelines that the school gives you, including topic and length. Tailor your essay to the program you are applying to. This will require that you know something about the research that professors are doing at that school. Lastly, focus on your personal experience. Write about why you want to attend that particular program and why the school you are applying to is your top choice.
- 3 Letters of recommendation.** You will need letters from professors (and sometimes employers) who know your experience and capabilities and believe that graduate school is the right choice for you. Get to know your professors. Attend office hours and ask questions. Talk to them about your career goals and get their advice. If professors know you well, it will be easier for them to write stellar recommendations.
- 4 Transcripts.** Your transcript is a document that details all of your college classes and includes your grades and Grade Point Average (GPA). Check your college website to find out how you can request that your transcript be sent to graduate schools. If your institution offers a co-curricular transcript that describes your leadership roles and other activities, you can send that too.

INQUIRE

- **Schedule an appointment with Career Services** your first semester. There you can use a career inventory tool to help you discover how you can find a job that aligns with your personality, interests, and life goals.
- **Determine your interests and strengths.** There are lots of tools available to help you do this. Career Services can help, but you can also use websites like [RoadTripNation](#) to give you an idea of what other people with your interests have done for work. Also, check out [TexasGenuine](#) to explore your interests, [TexasCareerCheck](#) to investigate different types of jobs, and [LaunchMyCareerTX](#) to discover what skills you will need.
- **Explore those interests** by taking classes and participating in co-curricular and extracurricular activities.
- **Ask your academic advisor what classes you should take** to gain the marketable skills to succeed in the career you want.
- **Start a record of activities** you participate in, classes you take, and what skills you learned. This will help you with your résumé, which you should start now. Make sure you keep it up to date.
- **Ask your family and friends about their jobs.** Do you think you would like to work where they work? Great, but do not limit yourself. There are lots of careers out there that might fit your interests and goals.
- **Go to the alumni office at your school** and ask about alumni who are working in the field you are interested in.
- **Think about where you would like to work.** A big company? A small business? For yourself? Each has benefits and limitations. Do some research and think about what type of employment is right for you.
- **Go to faculty office hours** and ask them about the careers you are interested in and the skills you are learning (and hopefully find references!). Students who build relationships with professors tend to be more confident about their job prospects.

WHAT ARE THE STEPS YOU SHOULD TAKE TO FIND A CAREER?

Inquire . . .

Research . . .

Act . . .

HERE ARE SOME QUESTIONS YOU MIGHT WANT TO ASK YOUR ADVISOR/PROFESSORS:

- Where can I get assistance with choosing my major?
- Where can I find out about different types of jobs?
- Who can make sure that I'm taking the courses I need?
- What classes do you suggest I take to help me in my career?
- Where can I find Career Services?
- What do people in my program usually do for work after they graduate?
- What skills will I learn in this program that will help me get a job later?
- Will what I want to do require further education?
- What other activities do you suggest I participate in to help me in my career?
- How do I get involved in extracurricular activities?
- Who can help me with study skills, time management, and goal setting?
- Who can assist me with my writing skills?
- How do I find jobs related to my degree?
- When should I consider looking for an internship?
- When should I start looking for a job?

PLANNING AHEAD:

Reflect on the soft and hard skills that you will need for your future career. What are you already good at? What do you need to learn? How can you develop the skills you need? Ask a faculty member or your advisor to help you.

LIST OF SKILLS	RATE YOURSELF 1-5 1 (<i>need to learn</i>) to 5 (<i>I am very good at this</i>)	WHAT CAN YOU DO TO DEVELOP THIS SKILL? Think about classes you could take, clubs you could join, places you could volunteer, etc.

WHAT IS A MENTOR?

A mentor is a trusted advisor; someone more advanced in their career who can guide you as you look for a job. A good mentor may also help further your personal and professional development by sharing their experience, knowledge, and network with you.

HOW CAN I FIND A MENTOR?

If you want one of your professors to mentor you, go to their office hours, ask questions, and learn more about their work. If you want a business mentor, join a professional organization and talk to people at events. Or look for alumni of your college who are doing what you want to do and reach out to them. Your institution's Alumni Office may be able to help you. Do some research into other people who have a job you might like and ask them for informational interviews. Do not ask a stranger to mentor you. Instead, start with building relationships within your chosen field. It is important that you and a mentor get along well and that you both agree that a mentoring relationship would be beneficial.

