

2020-2021

Recruitment Handbook



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS
School of Accountancy

Table of Contents

1	Meet the SoA Staff
2	Meet your Career Coach and Internship Advisor
3	What You can Do In Accounting
5	Getting Ahead Checklist
6	Student Organizations
7	Student Recourses
8	Handshake
14	Preparing for Career Fair
15	Preparing Your Resume
16	Sample Resume
18	Cover Letter
19	Cover Letter Example
20	Developing Your Elevator Speech
22	Dress for Success
23	Preparing for the Interview
26	Types of Interviews
31	Thank you Letter
32	Do's and Do NOTs of the Accounting Recruitment Process

Meet the SoA Staff: We're here to help!

Nicole Pearce is the Assistant Director for Strategic Partnerships for the School of Accountancy within Coles College of Business. In this role, Nicole focuses on building collaborative community and business partnerships that will lead to additional connections for students and enhanced student programs.



Prior to joining KSU, Nicole worked at Reinhardt University and North Georgia Technical College. Nicole's passion is to help students reach their dreams of confirmed degrees, facilitating employer connections, and insuring students have opportunity to grow their personal careers by relationships founded at KSU.

On a more personal note, Nicole, her husband, Justin, daughter Peyton, and son Parker live in Woodstock. They enjoy reading, football, hiking and any other outdoor sport or adventure.

To make an appointment email Nicole directly, as she spends most of her time out of the office connecting with employers.

➤ **Contact info:** Email: npearce3@kennesaw.edu | Phone: 470-578-6860 | Office: BB 204

Meet your Career Coach and Internship Advisor!

Kirstie Colin is a certified professional career coach. Her professional background spans various areas within Higher Education including career development, and student services roles at many public and private universities over the past decade.

- Schedule an appointment with Kirstie on Handshake to talk about:
- Individualized career coaching
- Resume and cover letter assistance
- Information about Internships for academic credit
- Networking, career fair, job search and interviewing tips

In her free time she loves to laugh, travel and explore new and unique places to eat. She is passionate about helping people achieve personal success and live their best life!



➤ **Contact info:**

Appointments: <https://kennesaw.joinhandshake.com/appointments>

Email: kcolin1@kennesaw.edu | Phone: (470) 578-6555 | Office: BB 409

Public Accounting

- Assurance Services
- Business Valuing
- External Audition
- Personal Finance Planning
- Tax
- International Accounting
- Environmental Accounting
- Financial Accounting
- Litigation and Risk Management Consulting
- Management Consulting
- Business Valuing
- Forensic/Investigative Accounting

Employers:

- Public Accounting Firms
- Sole Practitioner

Strategies:

- Public accounting firms hire candidates who meet the educational requirements for sitting for the Certified Public Accountant (CPA) exam: 150 hours of education including 24 hours of accounting. This is 30 more hours than a typical bachelor's degree. Some schools offer combined five year master degree programs, but a master's is not required
- State laws govern the practice of accountancy and specify the requirements to be eligible to sit for the CPA exam and gain licenser. In most states, the State Board of Accountancy website outlines those requirements
- Learn about the American Institute of CPA's offers specialty certifications

Corporate Accounting

- Financial Management
- Financial Reporting
- Internal Auditing
- Cost Accounting
- Tax Planning
- Transaction Services
- Budget Analysis
- Information Technology

Employers:

- Companies – of all sizes, in all industries

Strategies:

- Some entry-level positions do not require a CPA although many in higher-level positions have both a CPA and a master's degree
- The Institute of Management Accountants offers the Certified Management Accountant (CMA) to those who have worked in the field for two years, hold a bachelor's degree, and pass a two-part exam
- Management accountants may move into internal auditing, however it is less likely to move to public accounting

Government

- Auditing
- Financial Reporting
- Financial Management
- Budget Analysis
- Research

Employers:

- Federal agencies and departments:
 - Federal Bureau of Investigation
 - Internal Revenue Service
 - Department of Treasury
 - General Auditing
- State and local agencies

Strategies:

- Complete an internship in a government agency
- Become familiar with the government application process
- Some government agencies will help pay back student loans with an employee commitment to service for three years

Non-Profit

- Accounting
- Internal Auditing
- Financial Planning
- Budgeting
- Money Handling
- Record Keeping

Employers:

- Social Services Agencies
- Non-profit organizations
- Hospitals
- Public School Systems
- Labor unions
- Universities and colleges
- Religious organizations
- Libraries and museums
- Political parties

Strategies:

- Volunteer at non-profit organizations and build a network of contacts in the non-profit sector

Education

- Teaching
- Research
- Consulting

Employers:

- universities and colleges

Strategies:

- A PhD or DBA in Business Administration

****Please note this is a limited list of opportunities in accounting as there is many other options available to students and experienced professionals. ****

Getting Ahead Check List

- ✓ Earn good grades. Good grades are an indicator of technical competence in accounting and of a person's work ethic.
- ✓ Potential employers place emphasis on interpersonal and communication skills. Demonstrate these skills by having well-rounded experiences outside of the classroom.
- ✓ Actively participate in student organizations to develop leadership skills. Learn to work well within a team.
- ✓ Develop excellent computer skills. Learn relevant software packages.
- ✓ Pursue gaining internships by learning about the field and gain experience. Consider completing internships in the spring semester, in addition to, summer term, to build more connections.
- ✓ Join Beta Alpha Psi, the honorary student society for accounting, finance and information systems, to gain knowledge about the accounting profession, build professional development, and to make connections within the field.
- ✓ Develop analytical, critical-thinking/problem solving skills, and understanding of professional ethical standards.
- ✓ Exhibit accuracy and attention to detail.
- ✓ Take classes outside of accounting in a related field, i.e. data analytics, finance, information systems, to broaden your scope of knowledge.
- ✓ Stand out by targeting an area of focus during training and make yourself an expert in that area.
- ✓ Certifications available through the Institute of Internal Auditors or the Institute of Management Accountants may increase job marketability in some areas of accounting.
- ✓ Accounting is a versatile degree. Students who graduate with a major in accounting may find jobs in many areas of business including banking, financial planning, sales, production management, client management, product development, procurement, and general management.

