

2022 - 2023
COLLEGE OF
BUSINESS

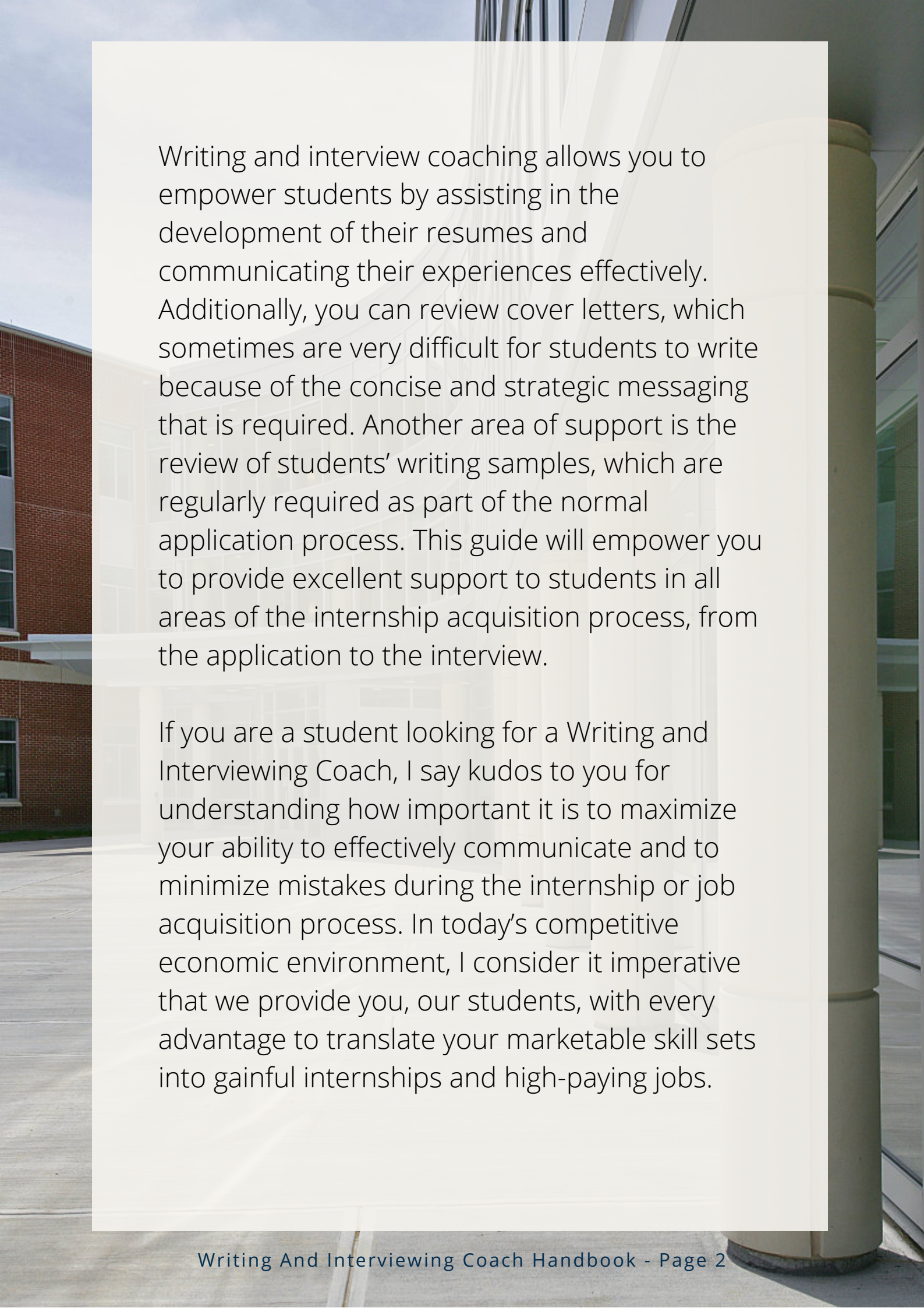
WRITING AND INTERVIEWING COACH HANDBOOK

A Handbook for Professionals Who
Want to Help Students Succeed in
Their Search for Meaningful
Experiential Learning



MESSAGE FROM THE DEAN

Thank you for your interest in learning more about the College of Business Writing and Interviewing Coaching Program. If you are a prospective Writing and Interviewing Coach, I appreciate your interest in serving our students during this most critical time in their academic journey. There are many ways to support our students directly and positively. Writing and interview coaching is certainly one of the best. As a Writing and Interviewing Coach, you will transfer your knowledge and skills about the internship and job application process to our talented students. You will have the opportunity to communicate critical insights about nuances of the application process that many students may not fully appreciate.



