



At the University of New Hampshire, students develop and enhance their career preparedness by following the **Wildcat Way to Professional Success**. The four main pillars of the Wildcat Way include building awareness, building a personal brand, building experience, and building relationships throughout the college career.

Career and Professional Success (CaPS) designs events, services, programming, and technology to support the entire campus community in building these skills needed to adapt and succeed in an ever-changing future.

## BUILD AWARENESS

## BUILD PERSONAL BRAND

- Identify your interests, skills, and values**  
Career and Professional Success staff can provide assessment tools to help with the exploration process
- Learn about your field of interest: industry areas, job types/titles, growth projections**  
Review Handshake, O\*Net, the Bureau of Labor Statistics, Potential Careers for your Major pages, Vault, and Pathsource
- Map your skills to industry needs**  
Search job descriptions; indeed.com, LinkedIn, and company specific pages to learn what skills are in demand
- Understand the career paths of fellow students and alumni**  
Join Wildcat Connections, review alumni LinkedIn profiles, UNH Today, and college websites for alumni stories
- Understand salary ranges for your industry**  
Search Salary.com, Glassdoor, O\*Net, and the Bureau of Labor Statistics to find ranges for roles in your industry
- Create and update career documents**  
Including resumes, cover letters, and other professional correspondence
- Create and practice your professional pitch**  
Take part in Career Storytelling programming and networking events on and off campus
- Develop your LinkedIn profile**  
Attend Career Express or a CaPS Workshop to receive feedback and tips on optimizing your profile
- Practice interviewing for your specific industry/field and professional goals**  
Use InterviewStream to record a practice interview, conduct a mock interview with a mentor/employer
- Cultivate your professional image**  
Dress for success, learn industry specific etiquette, and review your digital presence (social media and web search results)

### ACADEMIC

- Engage in research and field experience**  
Connect with your faculty members, Hamel Center for Undergraduate Research, or the UNH Research Office
- Publish your research and papers**  
Submit your research to industry specific journals
- Present at professional conferences and competitions**  
Take part in the Undergraduate or Graduate Research Conference
- Secure a Teaching Assistantship, Lab Assistantship, or tutoring position**  
Take on a leadership or service position within your department to support your peers
- Study away to build your national and global citizenship**  
Find the right program for you with Study Away USA, Semester in the City, Education Abroad, etc.

### CO-CURRICULAR

- Learn about all of the resources available on campus**  
Explore the A-Z Resource Guide on unh.edu to see all UNH has to offer
- Volunteer to support your local or global community**  
Visit the UNH Civic and Community Engagement website to identify opportunities
- Join and participate in clubs and/or student organizations**  
Find through the Office of Student Involvement and Leadership, academic organizations, and Campus Recreation
- Pursue student leadership positions**  
Apply to be a Resident Assistant, take a leadership position in an organization, run for student government

### PROFESSIONAL

- Shadow professionals and companies of interest**  
Use Wildcat Connections or campus connections to build relationships and request job shadowing experiences
- Secure at least one internship**  
Search through Handshake, established department internship opportunities, and campus recruiting events to find options
- Get a part-time job to build other transferrable skills**  
Attend the Part-Time and Work Study Job Fair, search in Handshake, inquire with campus offices, or local businesses

## BUILD RELATIONSHIPS

- Build professional and personal networks**  
Connect with alumni, faculty, staff, employers, supervisors, parents, friends, friend's parents, etc. Create a profile on Wildcat Connections, join national associations, and expand your LinkedIn connections
- Maintain your network by following up with your new and established connections**  
Send thank you notes after initial conversations and connect on LinkedIn when appropriate
- Attend employer events on campus and in the community**  
Resume Review Days, Career and Internship Fairs, employer tabling, information sessions, employer and alumni panels
- Conduct informational interviews**  
Meet with a variety of professionals from desired industry/organizations to hear their career stories and advice
- Secure 3-5 professional references**  
Connect with a combination of appropriate employers, faculty, staff, and/or supervisors