

Michigan Social Work Professional Development Booklet

Preparing YOU for Success

*Developed by the
National Association of Social Workers-Michigan Chapter*

Updated February 2016



National Association of Social Workers - Michigan Chapter

National Association of Social Workers – Michigan Chapter

741 N. Cedar Street, Suite 100
Lansing, MI 48906
Phone: 517.487.1548
Email: office@nasw-michigan.org
Website: nasw-michigan.org
Join NASW: www.socialworkers.org

*Special thanks: Brad Bender; Duane Breijak, LMSW; Robin Simpson RSST; Michelle Woods, LMSW;
NASW-North Carolina Chapter*

Mission

The mission of National Association of Social Workers-Michigan (NASW-Michigan) is to: 1) Promote, develop and protect the practice of social workers; and 2) Seek to enhance the effective functioning and well-being of individuals, families and communities through its work and advocacy.

Vision

NASW Michigan shall be the recognized voice for social workers in Michigan. It shall be an organization that ensures excellence in local and national social work standards, practice, education, licensing, and shall be a powerful voice in the political process.

Introduction

According to the U.S. Department of Labor Bureau of Labor Statistics (BLS), **social work is one of the fastest growing careers in the United States**. The profession is expected to grow by 19% between 2012 and 2022. Professional social workers are found in every facet of community life—in schools, hospitals, mental health clinics, senior centers, elected office, private practices, prisons, military, corporations, and in numerous public and private agencies that serve individuals and families in need. Many also serve as social and community service directors.

This guide aims to help social workers navigate an ever-changing workplace and equip them with the professional tools they may need to secure employment.

Get additional facts about the social work profession from the NASW Center for Workforce Studies at <http://workforce.socialworkers.org>.

“Social workers weave together the threads of society’s social safety net,” says former NASW Executive Director Elizabeth J. Clark, PhD, ACSW, MPH. “As the profession of hope, we help people overcome poverty, inequality, insecurity, fear, violence, trauma, loss and pain. What social workers do and how they do it does matter to our country’s success.”

Table of Contents

Marketing Yourself

Getting the Most Out of Your Social Work Program to Land Your First Job	5
Create Value in Yourself	7
Networking Techniques and Strategies	8
How to use LinkedIn: 5 Smart Steps to Career Success	9
What is Informational Interviewing?	11

Cover Letters

What Makes a Cover Letter Stand Out from the Rest?	13
Tips for Writing a Cover Letter	14
Components of a Cover Letter	15
Emailing your Cover Letter and Résumé	15
Sample BSW – Cover Letter	16
Sample MSW – Clinical Cover Letter	17
Sample MSW – Macro Cover Letter	18

Résumés

What do Employers Look for in a Résumé?	20
Résumé Tips	21
Tips for Writing your Résumé	23
Knowledge/Skill Areas for Social Work Résumés	24
Macro Social Work Roles and Skills	26
Macro Social Work Settings	27
Macro Social Work Resources	28
Macro Social Work Research	29
Sample BSW – Clinical Résumé	30
Sample MSW – Clinical Résumé	31
Sample MSW – Macro Résumé	32

The Interview

Securing the Social Work Job you Seek: Advice for the Interview Process	35
25 Tips for Acing a Remote Interview	37
Pre-Interview Checklist	40
Do you have any Questions?	41
What to Say to “Tell Me about Yourself?”	42
Preparation	43
Do’s and Don’t’s	43
Follow-Up	44
The Power of a Simple Thank-You Note	45
5 Salary Negotiation Strategies for Social Workers	46
NASW Resources	49

Marketing Yourself

Getting the Most Out of Your Social Work Program to Land Your First Job

As the Fall season rolls into full gear, students get lost in the maze of class projects, research papers, and field work. What I want you all, as students in BSW and MSW programs, to remember is to not lose sight of your goal to find employment at the end of your program. Learning how to position yourself for the job you want to obtain is the best way to land your dream position. Learning how to strategically market yourself – communicate your worth and skill set to employers is key to landing that first great job. Finding the right fit for you may seem daunting this early in the semester or in your academic career; however, there are many steps that you can take now to position yourself to land the best job for you. Below are some simple suggestions to guide you in the right direction toward success!

First, take time to develop a specific goal about your career direction. Ask yourself these simple questions: What type of job do you want to obtain after completion of your program? How do you want to make a difference in the field of social work? What are you passionate about? Taking time to think about what your goals are gives you a direction and baseline for developing a plan of action.

After you have a career goal in mind, the next step is to research how you will get there. Taking time to investigate the market will give you some insight into the job itself and the skills needed to be successful in that job. One highly effective way to research the market is to conduct informational interviews with key social work professionals doing the job you wish to obtain. Informational interviewing is the act of interviewing professionals about their pathway to obtaining their job and what skills they use every day. This can be done by phone, in person, or via Skype.

Be prepared with about five questions to ask during the interview. Take time to interview several people. The best ways to connect with social work professionals are through your school's alumni association and career services office, social media sites such as LinkedIn, developing connections at your field placement, or through faculty, and by attending workshops and conferences held by professional organizations such as the National Association of Social Workers.

Once you have an idea about what career you want to have and the skills needed to be successful in that area, make an inventory of your current skills and experiences. Then list those that you have discovered you need to obtain. Many of you already have some skills and experiences that are transferable and useful for your future career. This exercise also gives insight into what skills and experiences you need to build upon and learn in your program.

There are many ways that you can gain the skills and experiences needed for your dream job. Take time to discuss your career goals with your faculty advisor and field instructors. Your advisor may be able to suggest specific courses, special studies or ways to become involved in the school community that will help you along the way. Your field placement is a great opportunity to incorporate activities that will develop your skill set. Just ask! Do not forget that experiences can also be learned through volunteer and part-time work. Keep track of your accomplishments and learning as they relate to your goals and development as a professional. This makes it easier to re-assess and reflect upon your growth in skills and experiences as you progress through your program.

Now that you have spent time recording what skills you have obtained, you not only have an idea regarding your competency, you know what experiences led to your growth in those areas. You are now in a better position to communicate your strengths (skills and experiences) to prospective employers through your résumé and cover letters and at interviews.

Knowing what career path you wish to take in the field of social work, how to get there, and what skills are needed to be successful in that position, is the best strategic way to land the job you want. It's also a great way to navigate and get the most out of your social work program. With some careful planning, research, and assessment, you will be able to make the most out of your academic career and not lose sight of your goal – a great job in the field of social work!

Michelle Woods, LMSW – Macro, Director of Career Services, University of Michigan School of Social Work. This article was originally published in the September 2012 issue of The Bridge.

© 2012 Ted Goff www.tedgoff.com



**“I am possibly the best job
candidate you will ever have
the privilege to interview.
Need I go on?”**

Create Value in Yourself

Invest in training programs

Use your time to participate in training programs (i.e. local workshops, professional conferences) to develop your skills and utilize your time earning continuing education units (CEU) to expand your knowledge.

Take advantage of the contingent workforce to build up your skills and experience

Use your free time wisely. Everyone in your class is graduating with a degree and at least one or two field placements. Start asking yourself: “why should an agency hire me over anyone else?” The way to build your skills and experience is to build your networks through informational interviews and through volunteering your time at an agency. You can also build your skills through your field placement. Look for ways to go to coalition meetings or ways to build your network during your field placements.

Recognize that value is in the eye of the beholder

Research what is of value to the organization you are applying to and format your résumé to reflect those values. You can research by looking at their website and the job description and by reviewing their industry publications. Take note of their terminology and key words and implement them into your résumé.

Recognize value is not about you but what the job seekers are looking for

You can create value by showing how you can deliver in a competitive environment.

Quantify and qualify job experiences on your résumé

It will add value to your résumé, particularly by using their key words in your résumé.

Format your purpose statement or objective to answer these questions:

Does this statement illustrate specific value I have created? Is the value I have created useful to my prospective employer? How? If you cannot make your purpose statement answer these questions then do not put it on the résumé. It will be a waste of space.

*Content mostly taken from the book, “Cracking the New Job Market: The 7 Rules for Getting Hired in Any Economy”
by William Holland*



Networking Techniques and Strategies

Why network?

Networking is an important part of the job search process because most jobs are discovered through personal communication rather than traditional postings. It may seem overwhelming to think about networking, especially when life is busy, but building your network does not necessarily mean you have to attend large social functions or continuously meet with potential employers.

In fact, many people do not even realize that they network on a daily basis. Are you in contact with professionals in your field of interest at your job, at your internship, or during social events on the weekends? Do you keep in touch with faculty, employers, or peers from your undergraduate or previous professional career? Most likely, yes. These contacts may be helpful as you enter the job market. It is important to be aware of your growing network and utilize this important resource.

Networking tips for busy people:

- Identify networking opportunities in your daily life: intra-agency meetings, guest speaker presentations, training events and conferences, family, work, or school social events
- Tell your contacts when you are in the job market: your own network may have connections to job openings that you may otherwise not have known about
- Carry business cards with your professional contact information at all times. Sites like VistaPrint have affordable options for customized business cards.
- Utilize social networking websites such as LinkedIn, Facebook, or inCircle, which may be useful to build and maintain connections with co-workers, classmates, and employers
- Join professional organizations (such as NASW) and associations relevant to your field for access to job search databases, employment bulletins, and professional contacts
- Contact your program and see if you can obtain a copy of the School of Social Work Alumni Directory for graduate information - this is especially helpful for out-of-state job searches, as the directory is divided by geographical location
- Conduct informational interviews with contacts directly related to your field of interest



Social Network with NASW Michigan

- ❖ **Facebook**
 - facebook.com/NASWMichigan
- ❖ **Twitter**
 - twitter.com/NASWMI
- ❖ **LinkedIn**
 - www.linkedin.com/groups?home=&gid=2900480&trk=anet Ug_hm
- ❖ **Youtube**
 - www.youtube.com/channel/UC4mETr6hSJmiG-plsOSTbA
- ❖ **Blog –**
 - nasw-michiganblog.weebly.com

How To Use LinkedIn: 5 Smart Steps To Career Success

For many, LinkedIn is the social media equivalent of an awkward networking event.

