If at any time you discover that you will not be able to participate in the externship or experience any problems related to the externship, immediately contact Nancy Law (255-9046 or NFL1@cornell.edu) or Rita Boratav (255-6399 or externprograms@cornell.edu), Cornell Extern Program Office, Cornell Career Services, 203 Barnes Hall. Our offices will be CLOSED December 21-January 2. Please communicate with us prior to December 20 if at all possible, and leave emergency messages for Nancy as needed. We will respond as soon as possible.

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**Contacts with sponsor before the externship**

1. Make the first contact to your sponsor (or his/her designated “special contact” on the contact sheet) between November 26 - December 3, 2012.

**DO NOT CALL** before November 26 (unless directed to do so). Sponsor will not receive your name or resume before then unless prior permission is received from us (due to sponsor vacation schedule or long distance travel). **DO NOT WAIT TO CALL** after December 3 (sponsor will call us and ask why you have not called).

Check your sponsor’s preferred mode of contact, and use email only if this is their ONLY preference. A phone call is much more personal and direct for achieving your initial goals for the contact. If email is the sponsor’s only preference, then email first asking if you might schedule a time to speak with them. *[Be prepared early, in case the sponsor calls YOU!]*

**There are NO excuses for NOT attempting to contact your sponsor during this time. Do YOU want excuses from them why they are too busy for you to visit? The longer you wait, the more likely you won’t fit into their schedule without extra time/effort on their part!**

Your goals for this first contact are to:

- Make a good initial impression and begin to build rapport with the sponsor. Demonstrate your interest in the externship by **being prepared** when you call. Convey your enthusiasm by thanking the sponsor in advance for the opportunity and saying you look forward to meeting him/her.
- Discuss/Confirm the date(s) to visit. Consult the attached calendar for other winter break events, etc.
- Help the sponsor get to know you by discussing your interests and what you hope to gain from the externship.
- Discuss how you can prepare for the visit.
- Confirm your email address, phone number(s) and when you will be at which address.
- Suggest activities that might help answer your questions and meet your goals.

**Note:** You may work with the sponsor’s assistant (or designated rep) in order to schedule the date, and use email or additional phone call(s) to get acquainted. Don’t get discouraged if you do not reach your sponsor right away; keep trying and be persistent.

Begin the call by introducing yourself (see pages 7-8 for sample topics and script).

- Plan in advance what you will say if you reach voice mail.
- Explain that you are the Cornell student who has been placed in this externship.
- Ask if the sponsor has received your materials (your name, contact info, resume, and introductory essays).
- Ask if it is a convenient time. If not, set another time and **follow through** (It is your responsibility, NOT the sponsor’s).
The yellow checklist "Planning an Externship: Points of Discussion for Sponsors and Students" is also sent to sponsors and can serve as a guide for the remainder of your conversation.

(2) Write a confirmation letter (strongly recommended).

We strongly suggest that you send a confirmation email (sample attached) to your sponsor summarizing the details discussed, particularly the date, time, location, etc. Send the letter ASAP after the initial call and no later than December 13. This message will help ensure that you are on the sponsor's mind/calendar. It also gives you the chance to add information about yourself that you may have forgotten in the first call, to send further materials (i.e. articles written or portfolio sample), and/or to further clarify your interests, suggest activities, etc.

- Do not copy this letter word-for-word. The same sponsor may have more than 1 student.
- In your letter, confirm arrangements you made in the conversation (e.g., when [time] and where you will meet), including activities and what you'd like to learn from the experience. Give the sponsor the January phone number where you will be staying, and January email address, in the event of last minute problems.

(3) Call ONE week before visit to confirm sponsor availability.

One week before the externship begins, call your sponsor or his/her assistant to confirm dates, times and directions. Give sponsor any change in information about where you can be reached. If sponsor is not available, when you call be sure to check directly with sponsor's assistant to see that you are on the calendar.

Structuring the externship

Be prepared to discuss what you would like to learn through the externship. In order to do this, a basic knowledge of the career field is essential and some background on the specific organization or type of projects or areas your sponsor is involved with is highly desirable. See the tips on researching (http://www.career.cornell.edu/library/default.html - click on “Vault Guides”) on the career website for ideas AND use the resources provided by the sponsor in the listing description. For example, a student placed in an advertising externship should know that four basic functions in an advertising agency are account management, creative, media planning, and research. The student who also knows the company's major accounts demonstrates interest in the sponsor's company and an awareness of the agency's accomplishments; this minimal amount of preparation can go a long way in establishing rapport with the sponsor.

A student who is intrigued by the creative side of advertising knows that this area of advertising is comprised primarily of copywriters, art directors and production staff. The student may not know what these jobs entail on a daily basis, what other staff might contribute to the creative process, how the creative staff interact to actually create an ad, or how computerization has changed the artistic process. The student may also be unfamiliar with the process of translating a strategy statement into a compelling commercial campaign.