Writing and interview coaching allows you to empower students by assisting in the development of their resumes and communicating their experiences effectively. Additionally, you can review cover letters, which sometimes are very difficult for students to write because of the concise and strategic messaging that is required. Another area of support is the review of students' writing samples, which are regularly required as part of the normal application process. This guide will empower you to provide excellent support to students in all areas of the internship acquisition process, from the application to the interview.

If you are a student looking for a Writing and Interviewing Coach, I say kudos to you for understanding how important it is to maximize your ability to effectively communicate and to minimize mistakes during the internship or job acquisition process. In today's competitive economic environment, I consider it imperative that we provide you, our students, with every advantage to translate your marketable skill sets into gainful internships and high-paying jobs.

Students, I urge you to have expectations of your Writing and Interviewing Coach. The coach will help you prepare to engage in the application process with the goal of securing high quality internships or full- time jobs. If you take the process very seriously and listen to your Writing and Interviewing Coach, he or she could have a significant impact on your professional development and career goals. Securing a transformative internship or job opportunity requires dedication to your goals, abiding by deadlines, and a high level of preparation throughout the hiring process. Our Writing and Interviewing Coaches are here to support you in all these areas.

Sincerely,
Lawrence McNeil

Lawrence McNeil

Dean



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INTERNSHIP PROGRAM MISSION AND VISION

Our mission is to improve student success by empowering students with the necessary tools to acquire and complete high- quality internships within for-profit and non-profit businesses, government agencies, and other entities.

Our vision is to develop a world-class culture of internships and to increasingly produce outstanding business interns within the Bowie State University College of Business.

ROLE OF THE INTERNSHIP COORDINATOR

The Internship Coordinator in the Career Resource Office in the College of Business works to cultivate and distribute internship opportunities to students, support student preparation for internships through the coordination of resume building skills, interview techniques, oral communication, writing, and internship research efforts; and to create partnerships with businesses and government entities to ensure a robust pipeline

PURPOSE OF THE CAREER RESOURCES OFFICE

Established in the fall of 2020, the Career Resource Office (CRO) in the College of Business functions to ensure students are provided with support in their search for and acquisition of relevant internship opportunities. The CRO functions to ensure students are supported as they are encouraged to bridge their academic training with high quality work experience which enhances student industry knowledge, skills, and marketability.



KEY PERSONNEL

ANDREA DAVIS

Internship Coordinator
College of Business Career Resource
Office

STUDENT INTERN

College of Business Career Resource
Office

WRITING AND INTERVIEWING COACHES

Alumni, faculty, business partners, and other
stakeholders

WRITING AND INTERVIEWING COACH PROGRAM AND CONTENTS



This document serves as a general guide to the processes and procedures associated with the Writing and Interviewing Coaching Program in the College of Business.

1. What is a Writing and Interviewing Coach?

Writing and Interviewing Coaches are mentors who assist students who are pursuing experiential learning or job-related opportunities. Coaches support students in various and critical areas of the application process, including:

- Resume, cover letter, and writing sample review,
- Facilitate mock interviews, and
- Providing related assistance in the application process.

2. Who Qualifies as a Writing and Interviewing Coach?

Coaches may be alumni, corporate partners, or other professionals willing to support College of Business students. Writing and Interviewing Coaches within the College of Business may be faculty or graduate students. To qualify as a Writing and Interviewing Coach, interested individuals should carefully review the contents of the next section.

3. How are Writing and Interviewing Coaches Selected?

Prospective Writing and Interviewing Coaches should have a strong interest to support and promote the professional development and career success of College of Business students. There are three (3) steps to becoming a Writing and Interviewing Coach.

(1) Writing and Interviewing Coaching applicants must complete the Writing and Interviewing Coaching Application Form.

(2) Applicants will briefly meet with the Internship Coordinator to discuss their interest in serving, professional skill sets, the Writing and Interviewing Coach Program Handbook, and address any questions.

(3) Upon approval by the Internship Coordinator, new Writing and Interviewing Coaches will sign the "College of Business Writing and Interviewing Coaching Agreement".

4. How can College of Business Students Request a Writing and Interviewing Coach?

Students interested in working with an approved Writing and Interviewing Coach must first complete the "Student Request for Writing and Interviewing Coach". After review and approval of requests, students are paired with a Writing and Interviewing Coach by the Internship Coordinator. If the Internship Coordinator has questions about the information found on the Request form, the student will be contacted for clarification.

All undergraduate and graduate College of Business students in good academic standing are eligible to receive support from a Writing and Interviewing Coach, subject to availability. If there are no available Writing and Interviewing Coaches at the time of a student request, the Internship Coordinator will notify the requesting student and place the student on a waitlist. All efforts will be made by the Internship Coordinator to satisfy all student requests as soon as possible.