Friends and acquaintances have said variations of the following to me: “I’m on there but I have no idea what to use it for.” Or: “I don’t see the point of joining — my colleagues know me, my work and my email address. I don’t need to connect with them on LinkedIn.”

Nowadays, just as a résumé is necessary for a job interview, a professional online presence is needed for — well, any kind of career opportunity, whether it be a new job, speaking engagement or collaboration. And a LinkedIn profile, done right, can be that much-needed online résumé and help ensure that the good work you do is publicly recognized and that others know how to reach you with relevant opportunities.

Here are five steps to crafting a stellar profile, building a valuable network and leveraging both to your best advantage.

1. Make a findable and visually appealing profile.

A professional headline with your picture and your name is what people see most often on LinkedIn, so it’s worth it to take two to three minutes to craft something appealing. Upload a headshot as professional-looking as possible (even if you can’t afford to hire a photographer), and write a succinct and compelling headline, which runs right under your name. Make this 120-character space, which some call “a mini elevator speech,” as creative and readable as possible and use keywords for your industry—whatever you would search for, or the terms you see most often on the profiles of others in your field. Most people just state their current job, but if you have multiple careers or positions, she advises focusing on skill sets.

2. Use your LinkedIn profile to showcase everything that doesn’t fit on your résumé.

LinkedIn changed its search algorithm, so take time to fill out the description areas. Don’t just list your job title, which is how people used to be able to find you. Fill out the 1,000-character description areas under each job title and in your overall summary; list your contract work and the results you got (and state the fact that it was a X-month-long assignment); upload or link to examples of your work, such as YouTube videos, images, PDFs, Microsoft Word documents; fill out the Projects and Publications sections of your profile (on the upper right in Edit Profile mode), or any other additional sections, such as Courses, Certifications, Patents or Volunteering, that allow you to feature other relevant skills.

3. When you’ve got a profile you’re ready to show the world, strategically connect with others.

Connect with existing professional and personal contacts—friends, classmates, former co-workers, current co-workers and other people in your industry whom you know. Whenever you have a positive interaction with someone with whom you think it would be good to stay in touch, send him

or her a LinkedIn request. If you receive an invitation from someone you don't know, take a look at his or her profile. Even if they're not a potential employer or client, maybe they work in your area or have connections that could be potential employers or clients. Whatever you do, don't just connect with potentially helpful people willy-nilly. If you see someone who could be useful but who you don't know in real life, don't squander the potential connection by sending the generic message, "Hi Laura, I'd like to connect with you on LinkedIn." Keep in mind that everyone has a different way of using the site. Some people only connect with those they know offline. Others send a request to anyone they find interesting on LinkedIn search.

4. Once you've got a valuable network, snoop.

Snooping is the best way to use LinkedIn, but only after you've forged good connections. Let's say you're interested in a job posting. You can use LinkedIn to find former employees who could give you insight into the company's culture or to determine which of your own friends and acquaintances know current employees who could make an off-LinkedIn connection for you. You can also use LinkedIn even if you're not looking at a specific job by exploring specific industries or companies. Say you want to find venture capital funding or that you want to work at a certain company. Do a search for the industry or company and then see which of your colleagues could introduce you to someone who works there via LinkedIn or in real life.

5. Stay active on the site.

Getting the most out of LinkedIn isn't just about using it when you want something specific. In general, it's good to remain active even when you don't have a grand purpose. Remind your contacts that you're doing good work by regularly sharing links relevant to others in your industry, keeping your profile current, and updating your profile when you are hired for a new position or have another accomplishment to tout.

Finally, as with anything on the internet, the website will continue to evolve features and functionalities, so be sure to stay current with Blog.linkedin.com, LinkedIntoBusiness.com, or LinkedIn's Tuesday night Twitter chats so you can use the site to your best advantage.

By Laura Shin from the Forbes article [How To Use LinkedIn: 5 Smart Steps To Career Success](#)



What is informational interviewing?

Informational interviewing is a form of interviewing that is initiated by the job-seeker. The desired result is not to obtain a job but rather to gather as much knowledge as possible about the market in which you are entering. Therefore the job-seeker will ask questions to find out more about a particular job, the necessary credentials or skills for such a position, and other information that will provide additional insight during the job search. Interviews are brief, lasting about 10 to 15 minutes.

Be sure to send a thank-you note immediately after the interview, as the employers/social workers you speak with are generously taking time out of their busy days for you. Informational interviewing is an excellent form of networking because the people you interview will often connect you with additional contacts or provide you with job leads.

Informational interviewing sample questions:

- What is it like to work for this company?
- What is the management philosophy?
- Could you describe the training involved in your position?
- What are the necessary qualifications to be hired for this position?
- What are the work conditions like?
- What type of supervision is involved with this job?
- What type of person fits in best here?
- Do you suggest I speak with anyone else to learn more about this field?

*Content taken from the University of Michigan School of Social Work Career Center
(<http://ssw.umich.edu/offices/career-services>)*



Cover Letters

What Makes a Cover Letter Stand Out from the Rest?

Anything being sent to a decision-maker should sell you, and not just state facts. When conducting a job search, your cover letter and résumé are in a pile for the decision-maker to review, one by one, along with a vast number of other documents submitted by other hopeful individuals. The odds that YOUR document is the very first one on the pile are about a zillion to one! This means the decision-maker has probably read X number of cover letters (and résumés) before reaching your set of documents. With that in mind, it's not recommended that you start the cover letter with the sentence used in so many other letters:

"Pursuant to your recent advertisement in the New York Times for the position of Staff Accountant, I am enclosing my résumé for your review."

B-O-R-I-N-G! Plus, the decision-maker probably just read this same (or very similar) sentence about five dozen times. Remember, you want to GRAB the decision-maker's attention and SELL yourself to them.

Since the cover letter is designed to market you to potential employers, do not state the obvious. If the cover letter does not create a sense of excitement and entice the reader, it is a waste of your time for writing it and a waste of time for the reader reading it.

Keep track of how many times you use the words "I" and/or "my." After you write the letter, take a pen and circle all the "I's" and "my's" in the letter: more than five? Then it is time to re-write some of the sentences.

Here is an illustration of how to do that: Instead of writing "I am looking for an opportunity for advancement with a new employer. My background is in child welfare, and I feel well-qualified for the case manager supervisor position with your agency", you can write, "background in child welfare with five years of experience as a case manager are key elements in qualifying me for consideration as part of your team."

Remember the PURPOSE of the cover letter: to highlight your background in the right light, sell your skills and show the potential employer you are worthy of an interview. Explaining what you WANT throughout the letter does not tell the reader the BENEFIT of what you can offer, which is imperative for you to be successful.

There are many ways to say things but, as you can see, some words have a stronger impact on readers than others. In cover letters, e-résumés, and traditional résumés, you can change the reader's perception in a heartbeat by substituting various words or phrases for more traditional (and outdated) verbiage.

See the outline:

NON-AGGRESSIVE LANGUAGE	AGGRESSIVE LANGUAGE
Set up program from scratch	Established program from inception through successful operation
Worked closely with agency heads	Fostered relationships with agency heads
Helped attain \$3 million in grants	Instrumental in achieving \$3 million in grants
Helped new employees	Aided new employees
In-depth knowledge of state child welfare policies	Expertise in state child welfare policies
Assisted volunteer recruitment strategies	Actively participated in volunteer recruitment strategies
Reduced expenses by 10%	Slashed (or cut) expenses by 10%

In short, aggressive writing makes you SIZZLE, while passive writing tells your “story.” Remember your goal is to effectively market yourself, not to author your employment biography.

Content taken directly from National NASW: <http://careers.socialworkers.org/findajob/articles/employerslookingfor.asp>

Tips for Writing a Cover Letter

- Keep it to one page unless you have quality experience to share.
- Be original, but also get to the point (writing that you wanted to be a social worker since age 6 or saying you want to help people is not original).
- Your cover letter should create a sense of excitement and entice the reader – express personality.
- Write a different cover letter for each job; tailor it to that specific job
- Do not use passive language. Change “Assisted department with” to “Actively participated in.”
- Talk about the work you have done and how those experiences directly relate to the job to which you are applying. Read that agency’s strategic plan and talk about how you can help them reach their goals.
- Use wordage that resembles their mission statement, website, or job description.
- Reiterate strengths and abilities that connect to outcomes.

Components of a Cover Letter

Paragraph 1: Introduce yourself with a brief introduction that includes your name and credentials, the job title for which you are applying, and where you found the job posting. If someone referred you, this is where you would mention him/her. End this paragraph with a sentence mentioning something about the agency/organization that you admire, that makes you want to work there. This shows the employer that you're interested in the job and that you took the initiative to research and learn about them.

Paragraph 2: Answer the question, "Why should they hire me?" or "Why/How am I qualified for this job?"

Expand on a couple of experiences from your résumé – analyze them and write a narrative on how you would be an asset to the job and the agency. One of the techniques to use in cover letters is to pull out the top four or five achievements and mention them in bullet form with the letter. It serves as a wonderful focus point for readers' eyes and draws their attention immediately to your strengths. Here's a brief highlight in what would naturally be a longer cover letter:

...Recognized as a top-performer and dedicated professional, my record of achievements include:

- *Generating a 58 percent increase in new business during tenure as Regional Advertising Manager.*
- *Boosting client media coverage to 50 and developing partnerships with previously unsecured media contacts.*

Paragraph 3: Wrap up. Reiterate your interest in the job. Thank them for their time and that you look forward to meeting with them to discuss the job in more detail. Provide the contact information where you can best be reached.

Emailing Your Cover Letter and Résumé

When applying for jobs using email, be sure to include your name and the job title in the subject line. Here's an example of a subject line to use when sending your cover letter by email:

Subject: School Social Worker Position - Your Name

When attaching your résumé and/or cover letter to an email be sure to save the documents with appropriate titles (e.g. "Last Name Résumé" or "First Name Last Name_Cover Letter". Résumés and cover letters need to be saved and sent as PDFs to secure the formatting, as every computer has different text and formatting settings.