During a one-day externship with a sponsor in the creative area, a student would benefit greatly from spending the majority of his/her time with the sponsor but could also request information interviews with other areas of the ad agency. The student's primary goal for the interviews may be to get a sense of how the four areas of an advertising agency interact to create an ad campaign from start to finish. However, in the process the student will also gain a sense of how the creative function is viewed by the other areas. For example, how do account executives, responsible for selling the client the ideas produced by the creative department has produced, influence the creative process?

Be as specific as possible in order to help your sponsor plan appropriate activities.

A statement similar to the following may be useful if you feel uncomfortable asking to meet with others in the organization:

*Currently, my primary interests are in the [sponsor’s] area. I also have skills and coursework that relate to the [alternate] area, and I would be interested in speaking with an alum or other colleague in that part of the organization to explore the possibilities in that career field. Would this be possible to arrange?*

Preparation regarding the sponsor, sponsor’s organization and location

Be sure you bring your extern sponsor contact form home with you.

(1) First impressions. Any contact that you have with a sponsor or the sponsor’s colleagues will leave an impression, and you want it to be positive. This is one reason that preparation in advance is so critical. Sponsors often observe that students from the “video-game generation” wear iPods, or may not complete the finer details of a project or parts of a project that they don’t like. Even if you are an extern and volunteer, you need to do a good job on any project or assignment you are given.
(2) **Research.** Before you call the sponsor, ascertain how much information is available on the sponsor’s organization. Check the Web, Career Services Library in 103 Barnes, JGSM library and on-line databases, Google, and other resources, etc. In many cases, especially for small organizations, there will be no printed information available. If you cannot find information, tell the sponsor where you have looked and ask for other suggestions. If no information is readily available on the Web or in libraries, ask the sponsor if s/he has a brochure or other information that s/he could send. Check on-line for current articles about the company to find out about new products, research initiatives, etc. In addition, ask your sponsor if there is background material you should read prior to your arrival (AND then read what he/she suggests).

(3) **Prepare questions in advance of the visit, what DO you really want to know?** Your externship is an opportunity to ask your sponsor questions about a career field to help you decide if you are interested in this field. You can ask questions about the field that would be too elementary to ask in an interview (but not so elementary that you show no advance preparation); information you acquire will help you to be better prepared when you do interview for jobs. Sample information interview questions are available in the Career Guide or on career/job related websites; also see sample questions on the Extern Forms Center. Plan to “over-prepare” so that you have many questions to refer to and are not caught without follow-up or probing, in-depth questions.

Remember: Extern interviews with alums are different from most professional informational interviews in that you share a common bond—your academic background and educational experience. Also, they have volunteered their time, and the discussion is generally more open and relaxed. With alums, it is often more comfortable to ask questions related to job satisfaction, corporate culture, academic or career preparation, their decisions over the course of their career, etc. However, you still need to be wary of very personal questions, such as salary. This topic can be approached regarding a range of entry-level salaries, not asking the sponsor’s salary.

(4) **Traveling, directions, parking, and accommodations**

Web travel/map sites will give you a lot of information to help plan your externship. Be sure you plan out your travel so you arrive on time. Ask your sponsor for instructions about parking or directions from public transportation nearby. At the top of your sponsor contact sheet you will see if multiple students are assigned to your sponsor. You may get ideas about the area and/or local housing from, or even an invitation to stay from the other externs. (Youth hostels are an option.)

(5) **If you encounter problems before your externship** (e.g. sickness, snow storm, or car breakdown)

It is YOUR responsibility to call your sponsor immediately to say you are not coming, and then call Nancy so that she can follow up with the sponsor. You will also need to send a written apology to the sponsor (copy the extern office).

(6) **“Accessories” you will need to prep the day before:** A) pull out your attire, ensure it is clean, ironed, and professionally appropriate (ties not too “loud”, shirts not too low cut, or skirt too high – you are not going out clubbing); B) gather and review your questions, practice your self-introduction, set up your “space” if it is a phone or Skype interview (watch the workshop via media.cornell.edu); and C) prepare directions, sponsor’s phone number, a pad of paper or folio.

(7) **If you start the externship and are unable to complete it**

If, for any reason, you must cancel, please notify the sponsor immediately! It is also extremely important for the program that you call Nancy Law/Rita Boratav immediately so that she can call and check-in with that sponsor. (If a sponsor has had a bad experience with a student, it is very likely that the sponsor will decline to participate another year.)

If you have any questions before, during, or after the externship, please call or email Nancy Law at 607/255-9046 or NFL1@cornell.edu. Leave any necessary messages, including your phone number on her voice mail, and we will get back to you as soon as possible [speak slowly and clearly when leaving phone #s].

**Sponsor preparation**

We send sponsors a guidelines sheet and the yellow contact card checklist, but they do not receive a fourteen-page packet like you do! Most sponsors will try hard to accommodate your interests, but there will always be some sponsors who are not as well prepared for the externship as you are. Other sponsors may be very busy, and underestimate how much time it takes to coordinate activities for you. This is why discussing expectations in advance with the sponsor, asking to schedule the visit when the maximum activity is available, requesting an agenda for the externship, and talking with the extern sponsor or other staff about your feelings during the externship may help to alleviate your concerns. If you still run into problems, please let us know.

