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 Lisa Todzia (255-6399 or externprograms@cornell.edu), Cornell Career Services, 203 Barnes Hall. Our offices will be CLOSED December 24-January 2. Send email messages to Nancy that week. Note: she will be in New York City January 4-12, email Lisa for help that week. 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 20 - December 4, 2013.

DO NOT CALL before November 20 (unless directed to do so). Sponsor will not receive your name earlier unless prior permission is received from us. After December 4, sponsor is likely to call us and ask why you have not called, and may not have time to arrange special activities for you.

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 the first week. 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 page 2-3 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), if not, confirm the correct email and contact us as soon as possible.
- 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," included on page14 of this guide, is also sent to sponsors and can serve as a guide for the remainder of your conversation.

**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/resources/links.cfm - from the Exploring Career Fields dropdown menu, click on Career Insider (Vault Reports)) 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, 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?*

**Sample first call topics for discussion (see also Yellow Checklist, p. 14)**

**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 a 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. If information interview, suggest topics of particular interest you hope to discuss, especially if related to a sponsor’s previous experiences/industry.

**Set a date to visit.** (See calendar, p. 16)

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, or February (unless specified in the listing).

**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 Database 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 School (JGSM) Library research link, and the Vault guides: both found via the CCS home page by clicking Resources (Vault Guides appear under Career Insider). 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). What time will your externship begin/end each day, and whether these will vary (if multi-day externship).
- 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.

(2) Send a confirmation email letter.

We strongly suggest that you send a confirmation email (sample attached) to your sponsor summarizing key points of your conversation. Send the letter ASAP after the initial call and no later than December 14. 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 the sample 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 date] 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.
Sample confirmation 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.

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

Professional electronic net-iqutte (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 email “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 or pdf 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 casual, 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.
(3) Call ONE week before visit to confirm sponsor availability.

One week before the externship begins, but not on a holiday, 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.

Preparation regarding the sponsor, sponsor’s organization and location

(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. Use strong visual language and focus on the benefits of what you have to offer while also conveying a sense of what motivates you to learn about the sponsor’s career field by making personal connections. This is one reason that preparation in advance is so critical. Sponsors often observe that students from the “video-game generation” wear earbuds, have cell phones on or text when inappropriate as a visitor in a workspace, 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. Aim to be orderly, engaging, succinct, and sincere in demeanor.

(2) Research (See page 8 for tips on researching sponsor organizations). Before you call the sponsor, ascertain how much information is available on the sponsor’s organization. Check the Web, JGSM library and on-line databases, Google, and other resources, etc. In many cases, especially for small organizations, there may be little to 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 and Resource 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. Don’t simply rely on GPS. 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 (and a copy to 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 or cannot complete the program, please notify the sponsor immediately! It is also extremely important for the program that you call Nancy Law/Lisa Todzia 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.)
**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 and Resource 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 goals-developing 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 items 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 in the Students’ section of Career Services webpage.**

**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?”, "Could you describe typical job responsibilities and work schedule for an entry-level employee in your area?”, and “What salary/hourly wage range is typical for interns/entry level in this career field/city?” 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 will want to send a note thanking them for their time, and 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: “Schnooze or Looze…” via Cornell Career Services Media Library (button on the CCS homepage), entry http://www.career.cornell.edu/resources/media/networking.cfm. 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. (Don’t burn a bridge by simply not showing up or completing the agreed term.)
- Update us on progress, we may call to assist, if necessary.

**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, “Black Friday,” 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, and/or 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, fourth, or fifth 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., Your Honor, 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, especially real words not appropriate to your message.

**Grammar:** Yes, this is still 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, if you share a landline or others may answer your cell phone.

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

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, texts or emails, 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; this is not the time to make a “statement” about your style, unless directed by the sponsor.
• 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, but email is also acceptable.

Researching organizations in preparation for your externship
One of the Extern Program learning goals is to learn how to research and develop appropriate questions for your sponsor. Researching your extern organization will be similar to the research you do to prepare for an interview. You should enter the externship with a strong sense of what the company does, how it’s organized, and how your skills and interests fit its structure and goals.
  • Try to find out more about what a company offers and what it does “for a living.”
  • Learn more about the organization’s present circumstances. This allows you to discuss the company in an informed way during your interactions with sponsors and colleagues.
You need to learn enough about the company to develop appropriate questions that will help you assess whether this type of organization, division, position or career field will be a match for your career goals, skills and personal style.
In addition, expand on this information with knowledge of the organization’s current activities and experiences: perhaps how their stock is doing, what kinds of efforts they are making to explore emerging markets, what national and international events are on the organization’s radar or effecting their current business or operational plan. What recent successes or failures have been, and how do they affect the sponsor’s division, role, or position.