Student Organizations



BETA ALPHA PSI

Iota Tau Chapter
Kennesaw State University

Founded in 1919, Beta Alpha Psi is an honor organization for financial information students and professionals. There are over 300 chapters on college and university campuses with over 300,000 members initiated since Beta Alpha Psi's formation. The primary objective of Beta Alpha Psi is to encourage, give recognition to scholastic and professional excellence in the business information fields, and provide opportunities for self and professional development.

Beta Alpha Psi at a Glance:

- Professional Meetings with employer guest speakers are held Fridays during the fall and spring semesters. Attendance is required for some events and meetings.
- Applicants have completed Major 3100 or the equivalent, have a minimum 3.0 GPA (last 30 hours), and a minimum 3.0 Major GPA.

Visit coles.kennesaw.edu/bap or email ksubaptreasurer@gmail.com for more information.

NABA is an exciting group of students with similar academic and future professional interests in accounting and business. NABA promotes the tremendous benefits of studying accounting and exposes its members to vast array of career opportunities as well as an array of social outlets the organization provides.

Please email Naba.ksuchapter@gmail.com for more information.



Student Resources

Georgia Society of CPAs:

Enhance your resume than to be able to say that you are a member of the Georgia Society of CPAs! Student members will have access to important local Accounting news, continuing education, volunteer opportunities and much more.

Membership in The Georgia Society of CPAs offers many professional and personal benefits. Whether you are in public practice, industry, government, or education, GSCPA membership means far more than simply receiving reduced rates for CPE programs. It is a critical resource to aid in your success and fulfillment throughout your accounting career. Students pay only \$25 for a student membership that will follow you through one year after graduation.

Learn more and become a student member at <http://www.gscpa.org>

American Institute of Certified Public Accountants

This free membership gives students access to tools and resources that will help you make the most of you college years. The AICPA provides technical resources, training, networking opportunities and expert guidance.

As an AICPA Student Member, you will receive:

- Exclusive scholarship opportunities
- Digital versions of industry news and publications
- Exclusive discounts and offers on products and services from partners like Dell, Lenovo, FedEx, Hertz and many more
- Special discounts on not-to-be-missed conferences
- Super-valuable deals on the latest industry info

Learn more and become a student member at <https://thiswaytocpa.com/>



The Gateway to Career Opportunities at KSU

Handshake Basics:

Handshake is an online career opportunities platform used by many universities across the country. KSU's Handshake board is the central way that employers can advertise events and positions directly to students and alumni.

Benefits of Handshake:

- Search and apply for open positions including Jobs, Internships and Co-ops
- Schedule appointments for career coaching, internship advisement, resume & cover letter review and even mock interviews
- Apply to get academic credit for an upcoming internship
- Learn about events including campus/community employer events, career fairs and workshops
- Network with other KSU students and alumni and ask questions on community boards

Pro Tips for Students:

- Download the Handshake app from your App Store to get information about employers and posted jobs at your fingertips
- Check out On Campus Interviews from the "Jobs" tab, identify employers who have scheduled to conduct interviews at KSU and be sure to note interview criteria, selected deadlines and sign-up times for each one!
- Get your resume "approved" at least a few days to a week before a career fair. Resume approvals can have 24-48 hour turnaround times so be sure to give yourself plenty of time prior to any job deadlines and events
- When uploading transcripts to Handshake be sure to first redact personal/sensitive information from your transcript including age, gender, etc. Transcripts that contain sensitive information will not be approved and this can impact your job search. Do not upload your "official" transcript, as this document is encrypted and will not be viewable by employers. Instead, go to your Owl Express and save a copy of your student-advising guide.
- "Favorite" employers and positions to get updates and recommendations from Handshake.
- Complete your Handshake profile, set to "public", and be sure to keep it up to date. This is how employers can find and connect with you if they are looking for applicants to posted positions.

Access your account at <http://kennesaw.joinhandshake.com>

On-Campus Interviews on Handshake

If you are looking to apply to On-Campus Interviews, you can go about these two different ways: searching for specific interviews and then applying to the related jobs, or by searching for and applying to specific jobs that are connected to interview schedules.

Consider most interviews will be virtual this year. Follow the same steps for an on-campus interview for a virtual interview.

Let's take a look at how to search for interviews, and how to take slots on schedules.

- Handshake Pro Tip: Interview Schedules in Handshake must have a job attached to them, so you'll never apply directly to the interview schedule, but to the job itself. In the same way, withdrawing your application from a job will withdraw you from an interview schedule associated with it.

Getting Started with On-Campus Interviews

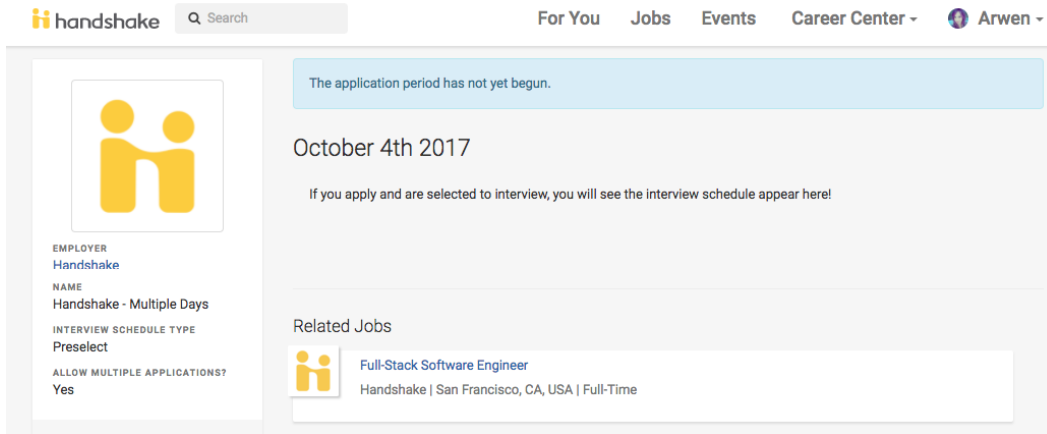
You can select On-Campus Interviews from the top menu under the Jobs tab to view interviews that will be taking place on your school's campus. You can type in a keyword directly to search, or you can use a filter or multiple filters to customize your search.