**Sponsors WILL check you out on social media – clean up your online image!**

Sponsors will visit Facebook, LinkedIn and other social media sites to get background information about you (employers too!), so be prepared! Review the “Cleaning Up and Polishing Your Online Image” handout on the Extern website “Forms Center.”
Preparation: self-assessment and sponsor’s questions about YOU!**

Planning for your future and finding a job you love can be difficult until you know what it is that you love and what your strengths are. An externship can help you do both, so be prepared to do some soul-searching and be ready to answer some questions about yourself. Use the externship to narrow down what kind of career may suit you.

To start, you can ask yourself the following questions: What do I want to do? What am I qualified to do?

To answer questions sincerely, you must have a good idea of what will make you happy, the tasks you would like to perform and the type of place where you would like to work. Do some valuable homework on yourself by completing this exercise. Once completed, it can be a BIG help in:

- exploring career options—knowing your favorite strengths makes it easier to find ways to engage them;
- identifying suitable positions without focusing on job titles, i.e., you describe to people the strengths you wish to use and they suggest potential positions you may be unfamiliar with or never have considered as options;
- conveying a sense of career direction before you have focused on a particular position or role;
- writing personal statements, resumes, cover letters applications, and conducting interviews; and
- gaining confidence—this is especially key to a successful information interview.

Creating Your “Top Five” List

Steps:
1. Sort through your past experiences and ferret out your strengths. First, list your experiences, including paid jobs, volunteer roles, leadership positions, internships, academic projects, and campus activities. Second, jot down the key tasks you did in each experience. Third, list the strengths you displayed in your tasks and roles. Note that strengths involve both skills and personal qualities. Focus on the ones that you enjoy the most — those in which you take pride.
2. After each strength (skill or quality) list one or more accomplishments or pieces of evidence to make it credible.
3. Prioritize the list, recording the most important items first.

Tips:
1. Your “Top Five” can be a generic list, one to guide your thinking or to use in an information interview. It can also be changed and targeted for use in a resume, letter, essay, or interview as you apply for a specific position, graduate school program, or other role.
2. When creating a list for a position, always include an item relating to your career/job interest and one on your college preparation.
3. Remember that your strengths are transferable; they can be applied to different opportunities. Also, your list(s) should change over time, although some items may remain constant.

**See also the Skills and Qualities resource on the Extern Forms Center webpage.

Develop your ‘elevator speech’

Your brief 20-30 second self-intro when you meet people. Remember to incorporate different information about your skills and qualities based on the person and situation (social event, information interview, ride on the bus, interaction at an internship or externship, etc.). With that in mind, here are several links to help you develop and refine your own self-introduction. There is no ‘right way’ so here are several resources:

http://www.quintcareers.com/elevator_speech_dos-donts.html
http://www.eioba.com/a64136/the_elevator_speech_that_you_whisper
http://www.speech-topics-help.com/elevator-speech.html
http://www.rileyguide.com/interview.html#30
http://www.expressionsofexcellence.com/sample_elevator.html

Search for additional resources on how-to develop and sample elevator speeches on YouTube.

During the externship

Avoid discussing personal issues. While alumni are generally very supportive and open to discussing a range of topics, be selective when discussing personal issues. Remember, extern hosts are not volunteering to serve as career counselors. It’s always good to re-frame personal concerns such as "Do you think I could make it through a management training program?" to "What characteristics do you think are necessary for success in a management training program?" Similarly, concerns about finances or lifestyle can be addressed with questions such as "What would you suggest is a reasonable clothing budget for the first year on the job?" and "Could you describe typical job responsibilities and work schedule for an entry-level employee in your area?" The student
doing the externship with the creative department of an agency might be concerned about handling criticism when an idea is rejected and could ask the sponsor "How are ideas presented and discussed?" and "Is criticism generally constructive?"

**Keep track of the people you meet during the externship.** Record names, emails, and phone numbers of the people you meet; ask for business cards if they do not offer one; you may be able to call on them for career information or as job contacts in the future. You are responsible for keeping track of your sponsor’s and other contacts’ information; it will not be available from our office in the future. Listen to the recording of: Schmooze or Looze… via career.cornell.edu/ccsmediasite. (button on the CCS homepage). This workshop discussed organizing and following up with contacts.

**Procedure for problems experienced during a long externship (communication is key):**
- Call us if you want to sound out/strategize solutions/get advice.
- Try to discuss/negotiate/work out situation with sponsor.
- Update us on progress, we may call to assist, if necessary.

**Information interview tips**

Prepare questions to elicit the information you really want to know; ensure that your questions are not too personal. Favorites from Jodi Smith, MILR ’95, President of MannerSmith:
- “What is the best piece of professional advice anyone ever gave you?”
- “If you could change one thing about your job, what would it be and why?”

