

ENGINEERING 23

Finding an Industry Internship Seminar

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Week 2 - Content Slides

Career Fair Preparation: Part I

Week 1 Agenda

**Career Center Resources &
Career Fairs (25 min)**

**Elevator Pitches & Recruiter
Interactions (20 min)**

**In-Class Breakout Room
Activity: Practice Elevator
Pitches with Peers (15 min)**

**Preview Week 2 HW
Assignments (10 min)**

Job Searching Utilizing Online Resources

RESOURCES

Career Counselors

Career Engagement Educators are here to
help you on your journey!





RESOURCES

Workshops & Programs

Learn about new careers you've never heard of!
(And more about the ones you have.)

Online Resource Links



Access the Career Center's workshops, panels, job board, recruiting events, appointments, and virtual resources.



Match your interests, personality, values, and skills to different career options. Explore different occupations and build a personalized career plan.



An assessment tool developed to help you clarify your values and guide your decision making.



Get detailed feedback on your resume's content and format anytime, anywhere, 24/7.



Gain access to over 120 industry-specific career guides from accounting and law, to biotech and real estate.



Learn the benefits of a LinkedIn profile and explore resources to help get you started.



Apply for paid, micro-internship opportunities for students of all majors, class years, and degree levels.



Peruse over 100 country and international city career guides. Access an international job and internship search portal and a H1B sponsorship database.



Find connections through UCLA's online Alumni network.



A planning tool designed to help UCLA undergraduates prepare for their futures.



Prepare for your next interview by creating and conducting custom interviews with hundreds of position-specific questions.



Career Fair Overview



What is a Career Fair?

FORMAT & PURPOSE

80-90 employers from a variety of industries sign up to meet Bruins virtually.

Each employer has openings for 10-minute 1:1 meeting slots and 30-minute group sessions.

Meeting employers 1:1 can give you a competitive edge.

Learn more about a company than you can from their website.

What is Engineering Career Fair?



The UCLA Engineering Career Fair is a HUGE meet & greet event!

With sole purpose of connecting recruiters with thousands of eager students...

These companies want BRUINS!



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Being Present at the Fair

Find a comfortable place w/ minimal interruptions

Schedule your day so you can optimize your time at the fair

Be punctual to your scheduled 1:1 video chats – no shows are not acceptable!

Ensure you have a reliable WiFi connection and monitor your device's battery power

Have you prep materials ready to share (elevator pitch, resume, company research)



Leave a Positive First Impression

First Impression = Unspoken Attributes + Verbalized Attributes



Unspoken Attributes – What does your appearance say about you?

- Facial Expressions
- Posture
- Body Language
- Physical Presence
- Professional Dress



Verbalized Attributes – What do you say? How do you say it?

- Vocal Tone/Timber/Pitch
- Vocal Volume
- Pace of Speech
- Professional Language
- Proper Grammar
- Content

Engineering Career Fair: Ideal Goals

Practice speaking to a recruiter

Ask questions about what they are looking for

Expand your professional network

Practice making a good impression



Recruiter shows interest and asks you questions

Have your resume flagged

Connect with recruiter (LinkedIn, business card, etc.)

Get invited to interview

Student Reflection

?

What information might you learn by researching the company before the fair?

?

What benefits might you gain by researching the company before the fair?

Researching Companies



How Can Handshake Help You?

Search list of companies that attend career fairs.


Find internship/job postings for each company.

Directly interact with recruiters via Handshake messaging.



***YOUR HANDSHAKE
IS A DIRECT ACCESS
TO JOB SEARCH
AND CAREER
RESOURCES!!!***

Handshake Job Search



Search jobs, employers, events, roles

JobsEventsQ&AStudentsMessagesCareer Center

PETER

Job Search

Job SearchApplicationsEmployersOn-Campus Interviews

Job titles, employers, or keywords

City, State, Zip Code, or Address


chemical engineer • engineer • process engineer • chemical • r&d • manufacturing • data • petroleum • gore • data scientist

Full-Time JobPart-TimeInternshipOn-CampusFilters


★ My Favorite Jobs


1-25 of 12,221 jobs

Relevance



Associate Scientist, Molecular...
Just Biotherapeutics – Seattle, WA
Full-Time Job