Sample BSW – Cover Letter

Maxxie Oliver

103 7th Street – Lansing, MI 48906
moliver@gmail.com – 517-110-2008

March 1, 2014

Michelle Richardson, LMSW, ACSW, CAADC
Wolverine Human Services
190 East Michigan Avenue
Battle Creek, MI 49014
(269) 966-1284

Dear Ms. Richardson:

I am writing to you regarding the Case Manager position ID: 140408 posted on the Wolverine Human Services website. I will be earning my Bachelor of Social Work (BSW) degree this May from Eastern Michigan University and am eager to jump into the workforce!

As my résumé shows, during my field placement at Catholic Social Services, I provided individual and group life-skills training to a culturally-diverse population of adolescents who were aging out of the foster-care system. One moment that stands out was when I assisted an eighteen year-old client with a convicted truancy sentence in graduating from high school. Working diligently, I was able to assist the client in getting accepted into a four-year university with a full ride from grants and scholarships (valued at \$100,000). I also collaborated with a treatment team of clinical social workers, educators, psychiatrists, and rehabilitation counselors to develop personal goal plans for each youth I worked with. I started the social work limited license process and am waiting for EMU to submit my transcripts to the state. I should have my limited license by the expected start date.

I am seeking a challenging but rewarding position, which has room for advancement. This is why I was excited at the opportunity to work at Wolverine Human Services. After you have reviewed my resume, I hope to meet with you to discuss how I can be beneficial to Wolverine Human Services!

Sincerely,

Maxxie Oliver

Maxxie Oliver

Tony Stonem, LLMSW

741 North Cedar Street | Lansing, MI 48906 | tstonem@gmail.com | 517.487.1548

February 15, 2014

Chris Miles, PhD, LMSW, ACSW
Department of Health and Human Services
190 East Michigan Avenue
Battle Creek, MI 49014
(269) 966-1284

Dear Mr. Miles:

I am writing to apply for the clinician position posted on the Department of Health and Human Services website reference number 140408. I recently graduated with my Master of Social Work (MSW) degree from the Michigan State University and would bring strong clinical skills working with youth who are underprivileged and at-risk.

During my ten year tenure at Catholic Social Services, I provided individual and group therapy to a culturally diverse adolescent population similar to yours at DHHS. Specifically, I was able to gain a strong understanding of the foundational skills necessary for professional practice. I excel at:

- Building relationships and working in interdisciplinary teams.
- Determining and implementing appropriate services and courses of action.
- Maintaining records, preparing reports, and conducting correspondences.

In addition to my experience and personal qualities, I have a solid education foundation and a passion for family support. From early in my career I wanted to make a difference in the lives of young people, especially those from low income backgrounds. I am extremely enthusiastic about the potential to work at the largest agency in the state that focuses on children's needs and would welcome the opportunity to contribute to your ongoing care and protection goals.

Please review my attached résumé for additional details regarding my expertise. Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Tony Stonem

Tony Stonem, LLMSW

Effy Stonem

741 North Cedar Street - Lansing, MI 48906 - estonem@gmail.com - (517) 487-1548

January 25, 2014

Cassie Ainsworth, PhD, LMSW, ACSW
Executive Director
E4 Community Services
124 Horseferry Road
Bloomfield Hills, MI 48301
(207) 396-4444

Dear Ms. Ainsworth:

I am pleased to apply for the Social Service Program Manager position posted on the E4 Community Services website, reference number 140408. I will be obtaining a Master of Social Work (MSW) degree at the end of this month and would bring strong macro skills to enhance assessment and program management at E4.

During my field placement at the Boys and Girls Club of Lansing, I completed a year-long outcome evaluation on children's support programs for Lansing Public Schools. I have also had the opportunity to plan an after school program as part of the internship. Following the introduction of the program, I assisted in grant writing and lobbying to continue the program, leading to \$50,000 in funding. These experiences provided a foundational knowledge of the program assessment and management that I would like to further develop.

This position is appealing because it affords the opportunity to apply my assessment and planning skills to a social issue that I care about. I am eager to contribute to your mission of providing accessible programs to clients in need and am confident in my abilities to excel in the role. The close working relationship that E4 has with both public and private service providers also excites me.

Attached please find my résumé which includes specifics about my experiences. I would welcome the opportunity to meet with you to further discuss the potential opportunities within E4 Community Services. Thank you for your time and consideration.

Sincerely,

Effy Stonem

Effy Stonem

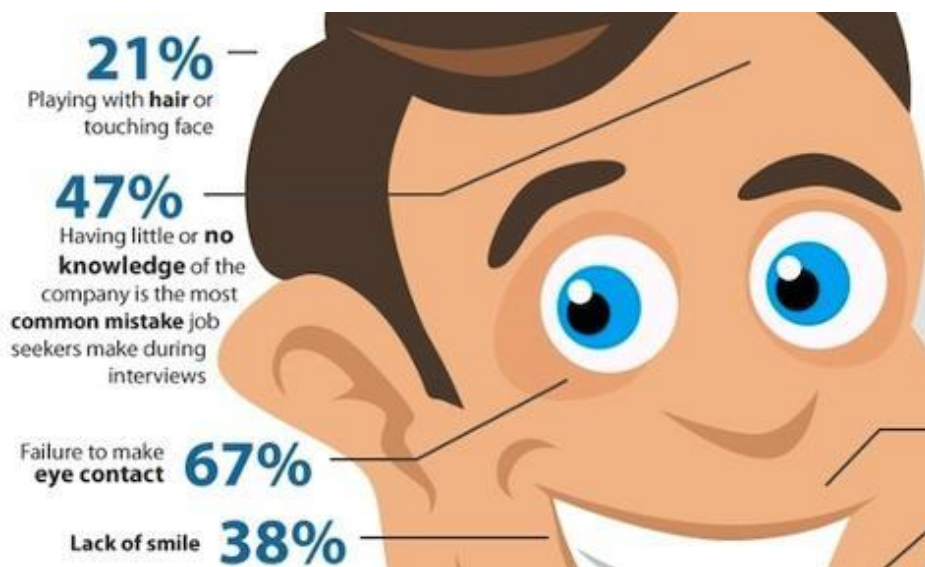
Résumés

What do Employers Look for in a Résumé?

Essentially, employers look for what you can do for them. That is what they want to know. Your résumé should be reader-friendly— easy for the reader to find the names of companies, titles held and dates employed. He or she will pass over your résumé if time has to be spent hunting for this information. You cannot expect the employer to do ANY work; it all has to be accessible and right there.

On average, the employer will only spend 15-20 seconds reviewing the document. This will not sound flattering to the job seeker, but candidly, you are a product that you are selling and marketing to the reader. Just like in any other sales situation, you sell the sizzle, not the steak. Obviously, you will need the details to substantiate the claim, so have all the factual information available. What will create the sense of urgency is if you can demonstrate that YOU are the better product. This is especially important in soft markets.

The mindset is not to inform, but to sell, market, showcase your skills and results, highlight what you've done for former employers and emphasize what you can do for a new company. This is where most people miss the mark tremendously. To get 'on the mark', understand the employer's perspective: "I'm the company, and I'm spending 'X' on you. What is my return on investment? How can you make my life better? How can you make the company more profitable?" That is what your résumé should scream to the reader. Why me and not one of the other 185 people whose résumés are sitting on the employer's desk.



Common Nonverbal Mistakes Made at a Job Interview. <http://vitamintalent.com>

Résumé Tips

Where to Start

It is a good idea to start by assessing your *strengths/skills, experiences, and professional goal(s)*, in relation to the desired qualifications of the position that you are seeking. Moreover, consider your audience as you build your résumé.

Be sure to create a specialized résumé for each job. It can be useful to prepare a résumé for your own use that includes all of your experiences; this can then be used to create your specialized résumés.

Also, be mindful that the job search does not end or begin with the résumé but:

- It should be polished - absolutely no grammatical/spelling errors.
- Think of it as a "snap-shot" of your experiences - it does not have to include everything you've done.
- Résumés should highlight outcomes rather than tasks. It is much more than a list of job duties.
- Make sure to use terminology that is pertinent to your field of interest.

Résumé and Curricula Vitae

A curricula vitae is used by those seeking positions in academia. It is typically quite long, as it emphasizes one's experiences in teaching, research, grant awards, publications and presentations.

Each should have:	Each should not:
<ul style="list-style-type: none">• One-inch margins• 11 or 12-point font size• An easy to read font type• Past tenses, unless you are currently in the position	<ul style="list-style-type: none">• Have double spaces after periods• Use full justification• Be more than 1-2 pages in length

Include at the top of the page your name, address, phone number, and email address

Think of this part as your own professional letterhead. Enlarge your name and add a bar across the page to separate your heading from the rest of the résumé. To keep the pages of your résumé together, on the upper right corner of page 2, place your last name and the page number.

Another option you have is to use your header on page 2, to make it your own professional letterhead. If your pages become separated, it may be possible that the employer would think page 2 is page 1 of your résumé, however, and think you left off information. Use your header on your cover letter, as well.

Accepted Formats

There are three formats to select from: chronological, functional, and combination.

1. Chronological Format

- a. A **chronological** format is the traditional format that most people think of when they imagine what a résumé looks like. *It is designed in reverse chronological order, meaning you start with your most recent experiences and work your way back.* For instance, you begin with your most recent job and end with your oldest job.

- b. **Typical headings include: Objective, Education, Professional Experience, Volunteer Experience, Research Experience, Professional Development, Professional Affiliations, and Awards and Honors.** You do not need to use every heading; instead, fit the headings to your experiences. Under each heading, highlight your outcomes and accomplishments rather than listing your job description or duties.

2. Combination Format

- a. A **combination** format is the blending of the chronological and functional formats. It is optional to begin with an objective and it always follows or begins with a "Professional Summary" which highlights in 1-2 sentences your skills/experiences in a broad sense. Then, like in a Functional résumé, you include skills headings. After that, you include a reverse chronological listing of your work history. This time, unlike the Functional résumé, you emphasize your accomplishments and main job functions, as you would in a chronological résumé.