The interview meeting itself:
- Arrive in advance (so you are not running in, catching your breath).
- Have your elevator speech (30-60 second self-introduction) prepared and practiced so you come across as genuine and natural.
- Ask concise questions, not 2-3 part questions that may lose you or your partner…use follow-up questions as needed.
- Watch your watch, so you do not overstay, but not so much that you seem bored and ready to go.
- Ask permission, then take notes (you will have something from which to reconnect).
- Ask if there are questions for you (alumni are interested).
- Do not expect to meet other colleagues, or see the office/facility, but you may ask if there is anyone else you should contact for more information (referrals are essential for networking). If the sponsor declines to give you other names and information, you can ask again in your thoughtful thank-you note (you do not want to put him/her on the spot).

**Basic business etiquette:**

Conform to basic office/employer etiquette or your sponsor and his/her colleagues may be left with the impression that you are uninterested in their field/organization due to unprofessional or inappropriate behavior. This could affect your future employment opportunities!

**Calling/Contacting sponsor**
- Review sponsor’s preferred mode of student contact and best times to reach; plan accordingly.
- Unless stated otherwise in their preferences, avoid Monday mornings, which are usually busy times. Lunch time or after business hours often works well.
- Call sponsors at the preferred phone number and location. If you are calling a sponsor at home, try to call between 7:00 p.m. - 8:30 p.m. Do not call after 9:00 p.m. unless absolutely necessary or requested by sponsor.
- Do not call on Thanksgiving, Christmas, New Year’s Day, or other holidays.
- Do not interrupt a call to or from your sponsor to answer call waiting.
- Do not speak to sponsor on a cell phone unless you are alone, in a quiet place without distractions (i.e. NOT walking on campus or in a busy, noisy place). If this happens, ask if you can call right back from an appropriate location.
- Leave productive messages. Tell the sponsor why you are calling (don't expect them to recognize your name); when you'll call again or when you can be reached; suggest possible dates for a visit; etc. Be persistent; most sponsors will expect you to be the one who calls back. Speak slowly and clearly; spell your name if you think it is advisable and repeat your phone number slowly.
- Never tell a sponsor they were your second, third, or fourth choice.
- A sponsor may ask you to handle logistics with an assistant (dates, directions, parking, costs/$$ needed, lunch, etc.).
- When addressing sponsors, it’s better to err on the side of formality versus informality. Address the sponsor as Mr., Ms., Dr., etc. unless they tell you to use their first name.
Electronic etiquette—review attached guidelines on email contact with your sponsor, see page 7. You want your electronic communication to “count” as a positive, not a story for the coffee break.

• Do NOT text a message to your sponsor unless explicitly invited to do so.

Spelling
• Proofread all letters, emails, messages, and your resume. Be sure to spell the name of the sponsor and firm correctly. (i.e., Procter and Gamble, not Proctor and Gamble; Merrill Lynch, not Meril Lynch)
• Spell check is not 100% accurate. Pay attention to the red underlines it gives you. Proofread to find other errors it did not catch.

Grammar: Yes, this is an important communication skill!
• Capitalize only where appropriate. Do not capitalize entire phrases.
• Abbreviations, slang, acronyms, etc.: Even if they are commonly used in informal communication, avoid using them in your formal communications with sponsors. This is not a text message to a friend, do not use abbreviations that may not be used or understood in a business context (includes ttyl, btw, and many others).
• Contractions: Avoid using contractions. (You will sound more professional.)

Voice mail and ring tone
• Check your ring tone AND outgoing message for appropriateness. Do they sound professional?
• Remind your roommates to write down your messages, including names and phone #numbers.

Wireless item etiquette
Leave cell phones, iPods, Blackberries at home or turn them off (not vibrate, OFF)! These are not appropriate for you as a visitor to use in the workplace.

Workday
• Arrive on time, and leave when others do, unless you have pre-arranged other hours with your sponsor. Confirm the expected hours in advance. Check transportation schedules ahead of time so you can alert your sponsor if necessary to shorten workday. (Take a test run to get familiar with the route.)
• Take the same length of time at lunch as regular employees.
• Do not make personal calls, unless absolutely necessary. Ask before doing so.
• Determine in advance how much money you’ll need (parking, lunch, etc.). Don’t assume sponsor will pay.

Dress and personal care
• Ask the sponsor what is appropriate dress for his/her workplace. Do not assume you know what is appropriate.
• Do not overdress or dress down.
• Do not use strong perfumes, cologne, or deodorants. Most medical facilities require that you use unscented deodorant, due to patient allergies.
• Body piercing and radical hair color or styles are not appropriate for most work environments. Notify extern office in advance of calling sponsor if you are unwilling to remove visible body piercing.