The screenshot displays the Handshake interface for 'On-Campus Interviews'. At the top, the 'Jobs' tab is selected and highlighted with a red box. Below it, the 'On-Campus Interviews' sub-tab is also highlighted with a red box. The main content area shows a list of interview opportunities:

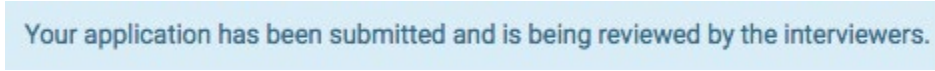
- Google, Inc.** (Interview Dates: Aug 28, Apply Deadline: Aug 25, 2017)
- Google, Inc.** (Interview Dates: Aug 29, Apply Deadline: Aug 20, 2017)
- Handshake - Multiple Days** (Interview Dates: Oct 4, Apply Deadline: Sep 22, 2017)

On the left side, there are filter options for Industry (Internet & Software), Employer (Google, Inc., Handshake), Job, and Interview Type. A search bar is also visible at the top left.

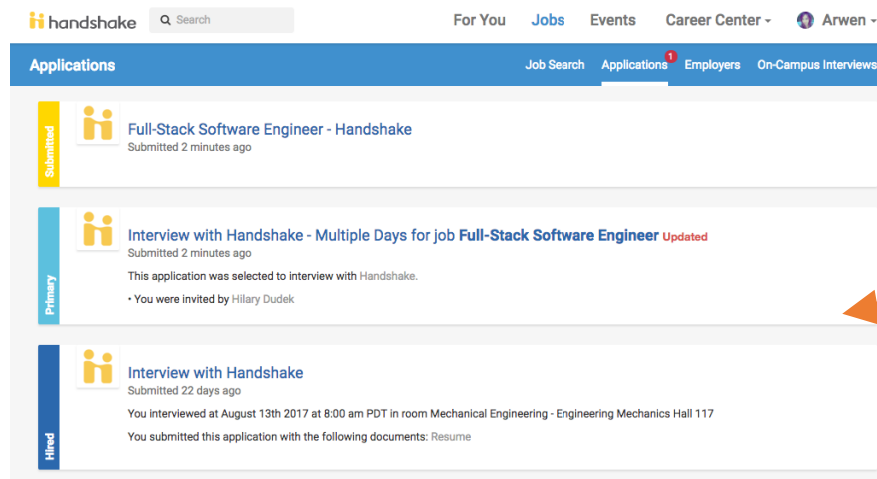
If you select an On-Campus Interview that is not yet open for applications, you will see messaging about what happens if you apply and are selected to take a slot, and you will see the breakdown of the interview's timeline. You will also see any attached jobs.



If you select an Interview Schedule that you have already applied to, you will see messaging like this:



Once you have been chosen by an employer for an On-Campus Interview, you will receive a notification in Handshake



- *Handshake Pro Tip: Update your notification preferences in order to receive email messages about on-campus interview scheduling and sign ups. To make changes to your notification preferences in Handshake, select the drop down menu next to your name, then "notifications". Select "Edit Notifications" and scroll down to the interview section. Make sure all notifications are checked.*

Primary or Alternate Status

You can always find all of the jobs, along with any interviews, that you've applied to by selecting Applications from the menu. Along the side of each job or interview title, you can easily view the status of that application, such as 'Submitted', 'Primary' or 'Alternate'.

- Handshake Pro Tip: If you're selected as a primary applicant, you get first access to sign up for an interview slot. If you're selected as an alternate applicant, you'll get access to sign up for a slot a bit later. Handshake will send you a notification email as soon as you're able to sign up for a slot if you are a primary applicant

The screenshot shows the Handshake 'Applications' page. At the top, there's a search bar and navigation links for 'For You', 'Jobs', 'Events', 'Career Center', and a user profile for 'Arwen'. The 'Applications' menu is active, showing sub-links for 'Job Search', 'Applications' (with a notification badge), 'Employers', and 'On-Campus Interviews'. Three application entries are listed:

- Submitted:** Full-Stack Software Engineer - Handshake, Submitted 2 minutes ago.
- Primary:** Interview with Handshake - Multiple Days for job Full-Stack Software Engineer, Submitted 2 minutes ago. Status: Updated. Note: This application was selected to interview with Handshake. You were invited by Hilary Dudek.
- Hired:** Interview with Handshake, Submitted 22 days ago. Note: You interviewed at August 13th 2017 at 8:00 am PDT in room Mechanical Engineering - Engineering Mechanics Hall 117. You submitted this application with the following documents: Resume.

Selecting a Time Slot

If you see that you have been selected to interview, you can select the interview in order to see all available slots. Simply select Take Slot to reserve that time for yourself to interview.

The screenshot shows the details for an interview with Google, Inc. for the job 'Evaluation Project Specialist for K12 Education'. The status is 'Primary' and it was submitted 5 minutes ago. A message states: 'Your application has been accepted and you can now take a slot.' Below this, a table shows available time slots for September 1st 2017. An orange arrow points to the 'Take Slot' button for the 6:00 am PDT slot.

Time	Jobs	Student	Interviewer	Room	Action
6:00 am PDT - 6:40 am PDT	Evaluation Project Specialist for K12 Education #93	Not Assigned	Not Assigned	Fisher Hall 214	Take Slot
6:40 am PDT - 7:20 am PDT	Any	Not Assigned	Not Assigned	Fisher Hall 214	Take Slot
7:20 am PDT - 8:00 am PDT	Evaluation Project Specialist for K12 Education #93	Not Assigned	Not Assigned	Fisher Hall 214	Take Slot

Switching Time Slots

As long as there is an open slot available, you can leave the slot that you choose, and take another.