Choosing Your Résumé Format

The chronological format is usually best to use when you can demonstrate consistent employment in the social work profession. This shows the strengths of your social work experience. If you do not have official employment experience, you can use your internship experience(s) in the employment section. So, the chronological format is still an option available to you because your internship experience is just as significant as your work experience. Instead of titling it "Job Experience", you can either use "Profession Experience" or "Social Work Experience".

As a new graduate or someone who has changed to the social work profession, you may want to consider using the functional format instead. However, always have a chronological format prepared because the employer may ask for this format. The functional format is used to demonstrate specific skills, to de-emphasize a lack of employment in social work, extended periods of unemployment, or beginning the social work profession. Be mindful, though, that employers are aware that people use functional formats for these reasons. Prepare yourself to answer questions that the employer may ask about your qualifications or extended periods of unemployment.

On the other hand, people with a great deal of experience may also prefer to use the functional format because it can highlight the breadth and mastery of one's skills. The combination format is useful if you have strengths in both areas when you can demonstrate consistent social work employment and sought-after skills. It shows that you understand the qualifications for the position, as well as have the experience to back it up.

Should I use a template?

Typically, it is not useful to use a template because:

1. It does not allow you flexibility with your headings and content (e.g. highlighting your diverse set of social work skills, which differ from traditional experiences and strengths)
2. It usually wastes too much space on the page with large margins and line spacing.

*Content taken from the University of Michigan School of Social Work Career Center
(<http://ssw.umich.edu/offices/career-services>)*

Tips for Writing your Résumé

- Remember to spell out degree i.e. “Bachelor of Science” not, “BS”.
- When putting your email on your résumé remove the hyper link i.e. “janeadams@gmail.com” not, janeadams@gmail.com.
- List your experience in reverse chronological order, starting with the most recent.
- List at least three bullet points of knowledge/skill areas per position. If you cannot list at least three bullet points do not put list the position.
- Put your bullet points of knowledge/skill areas in order of strongest to weakest in case the reviewer only reads the first bullet point.

Questions to Help Write a Winning Résumé

To make it sell, answer the following:

- ✓ What are your two top job choices in order of preference?
- ✓ What skills do you enjoy using the most and want to highlight?
- ✓ What have you done on the job that distinguishes you from others in your field?
- ✓ What projects or teams did you lead, or innovative concepts did you introduce, that had the most positive results on the company?
- ✓ What recommendations or contributions have you made that have been accepted or implemented?
- ✓ Have you quantified accomplishments in detail versus just listing them briefly? Are they tangible, bottom-line benefits from the employer's perspective?
- ✓ How will your unique work style benefit a potential employer? How has your style fueled your accomplishments with previous employers?
- ✓ Have you used a personal e-mail address and not your employer's? (e.g., Gmail, Yahoo, versus your at-work account)
- ✓ Is your résumé easy to read, with all contact information and employment history basics readily visible? (e.g. name of company, title, dates of employment)
- ✓ Does the document include up-to-date language and the buzzwords hiring decision-makers are looking for?
- ✓ Have you proofread your résumé at least twice and had another person review it for spelling errors, typing mistakes, incorrect dates, etc.?
- ✓ Does the résumé read like a marketing document that SELLS you, rather than a narrative of your work history?



Knowledge/Skill Areas for Social Work Résumés

Select words in the list to strengthen position descriptions that highlight your knowledge and skills. Remember to not start a bullet point line with the same action verb twice on your résumé.

- Adapted
- Addressed
- Administered
- Advanced human rights/social/economic justice
- Advertised
- Advocated
- Aided
- Analyzed
- Answered
- Appointed
- Approved
- Arbitrated
- Arranged
- Articulated
- Arts-Related Skills
- Assessed
- Assigned
- Assisted
- Attained
- Attended
- Authored
- Authorized
- Benchmarking
- Budgeted
- Cared for
- Case Management
- Cataloged
- Categorized
- Chaired
- Charted
- Clarified
- Classified
- Coached
- Coded
- Co-facilitated
- Collaborated
- Collected
- Communicated
- Communication Skills
- Community Organizing
- Compared
- Compiled
- Composed
- Condensed
- Conducted
- Conferred
- Conflict Resolution Skills
- Considered
- Consolidated
- Consulted
- Contracted
- Contributed
- Controlled
- Converted
- Conveyed
- Convinced
- Cooperated
- Coordinated
- Corresponded
- Counseled
- Creative Writing
- Created
- Critical Thinking
- Critiqued
- Curriculum Development
- Debated
- Decided
- Defined
- Delegated
- Demonstrated
- Described
- Designed
- Detected
- Determined
- Developed
- Diagnosed
- Directed
- Discussed
- Distributed
- Documented
- Drafted
- Edited
- Educated
- Education
- Elicited
- Eliminated
- Emphasized
- Encouraged
- Enforced
- Enhanced
- Enlisted
- Ensured
- Established
- Ethical Practice
- Evaluated
- Examined
- Executed
- Explained
- Explored
- Expressed
- Extracted
- Facilitated
- Fielded
- Filed
- Formulated
- Fundraising
- Furnished
- Furthered
- Gathered
- Generated
- Global Engagement
- Grant Writing
- Graphic Design
- Group/Team Work
- Guided
- Handled
- Headed
- Helped
- Hired
- Hosted
- Identified
- Implemented
- Improved
- Incorporated
- Increased
- Influenced
- Initiated
- Inspected
- Instituted
- Insured
- Interacted
- Intercultural Skills
- Interpreted
- Intervened
- Interviewed
- Investigated
- Involved
- Joined
- Leadership
- Lectured
- Led
- Legislative Engagement
- Lesson Planned
- Linked
- Listened
- Located
- Logged
- Maintained
- Managed
- Marketed
- Measured
- Mediated

- Merged
- Moderated
- Monitored
- Motivated
- Negotiated
- Networked
- Observed
- Obtained
- Operated
- Ordered
- Organized
- Originated
- Outlined
- Overhauled
- Oversaw
- Participated
- Patient Care
- Persuaded
- Photographed
- Photovoiced
- Planned
- Policy Work
(writing, analysis,
advocacy)
- Prepared
- Presented
- Presided
- Prioritized
- Probed
- Processed
- Produced
- Professional
Development
- Program
Development
- Program
Management
- Promoted
- Proposed
- Provided
- Publicized
- Published
- Purchased
- Recommended
- Reconciled
- Record Keeping
- Recorded
- Recruited
- Referred
- Registered
- Rehabilitated
- Reinforced
- Reorganized
- Replaced
- Reported
- Researched
- Resolved
- Responded
- Restored
- Reviewed
- Routed
- Scheduled
- Screened
- Searched
- Self-Assessment
- Served
- Set up
- Simplified
- Social Identities
- Social Networking
- Solicited
- Solved
- Specified
- Standardized
- Strategically
Planned
- Streamlined
- Strengthened
- Submitted
- Suggested
- Summarized
- Supervised
- Supplied
- Supported
- Surveyed
- Synthesized
- Systematized
- Taught
- Team Work
- Tested
- Testified
- Trained
- Translated
- Understood
- Updated
- Utilized
- Validated
- Verified
- Volunteered
- Wrote



Macro Social Work Roles and Skills

Terms in this list describe mezzo and macro social work roles and skillsets. Utilize these terms to strengthen your macro social work resumé, or to help identify suitable career listings.

- Admissions counselor
- Academic Service Officer
- Adult literacy program worker
- Agency director
- Auditor
- Board Member
- Budget management, accounting, accountability and audits
- Campaign manager/field organizer
- Case manager
- Career counselor
- Child welfare advocate
- Clinical Risk Manager
- Clinical Supervisor
- Coalition building
- Community/popular educator
- Community health worker
- Community leadership (ex: Mayor, Schoolboard)
- Community needs assessment
- Community organizer/activist
- Community-based liaison/policy advocate/developer
- Community planner
- Community relations director/coordinator
- Contract negotiation
- Coordination and evaluation of service delivery
- Corporate foundation specialist
- Court-appointed special advocate
- Crisis intervention counselor
- Cross-national adoption specialist
- Data analyst
- Development manager/assistant
- Dialogue facilitator
- Documentary filmmaker
- Economic and social development specialist
- Education program specialist
- Educational researcher
- Elected/government official
- Employee assistance counselor
- Employment services specialist
- Event Coordinator
- Faculty
- Federal program administrator
- Field/campaign organizer
- Fundraiser
- Grant writer
- Group or Issue-Based Advocacy
- Health care policy specialist
- Health educator
- Health promotion and diseases prevention specialist
- Health reform advocate
- Hospital administrator
- Housing/student life coordinator
- Human resources manager
- Human rights representative
- Immigration program administrator
- Information privacy and security
- Information systems/Information technology
- Journalist
- Labor relations specialist
- Labor union organizer
- Legislative assistant/aide
- Legislator
- Life Skills training
- Lobbyist
- Market research analyst
- Marketing
- Minister (religion)
- Membership coordinator

- | | | |
|--|--|----------------------------------|
| • Non-profit manager | manager/officer/director | • Residential care manager |
| • Nursing home administrator | • Program developer/evaluator/supervisor | • Social science researcher |
| • Office Manager | • Psychologist | • Social Work Agency Director |
| • Ombudsman | • Public administrator | • Sociologist |
| • Outreach specialist/coordinator | • Public Awareness Campaign organizer | • Student affairs educator |
| • Organizational consultant | • Public health social worker | • Teacher/professor |
| • Policy advocate | • Public interest advocate | • Technical Assistant |
| • Policy analyst | • Public relations/media relations | • Trainer/consultant |
| • Policy consultant (may specialize in given policy area) | • Public Speaking | • United Nations program officer |
| • Policy development, especially with regard to social welfare | • Quality assurance coordinator | • Urban and regional planner |
| • Poverty advocate | • Referral network building | • Vocational counselor |
| • Prevention specialist | • Researcher | • Volunteer services director |
| • Program administrator | • Resource development and compilation | • Volunteer coordinator |
| • Program associate/coordinator/ | | • Youth counselor |

Macro Social Work Settings

Terms in this list describe the environments that macro and mezzo social work is often set in. Utilize these terms to help identify suitable work environments, or describe environments you have previously worked in.