Operational Leadership...
Quest Diagnostics – Teterboro, NJ
Full-Time Job •  Employer Match • Quick Apply

Associate Scientist, Molecular Biologist/Protein Bioengineer

Just Biotherapeutics


Full-Time Job • Seattle, WA • Paid • Posted Jul 24


Applications close on October 1st, 2019 at 8:00 am


Apply Externally

You match some of Just Biotherapeutics's preferences

Major

 GPA

 School Year

 U.S. Work Authorization

Engineering Career Fair: Ideal Goals

Company vision and mission

Products they sell

**Position types: First year
internship program?**



**Specialized hiring: International,
first year, transfer, etc.**

**Current news: What's hot talking
points?**

**Overview of company
performance**

Matching Game



How do you align to company Mission and Vision?

What characteristics and skills do they value?

What open positions are they trying to fill?

What open positions are they trying to fill?

Student Reflection

?

Prepare Quality Questions

- Purpose of a networking meet and greet
- Gathering information for next Career Fair

?

Know the Companies

- The more you know about companies, the better you can tell your story!
- Knowing the target will help you hit the target in the future!

Elevator Pitches & Recruiter Interactions

Elevator Pitch Objectives

?

What is an elevator pitch and why is it important?

?

How should I prepare an industry-related elevator pitch?

Industry Elevator Pitches

- Meet Zuckerberg in an elevator at a conference.....
- You've dreamed of working at Facebook for the last 6 years.....



Floor 1: Who are you?

Floor 2: What do you do?

Floor 3: What makes you unique?

Pass your Floor: Why are you a good fit for Facebook?

Penthouse: What do you want?

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Introduction to Elevator Pitches

An elevator pitch is a 60-90 second introduction describing who you are and what you do.

The objective of an elevator pitch is to sell yourself and the work you do given only a limited amount of time.



A strong elevator pitch is essential to making a good first impression!

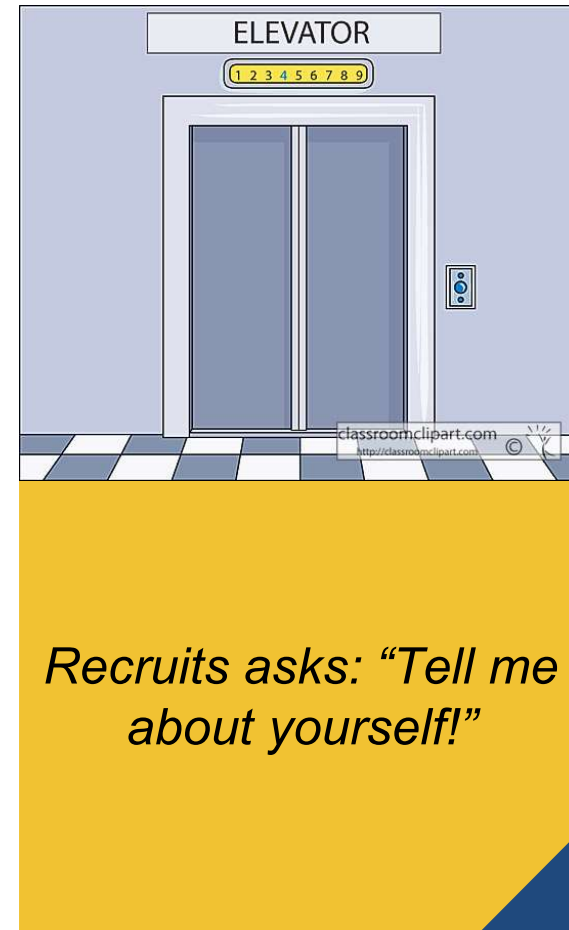
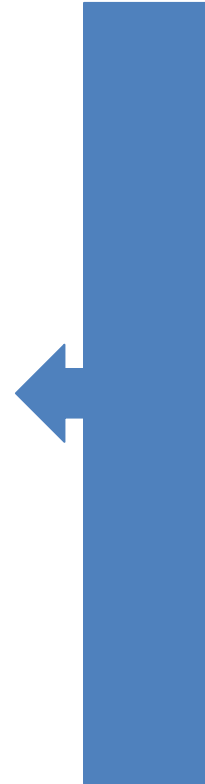
Hooks the audience to engage in an interactive conversation

CF Elevator Pitch Format

First and last name,
hometown, major, year in
school & Your passion,
interest, and most relevant
experience.