Time	Jobs	Student	Interviewer	Room	Action
6:00 am PDT - 6:40 am PDT	Evaluation Project Specialist for K12 Education #93	Your Slot	Not Assigned	Fisher Hall 214	Leave Slot
6:40 am PDT - 7:20 am PDT	Any	Not Assigned	Not Assigned	Fisher Hall 214	Switch to Slot
7:20 am PDT - 8:00 am PDT	Evaluation Project Specialist for K12 Education #93	Not Assigned	Not Assigned	Fisher Hall 214	Switch to Slot

If another applicant has taken the slot you need, you can request to swap slots with them.

NOTE: Swaps are not guaranteed.


Time	Jobs	Student	Interviewer	Room	Action
6:00 am PDT - 6:40 am PDT	Evaluation Project Specialist for K12 Education #93	Your Slot	Not Assigned	Fisher Hall 214	Leave Slot
6:40 am PDT - 7:20 am PDT	Any	Taken	Not Assigned	Fisher Hall 214	Request Swap
7:20 am PDT - 8:00 am PDT	Evaluation Project Specialist for K12 Education #93	Not Assigned	Not Assigned	Fisher Hall 214	Switch to Slot

Here is an example of what your notification would look like if a swap is requested:

handshake

You have a new notification

Hello %recipient.calculated_first_name%,

 A student has requested to swap interview slots with you. If you would like to accept this request, please visit the [Interview Schedule](#) and choose the new slot you want to move to. We will move you into the new slot and then move the other student into your old slot automatically.

The following time slots are currently available (at the time of this notification):

- Friday, September 1st 2017 6:00 am PDT - 6:40 am PDT
- Friday, September 1st 2017 7:20 am PDT - 8:00 am PDT
- Friday, September 1st 2017 8:10 am PDT - 8:50 am PDT

The other student will also get a notification in Handshake that someone is requesting to swap slots, and will be given directions on how to decline the request, or complete the swap.

- *Handshake Pro Tip: Once the signup period has ended for an interview schedule, the schedule will be locked and you will not be able to take a slot, leave a slot, or make any other changes on your own. Please reach out to your Career Service Center and ask for assistance.*

› Questions?

Contact Career Planning and Development:

Email: careerctr@kennesaw.edu

Preparing for the Career Fair

Before the Career Fair:

- Create a clear and strong resume
 - Have your digital resume copy saved in a PDF format and print it to ensure nothing gets cut off due to the margins
- Register with Handshake so that you may sign-up for any on-campus interviews that may result from the career fair
 - Submit your resume to Handshake a few days prior to the career fair so it can be approved
- Develop and practice your elevator pitch
 - Compile a list of questions you want to ask employers and be prepared for questions they may ask you
 - Ask at least one question to all companies, so that you can compare their answers
- Obtain a list of employers that will be at the career fair and identify which employers you want to talk to before the event
 - Do your research on each employer and go into the event with a plan and strategy on who you want to talk to
 - Schedule your group and one on one meetings for the virtual career fair prior to the date of the fair
 - Check Handshake frequently as new meeting time slots open daily
 - All meetings during the virtual fair are first come first serve
 - There is no guarantee you will meet with any employers if you log on the day of the fair without making any appointments
- Prepare to dress professionally

During the Career Fair

Before the Fair:

- Do a technology run an hour before the fair
 - Most problems can be trouble shot by restarting the device or checking the internet connection but you will not want to have this happen during your first meeting
 - Check your sounds and camera before the fair
 - Use headphones if this will help prevent outside noise
 - Have your camera on the whole time during the fair
 - Ensure your background is clear, free of clutter, and free of distractions
 - Virtual background will be enabled during the career fair
 - Make sure the place you are participating in the career fair is quiet and has good internet connection
 - Do not lay in your bed during the fair, sit up right
 - Wear pants, dress from head to ankles
- Arrive early and prepared
 - Have your schedule of all your meetings handy so you can arrive to all meetings on time

During the Fair:

- Introduce yourself when you first join the one on one meeting
 - Be confident and begin your elevator pitch
 - Make direct eye contact with the employer throughout your conversation by looking into your camera not the face of the employer on the screen
 - Use the research you've done about the company to connect with the employer and ask one or two of your prepared questions

- Ask about the next steps, open positions, or applications.
- Make sure to write down who you spoke with from each company, as you will not receive a business card
 - Write down any notes about action items the recruiter recommended
 - Write down any hints of items you discussed in the conversation; you can use this during your follow up
- Thank the employer for their time!

After the Career Fair

After the Fair:

- Take some time after the career fair to organize your notes and make a list of follow ups
- Block off time to follow up and complete all action items
- Send follow up email to thank each employer within 24 hours, incorporating the notes you have written after speaking with the employer
- Follow the instructions of the employer. For example, if they ask for you to send a resume through email or applying for the job, then be sure to do that within 24 hours
- Connect with the company on LinkedIn, not all employees will accept your request, but the company will have a page and connecting with them shows additional interest

Preparing your Resume

Your resume needs to be perfect: no spelling or grammar mistakes reverse chronological order, everything aligned.

Resume features:

- Personal Information
 - At the top of the page and should include: first and last name, address (optional), phone number, email
 - Objective Line
 - Should be short and concise, telling the recruiter what position you are looking for and when you want to start
 - For those seeking an internship, includes the term during which you would like to work and area you want work in
 - Education
 - Name of university where you are enrolled:
 - City and state where university is located
 - Degree you are obtaining
 - Expected graduation date (ex. May 2020)
 - Completed minors, licenses, and certifications
 - Cumulative GPA
 - Major GPA if higher than cumulative
 - Experience
 - Position title
 - Full name of company and city and state its located
 - Dates the position was held
 - Bullet points emphasizing your skills & accomplishments
- * List your most relevant achievements or highlights first in your bulleted lists!
- Awards & Organizations/ Certifications & Other Skills
 - These sections are optional but provide a space for you to highlight other accomplishments outside of work experience
 - List organization affiliations such as Beta Alpha Psi or Georgia Society of CPAs
 - Honors such as Deans List