Sample career field research websites
• Organization website or brochure detailing its structure and positions.
• Journals/Articles: reviews published by outside organizations to describe the working atmosphere and conditions.
• Opinions of network contacts who are or have worked with this organization.
• www.idealist.org/info/Nonprofits provides an overview and research about nonprofit organizations.
• Thenonprofittimes.com is a leading business publication for nonprofit management.
• www.rileyguide.com provides links to a variety of company research and search sites
• Industry research via Hoovers.com.
• Company ticker symbol will help you research organizations traded publicly.
• Sloane Career Cornerstone Center: www.careercornerstone.org/downloads.htm. PDF profiles of over 400 scientists, technologists, engineers and mathematicians.
• MyPlan.com, www.myplan.com. Career information searchable in a 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.

Effective networking with alumni and professionals

To meet the learning goal of developing more effective networking skills, review how to network, preparing for networking situations, and more on the CCS networking webpages: https://www.career.cornell.edu/students/options/networking/index.cfm.

Networking is talking with people who will learn about you and your interests, and then help you gain insight into your career options and goals. It is a two-way process that involves developing and maintaining connections with individuals, and mutually benefiting from the relationship. Networking is an ongoing process that takes time and attention; it is not something you do only when you are looking for a job. The following information is particularly useful for externs.

Balance Online and In-person Interactions

Many students today rely solely on electronic/technological means of communication, research, and applying for jobs/internships. While it may be easier to interact with a computer, it won’t ever replace your need to develop stellar communication skills to start interactions, build bonds, and maintain relationships in person. E-mails and texts cannot replace face-to-face interaction, and are easy to ignore and (at worst) misinterpret.

• Personally connecting through human interaction accelerates relationship-building.
• Finding common ground comes from having a conversation or discussion on the phone or in person.

The energy that passes between people finding out that they have a hobby, favorite class, peer or life experience in common can be profound. In 10 minutes speaking face-to-face you can learn more about someone, and they about you, than in months conversing online. For example, if you meet online and strike up an online connection that has value and interest to both parties, then taking it offline is going to enhance the relationship and help it progress. If you meet in person, staying connected online is going to further develop the relationship. This is especially important if you meet through an externship, internship, or a professional conference and are geographically separated.

First Impressions Count: Attitude is a key to Networking

Attitude is critical in everything we do. Failure to maintain a positive, upbeat attitude towards networking is guaranteed to diminish the desired results. Put yourself in a good frame of mind by reminding yourself that you can learn and benefit from everyone you meet. Focus on the benefits that networking affords you and reinforce this with appropriate self-talk. Anything that keeps you motivated will help you even when you might not feel like making the effort to attend events.

Some of the benefits to focus on:
• Gaining an understanding of different careers and/or perspectives on life.
• Personal growth, as you listen to and learn from other people's experiences.
• The opportunity to meet very interesting people who are looking for answers that you might be able to give them.
• Getting to know potential employers, new friends, and people who might be able to help your clients, or who might eventually become clients themselves.
Be MEMORABLE in a positive way
Use strong visual language that people will remember. This will make it easier for them to refer you when they meet someone who needs your skills, product or services. Try to focus on the benefits of what you offer.

Your responses with contacts must be:

- Emotionally engaging - make people to want to ask more about you and what you do.
- Memorable – not too unusual, but somehow stand out in a positive way.
- Succinct - short and sweet
- Sincere and caring - express genuine passion for what you do/want to do.
- If you lack passion and caring, you perhaps need to ask yourself if you are in the right field.

Develop your ‘elevator speech’

Your brief 30-60 second self-intro when meeting 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.). This is not meant to list every skill/experience in one breath, but to initiate a back and forth conversation. 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.

Handshakes

To review how to develop new networking skills, view/listen to “Mingling and Working the Room.” (accessible via Career Services Media Library). 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: Howtodothings.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 – and smile. 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.