Respect confidentiality, privacy, and personal space
• Do not look at computer screens unless asked to do so; privacy and confidentiality are issues.
• Do not come into an office or stand in/hang around the doorway when someone is on the phone. Stand several feet away from an open door when the sponsor is on the phone, or preferably, come back in a few minutes; standing too close is interpreted as eavesdropping, even if that is not your intention.
• Do not interrupt personal/business conversations between colleagues.

Thank-you note
A note thanking the sponsor for his/her time is expected. Include what you learned from the experience and your next steps (see sample attached). In today’s electronic world, a handwritten note is memorable, and timeliness counts.

Guidelines of business electronic net-iqquette (sending emails to sponsors)

Remember: The basic rule of business netiquette is to have and to show consideration to the other person. Ask yourself how you would feel if you received this message. When you introduce yourself via email, not only are you making a first impression, you’re also leaving a written record. You want your electronic communication to “count” as a positive… not be told later as a story around the water cooler or in next year’s Externship Orientation sessions.
Header and defaults

- **Subject/RE:** Use something relevant so the sponsor knows exactly what your email is about and doesn’t perceive your email as junk mail (e.g., Cornell Externship Program).
- **Your email:** Use your Cornell email or another professional-sounding email address.
- **Review “signatures”** for appropriateness. Remove if not relevant! Include only relevant information (i.e., your name, class, winter break address, phone, email, and cell number).

Body text/content

- Do not use the sponsor’s first name until you are invited to do so by him/her.
- When originating email, say where you obtained the email address.
- Format the content as if the email were a business letter. (Don’t include the date, address/return address.)
- If you go by a name that is different from the name on your Extern application, tell the sponsor so there is no confusion.
- Do not send attachments with your email until you ask the sponsor if he/she can accept them. (Some companies have problems with virus potential, memory or bandwidth, compatibility, etc.) Once approved, send the attachment as a Word document.
- Be formal. Your tone should be respectful and professional, not familiar. Re-read or have a friend read it to see if the message sounds too aggressive, has offbeat humor, or contains any other problems. **Be formal** – tone should be respectful and professional, not familiar.
- Get to the point – be concise, yet friendly and tactful.
- **Be clear** when answering questions. For instance, if you exchange several emails discussing options for dates and times to meet, do not simply reply with “okay.” Confirm by repeating the details.
- Do not overload the reader with unnecessary or verbose emails. Plan what you want to ask/say each time. Keep the paragraphs short.
- Avoid long emails. When replying to a part of a received message, do not simply return the whole message. Include only the part to which you are responding, so it is clear what questions or discussions you are referring to. At the same time, leave enough content, so the sponsor knows what you are referring to.
- Emoticons: avoid the use of smiley faces and other symbols that are cute and not appropriate.

**Follow-up after the externship:** see Extern forms center for networking pdf.

Write a thank-you note to your sponsor within a week of your externship. We suggest that you thank the sponsor for their time, state what you learned from the experience and how this has helped you in your career decision-making process, and express an interest in keeping in touch. If necessary, or more appropriate, the note can be neatly hand-written.

**Complete the on-line evaluation of your extern experience (for each extern assignment) within two weeks of your externship.** If you have difficulty with the on-line form, you can stop by 203 Barnes for a hard copy. Evaluations assist us in advising students when selecting externships, give us a gauge on student expectations and satisfaction, and provide information useful for recruiting new sponsors and counseling current alumni on ways to improve the experiences. We will ask you to provide a short outline of your externship, to provide information for future students to review when selecting externships. Sponsors are also asked to complete a confirmation of participation/evaluation form. Students who do not complete evaluations may lose eligibility for future externships.

**Sample first call topics for discussion (see also yellow card)**

**Confirm your contact information**—both local and winter break addresses/email/phone and cell numbers. Specify when you will leave Ithaca and when you can be reached at the winter break phone number.

**Discuss your interests and convey your enthusiasm.**

Be prepared to discuss your interest in the field and why you selected this externship. Based on your self-assessment, **expand** on your introduction essays, which have been sent to the sponsor. Express your appreciation—thank the sponsor in advance for his or her time and for giving you this opportunity and say you are looking forward to meeting him/her.

**Set a date to visit.** (See calendar, p. 12)

If there was not a specific date in the listing, discuss (or suggest those available) date, duration, and specific time of day (beginning and ending) of externship. **Note:** Do not try to extend or shorten the number of days sponsor has offered, or try to shift the visit from January to December.
Discuss the structure of the externship.
Review the sponsor’s description and be prepared to suggest what activities would be meaningful to you—shadowing; a short project; a tour of facility; meeting other Cornellians and/or various-level employees (entry level on up); information interviews in other departments; etc.). Suggest that an agenda would help you prepare questions.

Discuss how you can prepare.
• At a minimum, search the Web and Career Services Library in 103 Barnes for information (on corporations or large firms). Mention sources you have used to research the organization and/or career field and what information you have found? For example, the Johnson (JGSM) Library research link, and the Vault guides: both found via the CCS home page ... Resources... Vault Guides (now called Career Insider powered by Vault). Students need to create a brief profile; service is free.
• Can sponsor suggest other sources? Can s/he send info? (only if not available on campus)?

