

SUMS Exercise #1  
The New Year's Resolution

Set at least one goal for each category below. Fold and place in envelope. Write your name on the outside of the envelope and write today's date.

**Personal Goal:** This semester I am going to...  
read a book about...  
exercise three hours a week.  
meet two people who work in the industry I would like to work in.

Write your personal goal here: \_\_\_\_\_

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**Educational Goal:** This semester I am going to...  
learn a new language.  
take a non-credit class about a hobby I would like to pursue.  
subscribe to a trade newspaper/magazine.

Write your educational goal here: \_\_\_\_\_

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**Professional Goal:** This semester I am going to...  
join a professional organization.  
attend at least two organization meetings/seminars/events.  
start a LinkedIn account.  
add ten new contacts to my LinkedIn account.  
create/update my resume and send it to three companies.

Write your professional goal here: \_\_\_\_\_

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Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Exercise #2

### The Elevator Speech

From Wikipedia, the free encyclopedia

An **elevator pitch**, **elevator speech**, or **elevator statement** is a short summary used to quickly and simply define a product, service, or organization and its value proposition. The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes. In *The Perfect Elevator Speech*, Aileen Pincus states that an elevator speech should "sum up unique aspects of your service or product in a way that excites others". A variety of people, including project managers, salespeople, evangelists, and policy-makers commonly rehearse and use elevator pitches to get their point across quickly. An elevator pitch may be presented in oral, written, and video formats. An elevator pitch is often used by an entrepreneur pitching an idea to a venture capitalist or angel investor to receive funding. Venture capitalists often judge the quality of an idea by the quality of its elevator pitch and will ask entrepreneurs for their elevator pitches in order to quickly weed out bad ideas and weak teams. Elevator pitches are also used in many other situations. Personal uses include job interviewing, dating, and summarizing professional services.

Write your elevator speech here:

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Practice your elevator speech to at least three people.

### Exercise #3 The Resume

From Wikipedia, the free encyclopedia

The resume, is a document used by individuals to present their background and skillsets. Résumés can be used for a variety of reasons but most often to secure new employment. A typical résumé contains a summary of relevant job experience and education. The résumé is usually one of the first items, along with a cover letter and sometimes job application packet, that a potential employer encounters regarding the job seeker and is typically used to screen applicants, often followed by an interview, when seeking employment. The résumé is comparable to a curriculum vitae (CV) in many countries, although in English Canada, the United States and Australia a résumé is substantially shorter than CV.

Find a job description online or from the newspaper that is a position you would like to be hired for right now or as soon as you receive your degree. Mentees who have a resume should show it to their Mentor.

Mentor should give suggestions to help the resume stand out and highlight the employees skills and experience.

Before and after resumes should be submitted to Burnelle Roser and Mindy Kole.

Exercise #4  
Alumni Hall of Fame

Induction into SUNY Ulster's Alumni Hall of Fame is based on professional and personal accomplishments, community service, and/or special or unique situations which qualify the individual as distinguished.

This exercise will assume that the Mentee has known the Mentor for at least a year, and would like to nominate them to the Alumni Hall of Fame. The Mentee will interview the Mentor to find out enough information to fill out the nomination form. The interview should include (but not be limited to) the following:

- Professional Accomplishments: Including advanced degrees, leadership position and/or responsibilities, published works, professional honors or awards recognized as outstanding in their field.
- Community/Public Service: Community activities, including service clubs, honors, and awards.
- Personal Accomplishments: Patriotic service, sports, fine arts, philanthropy, overcoming adversity to gain education, et cetera.

Type a 1-2 page summary of why you wish to nominate \_\_\_\_\_ for the SUNY Ulster Alumni Hall of Fame.

## Exercise #5 Scholarship Essay

Most scholarship applications require at least one essay telling the scholarship selection committee why the student wishes to be considered for a scholarship. The Ulster Community College Foundation scholarship application and essay is due February 8, 2013.

Mentees should type a one page essay answering the following questions:

- ✓ Why did you choose your major?
- ✓ What are your career goals?
- ✓ Explain how a scholarship would be helpful in paying for your education.
- ✓ Describe community service or volunteer work you have completed. Try to describe why you completed the community service and what you gained from doing it.

Mentors should review the essay and give suggestions to improve upon the essay or ask questions to help the student think about things they didn't include in the essay but that would be helpful for the scholarship selection committee to connect them to specific scholarship criteria.

## Exercise #6

### The Thank You Letter

Texting has become a popular means of communication with the new technology. But sometimes a handwritten or typed letter is a must.

From Wikipedia, the free encyclopedia

A **letter of thanks** or **thank you letter** is a letter that is used when one person/party wishes to express appreciation to another. There are two main types of thank you letters: business thank you letters and personal thank you letters.