- | | |
|--|-----------------------------------|
| • Advocacy programs | • Head start programs |
| • Child and family services | • Homeless projects |
| • Churches and religious organizations | • Hospitals and clinics |
| • Colleges and universities | • Human resources |
| • Community action programs | • Neighborhood coalition programs |
| • Community crisis centers | • Nonprofit organizations |
| • Community mental health centers | • Personnel offices |
| • County/state/governmental agencies | • Private companies/corporations |
| • Court systems | • Public health programs |
| • Domestic violence centers | • Public service agencies |
| • Local/state/federal government | • Research institutes |
| • Health care centers | • Social service agencies |
| | • Training/vocational centers |
| | • Volunteer associations |

Macro Social Work Resources

Career Resources

- NASW-Michigan has a career center, with job listings and resources (many are member only): <http://www.nasw-michigan.org/networking/>
- The national office of NASW also has a career site (you do NOT need to be a member to browse job listings here): <https://careers.socialworkers.org/>
- ACOSA has job listings available: <http://www.acosa.org/joomla/employment-opportunities>
- The University of Michigan has a Social Work Career Center: <https://ssw.umich.edu/offices/career-services/job-postings/job-bulletin>
- Idealist: A service for job postings based in “doing good”: <https://www.idealists.org>
- Social Work Licensure Map: <https://socialworklicensemap.com/>
- My Next Move: Career Opportunity Search: <https://www.mynextmove.org/>
- The Bridgespan Group: resources for non-profits and non-profit careers: <https://www.bridgespan.org/>
- Common Good Careers: Non-profit recruitment and employment: <http://commongoodcareers.org/>
- Organizers for America: a job marketplace for organizers: <http://organizersforamerica.org/>
- Academic 360: for those seeking a job in academia: <http://www.academic360.com/>
- Non-Profit Job Market: <http://nonprofitjobmarket.org/>
- Work For Good: another non-profit career search engine: <https://www.workforgood.org/>
- Go Government: for those seeking government jobs: <http://gogovernment.org/>

Michigan Schools of Social Work with Macro-focused Tracks

- Michigan State University: Organization and Community Leadership
- University of Michigan: Community Organization, Management of Human Services, and Social Policy and Evaluation
- Wayne State University: Innovation in Community, Policy and Leadership
- Western Michigan University: Policy, planning, and administration

Web Resources

- From Classroom to Capitol: <https://melindaklewis.com>
- University of Kansas Community Tool Box: <http://ctb.ku.edu/en>
- #macrosw blog: <https://macrosw.com/>
- The Political Social Work Macro Social Work series <http://www.politicalsocialworker.org/macro-social-work-job-search/>
- Social Work Helper: articles on macro social work <https://www.socialworkhelper.com/?s=macro>
- The Association for Community Organization & Social Administration (ACOSA) <http://www.acosa.org/joomla/>
- Congressional Research Institute for Social Work & Policy (CRISP) <http://crispinc.org/>

- UCS School of Social Work's open forum on nontraditional social work
<https://www.youtube.com/watch?v=gV-a6HY0JlU>
- Social Work Guide: List of career options for different levels of social work, including Macro <https://www.socialworkguide.org/careers/>
- Alliance For Justice: resources for advocates: <https://www.afj.org/>
- Alliance of Fundraising Professionals: resources for fundraising: <http://www.afpnet.org/>
- Council on Foundation: Advocacy resources: <https://www.cof.org/>
- Social Work News: <http://www.socialworknews.net/>
- Social Work Today: <http://www.socialworktoday.com/>
- Social Workers Speak: <http://www.socialworkersspeak.org/>
- The New Social Worker: <http://www.socialworker.com/>
- Bolder Advocacy: Resources for Evaluating Community Organizing: <https://bolderadvocacy.org/tools-for-effective-advocacy/overview-of-evaluating-community-organizing/reco>
- Social Justice and Peace Resources: <https://sjpsresources.wordpress.com/>
- The Social Welfare History Project: <https://socialwelfare.library.vcu.edu/>
- Social Justice Solutions Blog: <http://www.socialjusticesolutions.org/>

Recommended Texts:

- *Social Work Speaks*, NASW
- *Rules For Radicals*, Saul Alinsky
- Jane Addams Memoirs
- *The Reluctant Welfare State*, Bruce Jansson

Key Social Media

NASW Twitter: <https://twitter.com/nasw>

- NASW Facebook: <https://www.facebook.com/socialworkers/>
- Official Macro SW Twitter account: conducts twitter chats on Macro Social Work every Thursday: <https://twitter.com/officialmacrosw>
 - Follow #macrosw on twitter to see the associated tweets
- Association for Community Organization and Social Administration Twitter account: <https://twitter.com/acosaorg>

Research on Macro Practice

Macro Social Work Journals

- *Human Service Organizations: Management, Leadership & Governance* (formerly *Administration in Social Work*)
- *Journal of Community Practice*

Organizations

- The Network for Social Work Management <https://socialworkmanager.org/>

The Association for Community Organization and Social Administration
<http://www.acosa.org/joomla/>

Debra Gallagher

2119 South Homan Avenue
New Buffalo, Michigan 49117

dgallagher@gmail.com
269-109-2011

EDUCATION

Bachelor of Social Work

May 2015

Spring Arbor University – Spring Arbor, Michigan
Minor: Family Studies

EXPERIENCE

Case Management Intern

August 2014 – May 2015

Jackson County Area Agency on Aging – Jackson, Michigan

- Maintained over 80 client records by reviewing case notes, logging events, and progress
- Collaborated with six statewide aging agencies to develop and introduce statewide end-of-life legislation
- Prepared reports by collecting, analyzing, and summarizing treatment and results data and trends on aging trends in Jackson county
- Assisted in development, implementation, and revision of individual treatment plans

Mentor

September 2013 – May 2015

Adopt-A-Grandparent (AAG), Spring Arbor University – Spring Arbor, Michigan

- Fostered positive, meaningful relationships with 40 residents at the Green Acres Assisted Living
- Implemented weekly social activities program within the agency

Student Volunteer

September 2012 – May 2013

Habitat for Humanity – Jackson, Michigan

- Collaborated with a team of students in assisting with the renovation of a home for a family of four
- Wrote and secured funding grant of \$5,000 for future programming

AWARDS/AFFILIATIONS

Outstanding First Year BSW Student Award

May 2015

Spring Arbor Department of Social Work – Spring Arbor, Michigan

Dean's List

Fall 2013, Spring 2014, Fall 2014, Spring 2015

Spring Arbor University – Spring Arbor, Michigan

Member

October 2012 - Present

National Association of Social Workers – Michigan Chapter (NASW-MI)

- Participated in monthly professional workgroup on aging and gerontology

Mickey Milkovich, LLMSW

1955 S Trumbull Ave, Grand Rapids, MI 49401

mmilkovich@gmail.com

616-407-2013

Education

Master of Social Work, May 2013

Wayne State University – Detroit, MI

Certificate Program: Clinical Social Work with Families

Bachelor of Social Work, May 2010

Grand Valley State University – Allendale, MI

Minor: Psychology

Work Experience

Clinical Therapist, July 2013 – Present

Family Services – Lansing, MI

- Co-facilitated weekly therapy groups for 30 clients in recovery
- Developed 40 page regional resource and program guide for agency, which included over 100 community programs and resources
- Provided holistic and comprehensive case management services including: intake and benefit assessment, goal setting, weekly long-term case plan development, progress monitoring, individual money management, tenant education, advocacy and referrals
- Completed all required documentation in a timely manner, which included client follow-ups, outcome evaluations, and client contact sheets

Family Advocate, June 2012 – May 2013

Planned Parenthood – Detroit, MI

- Managed a caseload of 20 low-income, prenatal, and postnatal clients
- Facilitated pregnancy testing, counseling, program intakes, home visits, and coordination with a multi-disciplinary team
- Conducted ten presentations to over 200 local high school students on healthy and safe sex practices and signs of healthy and unhealthy relationships

Crisis Volunteer, September 2006 – May 2010

Listening Ear – Grand Rapids, MI

- Engaged in over 65 hours of training in best practices, advocacy efforts, and self-care to appropriately and effectively counsel distressed clients
- Managed a crisis intervention phone line which assisted over 60 community members per year
- Presented at statewide mental health conference on current trends in Michigan suicide prevention services

Affiliations

MSW Board Representative, September 2012 – September 2013

National Association of Social Workers – Michigan Chapter

- Represented over 2,000 masters level social work students to state chapter Board of Directors
- Initiated on-campus rally around student loan debt that gained national media attention and drew 250 students

President, September 2009 – May 2010

Member, September 2006 – May 2009

Phi Alpha Honor Society – Grand Valley State University, Allendale, MI

- Led bi-weekly meetings for general assembly and executive board
- ~~National Association of Social Workers~~ Michigan Chapter raised \$1000 for student scholarship

Veronica Fisher

2113 South Homan Avenue
Saginaw, MI 48607
vfisher@gmail.com
989-040-7213

EDUCATION

- | | |
|---|---|
| University of Michigan – Ann Arbor, MI
Master of Social Work , May 2015 | Central Michigan University – Mount Pleasant, MI
Bachelor of Science , May 2013 |
| <ul style="list-style-type: none">• Social Policy and Evaluation Concentration• Community Organization Minor | <ul style="list-style-type: none">• Political Science Major• Communication Minor |

EXPERIENCE

Senator Debbie Stabenow – Lansing, MI

Legislative Aide, August 2014 – May 2015

- Arranged for committee testimony, secured legal and supportive documents, and prepared materials and presentations for Great Lakes protection committee meetings
- Monitored the progress of proposed and pending legislation activity surrounding the protection of the Great Lakes
- Corresponded with constituents, lobbyists, and state agencies via phone, email, and meetings to develop a community response to a local environmental crisis

Department of Natural Resources – Ann Arbor, MI

Research Assistant, August 2013 – May 2014

- Conducted literature reviews and analyzed data for recycling patterns in four Michigan counties
- Prepared, maintained, and updated state agency website, visited by 10,000 people annually
- Developed social media policies and online advocacy tools for agency
- Participated in an interdisciplinary team that researched water quality issues in urban settings