WHAT DOES A MENTORING RELATIONSHIP LOOK LIKE?

Try to do a lot of listening. Learn from your mentor's actions and words. Show enthusiasm for what your mentor does. Absorb information about your industry in your classes and with outside research, and ask questions. Always be polite and interested in what your mentor has to say. Try to make connections with people in your mentor's network. Impress everyone with your eagerness to learn.



RESEARCH

- **Look for internships or job opportunities** that interest you. You can have more than one during your time in school.
- **Explore the career options** that are possible with your degree.

Look at the Occupational Outlook Handbook from the Bureau of Labor Statistics or [O*NET Online](#) from the U.S. Department of Labor/Employment and Training Administration to learn about different occupations.

Check out [Texas Reality Check](#) to see what kind of job you might need to support the lifestyle you want.

- **Go to job fairs** to explore possibilities and/or take workshops offered by Career Services. Your school may offer programs to help you prepare to attend these events. Take advantage of those so that you know what to expect.
- **Make connections** in industries you might want to work in through informational interviews or shadowing.

Explore the websites of companies you might want to work for, and see if there is someone you can call to ask for an informational interview. Remember to dress and act professionally for any type of interview. You want to impress them and build your network.

- **Join professional associations** in your field and attend their meetings.

Want to work in social media?

Try Social Media Club.

Finance?

How about the American Bankers Association?

Education?

There's the National Education Association.

There are professional associations for all kinds of jobs. These types of organizations can help you learn about the field, and if you find a local chapter, you may even meet a mentor!

ACT

- **Make a list of organizations** that interest you.
- **Update your résumé and draft cover letters.** Have someone in Career Services give you feedback, or go to the campus Writing Center for help.
- **Attend career fairs** and meet employers in your industry.
- **Prepare for the interview.** After you create your résumé and fill out an application, the next step is to prepare for the interview. Start doing this long before you actually have one scheduled. Sometimes when filling out an application, you might be asked to interview on the spot. Or you may be asked to come in the next day. To ace the interview, you'll need to be prepared.

Interview clothes. Pick out a set of clothes that is cleaned and pressed. Dress appropriately for the industry. If you don't know what that means, ask a faculty member, someone in Career Services, or someone you know who works in the field.

Appearance. Avoid extreme hairstyles or colors. Also, keep makeup and perfume to a minimum. If you have tattoos, do not display them.

Practice interviewing. Review typical interview questions and answers and practice your responses before you go. Ask a family member or friend to ask you some questions, so you can practice your answers.

Be prepared. Don't just show up for the interview. Read the job description and connect your skills and abilities. Also go to the company's website and read as much of it as possible. Remember, the employer is the customer, and you want to know what the customer wants.

- **Act like a professional.** Now that you are prepared, it's time to make a good impression! Here are some tips on how to impress a potential employer. And not just during an interview. These tips can help with any interaction.

Be on time. Arrive at the interview site a few minutes early. Make sure you have the address and can plug it into your GPS or smartphone, that you have directions, or that you have a ride.



Be well-mannered. This is essential when interviewing. Shake your interviewer's hand. Don't sit until you are invited to. Don't slouch in your chair. Speak clearly. Don't chew gum. Don't use slang or swear. Make sure to silence your phone. Be polite, positive, and professional throughout the interview. Sincerely say, "Thank you for this opportunity."

Go in on your own. Don't take your friends or family with you when job hunting or interviewing. Go by yourself. Speak your own words and make your own connection with the interviewer.

Know your schedule. Know what hours you can work. Remember you must have time for school and homework and that co-curricular activities are important, too. Also know how you are going to get to and from work. Do a practice run to see how long it will take you to get there.

Ask questions. This interview is just as much an opportunity for you to get to know your potential new employer and company. At the end of most interviews, you will be offered the chance to ask questions of the person or people interviewing. Make sure you have one or two questions ready. This will show them that you studied the company beforehand or that you are genuinely interested in working for them. Some sample questions you might ask are:

- What are the two most important expectations you have for someone coming into this position?
- What are your big picture goals for this company?
- What's your idea of an ideal employee?
- How do you measure and review performance?
- What's a typical day and week on this job like?
- How long have you worked here?
- What is the company culture here?
- When will you make your decision?

