

PROFESSIONAL PRESENCE AND CONDUCT IN THE ON-CAMPUS RECRUITING PROCESS

In your career, you will join organizations that expect you to understand and adhere to their guiding principles. This is a common understanding between two parties and sets expectations on both sides for proper etiquette as well as strengthens the relationship. When working with the Schulich Career Development Centre, you are entering into a business partnership that is guided by a mutual agreement. This allows us to serve you better as a student and allows you to maximize your use of CDC services and resources. A mutual commitment is necessary to facilitate this relationship:

OUR COMMITMENT TO YOU

- Provide professional advice on how to maximize your potential and market yourself accordingly
- Dedicate our time with a team of responsive CDC advisors and staff who are accountable to you
- Schedule relevant career events/sessions on topics you need for life-long career development skills

● WHAT IS OCR?

During the Fall (September to November) and Winter (January and February) sessions, companies from diverse business industries host full-time and internship recruitment activities on campus here at Schulich. This is an excellent opportunity for students to connect with employers and alumni, learn about company culture, and ask pertinent questions which may help them in the interview process, and most importantly, possibly land the job!

● HOW CAN THE CDC HELP IN THE OCR PROCESS?

The CDC Team is dedicated to working with recruiters and alumni to connect them with well-qualified students for hiring opportunities. We provide professional advice which allows you to maximize your potential and market yourself accordingly. Our team of Industry Advisors are also Certified Coaches and are available to help coach and advise students throughout the recruitment cycle. This includes, but is not limited to, help with resumes, cover letters, business etiquette, interviews, online presence and salary negotiation.

● PROFESSIONAL PRESENCE:

Many students tend to underestimate the importance of Professional Presence in the recruiting process, focusing instead only on technical skills. Sometimes referred to as the 'X factor', Professional Presence encompasses the soft skills which can be critical in the hiring process, and which may affect your ability to progress in your career. It is made up of a combination of factors which others perceive in you and about you. They may include: business attire and grooming; how you communicate with others; the overall image you project (confidence, authenticity, competence, credibility, general demeanour, positive body language, proper vocal management, empathy, etc.)

For the lucky few, professional presence comes quite naturally. For others, it may require a few changes in behavior or attitude, and some practice.

The Career Coaches at the CDC are here to support and help you apply these concepts in a safe place so you can build your professional presence, and increase your chances of success during the recruiting cycle.

● ATTENDANCE ETIQUETTE:

Professional presence includes 'showing up' at events for which you have registered as it speaks to your credibility. Attendance at events is a key factor in helping many employers determine whether or not to continue to recruit at Schulich and recruiters may perceive lack of attendance as a sign of disinterest in the opportunities they are offering. Attendance records (including late arrivals) are often requested by recruiters who then compare them against job applications. In the past, individual students have been screened out of their application process for non-attendance. Please be sure to attend the event for which you have signed up and be sure to arrive on time, as failure to do so, or to give proper notice of cancellation, may reflect poorly on your brand and the school's reputation.

To **CANCEL** your registration, please click on the **CANCEL BUTTON** on CareerQuest, or email career@schulich.yorku.ca. **Be professional at all times**- please do try to cancel **at least 3 business days before the start of the event** to avoid being placed on the recruiter no-show lists and being screened out of the application process as a result. We strive to provide all students with a fair chance to register for limited spaces, so please do cancel if you are unable to attend an event. This will also allow us to report accurate numbers to employers for catering quantities and show respect for and encourage ongoing recruitment activities at Schulich.

● WHY IS PROFESSIONAL PRESENCE AND CONDUCT IMPORTANT IN THE OCR PROCESS?

While technical skills are important, they are no longer enough in today's competitive environment. Employers tell us that soft skills become increasingly important for promotion to higher levels within organizations. As a result, recruiting managers are often looking for evidence of these skills during the OCR process, as they prefer to hire students for long-term growth within their organizations.

The lack of professional presence, soft skills, and appropriate etiquette will likely result in missed opportunities and short-circuited careers.

Our team is committed to ensuring that your student brand is presented in the best manner possible to our recruiting partners to increase your chances for success. As such, here are some additional tips and suggestions to help you maximize your professional presence:

● DRESS ATTIRE:

A polished "dress for success" appearance creates a positive first impression for potential employers. It also allows them to concentrate on your qualifications, free from distraction.

Invest in modest attire with industry appropriate colours and designs that convey confidence and professionalism. Plan ahead! Don't wait until the night before your 8:00 a.m. interview to verify that the clothing you plan to wear fits and is appropriate! For those jobs/industries that are less formal, wearing business professional attire to the interview demonstrates that you are a professional who takes this process seriously. If you are ever in doubt about what is appropriate, we encourage you to ask a member of our advising team in the CDC.