#### Types

##### Business

There are numerous situations in day-to-day business that can warrant a thank you letter. Some typical situations include: appreciation for special consideration extended by another organization, thanking a speaker for a presentation at a board meeting, customer appreciation letters thanking customers for their patronage, thanks to employees for exceptional service or performance, thanks to an individual or organization for a customer referral, appreciation to volunteer service workers for their personal contributions to a public service campaign, etc.

##### Personal

As with business situations, there are many instances in day-to-day life that can warrant a formal thank you letter. Examples of typical personal thank you letter situations include: a follow-up thanks after a job interview or offer, thanks to a company or institution in appreciation for exceptional customer service received, letter to friends and/or neighbors for their support during a difficult period, letters for wedding gifts, thanks to a service club or agency for support given to family members, social occasion thank you letters for a wide variety of social situations, etc.

##### Format

A thank you letter should be written as a standard business letter or personal letter, and should not normally exceed one page. Personal thank you letters can be hand-written in cases in which the addressee is a friend, acquaintance or relative. Thank you letters are also sometimes referred to as **letters of gratitude**. These types of thank you letters are usually written as formal business letters.

Mentees should write at least one thank you letter and the Mentor can review and give suggestions for improvement.

1. Thank a scholarship representative for establishing/funding a scholarship that is helping you pay for your education. (See sample thank you letter.)
2. Thank a company following a job interview for the opportunity to learn more about their company.
3. Thank a speaker for a presentation at a meeting you attended. Include at least one thing they talked about that you liked/learned from.

Dear Scholarship recipient,

Because many students are unsure of the best way to construct their thank you letter, we are providing these guidelines.

**2012 Scholarship thank you letter format:**

- ❖ Please use 8 ½" x 11" paper, typed and spell checked. Please do not include Hallmark cards.
- ❖ Include the date, your first and last name and address at the top of the letter.
- ❖ Include the full name of your scholarship(s)
- ❖ Describe what your major is or what influenced you to pursue that degree. Include when you plan to graduate. If you graduate in May, please list where you plan to transfer for fall 2012.
- ❖ Include in your letter if you are the first in your family to attend college.
- ❖ You may also want to add current employment or volunteer experience relating to the criteria of your scholarship.
- ❖ Describe how the scholarship will be helpful to continue your studies.
- ❖ Describe what your career goals are.
- ❖ Please **sign** your thank you letter.

Following the above requirements, use your own creativity to individualize your thank you letter such as stationery paper, font style, double space or single, etc. Minimum recommended length is two paragraphs not to exceed one page.

**SAMPLE THANK YOU LETTER:**

Stefanie German  
103 Porter Road  
Kingston, NY 12401

April 20, 2012

Mr. John Smith  
c/o Ulster Community College Foundation, Inc.  
PO Box 557  
Stone Ridge, NY 12484

Dear Mr. Smith,

I am sincerely grateful to be a recipient of the Marvin K. Smith Memorial Scholarship. I will graduate from SUNY Ulster in May with an A.S. in Business Administration. I plan to attend SUNY Albany in the Fall 2012 and major in Business Administration with a concentration in Marketing. My career goal is to be a Director of Marketing for a large corporation in the New York City area.

This scholarship money will be very helpful in paying for my upcoming tuition. I currently work full-time to support my daughter and myself. It is very difficult to be a single working mom and a student, but I know it will eventually pay off.

I am extremely grateful for your support of my career goals. Thank you for the opportunity you are offering me to continue my education.

Sincerely,

*Stefanie German*

Stefanie German

## Exercise #7 Social Media

In addition to meeting in person, talking on the phone, and communicating by email, the SUMS Program has an online community.



This is where you can communicate not only with your Mentor/Mentee but also other Mentors and Mentees. Mentees can ask a question of all of the Alumni/Mentors. Mentors can answer not only their Mentees question but share advice to other Mentees in the SUMS Program.

- ❖ Suggest a book that is relevant to a students' career goals.
- ❖ Post a link to an article about how to find/get a job, find a four year college, or how to start a business.
- ❖ Post a response to the question: What have you learned about your career field while participating in SUNY Ulster activities outside the classroom? (student organization, real world projects, internships, sports...)
- ❖ Alumni: What class that you took at SUNY Ulster have you found most useful during your career and why?



Exercise #8  
Professional Bio for Publication

You have been asked to speak at a conference next month and the host organization needs your bio to print in the event program.

Mentors share their bio with Mentees and talk about the organizations they have given presentations to.

Mentees create a description of an organization they might give a presentation to:

- National Association of Nurses
- Ulster County Regional Chamber of Commerce
- Association for Aeronautical Engineers
- Lions Club of Kingston
- American Marketing Association
- Rondout Valley High School

Mentees create their own bio. The bio can be a fictional bio of what your expected education, experience, and skills may include.