5. Incentive for Writing and Interviewing Coaches

Given the availability of funds, as determined by the Dean, a stipend will be allotted to a Writing and Interviewing Coach for his or her coaching contribution each semester. Writing and Interviewing Coaches receiving stipends are asked to assist at least four (4) students, given availability, each month during the current fall, spring, or summer semester. This coaching period excludes the winter break. If student demand for Coaches is low, resulting in a Coach's inability to assist at least four (4) students each month, stipend payments will be adjusted accordingly. Funds are limited, so not all Coaches will earn a stipend.

While all efforts will be made to provide stipends, all potential Coaches are encouraged to volunteer regardless of stipend availability. Writing and Interviewing Coaching is a personally fulfilling opportunity to positively impact students during their journey towards career success.

6. What are the Meeting and Engagement Expectations for Coaches and Students?

The Writing and Interview Coach and student will agree upon days and times to meet either in person or virtually. Students have the responsibility to submit a completed draft of their resume, cover letter, or writing sample prior to their first meeting with a Writing and Interviewing Coach.

The Writing and Interviewing Coach will document student engagement at the completion of each coaching session by completing the "Student Tracking Form for Writing and Interviewing Coaches". This form allows the CRO to conduct assessment of Writing and Interview Coaching process data and to ensure continuous improvement.

Students and Coaches are asked to give 24-hour notification of meeting cancellations and another appointment should be made immediately. In cases of emergency, the Student and Coach will notify one another as soon as possible.

Coaches must maintain professional and ethical standards while working with students, and be respectful at all times while serving as a Coach for the College of Business. Students are asked to reciprocate the same professional and ethical standards.

Any ethical or behavioral violation by Coaches or students will lead to the immediate end of participation in the Coaching Program and, for Coaches, the discontinuance of future stipend payments. Coaches and students must notify the Internship Coordinator in the College of Business, to settle disputes or to address concerns or grievances.

It is recommended that Writing and Interviewing Coaches strongly encourage students to register with "Handshake" to make the student accessible to employers and to help students search for viable internship opportunities.

7. Do Writing and Interviewing Coaches Need Training? Coaches are not required to undertake formal training to participate in the program. It is expected that individuals interested in serving as Coaches already have the professional skills related to the coaching needs of the Program. However, if Coaches need refreshers on resumes, cover letters, or related application materials and processes, they may review the comprehensive online video resources provided below (Important Links).

8. Are Writing and Interviewing Coaches Required to Meet with the Internship Coordinator

Coaches are required to meet monthly with the Internship Coordinator or other College of Business representative to share information and offer feedback on their progress with assisting students. Such monthly meetings will enhance the efficiency of the program and help to improve student success outcomes.

9. How are Mock Interviews Scheduled?

Mock interviews will be scheduled for those students who are interested in practicing interview skills. Students may schedule mock interviews by completing the form: "Mock Interview Registration (for Students)". Coaches may participate in mock interview sessions by completing the form: "Mock Interview Registration (for Coaches)". Days and times of mock interviews will be determined, depending on availability. Coaches, the Internship Coordinator or other professional volunteers may assist during mock interview sessions.

IMPORTANT LINKS

Register to become a Writing and Interviewing Coach

- [Writing and Interviewing Coaching Application Form](#)
- [Student Tracking Form for Writing and Interviewing Coaches](#)

Request a Writing and Interviewing Coach:

- [Student Request for Writing and Interviewing Coach](#)

Register for a Mock Interview

- [Mock Interview Registration \(Students\)](#)
- [Mock interview registration For Volunteer Coaches](#)

Handbook for Writing and Interviewing Coaches and Students:

- [Handbook for Writing and Interviewing Coaches in the COB.docx](#)
([sharepoint.com](#)).

Agreements:

- [COB Student Agreement with Writing and Interviewing Coaches.docx](#)
([sharepoint.com](#))
- [Writing and Interviewing Coach Agreement.docx](#) ([sharepoint.com](#))

Internship Opportunities in the COB:

- To view current internship opportunities posted in the College of Business, go to Blackboard. You must sign into [Blackboard](#). Go to “My Communities”, “The College of Business”, and then “Internship Information”.

Additional Internship Opportunities may be found at:

- [Handshake](#)
- [College Diversity Network](#)
- [The HBCU Career Center](#)
- [Jopwell](#)
- [USAJOBS](#)

Writing resources are also available in the:

- [BSU Career Development Center](#)
- [Smith-Vidal Literacy and Language Center in the College of Arts and Sciences](#)

Short YouTube Videos:

- [Resume writing](#)
- [How to write a cover letter](#)

Career Resources Office





THANK
YOU!