TIPS:

- Have your resume printed for you to look at during the virtual fair, so you can see what the recruiters see at the same time
- Have pen and paper read to take notes during the virtual career fair. It is okay to take notes during the meeting but use pen and paper as typing will be distracting

Kenny Kennesaw

www.linkedin.com/in/yourname | 222-222-2222 | YourName@gmail.com

OBJECTIVE

To obtain an internship in accounting in Summer 20__; open to tax or audit

EDUCATION

Bachelor of Business Administration, Accounting,

Expected: May 20--

Kennesaw State University, Kennesaw, GA

Intend to sit for CPA

GPA: 3._

Major GPA: 3._

RELEVANT COURSEWORK

Managerial Accounting

Information Systems

Legal & Ethical Environment

Financial Accounting

Macroeconomics

Microeconomics

ACCOUNTING RELEVANT EXPERIENCE

Internship, Company Name, City, ST

Jan 2018-Present

- Prepared 100+ individual tax returns
- Assisted CPA with 10+ audits of small businesses

Federal Taxation Project, Kennesaw State University, Kennesaw GA

Aug 2017- Dec 2017

- Created comprehensive tax return, including Form1040 and schedules A, B, C, D, E

PROFESSIONAL EXPERIENCE

Server *Company Name, City, ST*

Jan 2017- Dec 2017

- Managed financial transactions totaling \$1000+ daily and balanced drawer
- Assisted 20+ team members to ensure efficient service for 50-100 customers on a daily basis
- Provided exceptional customer service in a fast-paced, high volume restaurant

AWARDS & ORGANIZATIONS

President's List (4.0)

Dean's List

Beta Alpha Psi

The Georgia Society of CPAs

CERTIFICATIONS & OTHER SKILLS

Internal Auditing Education Partnership (IAEP) Program

Experienced in QuickBooks

Resume with Notes

Kenny Kennesaw

www.linkedin.com/in/yourname | 222-222-2222 | Kennesaw, GA | YourName@gmail.com

OBJECTIVE

To obtain an internship in accounting in Spring 20__; open to tax or audit

Commented [AS1]: Make sure that if you are including linkedin that the information on it is professional, up to date, and accurate.

EDUCATION

Bachelor of Business Administration, Accounting, Kennesaw State University, Kennesaw, GA Expected: May 20--
Intend to sit for CPA

GPA: 3.

Major GPA: 3.

Commented [AS2]: Short statement on what type of position you are targeting. Its best if you can be specific, letting them know when you are looking for the position/internship and what type.

Commented [AS3]: Include whether you are planning to sit for the CPA, if you are already studying for the CPA you can put "Preparing to sit for CPA"

Commented [AS4]: Include your GPA; if your Major GPA is higher than your cumulative include that as well.

RELEVANT COURSEWORK

Managerial Accounting	Information Systems	Legal & Ethical Environment
Financial Accounting	Macroeconomics	Microeconomics

ACCOUNTING RELEVANT EXPERIENCE

Internship, Company Name, City, ST Jan 2018-Present

- Prepared 100+ individual tax returns
- Assisted CPA with 10+ audits of small businesses

Commented [AS5]: This can be a great place to highlight relevant projects or experiences. Listing it separately helps it stand out. Feel free to adjust the heading to "Projects" or any other

Federal Taxation Project, Kennesaw State University, Kennesaw GA Aug 2017- Dec 2017

- Created comprehensive tax return, including Form1040 and schedules A, B, C, D, E

Commented [AS6]: Effective bullets begin with a strong action verb (past tense if an old position) and quantify details where possible (for example use numbers, dollar signs, or percentages as often as possible)

PROFESSIONAL EXPERIENCE

Server, Company Name, City, ST Jan 2017- Dec 2017

- Managed financial transactions totaling \$1000+ daily and balanced drawer
- Assisted 20+ team members to ensure efficient service for 50-100 customers on a daily basis
- Provided exceptional customer service in a fast-paced, high volume restaurant

Commented [AS7]: You can include information about your major academic projects if you are lacking in relevant experience. Consider also including this on your LinkedIn profile or portfolio as well!

Commented [AS8]: Listed in REVERSE chronological order or most recent first

Commented [AS9]: Remember to emphasize financial skills, teamwork, and customer service

AWARDS & ORGANIZATIONS

President's List (4.0)
Dean's List
Beta Alpha Psi
The Georgia Society of CPAs

Commented [AS10]: Optional section but highly recommended; consider joining Beta Alpha Psi or Student Accounting Association; become a Georgia Society of CPA's student member

CERTIFICATIONS & OTHER SKILLS

Internal Auditing Education Partnership (IAEP) Program
Experienced in QuickBooks

Commented [AS11]: Check out job postings in your targeted field for cues as to which skills are in demand!

Cover Letter

Most Public Accounting firms do not ask for a cover letter, but if you plan to go corporate, you may need one! The cover letter shows the employer your writing skills, which are important in any profession. It also allows you to highlight your skills and interests more completely and connect them to the job that you are applying for.

Cover Letters Should:

- Always be typed.
- Be individualized and addressed to a specific person whenever possible.
- Emphasize achievements, but if you make claims back them up.
- Avoid the letter looking like a form letter; tailor it to fit a specific position.
- Be brief and concise. Like your resume, the letter will be skimmed.
- Your document should be one page with three (3) to five (5) short paragraphs.
- Not just regurgitate what your resume says. The employer is about to read that! This should add some depth to their understanding of why you qualify or are a good fit for the position.