Be clear about next steps.
When should you call again? Will sponsor send a written agenda, etc.?

Discuss logistics/other concerns during this or subsequent calls:
• Get specific directions to the extern site; inquire about availability and cost of public transportation or parking.
• Exactly, when and where you should meet the sponsor (or his/her representative).
• Ask for description of appropriate attire.
• Lunch arrangements. Should you bring your own lunch or are there convenient places to buy lunch? Sponsors are not expected to provide meals, stipend, or other remuneration. Some may have offered in their externship description but may not remember, so confirm the plan.
• Housing. Do not expect a sponsor to provide or locate accommodation for you. However, you may ask them for advice about youth hostels, convenient hotels within your price range, etc. A very limited number of sponsors have stated in the externship description that they may be able to provide housing; if this is the case, you should bring it up with the sponsor because they might not remember that they offered (and their personal situation may have changed).

Sample first call opening statements

To administrative assistant/assistant:
This is [your name]. [Mr./Ms. sponsor's last name] is expecting a call from me to arrange a [number of days] visit to [name of organization] in January. I am a student at Cornell University and [Mr./Ms. sponsor's last name] is sponsoring my visit as part of the Cornell Extern Program.

To sponsor:
This is [your name]. I am calling to introduce myself as the Cornell student who has been placed with you to do an externship during January and to make arrangements for the externship. [If they seem to hesitate, you might ask, "Have you received the materials from Career Services notifying you of my name?" If not, confirm their email address and contact us ASAP to resend.] [If they seem very rushed, you might ask, "Is this a convenient time to talk or shall I call you later?" If so, get a specific date and time. First of all, I would like to thank you very much for offering this opportunity, and to tell you that I am very excited about meeting you and spending some time at [name of organization].

To sponsor’s voice mail:
Plan in advance what you would leave as your first message based on the suggested script above.

Sample confirmation letter/message (follow-up to initial phone call)

Use this sample as a guideline. Make the note as personal as possible. The sponsor may have multiple externs.

Your Address
City, State Zip

Date

Ms. Joan Smith
Creative Director
XYZ Company
City, State Zip

Or home address if that is your sponsor’s preferred mailing
Dear Ms. Smith:

I am writing to confirm my externship with you on January ________________, from (date) to (date). I am looking forward to learning more about the creative area in an advertising agency. At this point, I feel that copywriting would incorporate my creative talents and passion for both the written and spoken word. In particular, I am intrigued by the role of the copywriter in the process of conceiving and launching an ad campaign and would enjoy observing that process, if at all possible.

It is my hope during the externship to have the opportunity to see how your department is run, to talk with you and perhaps some of your colleagues, and-if possible-to work on a project or task for you. While I am especially interested in the creative functions of an advertising agency, I would also like to get a glimpse of how your department interacts with the account management, media, and research areas to create a compelling advertising campaign.

I will call you one week before the externship begins to confirm any last-minute details.

My fall semester ends on December_____, after which I can be reached at _________. I'm looking forward to meeting you and spending [length of time] with you. Thank you in advance for providing me with this opportunity.

Sincerely,
Susan Jones

---

Sample thank-you letter (immediately following externship)

Using this sample as a guideline, make your letter personal to your own experience.

Your Address
City, State Zip

Date

Dr. Mary Jones
Title
Business Address
City, State Zip

Dear Dr. Jones:

Thank you so much for your time, guidance, and constant support over the past week. My experience as an extern with you and your colleagues both at the VA hospital and UT Southwestern have proven to be invaluable to my future plans and aspirations. As a result of this externship, I am now eager to pursue a career in medicine. The tour of the medical school as well as my brief talks with Jane Smith, Dr. Julie Wait and you-gifted and driven women juggling with careers and families-have served to shape my motivations and outlook on the future.

Despite the snowstorm that awaits my arrival back at Cornell, I am anxious to return to school in hopes of completing a successful academic semester. Best of luck in the completion of your work on citrate synthase and in all of your other future endeavors. I will definitely keep in touch and hope to work with you again in the future.

Once again thank you for so openly sharing your knowledge and experiences with Stephanie and me. In the event that you visit Cornell while I am still here, I hope you will give me a call. I really appreciate all that you have done.

Sincerely,

Your Name

---
Sample contact letter (1-2 years following externship)

Using this sample as a guideline, make your letter personal to your own experience.

Sample #1

Your Address
City, State Zip

Date

Dr. Mary Jones
Title
Business Address
City, State Zip

Dear Dr. Jones:

Two years ago I was fortunate enough to participate in your externship through Cornell University’s Career Center. At that time, I was uncertain about my post-graduate studies and career ambitions. The experience was very insightful and contributed to my decision to pursue a degree in law.

Since then, I finished my Bachelors of Science in engineering this past May, and will begin at Emory’s Law School in August. I just wanted to say thank you for the time I spent with you and for the insight you gave me about your career in law.