Ensure that you make a great first impression! For all corporate sessions, business attire is required, unless otherwise specified in the event description. Clothing should fit well and be cleaned and pressed. Shoes should be polished and in good condition with any scuff marks removed. Personal hygiene is very important, so be sure to wear deodorant. It's best to avoid heavy cologne, perfume or body sprays. Keep accessories professional.

SPECIFIC TIPS FOR WOMEN:

- Choose either a suit skirt or a tailored pant suit. Either is considered appropriate. Knee-length skirts are the best, offering the best coverage and allowing you to sit down comfortably.
- Women have more options than men regarding shirt/blouse colors and patterns, but conservative, muted hues are best. Avoid tight sweaters, low necklines and anything resembling "club attire."
- Choose between closed-toe flats, pumps or loafers. Avoid stilettos, chunky platforms, sandals with straps and flip-flops/thong type sandals. If you are wearing a skirt, nylons/pantyhose are strongly suggested.
- Keep your makeup and jewelry simple and to a minimum. Large, dangly earrings should be avoided. Nose rings or other visible piercings should be removed for some industry events.
- Hair should be clean and conservatively worn. Fingernails should be a conservative length. If you wear nail polish, it should either be clear or a pale, neutral color.
- Carry a nice briefcase, portfolio or messenger bag and leave your oversized handbag at home or in your car/locker.

SPECIFIC TIPS FOR MEN:

- Wear a long-sleeved dress shirt, in white, light blue or with conservative narrow stripes. Ties in solid colors or narrow stripes are best and should be properly knotted. Avoid wearing character or novelty ties.
- Sometimes, Always, Never Rule: on a three-button suit: Sometimes button the top button, Always button the middle button, and Never button the bottom button.
- Shoes should be leather lace-up or slip-on business shoes. Match your belt to the color of your shoes. Choose black if your outfit is dark gray, navy, brown or black. Opt for dark brown if you're wearing tans, muted pastels or medium-toned colors.
- Wear dark over-the-calf dress socks that match your shoes. Dress socks should ride above the calf so that no part of the leg shows when you sit down or cross your ankle over your knee.
- It is best to be clean shaven. Beards and mustaches are acceptable within a few, more casual industries, but must be well-groomed.
- No jewelry other than a watch, wedding band, or perhaps a class ring.

BUSINESS CARDS:

Be sure to bring your business cards to the event as recruiters may request them. They can be ordered via the Graduate Business Council (GBC) or Undergraduate Business Society (UBS) and picked up at the CDC front desk.

RESEARCH:

Do research the organization before the event. Please visit CDC tools such as Vault and Beyond B School, in the 'Resources' section of CareerQuest for more information, or visit the Schulich business library. We also encourage you to book an appointment with a CDC Career Coach if you have additional questions about the industry, function or organization after doing your own research.

● INTERVIEW ETIQUETTE:

If you have landed an interview please come and book an appointment with a Career Coach as soon as possible, so we can assist you in the process. Please be sure to arrive on time for the interview (at least 15 minutes unless otherwise requested) and, if extenuating circumstances result in your having to cancel an interview, please contact the CDC and the employer as soon as possible in writing (via email) addressing why you had to cancel. In most cases, failure to honour an interview appointment is considered by all parties to be a serious breach of proper etiquette.

● JOB OFFER ETIQUETTE

Congratulations- you've landed the job!! Let us help you navigate the negotiation process.

RENEGING ON A JOB OFFER:

When a student accepts a job offer from an employer, either verbally or in writing, it is considered to be an agreement between both parties. Reneging on a job offer can have serious long term implications for you, the school and future students: it may be considered a breach of contract, and can negatively impact your personal brand and jeopardize the School's reputation for future hiring opportunities for Schulich students.

It's best to not accept a job offer if you intend to continue interviewing. When you accept an offer, you are agreeing to work for that specific organization. If you receive an offer and are not ready to accept it, please come and speak to a CDC Career Coach to help review options and devise a plan to address the situation. Our Career Coaches are often the account managers for the organizations in question and may have additional experience and expertise to help you make a well-considered decision. If you have any questions, or would like to speak to a Career Coach for additional help, please contact the Career Development Centre at 416-736-5080/ career@schulich.yorku.ca.

We look forward to working with you throughout your career journey.

● SOURCES:

**"Professional presence and soft skills: a role for accounting education" by George Kermis
And Marguerite Kermis, Journal of Instructional Pedagogies**
www.aabri.com/manuscripts/09246.pdf

"Etiquette and Professionalism"
www.vanderbilt.edu/career/students/etiquette.php

"The "x" factor: building executive presence", by Sandra Oliver, CPA Canada, April 1, 2014
www.cpacanada.ca/en/connecting-and-news/cpa-magazine/articles/2014/april/the-x-factor-building-executive-presence