School of Social Work Career Services, University of Michigan – Ann Arbor, MI

Graduate Assistant, August 2013 – May 2015

- Assisted with career counseling activities, including performing résumé reviews and editing for students and alumni, and scoring career assessments for career counselors
- Served as lead reviewer for university's email résumé review services
- Provided students and alumni with information regarding services by assisting with presentations to classes

Residence Life, Central Michigan University – Mount Pleasant, MI

Resident Assistant, August 2010 – May 2012

- Facilitated the social, academic, and personal adjustment of 300 first-year students to the residence hall and university
- Fostered a sense of community among residents as members of a floor, residents of a hall, and active participants in the residence life system
- Enforced the rules and policies of residence life, housing and dining services, and the university

Veronica Fisher

PAGE TWO

VOLUNTEER/ACTIVITIES

The Association of Black Social Workers, University of Michigan – Ann Arbor, MI

Vice President, September 2014 – May 2015

- Coordinated monthly service opportunities for members
- Co-lead weekly general meetings
- Contacted and organized monthly guest speakers to present at general meetings

National Association of Social Workers – Michigan Chapter – East Lansing, MI

U-Link Advocate, October 2013 – May 2015

- Served as a “link” between statewide professional association and other social work students at the University of Michigan
- Assisted with the daily logistic activities for the Legislative Education and Advocacy Day and annual chapter conferences
- Hosted on-campus event for University of Michigan social work students around political involvement

National Association for the Advancement of Colored People – University of Michigan Chapter University of Michigan, Ann Arbor, MI

Events Chair, September 2013 – May 2015

- Planned and executed social, service, and advocacy events for members
- Attended bi-weekly general assembly meetings and weekly executive board meetings
- Collaborated with other student groups for the planning and implementation of the annual Civil Rights Rally and Black Power Rally

Lunch Buddies – Central Michigan University, Mount Pleasant, MI

Mentor, January 2011 – May 2013

- Role model for elementary school children ages 7-10 to promote a more positive healthy, confident, and hopeful future

AWARDS/AFFILIATIONS

Central Michigan University – Mount Pleasant, MI

Dean's List, 2010, 2011, 2012, 2013

National Association of Social Workers – Michigan Chapter

Student Leadership in Diversity Scholarship, March 2015

National Association of Social Workers – Michigan Chapter

Member, August 2012 – Present

sample resumes have been created by NASW-Michigan

The Interview

Securing the Social Work Job you Seek: Advice for the Interview Process

In a competitive employment market, social work job seekers need to make the most of the interviewing process. The interview is your opportunity to communicate how your skills and experience meet an employer's job requirements—and to demonstrate how your personality fits with the organization. Careful consideration of the steps leading up to, during and after an interview will help you project yourself in the best possible light to a potential employer—and improve the odds that you will secure the job you seek.

Gather Information From and About Your Prospective Employer

When you receive a call to schedule an interview, ask questions that will help you prepare:

- What are the names of the people with whom will you be meeting?
- What is the interview process - is this a screening interview followed by a second interview?
- How much time has been allocated for the interview?
- If you don't have one, can you be e-mailed a detailed job description in advance of the interview?

Take the time to learn as much as possible about all levels of the organization.

- Look thoroughly at the organization's website.
- Review their mission statement, annual report, and strategic plan.
- Research the department or division that you would be working within.
- Look at the department's programs, services, and staff.
- Look closely at the job description and make sure you understand all the duties and responsibilities the position entails.

Research your interviewer(s) as well. Understand their roles within the agency and their respective backgrounds. Do a Google search and see what they are involved in professionally.

Practice Mock Interview and Prepare Carefully for Probably Questions

Conduct practice interviews in the mirror or with friends and colleagues. Prepare brief and concise answers for common interview questions such as:

- Can you tell me about yourself?
- What are your strengths and weaknesses?
- What specific skills do you have that relate to this job?
- Why are you interested in this position? What can you bring to this agency?
- How would your experience and background contribute to your success at this organization?
- What kind of experience have you had working with different populations?
- What attracts you to this type of work?
- Why do you want to work for this particular organization?
- What is your work style?
- How do you prioritize tasks during a work day? How do you handle a high workload?

- What do you think makes a successful team environment?
- Tell me about a time you had to make a quick decision. What was the outcome?
- What would you like to be doing five years from now?

Create a list of questions *you* may want to ask during the interview, to help you determine if the position is a good fit for you. Intelligent and substantive questions create a positive impression and demonstrate your interest in the position and the organization. Examples might include:

- What skills are you looking for, ideally?
- Within the areas of responsibility, what are the two or three most significant things you would want me to accomplish?
- How would you describe the culture of this organization?
- What is your average staff to client ratio?
- What are the agency's funding sources?

Be prepared in the event that an unskilled interviewer asks an illegal or inappropriate question about your ethnicity, religion, race, sexual orientation, marital status, or other personal topic. You can refuse to answer, ask why the question is relevant, or address what might be the underlying issue. For example, you might reply to the questions, "Are you married?" or "Do you have children?" by asking about the time and travel commitments that the job entails.

Toward the end of the interview, an employer typically asks if you have any additional questions. You should be prepared to ask one or two, which underscore your interest in the position. Avoid asking a question about salary and benefits during an initial interview.

Employers often form an impression *before* they meet you

A résumé is only one tool that an employer has to form an impression of you prior to the interview. Before beginning the interview process, make sure that *everything* about you projects a positive, professional image.

Review your voice mail messages

The first contact a prospective employer has with you may be through your voice mail. Make sure the voice mail messages on your mobile and home phones are clear, appropriate and professional.

Review your on-line profile

Before any job interview (and ideally, before beginning a job search) review the content on your Facebook pages, Twitter, YouTube, and other social media accounts. Ask friends and mentors to review them as well. Increasingly, employers are reviewing publically available on-line profiles of potential employees. Your personal life shouldn't be so incongruous with your work life that a prospective employer would question your credibility or judgment.

Article first appeared in the NASW July 2012 edition of Leadership Ladder: Steps to a Great Career in Social Work

25 Tips for Acing a Remote Interview

The combination of a scarcity of jobs and the emergence of new technologies has made it more common than ever for job applicants to take part in remote interviews. Remote interviews provide a way for companies to screen potential employees and to save applicants time and money for travel, making them attractive choices for both parties. While remote interviews, whether by phone or over the computer, are more common than ever, that doesn't make them any less intimidating. Whether it's your first remote interview or your hundredth, here are some tips that can help make the process a less stressful, more successful experience no matter what kind of job you're interviewing for.

1. **Get the right equipment.** If you're going to be giving an interview over a teleconferencing site like Skype, then make sure you have equipment that is going to make it easy for interviewers to hear and see you. If you can't afford to buy the right tech, see if you can borrow microphones or webcams from friends that will suit your needs for the interview.
2. **Know how to use your technology.** Not only do you need to make sure that you have the right tools for the job, but you also need to know how to use them. Spend some time in the days prior to the interview learning how to use the tech you'll need, both the hardware and the software. You'll also want to make sure that you have a reliable Internet connection and that your devices are powerful enough to maintain a lengthy online interview. All of this testing will save you big headaches later on, so it's worth the time and investment.
3. **Give your profile a makeover.** You might usually use your Skype account for personal matters, but if you're going to be using it in an interview then you need to make sure it's professionally appropriate. If it's not, give it a makeover or create a new account that's purely for business use.
4. **Look your best.** Just because you're not going into the office doesn't mean you shouldn't look businesslike and professional. When doing a remote interview, even from your own home after work hours, you still need to dress just as you would if you were interviewing in person.
5. **Know your stuff.** Before your interview, do a little research on the company and the person or people who will be interviewing you. Print out some of the information you find most interesting so that you'll have it on hand to reference during the interview, and use it to generate some questions for your interviewers to answer about their company as well.
6. **Find a good place to talk.** Prior to the day of the interview, scout good places in your home or nearby that will be quiet and that have good Internet connections. Finding a place where you can concentrate and won't be disturbed is critical to ensuring that your interview goes smoothly, but you'll also want to pay attention to the backdrop you're creating. For example, a cluttered kitchen or a messy desk isn't the image you really want to project to employers, so clean up the scenery before you start.
7. **Have everything you need at hand.** You don't want to have to rummage around or get up mid-interview to retrieve things that you need. Put everything you'll need, from a glass of water to a copy of your résumé, right on a table or other surface near you so you can grab it without hassle if necessary.

8. **Relax.** If you've never done a remote interview before (or even if you have), the experience can be a bit stressful. Yet that stress and anxiety isn't going to help you interview well. Remind yourself to relax, slow down, and think about your answers and demeanor. If you're the nervous type, put a sticky note on your laptop that reminds you to relax.
9. **Pay attention to lighting.** You want your interview space to be well lit so that your interviewer will be able to see your face and not just a grainy, blurry image of where it should be. Make sure that the lighting in your space is sufficient to give a clear image, but not so bright that it washes everything out.
10. **Follow up.** Just like with a face-to-face interview, you'll want to follow up with your interviewer 24 to 48 hours later. Send an email or give them a call to see how things went and figure out when your next interview will be, or when they'll make a decision on the position.
11. **Ask friends for feedback.** If you have time, do a trial run of your remote interview with your friends. They can help point out any things that you're doing that seem weird or off-putting (you may have more odd tics than you realize) and can help you work through any technical issues you may be having.
12. **Have a backup plan.** There is great wisdom in the line "the best laid plans of mice and men often go awry," especially when modern technology is involved. Even if you're careful to try everything out in advance, there are no guarantees that things won't happen to disrupt your interview. Make sure you have a backup plan in place so that no matter what happens you'll be prepared and ready to give your interview.
13. **Remove distractions.** When doing your remote interview, you don't want any distractions taking your attention away from the process. That means that pets need to be shut out or occupied, cell phones turned off, and web browsing needs to stop. Make sure anyone your share your household with also knows that you're not to be disturbed.
14. **Be ready early.** If you can help it, don't wait until the last minute to get ready for your interview. Get yourself looking good, set up your materials, and power up your computer 15-20 minutes in advance. You never know; an interviewer might decide to call early and it's always good to be prepared.
15. **Speak clearly and at a good volume.** Pay close attention to how you're speaking in the interview. Ensure that you're speaking clearly and at a volume that your interviewers can hear. Otherwise, they may mishear or not hear you at all.
16. **Get the body language right.** Even though you're not speaking to your interviewer in person, body language still matters. Make eye contact, remain natural, smile, and keep hand and body movements to a minimum.
17. **Don't rush.** While technology has made it possible to enjoy rapid, almost instantaneous conversations over the web, there can still be delays. Allow a pause between sentences to ensure that your interviewers will hear you and be ready for the next issue at hand. Not rushing also helps you to pace yourself, avoid stress, and allows you more time to think, so it's a smart strategy to use.
18. **Listen carefully for cues.** If you're doing your remote interview the old-fashioned way, over the phone, then in addition to many of these other tips you'll need to focus on improving your

listening skills. Pay close attention to vocal cues that will tell you when to speak or what interviewers might be feeling.