Sincerely,

Your Name

Sample #2

Dear Dr. Jones:

I just wanted to update you on my progress in the medical school application cycle. I have to say that participating in the externship with you has really made an impact on my approach to medicine, and I have come to incorporate much of the advice you have given me.

I finished Cornell with a 3.6 GPA (with last two years as almost straight A’s) and scored a 35Q on the MCAT, graduating with honors in research. I ended up doing another externship with Dr. Cornell, an HSS orthopedic surgeon (he told me he knows you from residency) and ended up becoming increasingly interested in surgery. I decided to take a gap year to pursue this interest and now work for the Chief at University of Rochester Medical Center.

Currently, I am interviewing as part of my application, and have six interviews so far. I think that Cornell would be my top choice (if selected post-interview) and probably Rochester and Georgetown second (still waiting for invite).

Thinking back to my undergraduate career, I feel that the externship was the best program in which I participated from a pre-medical perspective. I hope you continue offering other students this unique opportunity. I extend my thanks and hope to get a chance to work with you again in the future.

Sincerely,

Your Name
Matched Students

Listing 0002

Sponsor's Name Nancy Law
Sponsor's College & Major Human Ecology Human Development & Family Studies
Class Of '84
Gender Female
Career Field Education Admin/Teaching

Organization Cornell Career Services
Title Assistant Director for Employer & Alumni Relations
Source

Preferred Method of Contact Business Phone; Home Phone; Business Email;
Best Time To Reach Weekday, Morning, Mid-day
Special Contact Information

Preferred Mailing Address Home

Business Address 203 Barnes Hall
Ithaca, NY 14853

Phone 607/255-9046
Fax 607/255-3060
Email externprograms@cornell.edu; NFL1@cornell.edu
Website career.cornell.edu
Dept/Div URL Extern Programs

Extern Length 1 day, January 7-10 only
Externs Requested 1

Requirements

Preferences Major: Education; Communication; Class: Junior; Sophomore; Prefer a U.S. citizen.

Other Preferences or Requirements Other Preferences: Student should have an interest in higher education administration. Other Requirements: Other

Career Background

Current Industry

Externship Description Extern will learn the entrepreneurial spirit by job shadowing the sponsor in their new venture. He or she may be assigned projects that help in organizing career program information and databases,

Location Information Cornell Campus, Ithaca, NY
Dates to consider when planning your externship

December 21-January 2 — Cornell University Closed for Holidays [Extern Office CLOSED]
January 1 — New Year's Day
January 2-19 — Suggested period for externships
January 3-4, 7-11 — Likely dates for Cornell Day Programs
January 2-12 — Cornell Women’s Network events across the U.S. and Asia
January 11 — NY Recruiting Consortium (A&S; HumEc)
January 14-15 — Greek Recruitment Begins
January 14 — Cornell Online Registration
January 21 — Martin Luther King Day (many extern organization’s offices may be closed)
January 21 — First day of classes

Extern program planning timeline

a) Mandatory orientation meetings: November 14 or 16, or via recording (media.cornell.edu) before November 21
b) Research, do self-assessment of what you want to learn from externship: before November 25
c) Initial phone call to sponsor: November 26-December 3
   Call Extern Office if having difficulty reaching your sponsor by December 2
d) Follow-up confirmation letter with further introduction: within one week of initial phone call
e) Confirm date/directions phone call: One week prior to date of externship
f) Attend externship experience: January 2-19
g) Send thank-you / follow-up letter to sponsor: suggested within one week of externship
h) Complete required Extern Program on-line evaluation form: late January

JANUARY 2013

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Sample career field research internet sites

• Sloane Career Cornerstone Center. (www.careercornerstone.org/downloads.htm). PDF profiles of over 400 scientists, technologists, engineers and mathematicians.
• Majors & Related Careers. (http://as.cornell.edu/academics/major-minor/majors.cfm). Provides an outline of common career areas, typical employers, and strategies designed to maximize career opportunities for each academic major chosen. Also, links to related websites.
• MyPlan.com. (www.myplan.com). Career information searchable in a nice variety of ways - key word, lists of careers or dozens of criteria including salary range, skills, relevant majors, location, and industry.
• Vocational Information Center. (www.khake.com/index.html). An extensive and comprehensive site with a focus on technical and hands-on career options.
• O*Net Online. (http://online.onetcenter.org/) Find occupations using keywords, or by browsing job families, high growth industries, or O*Net descriptions.

Handshakes and making positive impressions

Some people—politicians and CEOs—know how to shake hands. Considering that you can make or break a deal—or election—depending upon how well you shake hands, it's important that you learn to shake hands well (Source: Howtotothings.com):

1. **First impressions.** Your handshake will do much to establish a first impression. Even if your hand is greasy, sweaty or otherwise less-than-presentable, give it a quick swipe, and extend it anyway. Extending a hand is an important symbol of friendship, approachability, trustworthiness and it is all-important in establishing an initial connection with another person. The significance of a handshake cannot be overstated—if you don't have a passable handshake, you aren't getting the job.

