

# CAREER TREK STUDENT GUIDE

## ➔ Before the Trek

- ✔ **Research:** Familiarize yourself with the companies and industries you'll be visiting. Understand their core values, recent developments, and any relevant news. This will help you ask informed questions and engage meaningfully during company visits.
- ✔ **Set Goals:** Determine what you hope to get out of the career trek. Whether it's networking, learning about specific roles, or gaining insights into company culture, having clear goals will help you focus your efforts.
- ✔ **Prepare Questions:** Develop a list of thoughtful questions to ask professionals you meet during the trek. These questions should demonstrate your genuine interest in the industry or company and help you gather valuable information.
- ✔ **Update Your Resume:** Ensure your resume is up-to-date and tailored to the industry or companies you'll be visiting. Print a few copies in case there is an opportunity to share with employers of interest.
- ✔ **Dress Appropriately:** Dress appropriately for a day of networking with potential employers. Unless otherwise specified, plan to wear business casual attire that is comfortable for travel.

## ➔ During the Trek

- ✔ **Be Engaged:** Actively participate in all activities and discussions during the trek. Take notes, ask questions, and listen attentively to speakers and professionals. Active engagement will not only help you learn but also leave a positive impression on others.
- ✔ **Network:** Take advantage of networking opportunities to connect with professionals in your field of interest. Introduce yourself, express your enthusiasm, and exchange contact information for future follow-up. Remember to be respectful of professionals' time and keep your interactions concise and focused.
- ✔ **Seek Insights:** Use the opportunity to gain insights into various aspects of the industry or company, such as culture, career paths, and challenges. Ask about day-to-day responsibilities, skills required for success, and advice for aspiring professionals.
- ✔ **Take Notes:** Keep detailed notes throughout the trek to document key takeaways, interesting observations, and contact information of professionals you meet. These notes will be valuable for future reference and reflection.

## ➔ After the Trek

- ✔ **Follow Up:** After the trek, send personalized thank you notes to professionals you connected with. Express your gratitude for their time and insights and reiterate your interest in the industry or company. Consider creating a post via LinkedIn about your experience and tagging employers and the university.
- ✔ **Reflect:** Take some time to reflect on your experiences during the career trek. What did you learn? Did it confirm or challenge your career aspirations? Use this reflection to refine your career goals and strategies moving forward.
- ✔ **Follow Through:** Follow up on any action items or commitments made during the trek, such as sending additional materials or scheduling informational interviews. Demonstrating initiative and follow-through will set you apart as a proactive and reliable candidate.

- ✔ **Continue Networking:** Stay connected with the professionals you met during the trek through LinkedIn or other professional networking platforms. Make sure to connect with or follow both individuals and employers. Share relevant articles or updates, and periodically reach out to maintain the relationship.
- ✔ **Apply Learnings:** Apply the insights and knowledge gained from the career trek to your academic and professional pursuits. Use this experience to make informed decisions about internships, courses, or extracurricular activities that align with your career goals.
- ✔ **Stay Curious:** Keep exploring and learning about different industries and career paths. Attend networking events, informational interviews, and career workshops to continue expanding your knowledge and opportunities.

## ➔ Packing List

- ☐ Resume copies
- ☐ Notebook and writing utensil for notes
- ☐ Water bottle
- ☐ Snacks
- ☐ Items for car ride (headphones, homework, etc.)
- ☐ Personal items for hotel (overnights only)
- ☐ Multiple/versatile outfits for different days and events (overnights only)
- ☐ Money for free time activities or meals on own (overnights only)

## ➔ Questions to Ask Employers

- How would you describe your organization's workplace culture?
- What drew you to work for this company?
- What do you enjoy the most about your job or organization?
- What makes a potential employee stand out during the interview process?
- What skills are most important for a position in this field? How did you learn these skills?
- What jobs and experiences have led to your present position?
- Does your company offer full-time employment to interns following their internship?
- How does your company differ from its competitors?
- How does a person progress in this field? What is a typical career path in this field or organization?
- What kinds of experience, paid or unpaid, would you recommend for people pursuing a career in this field?
- What special advice do you have for someone seeking to qualify for this type of position?
- How does this organization encourage personal and professional growth?
- What policies and practices does your company have in place to promote equity and inclusion?

*It is also recommended to look up information on each employer and ask company-specific questions.*