Cover Letter Tips:

- Address
 - Address your cover letter to a specific person
 - If not possible, use the companies name and “Dear Hiring Manager”
- Opening
 - State why you are writing
 - Indicate the position and your enthusiasm for it
 - Express some knowledge of the employer and how you found the position
- Body
 - Tell the employer why you are a good fit for the position
 - Highlight your education and experiences as they relate to the position
 - Connect the requirements of the job to your qualifications
 - Provide evidence of key skills, experience, and personality traits that match job description
 - Use specific examples
 - Explain why you are interested in their company specifically
- Closing
 - Re-emphasize your interest in the position
 - Convey your appreciation for their consideration and time
 - Indicate the best means to reach you
- Signature
 - Sign your cover letter, if it is a letter you are mailing. Otherwise, you will simply type your name, or scan a signed copy if appropriate
 - Possible salutations: Best Regards, or Best, or Regards

Cover Letter Example

Your Present Address

February 19, 2018 (always write out the date)

Company Name
Company Address
City, ST 12345

Dear Ms. Smith:

1ST PARAGRAPH GOAL: 1) Indicate why you are writing and 2) demonstrate you have done your research on the company or the position and have deemed it a good fit.

I am excited to submit my application for the (NAME THE POSITION) at (NAME THE COMPANY), which was posted on your company website. I am an excellent candidate for this position based on my professional experience in customer service and marketing and my educational background in writing and communication, which is covered in the attached resume.

2nd SECTION: Identify the Job Responsibilities from the Job Description and provide examples, where you have excelled. If the organization is seeking experience with event coordination, social media, and website design, highlight 2-3 key examples of how or when you have excelled in those specific areas. This section can be 1-2 paragraphs. It should NOT be a narrative of your resume, but should hit the high points of your experience related to this position. The paragraph style used here is a good format to use, depending on your audience.

This section can also include any other information pertinent for the hiring manager related to your personal motivation to apply to the position (in case your beliefs align with those of the organization) or if you are relocating or have other items that you might want to explain to the person considering you.

3rd SECTION: I look forward to learning more about this opportunity and to a more in depth discussion of how my experience can contribute to the success of (COMPANY NAME). Please contact me at (YOUR EMAIL ADDRESS) or at 555-555-5555 to further discuss the position and my qualifications.

Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Your Name Typed

Developing Your Elevator Speech

Networking is an important part of the recruitment process! Networking does not require that you know many people - it only requires that you want to know more people than you do now. All you need is preparation, time, and a lot of effort.

Networking happens in a variety of settings. There are formal settings, like information sessions or career fairs, and there are informal settings, like when you run into a recruiter on an elevator, or find yourself unexpectedly speaking to a potential career resource. How can you make a positive impression in a short amount of time? Prepare your own personal commercial! An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you are looking for and how you can benefit a company or organization. **At a career fair, you can use your speech to introduce yourself to employers.**

Having a planned response that highlights your experiences and strengths in a concise (30 second) blurb will help you portray yourself as confident, prepared, and memorable. If you forget a detail, it’s OK. Just get down the major points you want to convey. In your commercial, you want to include the following: Your name, year in school at KSU, and the skills and experiences you have that connect you with that employer (for example: a related internship, leadership experience, or a class project).

It is important to have your speech memorized and practiced. Rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it OUT LOUD. You want it to sound natural. Get comfortable with what you have to say so you can breeze through it when the time comes. To develop your elevator speech, think about the following:

ELEVATOR SPEECH OUTLINE

Who are you?

Name, year in school, and field of study

“Hi. My name is _____. I’m a third-year Accounting student at Kennesaw State University.”

What is your objective?

State specifically what your goals are

“I am interested in building on my experience in accounting with a tax internship. I would like to work for a Public Accounting firm and sit for the CPA exam after I graduate.”

What are your strengths?

“I have a 3.7 GPA and have completed numerous accounting classes, including Advanced Tax. In those classes I’ve worked on teams, but I am also a member Beta Alpha Psi and have a good understanding of the importance of working with others to get the job done. I also participated in XYZ’s Summer Leadership program in June. I have learned a lot about the accounting field and business professionalism as a result and am ready to take on a full time internship.”

Wrap it up!

I was very excited to see that ____ would be here today, and I’d love to learn more about your Spring internships!

Completed Example:

Hi. My name is _____. I am a third-year Accounting student at Kennesaw State University. I am interested in building on my experience in accounting with a tax internship. I would like to work for a Public Accounting firm and sit for the CPA exam after I graduate. I have a 3.7 GPA and have completed numerous accounting classes, including Advanced Tax. In those classes, I have worked on teams, but I am also a member Beta Alpha Psi and have a good understanding of the importance of working with others to get the job done. I also participated in XYZ's Summer Leadership program in June. I have learned a lot about the accounting field and business professionalism as a result and am ready to take on a full time internship. I was very excited to see that ___ would be here today, and I would love to learn more about your spring internships!

Dress for Success

Business Professional/Formal

When attending professional events such as career fairs or interviews, making a first impression is vital. For these events, wearing business professional is the most appropriate form of attire.

Men: Professional dress means a dark business suit, conservative dress shirt worn with a tie, and shined dress shoes.

Women: Professional dress means a dark skirted or trouser suit, conservative dress shirt, and pumps (closed toe with a heel). Keep accessories and jewelry to a minimum.

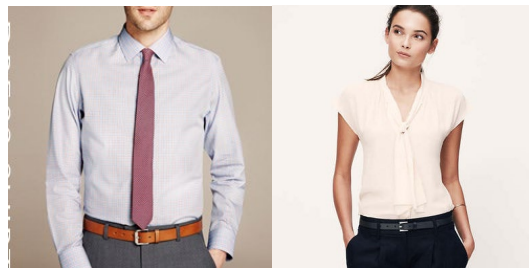


Business Casual

For less formal events, like employer information sessions, students may choose to wear business casual dress. Business casual means neat and appropriate dress that is classic rather than trendy.

Men: Business casual means suit pants or khaki type pants, typically a button-down collared or polo shirt (tie is optional and a jacket can be appropriate), and traditional black or brown shoes.

Women: Business casual means classic dress pants, a well-pressed dress shirt or blouse (traditional button-down, collared, is often appropriate), and coordinating dress shoes. Also acceptable is a dress or skirt and blouse.



Important at any Level: Your clothes must always be clean, pressed, and in good condition. Proper fit is the key to the look you choose.