In Katie Couric's book: The best advice I ever got. Melinda Gates said-  
When you have a mentor who puts no limits on your potential, the future starts to look a lot bigger and more exciting.

Be bold and set your career goals high!

Exercise #9  
Alumni Mentors' Mentors

From Wikipedia, the free encyclopedia  
*This article is about a character in The Odyssey.*

In Greek mythology, Mentor was the son of Alcimus or Anchialus or Heracles and Asopis. In his old age Mentor was a friend of Odysseus who placed Mentor and Odysseus' foster-brother Eumaeus in charge of his son Telemachus, and of Odysseus' palace, when Odysseus left for the Trojan War.

When Athena visited Telemachus she took the disguise of Mentor to hide herself from the suitors of Telemachus' mother Penelope. As Mentor, the goddess encouraged Telemachus to stand up against the suitors and go abroad to find out what happened to his father. When Odysseus returned to Ithaca, Athena appeared briefly in the form of Mentor again at Odysseus' palace.

Because of Mentor's relationship with Telemachus, and the disguised Athena's encouragement and practical plans for dealing personal dilemmas, the personal name *Mentor* has been adopted in English as a term meaning someone who imparts wisdom to and shares knowledge with a less experienced colleague.

There have been many people who have helped shape your life in some way. This might have been a formal relationship or you may have observed or researched someone you have never met.

For this exercise Mentors talk about one person who had an influence on their life and what they learned from that person. It could be a family member, friend, faculty member, employer, or other.

## ***SUMS – SUNY Ulster Mentor Success***

### **Creating your Personal Mission Statement**

A personal mission statement will enable you to examine your goals, values and strengths and use this information to set a path for yourself, either short or longer term. After it is written, it can be used as a benchmark to chart your progress. It should also be re-evaluated periodically as your goals and plans change. Think of your personal mission statement as a tool to help you chart your course as you proceed with your education, career and future plans.

Please read the attached article about developing a personal mission statement. Then, with your mentor's help and support, use these steps, outlined in the article, to create your own personal mission statement:

1. Identify past successes
2. Identify core values
3. Identify contributions
4. Identify goals
5. Write your mission statement

A full explanation of these steps is in the attached article. Hopefully you will find this exercise helpful and fulfilling as you think about your wide-open future!!!



Exercise 10

I am a... Student Job Seeker Career-Changer Career Counselor Other Visitor

Job-Hunting Tools:

- Search for Jobs
- Corporate Job Sites
- Order a New Resume

Career Tools:

- Content Index
- Career Resources
- Career Tutorials
- Job-Search Samples
- College Planning
- Job/Career Bookstore
- Search this Site

Career Categories:

- Career Networking
- Personal Branding
- Resumes and CVs
- Job Interviewing
- Salary Negotiation

The Five-Step Plan for Creating Personal Mission Statements

Printer-Friendly Version

631

by Randall S. Hansen, Ph.D.

A large percentage of companies, including most of the Fortune 500, have corporate mission statements. Mission statements are designed to provide direction and thrust to an organization, an enduring statement of purpose. A mission statement acts as an invisible hand that guides the people in the organization. A mission statement explains the organization's reason for being, and answers the question, "What business are we in?"

A personal mission statement is a bit different from a company mission statement, but the fundamental principles are the same. Writing a personal mission statement offers the opportunity to establish what's important and perhaps make a decision to stick to it before we even start a career. Or it enables us to chart a new course when we're at a career crossroads. Steven Covey (in *First Things First*) refers to developing a mission statement as "connecting with your own unique purpose and the profound satisfaction that comes from fulfilling it."

A personal mission statement helps job-seekers identify their core values and beliefs. Michael Goodman (in *The Potato Chip Difference: How to Apply Leading Edge Marketing Strategies to Landing the Job You Want*) states that a personal mission statement is "an articulation of what you're all about and what success looks like to you." A personal mission statement also allows job-seekers to identify companies that have similar values and beliefs and helps them better assess the costs and benefits of any new career opportunity.

The biggest problem most job-seekers face is not in wanting to have a personal mission statement, but actually writing it. So, to help you get started on your personal mission statement, here is a five-step mission-building process. Take as much time on each step as you need -- and remember to dig deeply to develop a mission statement that is both authentic and honest. And to help you better see the process, we've included an example of one job-seeker's process in developing her mission statement.

Steps Toward Personal Mission Statement Development

**Step 1: Identify Past Successes.** Spend some time identifying four or five examples where you have had personal success in recent years. These successes could be at work, in your community, at home, etc. Write them down.