Why do you want to work at
their company?

What do you want?
Internship/job/professional
network?



Selling Yourself with Less Experience

Elevator Pitch w/o Less Experience

- Even if you may not have as much experience, your elevator pitch can still help you stand out! Recruiters will latch onto your personality, character traits, charisma not your technical experience.

Sell Your Potential

**Sell your potential:
motivated, quick
learner, smart and
ambitious.....etc.**

Find a Connection

**Find some sort of
connection with them
or their
company...Hook them
to want to learn more
about you**

Engage the Recruiter

**Engage them to ask
you probing
questions... Prepare
your Big Question!**

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Elevator Pitch Example

Recruiter says: “Tell me about yourself.”

You tell them:

“Hi, my name is Joe Bruin and I am a first year Mechanical Engineering student at UCLA. I just joined the Design/Build/Fly club this quarter and we are working on unmanned aircraft that will compete in a national engineering competition this May. Through this project, I am working across interdisciplinary teams, gaining hands-on experience with project management, design, and utilizing programs like MatLAB and C++. Outside of engineering, I am very passionate about my health, so I am involved in a martial arts club and play flag football in Manhattan Beach. I am interested in your company Medtronics because a position at your company will allow for me to combine my two passions: building things and improving health. I am especially interested in the Mazor-X robotic guidance system and its potential to transform spine surgeries. I am really motivated to be a part of this project. Do you know if the Mazor-X team is hiring interns for this coming summer?”

Elevator Pitch Evaluation Criteria Components



HOOK 20 PTS

Who are you?
What makes you stand out?
Include your name, school, major, year, and reason for being at an event.

EXPERIENCE 25 PTS

Describe your relevant experiences. Discuss skills gained from past experiences as well as current skills in progress.

GOALS & ASPIRATIONS 15 PTS

What do you hope to accomplish through this event? Show confidence and capture their attention.

ASSESS FIT W/ COMPANY 20 PTS

Research company before the event. Have a clear understanding of the company and their positions.

PRESENTATION 20 PTS



Make sure presentation is length is appropriate and you follow dress code. Your pitch should be rehearsed and confident.

Elevator Pitch Evaluation Criteria Components

Elevator Pitch Grading Rubric

ASSESS FIT WITH COMPANY (20 PTS) Research on company before the event <ul style="list-style-type: none"> • Clear understanding of the company and position • Asks questions that indicate what student is looking for 	<ul style="list-style-type: none"> ○ Demonstrates clear understanding of the company by asking meaningful questions or company-specific questions 	<ul style="list-style-type: none"> ○ Demonstrates understanding of the company by asking specific questions ○ Only asked general questions that do NOT provide insight into what the student is looking for. 	<ul style="list-style-type: none"> ○ Asks general questions that are neither specific nor targeted towards the company ○ Demonstrates limited knowledge of the field/company 	<ul style="list-style-type: none"> ○ Does not ask any company-specific questions ○ Demonstrates no knowledge of the field/company
	20 PTS	15 PTS	10 PTS	0 PTS
PRESENTATION (20 PTS) Proper length and dress code <ul style="list-style-type: none"> • Rehearsed/Confidence 	<ul style="list-style-type: none"> ○ Pitch looks rehearsed ○ Proper dress code ○ Appropriate length ○ Confident, Comfortable, and prepared. 	<ul style="list-style-type: none"> ○ Pitch looks rehearsed ○ Proper dress code ○ Appropriate length ○ Stutters during speech 	<ul style="list-style-type: none"> ○ Poorly presented ○ Proper dress code ○ Appropriate length ○ Stutters during speech 	<ul style="list-style-type: none"> ○ Poorly presented ○ Informal dress code ○ Insufficient length ○ Awkward pauses
	20 PTS	15 PTS	10 PTS	0 PTS

Industry Elevator Pitch Recap

Recruiters are asking themselves:

Who are you?

What makes you special?

Why are you a good fit for their company?

What are you looking for? What do you want?