2. **Firmness.** Men tend to go overboard. In an attempt to convey a powerful presence, men sometimes squeeze too hard, which is synonymous with trying too hard. Your handshake should be firm but not so firm that it is uncomfortable. And of course, you need to adjust your grip according to the recipient.....for example, if you are shaking the hand of an elderly person, ease up. Alternatively, you don't want to be a "limp fish" either....this is where practice with friends will come in handy. If you've shaken enough hands (and gotten feedback on the experience), you will develop a natural sense for the appropriate firmness.

3. **Angle.** Think perpendicular, and connect the web of the thumbs: web-to-web. The palm of your hand should be parallel to the hand you are shaking, and perpendicular to the floor. If instead, you put your palm on top, this is the equivalent of showing dominance. (And if you do this to your superior, you've just made a very big faux pas.) On the other hand, if your hand is facing up so that his hand is atop yours, you are assuming a submissive pose. By presenting a perpendicular hand that is parallel to the hand you are shaking, you send a message of equality and neutrality.

4. **Eye contact.** You must always look in the eyes of the person whose hand you are shaking. Otherwise, you completely negate the point of shaking hands in the first place and instead send a signal of insincerity or even sneakiness. If you are exquisitely nervous to the point that looking into the other person's eyes might just put you over the edge, you have to do it anyway.

5. **Pumping.** Aim for two pumps with one to three pumps as your outer limits. Even if you are trying to convey a sense of warmth, anything longer than that gets awkward.

6. **Practice.** Think of how you learned to say "please" and "thank you." It took several hundred reminders until the behavior became rote. Practice your handshake with friends until extending your hand is as easy and natural as saying, "Excuse me," when you brush against someone at the supermarket. Friends can also give you feedback on your firmness and pumping.
7. **Cultural Appropriateness.** If you're traveling in a foreign country, you'll have to do your homework on whether or not a handshake is an appropriate form of greeting, particularly with the opposite gender. In some countries, shaking hands is seen as far too intimate a contact to initiate with a stranger.

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**DON'T FORGET ABOUT MAKING THE SECOND IMPRESSION**

Tim Sanders, motivational speaker and author of “the Likeability Factor” has FIVE simple tips that will help you:

1) Remember the details of the first meeting, in a second meeting, start with your insight from the first meeting.
2) Try not to repeat yourself too much. Bring fresh content.
3) Over prepare. Let the first meeting dialogue be the basis for a deeper dive into the details in prep for meeting #2.
4) Be grateful for the chance to meet again. Time is worth more than money.
5) Take it to the next level.

Do your best to convert this transaction into a powerful relationship – move from getting to know to let’s make something happen.

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**Cornell holiday schedule**

Remember that while the entire University is closed from December 21-January 2, we will be unavailable. We may try to check messages occasionally, but cannot guarantee that we will be able to respond within a few days. Leave very clear messages with specific details, and phone numbers and email addresses of where and when you can be reached. It is best to call us during this period to leave a message; THEN send the details by email (we will respond as soon as possible).

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**Cornell University policies (also see yellow card)**

**On discrimination/harassment**

Cornell University's policy prohibits discrimination or harassment on the basis of race, color, national or ethnic origin, religion, sex, sexual orientation, age, handicap, or veteran status in the recruitment and employment of faculty and staff or the operation of any of its programs and activities as specified by federal, state, and city laws and regulations. If you experience any problems related to the above policy, it is your responsibility to notify Career Services immediately (Rebecca Sparrow, Director, Cornell Career Services, 607/255-2723, RMS18@cornell.edu) so that we may assist you.

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**A final note**

Remember that you are representing yourself AND Cornell University by participating in the Cornell Extern Program. Your actions influence the way Cornell is viewed by the sponsor's colleagues and organization. Furthermore, your actions can greatly influence the sponsor's further involvement with this program and support of Cornell in general (especially if their employer recruits at Cornell). It is of utmost importance for the continuation of this program that you are responsible with your obligations. Please inform us of any problems involving your externship.

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**How to include your externship on your resume**

It is very important that you list your externship appropriately on your resume. Employers will value students who take advantage of career exploration opportunities that better prepare you for longer internship experiences in a related organization. Externships, as short-term shadowing experiences, should be listed as “other” experience or “related” experience and NOT as work experience. Be accurate and truthful in listing the length and activities that were involved with your externship. For example, noting that it was a **one-day externship** as opposed to January 2013, implying a month long experience. Keep in mind that exaggerations of your background and experience may be noticed by an employer, and may cause you to be removed from consideration for a position. If contacted, we would confirm the length of the externship, and scope of the shadowing activity.

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**Correct terminology and usage**

Alumnus = male alum; Alumna = female alum
Alumni = plural male and generic plural (when speaking of mixed group); Alumnae = plural female
Usage: "I am an alumnus (or alumna) of Cornell." Not "I am an alumni of Cornell."