Try to identify whether there is a common theme -- or themes -- to these examples. Write them down.

**Step 2: Identify Core Values.** Develop a list of attributes that you believe identify who you are and what your priorities are. The list can be as long as you need.

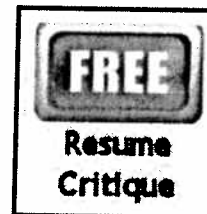
Once your list is complete, see if you can narrow your values to five or six most important values.

Finally, see if you can choose the one value that is most important to you.

**Step 3: Identify Contributions.** Make a list of the ways you could make a difference. In an ideal situation, how could you contribute best to:

- the world in general
- your family
- your employer or future employers
- your friends
- your community

**Step 4: Identify Goals.** Spend some time thinking about your priorities in life and the goals you have for yourself.



**Find a New Job**

What: \_\_\_\_\_  
 title, keywords \_\_\_\_\_

Where: \_\_\_\_\_  
 city, state, or zip \_\_\_\_\_

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Microsoft Office 2010

Make a list of your personal goals, perhaps in the short-term (up to three years) and the long-term (beyond three years).

**Step 5: Write Mission Statement.** Based on the first four steps and a better understanding of yourself, begin writing your personal mission statement.

**Sample Personal Mission Statement Development**

**1. Past success:**

- a. developed new product features for stagnant product
- b. part of team that developed new positioning statement for product
- c. helped child's school with fundraiser that was wildly successful
- d. increased turnout for the opening of a new local theater company

Themes: Successes all relate to creative problem solving and execution of a solution.

**2. Core values:**

- Hard-working
- Industrious
- Creativity
- Problem-Solving
- Decision-maker
- Friendly
- Outgoing
- Positive
- Family-oriented
- Honest
- Intelligent
- Compassionate
- Spiritual
- Analytical
- Passionate
- Contemplative

**Most important values:**

- Problem-Solving
- Creativity
- Analytical
- Compassionate
- Decision-maker
- Positive

**Most important value:**

- Creativity

**3. Identify Contributions:**

- the world in general: develop products and services that help people achieve what they want in life. To have a lasting impact on the way people live their lives.
- my family: to be a leader in terms of personal outlook, compassion for others, and maintaining an ethical code; to be a good mother and a loving wife; to leave the world a better place for my children and their children.
- my employer or future employers: to lead by example and demonstrate how innovative and problem-solving products can be both successful in terms of solving a problem and successful in terms of profitability and revenue generation for the organization.
- my friends: to always have a hand held out for my friends; for them to know they can always come to me with any problem.
- my community: to use my talents in such a way as to give back to my community.

**4. Identify Goals:**

Short-term: To continue my career with a progressive employer that allows me to use my skills, talent, and values to achieve success for the firm.

Long-term: To develop other outlets for my talents and develop a longer-term plan for diversifying my life and achieving both professional and personal success.

**5. Mission Statement:**

To live life completely, honestly, and compassionately, with a healthy dose of realism mixed with the imagination and dreams that all things are possible if one sets their mind to finding an answer.

**Final Thoughts on Developing a Personal Mission Statement**

A personal mission statement, is of course personal... but if you want to truly see whether you have been honest in developing your personal mission statement, I suggest sharing the results of this process with one or more people who are close to you. Ask for their feedback.

Finally, remember that a mission statement is not meant to be written once and blasted into stone. You should set aside some time annually to review your career, job, goals, and mission statement -- and make adjustments as necessary.



DEPRESSION OUTREACH STUDY

Do you feel your antidepressant isn't doing enough to help you manage your depression?



Call 1.800.981.6826 or Click Here to Learn More.

And for more ideas on creating a personal mission statement, read one of our other articles, [Using a Personal Mission Statement to Chart Your Career Course](#), which includes links to other mission-building exercises.

sample mission statements... they may help inspire you.

Questions about some of the terminology used in this article? Get more information (definitions and links) on key college, career, and job-search terms by going to our [Job-Seeker's Glossary of Job-Hunting Terms](#).

*Dr. Randall S. Hansen is founder of Quintessential Careers, one of the oldest and most comprehensive career development sites on the Web, as well CEO of EmpoweringSites.com. He is also founder of MyCollegeSuccessStory.com and EnhanceMyVocabulary.com. He is publisher of Quintessential Careers Press, including the Quintessential Careers electronic newsletter, QuintZine. Dr. Hansen is also a published author, with several books, chapters in books, and hundreds of articles. He's often quoted in the media and conducts empowering workshops around the country. Finally, Dr. Hansen is also an educator, having taught at the college level for more than 15 years. Visit his personal Website or reach him by email at [randall\(at\)quintcareers.com](mailto:randall(at)quintcareers.com).*



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