### 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).
- Plan a manageable agenda: 30 minutes is reasonable, but extern sponsors often allot one hour, or longer. Ask in advance how long you should plan to meet, and plan your questions accordingly.
- Have your elevator speech (30-60 second self-introduction) prepared and practiced so you come across as genuine and natural.
- Be prepared to take the lead in conversation. Ask concise questions – not 2-3 part questions that may lose you or your partner – listen to the answers, and 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).

### Three Questions to Ask Every Contact

There are many resources on the internet to help you develop appropriate questions. Here are three questions we recommend for all networking encounters:

- To gain a firm understanding of your contact’s career: What do you do? How did you get there? How does your position “fit” within the department, division, or company?
- Based on what I’ve told you about my experience and goals, what advice do you have for me?
- Is there anyone else with whom you recommend I speak? (Utilize the power of second degree connections!)

Find examples of information interview questions on the CCS and other career websites.

### Networking Follow-up/Tracking Checklist

- When was the last time you spoke with each of your contacts?
- Did you follow up on the leads, contacts, or suggestions discussed in that meeting?
- Did you follow through on commitments you made during the meeting (or after); such as sending an article you wrote, your resume, or other information?
- Did you thank your referral with an update that you met his/her connection?
- Did you thank the connection for the meeting (give examples of what you learned, how you will proceed? And perhaps one item that shows you listened to their needs.)
Required follow-up after the externship:

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. Keeping in touch with your contacts by informing them of your career direction choices, as well as job interviews and offers, can strengthen your network.

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 advising 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 lose eligibility for future externships.

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
Facilitate Communication with Cornell staff and externs
☐ Confirm your e-mail address, preferred phone number(s), and best times/days to reach you.
☐ Provide an alternate contact (e.g., an assistant or other colleague with whom the extern may discuss questions about the visit).
☐ If you will be on vacation (or unreachable) between first contact and actual externship, notify your extern(s) (in case s/he has a question or scheduling problem).

Points of Discussion for Sponsors and Students
Introductions
☐ Introduce yourself (interests, background, activities as a student or alumnus).
☐ Discuss student’s career interests; previous work, volunteer or leadership experience
☐ Determine student’s questions and goals for the externship

Plan activities comprising externship
☐ Information interviews with:
☐ Other departments: ______________
☐ Cornellians in the firm
☐ Entry-level employees
☐ HR Department to learn about typical entry-level positions
☐ Tour of the organization
☐ Short career-related project or research topic
☐ Other (e.g., observe surgery; attend press conference; visit Stock Exchange, etc.)

Agree on preparation expected of student
☐ Prepare several well thought-out questions
☐ Read annual report, review Web site(s), etc.
☐ Other sources of information: ______________

Logistics
☐ Determine date(s) for externship __________
☐ Discuss professional environment expectations
☐ Workday (time to arrive and leave)
☐ Appropriate dress and appearance, including acceptance of body piercing, unusual hair styles or color
☐ Lunch options/arrangements
☐ Confidentiality, etc.
☐ Directions to externship site (routes, trains, buses, etc.)
☐ When/where you will meet
☐ Special arrangements (parking, security checks, housing [if offered to student], etc.)
☐ Confirm campus/winter break phone numbers and e-mail for student and date when leaving campus

Agree on follow-up and next steps
☐ Student to call on (date) ______________ to confirm participation and discuss agenda
☐ Sponsor to send written agenda to student
☐ Sponsor to send annual report, other information to student
☐ Other ____________________________

Insurance Coverage: Some sponsors’ organizations will have liability provisions for visitors or volunteers with the organization; others may not. Student externs understand that organizations may have required forms to review and sign before they can participate in the visit. We publish the following statement for student participants.
Cornell does not provide liability insurance for any participant in the Cornell Extern Program and the participant should discuss with the sponsor what insurance coverage the sponsor provides for them, if any. The student extern understands that participation in the Cornell Extern Program is voluntary and separate from Cornell University, and that the University is not responsible in the event the participant suffers personal injury, accident or personal loss; or for claims against the participant resulting from participation in the program or with the sponsor.