Tips:

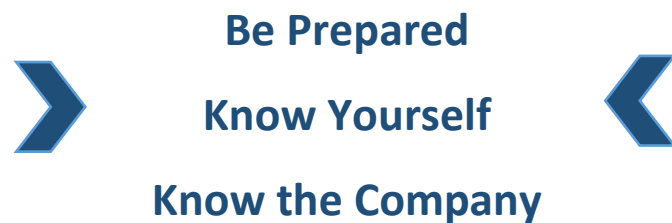
- Even on virtual meetings, career fairs, or interviews you want to dress professionally down to your ankles. Wear Pants!!!
- Shoes are optional for virtual interactions
- You might feel strange dressed this way inside your home but turn that around into confidence

Preparing for the Interview

The single most crucial part of the job-hunting process is the formal job interview; the face-to-face or virtual meeting with a hiring official when there is a definite job opportunity at stake. During the interview, both parties assess if they like each other and if they satisfy each other's needs. Not only will you be letting the employer know about your best qualities, but you will be attempting to gain a clearer impression of the employer and the position. All the time and effort you have spent preparing to make an oral presentation of what you have learned come together at this point.

The secret of good interviewing is good presentation, which requires **preparation and skilled communication**. Making a formal, personal presentation of your knowledge, attitudes and skills, as related to the job you are seeking, means preparing by researching and practicing, just as you would if you were making a presentation to a class.

A good recruiter will attempt to evaluate those qualities you have that are not revealed in your resume: your behavior, what motivates you, your personality, your values, whether you are a leader or a follower, your ambitions, how well you communicate, and how much career planning you have really done. The interview will be a test of the preparation you have done and your ability to communicate it.



BEFORE THE INTERVIEW

1. Assess yourself

- Know your strengths and weaknesses before you walk in the door. Never expect an employer to tell you where you might fit in an organization—you should already know.
- How has your past education or work experience prepared you for this job? Be prepared to relate your experiences to the position you are interviewing for.
- **Practice interview questions!** Interviewing is a skill that needs practice and preparation. There are different types of interviews, be prepared for any of them. Have well thought out answers ready. Practice interviewing with a friend or in front of the mirror.

2. Research the Company

- You should have some knowledge of company policies, employment opportunities, products and services. Look for a chance in the interview to communicate what you know and relate to the company.
- Have a copy of the complete job description and make sure you know all of the responsibilities and details listed.

3. Verify the particulars

- Find out the exact time and place of the interview. Most interviews will be virtual.

- Arrive at least fifteen minutes early for an in-person interview. There is no excuse for being late—ever!
- Learn the interviewer’s name (including its proper pronunciation) and his/her title.
- Have copies of your resume and cover letter with you, along with a pen and notepad for notes.
- For virtual meetings:
 - Arrive 3 to 5 minutes early
 - Do a technology check
 - Have your camera on, practice
 - Ensure your background is clean, free of clutter, and free of distractions
 - Do not be in your bed, sit up straight
 - Practice logging into the platform

DURING THE INTERVIEW

1. Sell yourself

- Don’t just answer the questions. Illustrate your personal qualities and strongest abilities with examples from your past. Try to address any underlying questions you think the employer might have about your suitability for the job.

2. Dwell on the positive

- Should the recruiter ask about past failures or shortcomings, try to explain circumstances rather than give excuses or blame others. You will create a better impression by being honest and candid.

3. Non-verbal communication

- Body language is critical. Your body language will leave both positive and negative messages. Ensure that yours is positive.
 - Sit up straight
 - Have a firm handshake, if in person
 - Make good eye contact.
 - Smile at the employer.
 - Be optimistic and confident, bright and alert.
 - Practice active listening.
- Be dressed professionally.
- For virtual interviews: All the above applies plus.
 - Look into your camera and not at the employers face on the screen from time to time
 - Ensure the room/space is quite and not distracting
 - Use headphone to help with sound quality
 - Do not have your pet, family, or friends around
 - Do not sit on the bed
 - Ensure the background is clean, free of clutter, and free of distractions

4. Always have your own questions to ask

- Have meaningful questions of your own prepared.
 - Find out what the job responsibilities are, how training is provided, what advancement opportunities are available, how much travel is involved, what other individuals or departments you would work with most, how job performance is measured, etc.

5. How to close to close the interview

- Express your interest in the position.
- Ask when you should be hearing back from the employer and next steps in the interview process.
- Thank the interviewers for their time and consideration!

AFTER THE INTERVIEW

1. Follow-up

- Write a thank you letter within 24 hours of the interview! You will want to write a thank you letter of appreciation for the interview opportunity.
- Provide whatever credentials, references, or transcripts that were requested by the prospective employer as soon as possible.

Types of Interviews

There are two common interview types you should be prepared for - behavioral interviewing and traditional interviewing. Review both types below and make sure you are prepared!

Behavioral Interviewing:

The behavioral Interviewing method assumes that past performance is the best way to analyze the interviewee. The applicant is asked to describe past behavior in order to determine whether she is suitable for a position. For example, an interviewer may ask, "Tell me about a time when you dealt with a disruptive customer".

Employers predetermine which skills are necessary for the job opening and then ask very pointed questions to determine if the candidate possesses those skills. **Past behavior is a good indicator of future performance; the behavioral interview method provides great analytical value.**

In the interview, your response needs to be specific and detailed. Tell them about a particular situation that relates to the question, not a general one. Tell them briefly the situation, what you did specifically and the positive result or outcome. Frame it in a four-step process:

STAR Method:

- Situation
- Task
- Action
- Result/Outcome

The interviewee tells a story for a few minutes. The interviewer may probe further for more depth or detail such as "What were you thinking at that point?" or "Tell me more about your meeting with that person," or "Lead me through your decision process."

- Always listen carefully to the question, ask for clarification if necessary and make sure you answer the question completely.
- Your interview preparation should include identifying examples of situations where you have demonstrated the behaviors sought by a company.
- Your resume will serve as a good guide when answering these questions. Refresh your memory regarding your achievements in the past couple of years. Demonstration of the desired behaviors may be proven in many ways.