19. **Keep your answers short and to the point.** While you never want to ramble on in any kind of interview, attention spans can often be shorter in remote interviews than in person. Ensure that you get to the point quickly and don't spend too much time answering any one question, unless the interviewer asks for more clarification.
20. **Make it a conversation.** Interviews are not designed to be a one-way street. You are allowed, and perhaps even advised, to ask questions of your own if you have them. You want to make sure that the company you're interviewing with is a good fit for you too, so don't be afraid to speak up.
21. **Focus only on the interview.** While it might be tempting to check your email while interviewing, resist the urge. You'd be surprised how easy it is to tell if someone isn't focused, even if you're just talking on the phone.
22. **Make the most of tech tools.** Interviewing remotely does offer some advantages, at least in terms of easy access to technology. Programs like Skype and Google Hangouts allow you to easily share examples of your work with your interviewers, making it simple to show off your skills and give examples of what you've done in the past.
23. **Remember to look into the camera.** When having an online conversation it can be tempting to look at the screen rather than at the camera. While that might be fine when the interviewer is talking, if you want to look professional you need to look at the camera, not the screen, when you're talking.
24. **Be honest.** If it's your first time using certain programs or even doing a remote interview, just be honest. It might be the first time for the interviewer too, and the common ground and honesty can set a good stage for your interview.
25. **Treat a remote interview like an in-person one.** The best tip for acing a remote interview? Treat it like any other interview. All the same rules apply to online and phone interviews as face-to-face interviews. Remember that and you've already set yourself up for success.

Found at onlinecollege.org



Pre-Interview Checklist

- ☐ I have reviewed the directions to the interview and am familiar with where I am going.
- ☐ I have planned when I need to leave so I arrive 15 minutes early.
- ☐ I have practiced my interview answers and questions out loud as well as how to “boast” about my personal accomplishments.
- ☐ I have prepared a personal statement, a list of 10 questions to ask, and five success stories to share (“Tell me about the time when...” or “Give me an example of a time...”).
- ☐ I have researched salary information and estimated my monetary value. I know what my salary needs are based on my living expenses.
- ☐ I have been in contact with my references and asked permission to give their name and number to my potential employer.
- ☐ I have thought about what I will wear, ironed it, and laid it out for quick dressing.
- ☐ I have polished my shoes and they are in good shape.
- ☐ I have researched the company thoroughly and I am prepared to share what I know.
- ☐ I have packed the following items
 - ☐ Three or more copies of my résumé and references
 - ☐ My research of the company
 - ☐ Two professional-looking, (non-clicky) pens and a generic pad of paper
 - ☐ The exact address and directions to the interview
 - ☐ Full name of the interviewer and their contact information

Post-Interview Checklist

- ☐ I mailed a thank-you note right after the interview to everyone I made contact with.
- ☐ I have ensured my answering machine message is professional.
- ☐ I put two pens and a pad of paper near the phone or accessible to grab.
- ☐ I have notified my references of the status of the job interview.
- ☐ I have marked my calendar to follow up with the interviewer if I don’t hear from them.
- ☐ I have made an effort to diligently check my email account listed on my résumé

Do You Have Any Questions?

Surprisingly, the most common answer to this question is “no.” Not only is this the wrong answer, but it is also a missed opportunity to discover information about the company. It is important for you to ask questions – not just any questions, but those relating to the job, the company and the industry.

Be Prepared

What information do you need to decide whether to work at this company? Make a list of at least 10 questions to take with you to the interview. Depending on who is interviewing you, your questions should vary.

If you are interviewing with the hiring manager, ask questions about the job, the desired qualities and the challenges.

If you are interviewing with the human resources manager, ask about the company, the department.

If you are interviewing with management, ask about the industry and future projections. This is your chance to demonstrate your industry knowledge.

Timing is Important

You will have to use your judgment about the number of questions you ask and when to ask them. Think of this as a conversation. There will be an appropriate time to ask certain types of questions, like those about benefits and vacation. To be on the safe side, it is best to concentrate on the questions about the job’s responsibilities and how you fit the position until you get the actual offer. When you begin to think of the interview as a two-way process, you will see it is important for you to find out as much as possible about the company. Questions will give you the opportunity to find out if this is a good place for you to work before you say “YES.”

Possible Questions to Ask

- Can you tell me what a typical day is like for someone in this position?
- What type of training is given to new employees?
- Who will be my manager and how much contact will I have with him/her?
- What are the best aspects of the job? The worst?
- What is the company culture?
- Exactly what type of person are you looking for to fill this position?
- How soon do you plan to fill the position?
- What type of work/clients are you currently working on?

From Jeffrey Ory. Scoring a Perfect 10 on Your Interview. Deveney Communication

What to Say to “Tell Me about Yourself”

It’s finally happened! There you are, facing the interviewer at Company X, the company you are sure is perfect for you. You are off to a great start. Then the smiling interviewer hits you with the worrisome phrase: “Tell me about yourself.” If you are like most people, this is an uncomfortable moment. Your mind races as you struggle to maintain that “in control” look.

What do you say? Where do you start? Even more important, when do you shut up?

The main message here is: don’t let your mouth flood the interview. More opportunities have been squandered than opportunities created by reverberations from that dangers weapon – the automatic mouth. So how should you handle the “tell me about yourself” request? First, and most obviously, you need to come prepared to answer this. Be brief! Use no more than three minutes. Some experts even talk in terms of a 30-second sound bite. To be that brief you must have a very concise summary of three major areas: your historical background, present experience and contributions you can make to whatever company.

How to decide whether to use 30-seconds or three minutes? Your best guide here is the personality of the interviewer. If he’s been moving the interview along at a rapid clip, use the 30-second version. If he seems to prefer elaboration, take the full three minutes.

If you need to go the distance, the following is a simple, time-tested approach to organize your information.

- **Step one** is background. Summarize your work history and education. Emphasize strengths and successes. Relate them in chronological order, and you will appear well organized. Refer frequently to your résumé for specifics to support the information.
- If you decide to include personal information, link it to the job you are seeking. For example, a description of volunteer work in a service club could help define you as a team player.
- **Step two** is your present and most recent position. Mention a couple of responsibilities you are interested in taking on in the job under discussion. If you are not working, talk about the energy you are putting into your job search.
- **Step three** is contributions you can make to this company. Recount the high points of information already provided as supporting evidence of your abilities. Point out that your contributions can help lift the company’s department to the next level. Don’t get too detailed. Give them a few tips of the icebergs instead. Let them ask you to reveal more – they will ask you to talk most about which areas interest them most. And don’t try to figure out what they want to hear.

Preparation

Practice

Practice makes perfect! Take the time to answer the questions you anticipate as well as ask the question you have prepared. This might be the most important preparation step, even if it makes you feel ridiculous.

Dress

Avoid crazy colors or loud outfits. You can express yourself through your personality. Puffy hair, unnatural hair colors, crazy ties, excess makeup, and large jewelry can turn a potential employer away. Always dress modestly and conservatively! Remember, first impression is key. After you are hired, slowly you can start to express yourself again through your appearances.

Notes

Take notes! It shows you are interested in them! Remember you are interviewing them too!

Homework

Never walk into an interview without doing your homework! It's not very difficult to do! Look up their website, search articles about the organization, or even seek out someone who is employed there.

Do's and Don't's

Eye Contact

By maintaining eye contact with your interviewer you are telling them you are interested. Even when you take notes, make a point to make eye contact!

Speech

It is important to speak confidently and clearly. Speaking too quickly is a sign of nervousness and lack of preparation. Speaking too slowly accentuates the seriousness of the situation.

Distraction

Refrain from playing with your hair, cross and uncrossing your legs, flicking or tapping your pen, etc. You want them to focus on what you are saying, not what you're doing.

Body Language

Body language can tell a future employer a great deal about you. They can sense if you handle stress or communicate well. Slouching, fidgeting, etc. gives off the wrong message. Use your body language to your advantage by nodding your head or leaning forward to show your interest. The interviewer is sacrificing their valuable time to meet with you, so make it worth their effort.

Sell Yourself

Prepare three main points that you want them to know about you and integrate them into the interview. If you never see the opportunity to fit these in, bring it up as you “recap” your main points at the end of the interview or integrate it into your thank you letter afterwards.

Gendered Speech

From a very young age, men and women are taught to speak differently about themselves. For women, “talking about your own accomplishments in a way that calls attention to yourself is not acceptable”. “Many boys learn to state their opinions in the strongest possible terms and find out if they’re wrong by seeing if others challenge them. These ways of talking translate into an impression of confidence”. This makes it very difficult for women to perform well in an interview, as they are not accustomed to “boast” about their accomplishments. Making the time to practice “boasting or speaking positively about yourself is vital!

Ask Questions

Prepare a few questions to ask towards the end of your interview. This shows that you want to know more about them. You can ask more about the position, organization, workload/caseload, etc. Most interviewers ask at the end of the interview if you have any questions. You should never say no. One question you can always rely on is when the employer expects to make a decision regarding the job or the next interview. Another safe question to ask is what a typical day looks like and who will you be working closely with? For more, see page 36.