Practice Makes Perfect:

Record Yourself

Tailor each pitch to the audience

Tailor some questions for each company

**Practice until you appear
Confident, Comfortable, and
Prepared!**

Typical Questions

1

Does _____ company have internship opportunities for 1st year students?

2

What is the most valuable asset/experience you are looking for from interns?

3

____, what recommendation or advice do you have so that I am better prepared for an internship next year?

4

How can a second year student gain experience necessary to land an internship at _____ company?

5

How can I establish a professional network with company recruiters like you?

6

It was a pleasure to meet you NAME, what is the best way to follow up with you?

UCLA

Samueli
School of Engineering

Preview Homework

**Engineer
Change.**

Week 2 HW



1	READ: Handshake's Career Guide: "Career Exploration" section
2	Research and identify 3-5 companies you will visit at career fair <ul style="list-style-type: none">• Tailor 3 questions for at least 3 companies you would visit at CF
3	Tailor and practice elevator pitch for 3-5 companies <ul style="list-style-type: none">• Record 3 videos of your tailored elevator pitches and upload to Media Assignment upload link on CCLE
4	Meet with a peer advisor to review your resume

Resources

Connect with Us!



*Like and follow us on these
social media platforms!*

Peer Advising

MEET OUR PEER ADVISORS



Alyssa Wang

4th year, Computer Science and Engineering

*Drop in Hours: M: 3-5pm, T: 11am-12:30pm,
W: 2-4pm*

Interned at Cisco, Amazon Lab126, and Cloudflare.



Josephine Neyyan

4th year, Bioengineering

Drop in Hours: M: 11am-2pm, T: 9-11am

*Interned at ECA Medical Devices.
Researched with Keck Graduate Institute, PATHS-
UP, UCLA Optofluidics Lab, and the Song Li Lab.*



Laya Rodriguez

4th year, Chemical Engineering

*Drop in Hours: M: 9-11am, W: 9-11am,
F: 11am-1pm*

*Transfer student. Researched with the
Laboratory of Electrochemical Systems
Engineering at UCLA*



Reina Squires

4th year, Bioengineering

*Drop in Hours: Drop in Hours:
M: 11am-12pm, T: 12-2pm, W: 12-1:30pm,
R: 12-1pm,*

*Interned at Takeda Pharmaceuticals.
Researched with Wong Bacterial Communities
and Biofilms group, and Tawil group.*



Anna Cosmin-Spanoche

*3rd year, Aerospace Engineering,
Statistics Minor*

*Drop in Hours: M: 10am-12pm,
W: 10am-12pm, R: 10am-11am*

*Interned at The Aerospace Corporation
(Structural Dynamics Department). Researched
with the Campbell Group (UCLA Physical
Sciences).*



Brianna Duckworth

4th year, Materials Science Engineering

*Drop in Hours: M: 4-5pm, T: 3:30-5pm,
W: 4-5pm, R: 3:30-5pm*

*Data Analyst Intern at Soccer Skybox
Offered position in FBI Materials Science.*



Alexandra Kwon

3rd year, Electrical Engineering

*Drop in Hours: T: 9-11am, 2-3:30pm,
R: 2-3:30pm*

*Interned at Zeta Associates. Researched with Carnegie
Observatories and UCLA Communication Systems Laboratory.*



Rosa Son

4th year, Mechanical Engineering

*Drop in Hours: M: 9-11am, W: 9-11am,
F: 12-1pm*

*Interned at Miravel. Researched with Optofluidic
Systems Laboratory and RoMeLA.*



Paulina Fisher

4th year, Civil Engineering

*Drop in Hours: M: 4-5pm, T: 12-1pm,
R: 9-10:30am, F: 2-4pm*

*Interned as a Construction Project Manager the
past 3 summers in San Francisco.*



Natalie Olivares

5th year, Bioengineering

Drop in Hours: R: 10am-1pm, F: 10am-12pm

*Researched with Song Li's Cell and Tissue
Engineering Lab.*

make an
appointment



[Drop In](#)
[Zoom Link](#)

[Schedule an](#)
[Appointment](#)



www.seasoasa.ucla.edu/undergraduate-internship-program/
www.seasoasa.ucla.edu/undergraduate-research-program/



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#EngineerChange#ThruInternships