Use examples from internships, classes, activities, team involvement, community service and work experience. In addition, you may use examples of which you may be especially proud, such as running a marathon or running for student body president.

An example of an answer to a behavioral interview question using the STAR method:

Question:

Tell me about a time when you successfully led a group or team.

Situation:

Recently, I was part of a group project in my Organizational Communication class. We had an assignment to design an effective public relations campaign for a fictitious company.

Task:

We chose to market a bank that is opening a new office in a small community. We had to come up with a marketing plan and media kit designed to introduce the company to its new community and to solicit new bank customers.

Action:

As the project team leader, I set up an appointment with the director of marketing at XYZ Bank and got her insight on the project. After the opening, I came up with a creative marketing plan, which was enthusiastically received by the other group members. I then assigned each group member a particular task based on his or her area of expertise. For example, one member of our group was responsible for designing the bank's logo and another member was responsible for writing a press release. I monitored the group's progress to make sure we were meeting our deadlines and put together a strong oral presentation to make to the class.

Result:

The project was lots of fun and allowed me to develop the management skills necessary to lead a diverse group of 6 people. The most rewarding part was that our group received the highest marks in the class and the professor currently uses our project materials as an example to his classes.

Examples of Behavioral Interviewing Questions:

- Give an example of a time when you had to deal with a particularly difficult person/client. If you had a similar situation now, would you handle it differently? Why?
- Tell us about a big project you had to plan for school or work. What steps were involved? What was the outcome?
- Describe a time when you had to explain a project to a group, and realized that you had been misinterpreted. How did you finally get your point across?
- Tell me how you plan and organize your schedule to ensure that everything gets done.
- Give me an example of a time when you failed to meet a deadline. When did you realize that you would miss the deadline? What did you do? What did you learn?
- Give a specific example of a particular problem you have had at work, at home or at school. Go through the process you used to analyze the problem and arrive at your decision.
- Tell me about a time when you had several things to do with a limited amount of time. How did you handle that?
- Tell me about a time you had to apply a newly learned skill or knowledge. What was the skill? How did you apply it? What was the result?
- Tell me about a tough decision you made. What steps, thought processes, and considerations did you take to make that decision? Were you satisfied with your decision?
- Tell me about a time when you had to present complex information. How did you ensure that the other person understood?
- Describe a situation in which you were able to overcome a “personality conflict” to achieve a positive outcome.
- Tell me about a time when you influenced the outcome of a project by taking a leadership role.

Traditional Interviewing:

The traditional interviewing method is a more straightforward method that consists of questions about your personality, skills, and hypothetical situations. Traditional interview questions are more straightforward and are typically easier to prepare for. The interviewer will ask questions to evaluate you based on your resume, references, education, and job experience.

Sample Traditional Interview Question:

- Tell me about yourself.
- What are your strengths and weaknesses?
- What do you consider your greatest accomplishments to date?
- Do you prefer to be directly supervised or to work independently?
- How do you feel you work in a team setting?
- What qualifications do you have that make you feel that you would be successful in this position?
- How would a former supervisor describe you?
- How do you determine priorities in scheduling your time? Give me an example.
- Give me an example of how you achieved an important goal you set for yourself.
- How has your college experience prepared you for your career?
- How do you work under pressure? Under stress?
- How do you prioritize tasks?
- In what type of setting do you feel you work best?
- Where do you see yourself in 5 years?
- What do you know about our services or products?
- Why are you interested in our organization?

Sample questions for you to ask employer:

- What are typical career paths for new employees?
- Why did you choose to work for this company and why do you stay?
- How is an employee evaluated and promoted?
- Describe the typical workday for this position and first year assignments.
- Tell me about your initial and future training programs.
- What are the challenging facets of the job?
- What are the company's plans for future growth?
- What makes your firm different from its competitors?
- Describe the work culture and environment.
- How would you describe your corporation's personality and management style?
- What are your expectations for new hires? What qualities are you looking for?
- What is the overall structure of the department where the position is located?
- What characteristics does a successful person have at your company?
- What skills do top performers in this job have?
- What is the next step in the interview process? When can I expect to hear from you?

Reminders:

- Do not give life story or real personal information during the interview. Keep it professional!
- Be aware of your nonverbal cues: posture, smiling, firm handshake, eye contact.
- Dress professionally.
- Make sure you have the interviewers' name, title, and contact information.
- Ask for next steps in interview process, and when you should be hearing from employer.
- Follow up with a thank you email within 24 hours of interview!

Thank You Letter

Thank you letters after an interview are essential! It is a common courtesy, and another opportunity for you to show your interest in the position and highlight why you would be the best fit. Common guidelines for writing a thank you letter are:

- Address your thank you letter to the individual(s) with whom you interviewed.
- Restate anything you liked about the organization and how you feel you could meet their needs.
- Provide additional information or clarification.
- If you really want this job, now is the time to let them know.
- If you decide this is not the job for you, now is the time to politely tell them.
- Close by saying you are looking forward to the next step.

Sample Thank You Letter:

Dear Ms. _____:

Thank you so much for taking the time to meet with me and talk about the position of Tax Associate with ABC Inc. yesterday. It was a pleasure to learn more about your approach to growing organic traffic.

After researching many corporations, I am convinced that ABC, Inc. offers the best opportunity for utilizing my accounting experience. I am convinced that this place is where I would like to put my energy and skills to work.

If you need any additional information from me, please feel free to contact me. Looking forward to hearing back from you next Friday, as discussed.

Thank you again for your time and consideration.

Sincerely,

Kenny Kennesaw

Tip:

- Attach your resume to the follow up email
- No handwritten notes currently due to many people still working from home and not receiving mail from the office

Do's and Do NOTs of the Accounting Recruitment Process

- Do not burn bridges! The public accounting world is small and recruiters talk so make sure you:
 - Don't cancel an office visit last minute
 - Always act professionally
 - Remember that even if you don't accept an offer for a particular firm, you don't know if that is a potential connection for the future.
- Be honest and ask for extensions if needed.
 - If you have received an offer for an internship but are still interviewing, be honest with the recruiters.

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