- **Go get that job!**

WHAT ABOUT WORKING WHILE YOU ARE IN SCHOOL?

Most students work at least part time while in school.

If you are not working and you want a job, here are the steps you should take:

WHERE TO LOOK FOR JOBS

- **Workforce Solutions** offices, found all over Texas. You can find the one nearest you by going to [Texas Workforce](#) and clicking “find locations” at the very top. Workforce Solutions staff will help you look for and find a job, provide you with labor market information, help you improve your basic education and job readiness, and a lot more.
- **WorkInTexas.com**. This website is the Texas Workforce Commission’s online job-matching search engine. It includes postings from employers in government and employers in private business.
- **Friends and relatives**. Talk to your friends and family about where you can find a job.
- **Apply directly to employers**. Speak clearly, introduce yourself to the manager with a warm smile, and shake hands. Every job you get will make you a stronger candidate down the line when you’re looking for jobs.
- **Career fairs**. Your Career Services office can tell you where to find these and what you should do once you get there.
- **Social media and the Internet**. If you’ve got a smart phone with an Internet browser, that’s a powerful weapon to help you find a job. You can search for any kind of job you want and go onto social media and talk to your friends who have jobs to ask how they like them. Maybe some employers near you have Facebook pages or Twitter accounts. Follow!



WHAT YOU'LL NEED TO HAVE A CHANCE



- **Résumé.** A résumé is about what sets you apart, what skills you have and the great things you've accomplished. It needs to be organized and focused on why you would be a great candidate for the job you're seeking. Staff at your local Workforce Solutions office can even help you write a résumé. Or you can go to Career Services at your school.
- **Cover letter.** For many jobs, you will need to include a cover letter with your résumé. It doesn't have to be long; just a short summary of why you would be the best candidate for the job.
- **Thank you letter.** It is customary to thank anyone who calls you for an interview. They are thinking about paying you money to do something. That alone makes it important to thank them in order to give them a good impression of you.
- **Job application.** Many employers provide job applications for positions they want to fill, either online or in hard copy. It is best to have all your information ready at hand to fill the application out quickly. If you're looking for a job, chances are you will be filling out many of these. You may also be asked to fill out credit checks and other documents; be ready with the information you need.
- **References.** You need people who will be willing to vouch for you to an employer. Think of a teacher, counselor, a friend, or a neighbor whose lawn you mowed last summer. You will list these people on your résumé or on your application. List a person as a reference only after consulting him or her!

Having a job is a great way to get work experience and gives you a chance to use the skills you are learning. It also builds your résumé.

If you are already working full time, your education makes you more likely to move into a management position later.

Remember that completing your degree will boost your earning potential and lead to better paying jobs.

HOW TO MARKET YOURSELF

RÉSUMÉ WRITING

A résumé is a document that details your experience, education, and skills.

Some employers use computer programs that look for keywords to sort through résumés. Your Career Services office can help you make sure you have the right keywords in your résumé for the job you want.

COVER LETTERS

You will need to write a separate cover letter for each job application. You should tailor the letter to the job you are applying for. Look at the employer's description and explain in your letter why you are the right person for the job.

ELEVATOR SPEECH

Sometimes you might have to talk to possible employers, and you want to impress them. Prepare a very short (30 seconds) speech you can use. Explain who you are, what your interests are, and what you have to offer. Think about all the skills you are learning and the activities you are participating in.

NETWORKING

Applying for open positions is not the only way to find a job. Sometimes people you know might recommend you. So, you want to know people in your industry. Remember to talk to your professors and maybe join a professional association. Talk to people about what kind of job you are looking for and what you are learning that will help you be a great employee.

SOCIAL MEDIA

Here are some of the smartest things you can do on social media to help you get hired:

- Use social media to follow, friend, and like people who get paid to do what you would like to get paid to do someday; also follow and like the businesses and companies that hired them to do it.
- Represent yourself honestly on social media. Don't claim to be great at something you don't know how to do.
- Emphasize your unique strengths, knowledge, skills, and abilities in your profile.
- Join groups to learn about different career opportunities.
- Always represent yourself positively, responsibly, and smartly in comments and photos.
- Create a professional email address for employers to contact you.
- Make sure your voicemail greeting sounds professional.
- Continue to do all of this on social media, even after you have been hired.