Follow-Up

Thank You Note

Make an effort to write each person who interviewed you or who you interacted with a thank you note. This may include human resource representatives and secretaries. They will be impressed by your thoughtful note and will most likely mention the note to your interviewer but be sure to make each note different. Each time you can get your name in front of your interviewer the more likely you are to get the job.

Voicemail/Messages

Check your voicemail and listen to it as if you were a potential employer. Does it sound professional? Is it appropriate for all people? If not maybe you need to make a few changes. Also, make sure to be diligent to check your messages. They could be trying to contact you to invite you in for an interview or even offer you a job!

Business References

Your references are your cheerleaders. Be sure they know you have given their name and numbers out too and who may be contacting them. Even if they don’t call it is good to keep in contact with your references and maintain that relationship.

The Power of a Simple Thank-You Note

The thank-you note is a necessary tool for any job-hunting strategy. But should you send it by email or snail mail, handwritten or typed?

Email Thank-You Notes

How did the company initially contact you? If you have always corresponded with them via email for setting up the interview and answering questions, then by all means send an email thank-you note as soon as you return from an interview. However, make sure to follow it with a typed note. Email thank-you notes have one clear advantage over their snail mail counterpart: they can put your name in front of the interviewer on the same day – sometimes within hours – of your interview.

Snail Mail

If the company you interviewed with is formal and traditional, use snail mail to send your thank-you note. Should it be handwritten or typed? Typed is standard. Handwritten notes are appropriate if you would like to extend your thanks to others in the office who helped you out. For example, if a receptionist, assistant, office manager or other person involved with the interviewing process was especially helpful – say they took you to lunch or guided you from office to office – then a handwritten note is a nice gesture to show your appreciation.

What to Say

More important is what you say and how you say it. A standard thank-you note should accomplish several things:

- ✓ Thank the person for the opportunity to interview with the company.
- ✓ Recap some of the conversational highlights.
- ✓ Clarify any information you needed to check on from the interviewer.
- ✓ And most importantly, plug your skills. Use the last paragraph as the chance to state, “The job is a good fit for me because of XYZ, and my past experience in XYZ.”

Interviewers have short memories. A thank-you note is your final chance to stand apart from all of the others who want the same position.

Length

How long should your thank-you letter be? Of course, as with anything else in a job search, there is no definitive answer. One or two pages is the norm, depending on the amount of information you want to communicate. Letters certainly do not have to be only one page.

Remind yourself that you already have the company’s interest or you would not have been interviewing, and use your thank-you letter as a tool to communicate valuable information. The entire job search process is marketing and merchandising your product – you. There is no reason why writing thank-you letters should be any different than any other of your job search activities.

By Jeffrey Ory. Scoring a Perfect 10 on Your Interview. Deveney Communication

5 Salary Negotiation Strategies for Social Workers

Okay, you have been offered the job and have been given a salary amount and benefits package. Here is what you should do BEFORE saying, “Yes! I want the job!”

1. Do Your Research

Generally, job offers are made over the phone. It is great to be excited, especially if this is the offer you have been waiting for. But it is very important that you take time to do research before and after the offer, so you can be prepared to negotiate. I accepted my first real job out of graduate school immediately, at the lowest salary in the range I was given. After months of job search, interviews, and rejections, I finally landed a great job. I didn’t want it to slip through my fingers by asking for more! I should have told the hiring manager I would call back with a decision within 24 hours. This would have given me time to do the research and the negotiation that the hiring manager later told me she expected of me. Accepting a job is a life-changing decision and shouldn’t be rushed.

There are hundreds of salary negotiation articles floating on the Internet, and they all rightly insist the need to do your homework before you negotiate. What should you learn during your research?

- Research the organization’s financial position. I have worked mostly for nonprofit organizations, so I always look at an organization’s IRS 990 on <http://www.guidestar.com> to see how the organization stands financially and if I can find out how much individuals in a similar position make.
- Check out websites such as the U.S. Bureau of Labor Statistics; PayScale.com; Salary.com; and your state office of human resources, which employs many social workers, to research comparable salaries for social workers in your geographic area and in roles, sectors, and specialty areas similar to the job you seek.
- Find out what benefits they are offering and do some research on what benefits other organizations offer. You may feel better about not being able to negotiate for a higher salary if you know the benefits offered are excellent.

2. Consider the Whole Package

It is not all about the money. You want a job that will be fulfilling, and you want to work for a reputable organization that will be able to help you make positive advancements in your career. If you have the good fortune to choose between more than one offer, don’t just go for the offer of more money. At the end of the day, the things that make your work easier, improve your skill set, or save you time actually translate into more money.

Consider the value of your entire compensation package. Here are questions to consider for potential areas of negotiation:

- What benefits are included? Health and dental? Vacation/sick time? Retirement? Disability?
- Is there a probation period before I can use my vacation?
- Will I be provided supervision for my licensure?

- Will I be reimbursed for mileage?
- Will the organization pay for my continuing education?
- Will the organization give me time off for continuing education without having to use vacation time?
- Will the organization pay for my personal liability insurance coverage (not just coverage provided by the organization)?
- If I am expected to be on call and available by phone, will the organization pay for a phone?

If you don't need health and dental insurance because you have better coverage with your partner's benefits, then this may be a negotiating point for you, because the organization may save money if you don't take advantage of the entire benefits package.

3. Determine Your Worth

You worked hard for your social work degree. Even if you are a recent graduate, you are already walking in the door with professional experience from your internships. Your skills and talents are worth something, and you want to get paid the fair-market value when an organization makes you a salary offer. But what is your market value? Don't trust the hiring company to tell you what you are worth. You will find out for yourself during your research.

It is important to decide ahead of time what your bottom line is. Based on your research, determine the lowest salary/benefit package you are willing to accept. The NASW Leadership Ladders (2012) has a great article on negotiating a higher salary outlining your "bottom line."

- Know the amount that you can live on comfortably, as well as the amount you need to feel valued as an employee.
- Understand that this rate of compensation will drive future raises, cost of living increases, and so forth.
- Be prepared to walk away if your minimum salary cannot be met. Do not sell yourself short.
- Determine what other benefits you might be interested in, in lieu of a higher salary.
- Don't accept less than you are worth. Doing so can set you back significantly.

4. Point Out Your Value

You are a professional social worker, and you bring significant value to the table. How do you persuasively tell your future employer you are worth every penny you are asking for?

- Sell yourself. Show what you are able to contribute to the organization by talking about your competencies, training, and certifications. They are making you an offer because they think you are the best candidate for the job in their pool of applicants. Help them remember why they chose you.

- It's not all about you. Talk about how you can contribute to the organization by helping them achieve their mission and goals. Discuss concrete ways in which you contribute to the organization's outcomes and are worth a higher salary. Leave any personal or financial woes out of your negotiations.
- Share your research with your boss or interviewer. Citing facts and figures will show them that you've done your homework and will be a savvy employee.

Don't even think about asking for more without having specific and detailed reasons that show why you are worth it.

5. The Ask: Negotiation

The number one factor in determining whether or not you get a higher salary is based completely on whether you ask. So ask! Now is the time to advocate for yourself and ask for the compensation that reflects your education, experience and expertise.

- What is negotiable? Salary, benefits, job duties, title, moving expenses, time off for vacations you have already planned (what if you don't get paid vacation until your 6-month probation is over, but you have to be in your cousin's wedding next month?) and start date. An agency with a small budget might not be able to raise your starting salary, but you may be able to negotiate your benefits package.
- How much should I ask for? When negotiating salary, it is typical to ask for a few thousand more than your true "bottom line" and meet somewhere in the middle. You may even get what you ask for!
- Be reasonable. If you discover the person who held the position before you made significantly more than you were offered, recognize that the person may have had 10 years more experience than you.
- Be professional. Most organizations expect negotiation, but there are some that have very little wiggle room when it comes to increasing your compensation. Don't burn any bridges during negotiation if they aren't able to offer you more. At some point, you need to be prepared to either accept the job as offered or turn it down.

Asking for more money is a hard thing for many people, but you have nothing to fear as long as you research a fair compensation package and act professionally and with respect. Remember, you are a professional social worker, and your community needs you. Your expertise does not come for free!

Valerie Arendt, MSW, MPP, is the Associate Executive Director for the National Association of Social Workers, North Carolina Chapter (NASW-NC). She received her dual degree in social work and public policy from the University of Minnesota and currently provides membership support, including résumé review, to the members of NASW-NC.

This article is reprinted with permission from THE NEW SOCIAL WORKER magazine (www.socialworker.com). It first appeared in the Spring 2015 issue (Vol. 22, No. 2, p. 8-9) of THE NEW SOCIAL WORKER

NASW Resources

NASW Michigan Chapter staff is happy to help NASW student members with résumés. If you are a student member and you would like a professional critique of your résumé, please send the request with your contact information and résumé to dbreijak@nasw-michigan.org. We will get back to you within 30 days to discuss your résumé and job search. NASW wants to help you succeed in your career! Find additional resources at www.socialworkers.org!

Practice Perspectives

NASW regularly publishes Practice Perspectives on a wide range of topics. It is an easy way to stay up-to-date on your area of practice.

Legal Defense Fund

NASW also releases Legal Issue of the Month articles such as Health Insurance, HIPAA and Client Privacy.

Social Work Journal

NASW members have access to the latest in social work research, including *Social Work Journal*.

Leadership Ladders

NASW publishes regular Leadership Ladders, a resource designed to help you successfully navigate your career. A recent article discusses Documenting for Medicare.

Professional Development

Members can get all required CEUs for the cost of membership! Each month the Michigan Chapter & national NASW offers free CEU workshops.

NASW CEs: www.socialworkers.org
Michigan Events: nasw-michigan.org/events

Professional Education & Training Center



The NASW Social Work Blog is another resource to keep informed on issues you care about.

NASW Blog: www.socialworkblog.org
Michigan Blog: nasw-michiganblog.weebly.com

Career Development

Members have access to both state and national online JobBanks. Search openings, explore salary guidelines and more. nasw-michigan.org/networking & www.careers.socialworkers.org

CAREERS.socialworkers.org
The Social Work Career Center