NEW Student limited liability insurance: If your sponsor’s organization requires that you have liability coverage to complete the externship, this new option will hopefully allow you to participate. The Experiential Student Policy (ESP) policy is a general liability policy with limits of $1 million. It is written with no deductible by United Educators, an “A” rated carrier. PLEASE TELL the Extern Office if your sponsor requests/requires this coverage.

Hold Harmless Agreement: The following statement is a portion of the extern participation agreement. We also now require students to sign a more complete hold harmless agreement as part of the required orientation. If you or your HR contact would like a copy of this form, please let us know.
In exchange for my participation in the externship program, I, the undersigned, agree on behalf of myself, my assigns, executors, and heirs, to release, indemnify, and hold harmless Cornell University, its trustees, officers, agents, and employees for any and all liability, damage, or claim of any nature whatsoever arising out of or in any way related to my participation in the externship program, including any act or omission of any third party (Rescue Squad, Hospital, etc. ...), other than those arising out of the sole negligence of Cornell University.

Cornell Non-Discrimination Policy: It is Cornell’s policy to publish this non-discrimination statement in programs involving students.
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.
# Cornell EXTERN Program - Sponsor Information

## Matched Students

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<tr>
<th>Listing</th>
<th>0002</th>
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<table>
<thead>
<tr>
<th>Sponsor’s Name</th>
<th>Nancy Law</th>
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<tbody>
<tr>
<td>Sponsor’s College &amp; Major</td>
<td>Human Ecology, Human Development &amp; Family Studies</td>
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<td>Class Of</td>
<td>'84</td>
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<tr>
<td>Gender</td>
<td>Female</td>
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<tr>
<td>Career Field</td>
<td>Education Admin/Teaching</td>
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<tr>
<td>Organization</td>
<td>Cornell Career Services</td>
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<tr>
<td>Title</td>
<td>Assistant Director for Employer &amp; Alumni Relations</td>
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<tr>
<td>Source</td>
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<tr>
<th>Preferred Method of Contact</th>
<th>Business Phone; Home Phone; Business Email;</th>
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<tbody>
<tr>
<td>Best Time To Reach</td>
<td>Weekday, Morning, Mid-day</td>
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<tr>
<th>Special Contact Information</th>
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<table>
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<tr>
<th>Preferred Mailing Address</th>
<th>Home</th>
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### Business Address

203 Barnes Hall  
Ithaca, NY 14853

<table>
<thead>
<tr>
<th>Phone</th>
<th>607/255-9046</th>
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<tbody>
<tr>
<td>Fax</td>
<td>607/255-3060</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:externprograms@cornell.edu">externprograms@cornell.edu</a>; <a href="mailto:NFL1@cornell.edu">NFL1@cornell.edu</a></td>
</tr>
<tr>
<td>Website</td>
<td>career.cornell.edu</td>
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<tr>
<td>Dept/Div URL</td>
<td>Extern Programs</td>
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<thead>
<tr>
<th>Extern Length</th>
<th>1 day, January 7-10 only xx</th>
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<td>Externs Requested</td>
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### 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 25-January 1 — Cornell University Closed for Holidays [Extern Office CLOSED]
January 1 — New Year’s Day
January 2-20 — Suggested period for externships
January 6-10 — Likely dates for Cornell Day Programs
January 4-11 — Cornell Women’s Network events across the U.S. and Asia
January 10 — NY Recruiting Consortium (A&S; HumEc)
January 16-17 — Greek Recruitment Begins
January 14 — Cornell Online Registration
January 20 — Martin Luther King Day (many extern organization’s offices may be closed)
January 22 — First day of classes

Extern program planning timeline

a) Mandatory orientation meetings: November 15 or 18, or via recording (media.cornell.edu) before November 16
b) Research, do self-assessment of what you want to learn from externship: before November 19
c) Initial phone call to sponsor: November 20-December 4
   - Call Extern Office if having difficulty reaching your sponsor by December 4
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 2-20 or February 15-18 (if sponsor specified in listing)
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

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<th>JANUARY 2014</th>
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Cornell holiday schedule

Remember that the entire University is closed from December 24-January 2 and Nancy Law is away from January 4-12. During University break, Nancy will check email messages occasionally, but will be generally unavailable, and cannot guarantee an immediate response to queries posed at that time. 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).

Cornell University policies (also see Yellow Checklist, p. 14)

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.

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.

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.

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 alumn of Cornell."