60x30TX: TEXAS HAS GOALS FOR YOUR EDUCATION

THE OVERARCHING GOAL

1

EDUCATED POPULATION

BY 2030, 60 PERCENT OF TEXANS AGES 25 TO 34 WILL HAVE A CERTIFICATE OR DEGREE.

You will be one of them!

GOAL

2

COMPLETION

By 2030, at least 550,000 students in that year will complete a certificate, associate, bachelor's or master's from an institution of higher education in Texas.

GOAL

3

MARKETABLE SKILLS

By 2030, all graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.

GOAL

4

STUDENT DEBT

By 2030, undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.

Texas has goals for your education! The Texas Higher Education Strategic Plan is called 60x30TX and has four student-centered goals. The plan was designed so that all four goals tie together. 60x30 is the overarching goal, but the other three goals are what will get us to 60 percent in 2030. The completion goal counts the number of certificates and degrees earned by students at Texas colleges and universities. This means you! Data from the Bureau of Labor Statistics make clear that students don't get much of an economic lift from college attendance unless they complete a degree or undergraduate certificate. Also, completing the degree ensures you will gain full exposure to all of the skills available through your academic programs. If you can effectively market your skills (and your credential) to potential employers, you can secure employment that pays competitively. Your program will help you identify those marketable skills!

Higher earnings should position you to pay off your student debt without undue burden – on you or on your family. The last goal is focused on helping you borrow sensibly. Only take what you need for your education. You can always give money back if you do not use it! Student debt ties back to completion. Incurring debt should not be a barrier to reaching your dreams. Student debt is a tool, a resource for completing a certificate or degree and gaining marketable skills. Just remember to borrow responsibly!

RESOURCES

INTERNSHIP WEBSITES

- [*Texas Internship Challenge*](#) – This website is a partnership among the Texas Workforce Commission, Texas Education Agency, and the Texas Higher Education Coordinating Board and makes it easy to find paid internships in your area.
- [*Internships*](#) – You can search based on where you live and your field of study.
- [*Idealist*](#) – This website focuses on nonprofits.
- [*Indeed*](#) – This is the country's largest job board with tons of internship opportunities.

VOLUNTEERING WEBSITES

As you pursue a profession or look for a new job, volunteer work can do wonders for your résumé. You can find volunteer work in many areas and professions, and it gives you noted experience, which your prospective employers will find very appealing. Volunteering shows you are ambitious and enthusiastic about your field and shows that you take your work seriously and are interested in sharing your skills.

- Go to [*VolunteerMatch*](#) and enter your zip code and your interest area (animal rescue, disaster relief, journalism, etc.). You will be provided a list of volunteer opportunities in your area. Or look for other volunteer opportunities through your place of worship, school, or community center.
- Also try [*Points of Light*](#) – a nationwide program that connects volunteers to nonprofit organizations.



CAREER INFORMATION WEBSITES

- [*LinkedIn*](#) – Create a profile using your education and experience, and connect to people in your desired industry.

JOB SEARCH WEBSITES

These websites search for job postings in whatever area you want to work. You can search by field, as well by typing in keywords:

- [*Indeed*](#)
- [*Linkup*](#)
- [*Simplyhired*](#)
- [*Glassdoor*](#)
- [*Monster*](#)
- [*WorkInTexas*](#)

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APPENDIX A:

WHAT TYPES OF CAREERS ARE THERE? CAREER CLUSTERS

Many types of jobs exist, requiring all kinds of knowledge and skills, for all kinds of people. In Texas, all these different types of careers are grouped into 16 areas known as career clusters.

Every career cluster has specific soft skills you need to know how to do well to thrive in that line of work. (You'll see these in the headers below that read "You'll need to know how to . . .")

Study the following charts to learn the different career clusters, discover a small sample of the jobs connected to each cluster, and determine which soft skills you will need to excel in each. The following career cluster descriptions have been adapted from *Career Technical Education*. Remember, these are just ways of thinking about the jobs that might interest you. Some of the example jobs listed below might fall under more than one career cluster. The salary estimates are based on average annual salaries using Texas data. You can learn more at [Texas Wages](#); use the search bar on this website to find the most recent salary estimates by job title.

AGRICULTURE, FOOD, & NATURAL RESOURCES

DESCRIPTION: The production, processing, marketing, distribution, financing, and development of agricultural commodities and resources including food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Farm and Ranch Managers	\$85,863	6,110
Service Unit Operations – Oil, Gas, and Mining	\$53,690	970
First-Line Supervisors of Retail Sales Workers	\$47,106	5,095

You'll need to know how to...

Follow directions, gather information, focus on details, think critically, make decisions

ARCHITECTURE & CONSTRUCTION

DESCRIPTION: Careers in designing, planning, managing, building, and maintaining the built environment

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Civil Engineers	\$99,814	1,350
Construction Managers	\$96,866	1,250
Plumbers	\$46,096	1,425

You'll need to know how to...

Focus on details, follow directions, gather information, think critically, solve problems

ARTS, A/V TECHNOLOGY

DESCRIPTION: Designing, producing, exhibiting, performing, writing, and publishing multimedia content; includes visual and performing arts and design, journalism, and entertainment services

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Producers and Directors	\$67,923	375
Editors	\$56,687	275
Graphic Designers	\$48,357	575

You'll need to know how to...

Gather information, follow directions, be creative, focus on details, think critically

BUSINESS MANAGEMENT & ADMINISTRATION

DESCRIPTION: Planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Accountants and Auditors	\$80,494	6,175
General and Operations Managers	\$133,203	7,870
Human Resources Specialists	\$65,595	1,815

You'll need to know how to...

Focus on details, follow directions, gather information, think critically, solve problems

EDUCATION & TRAINING

DESCRIPTION: Planning, managing, and providing education and training services and related learning support services

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Elementary School Teachers (Except Special Ed.)	\$54,780	6,480
Middle School Teachers (Except Special and Career/Technical Ed.)	\$54,998	3,240
Secondary School Teachers (Except Special and Career/Technical Ed.)	\$55,502	4,875

You'll need to know how to...

Gather information, talk to people, think critically, be creative, work on a team, lead

FINANCE

DESCRIPTION: Planning services for financial and investment planning, banking, insurance, and business financial management

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Personal Financial Advisors	\$115,354	895
Securities, Commodities, and Financial Services Sales Agents	\$88,592	1,015
Insurance Adjusters, Examiners, and Investigators	\$70,699	750

You'll need to know how to...

Think critically, gather information, make decisions, talk to people, follow directions

GOVERNMENT & PUBLIC ADMINISTRATION

DESCRIPTION: Planning and performing government functions at the local, state, and federal levels, including governance, national security, foreign service, planning, revenue and taxation, and regulations

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Criminal Investigators and Special Agents	\$75,352	600
Compliance Officers	\$73,171	625
Postal Service Mail Carriers	\$50,379	645

You'll need to know how to...

Gather information, think critically, make decisions, follow directions, focus on details

HEALTH SCIENCE

DESCRIPTION: Planning, managing, and providing therapeutic services, diagnostic services, health informatics, support services, and biotechnology research and development

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Physicians and Surgeons	\$207,754	1,215
Registered Nurses	\$70,386	10,815
Physical Therapists	\$95,239	805

You'll need to know how to...

Gather information, serve customers, follow directions, think critically, focus on details, talk to people

HOSPITALITY & TOURISM

DESCRIPTION: The management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel related services

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Reservation and Transportation Ticket Agents	\$41,200	415
First-Line Supervisors of Food Preparation and Serving Workers	\$38,720	4,970
Food Service Managers	\$61,013	785

You'll need to know how to...

Serve customers, gather information, follow directions, make decisions, focus on details

HUMAN SERVICES

DESCRIPTION: Preparing individuals for employment in career pathways that relate to families and human needs, such as counseling and mental health services, family and community services, personal care, and consumer services

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Property, Real Estate, and Community Association Managers	\$87,080	775
Social and Community Service Managers	\$73,214	485
Healthcare Social Workers	\$57,947	550

You'll need to know how to...

Gather information, serve customers, talk to people, work on a team, be creative

INFORMATION TECHNOLOGY

DESCRIPTION: Building linkages in IT occupations for entry-level, technical, and professional careers related to the design, development, support, and management of hardware, software, multimedia, and systems integration services

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Computer and Information Systems Managers	\$154,620	730
Software Developers, Applications	\$104,908	2,065
Computer Systems Analysts	\$93,612	2,635

You'll need to know how to...

Think critically, gather information, use technology and tools, follow directions, make decisions

LAW, PUBLIC SAFETY, CORRECTIONS, & SECURITY

DESCRIPTION: Planning, managing, and providing legal, public safety, protective services, and homeland security, including professional and technical support services

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Police and Sheriff's Patrol Officers	\$60,353	3,155
Lawyers	\$149,402	1,980
Firefighters	\$51,229	1,345

You'll need to know how to...

Gather information, think critically, talk to people, make decisions, follow directions

MANUFACTURING

DESCRIPTION: Planning, managing, and performing the processing of materials into intermediate or final products and related professional and technical support activities, such as production planning and control, maintenance, and manufacturing/process engineering

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Industrial Production Managers	\$118,416	435
First-Line Supervisors of Mechanics, Installers, and Repairers	\$67,856	1,530
Industrial Machinery Mechanics	\$52,876	1,695

You'll need to know how to...

Focus on details, follow directions, gather information, think critically, solve problems

MARKETING

DESCRIPTION: Planning, managing, and performing marketing activities to reach organizational objectives

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Sales Representatives, Wholesale and Manufacturing (Except Technical and Scientific Products)	\$74,743	4,815
Market Research Analysts and Marketing Specialists	\$78,435	1,265
Sales Managers	\$146,893	960

You'll need to know how to...

Gather information, make decisions, talk to people, think critically, follow directions

SCIENCE, TECHNOLOGY, ENGINEERING, & MATHEMATICS

DESCRIPTION: Planning, managing, and providing scientific research and professional and technical services (e.g., physical science, social science, engineering), including laboratory and testing services, and research and development services

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
Mechanical Engineers	\$103,063	945
Industrial Engineers	\$102,351	605
Electronics Engineering Technicians	\$62,425	600

You'll need to know how to...

Think critically, gather information, make decisions, talk to people, be creative

TRANSPORTATION, DISTRIBUTION, & LOGISTICS

DESCRIPTION: Planning, management, and movement of people, materials, and goods by road, pipeline, air, rail, and water, and related professional support services such as transportation infrastructure planning and management, logistics services, mobile equipment and facility maintenance

Sample Careers

Job Title	Annual Salary	Projected TX Job Openings per Year
First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	\$62,495	1,045
Aircraft Mechanics and Service Technicians	\$60,128	615
Cargo and Freight Agents	\$47,454	565

You'll need to know how to...

Focus on details, gather information, follow directions, solve problems, think critically

APPENDIX B:

LIST OF WEBSITES REFERENCED

60x30TX: 60x30TX.com

Apprenticeship programs:

twc.state.tx.us/svcs/apprentice.html | dol.gov/apprenticeship/index.htm

Career clusters: careertech.org/career-clusters

Codecademy: codecademy.com

Department of Labor internship questions: dol.gov/whd/regs/compliance/whdfs71.pdf

GMAT: mba.com/us

GRE: ets.org/gre

Khan Academy: khanacademy.org

Launch My Career TX: launchmycareertx.org

LSAT: lsac.org/jd/lsat/

MCAT: students-residents.aamc.org/applying-medical-school/taking-mcat-exam/

Occupational Outlook Handbook: bls.gov/ooh/

O*Net Online: onetonline.org

Road Trip Nation: roadtripnation.com

Texas Career Check: texascareercheck.com

Texas Core Curriculum:

thecb.state.tx.us/index.cfm?objectid=A0A1D690-18B8-11E8-A6640050560100A9

Texas Genuine: texasgenuine.org

Texas Internship Challenge: txinternshipchallenge.com

Texas Reality Check: texasrealitycheck.com

Texas Workforce Solutions offices: texasworkforce.org

Work in Texas: workintexas.com



This document is available on the
Texas Higher Education Coordinating Board website:
www.60x30TX.com/goals/goal-three-marketable-skills/

FOR MORE INFORMATION CONTACT:

Office of External Relations

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