



Norman Career Services

Faculty Guide to **CAREER SERVICES**



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Rothwell 107



Norman Career Services

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Follow us on social media!



**ARKANSAS TECH UNIVERSITY
NORMAN CAREER SERVICES**



**ARKANSAS TECH UNIVERSITY
- CAREER SERVICES**



**@ATUCAREERS
@ATUCAREER CLOSET**



FACULTY RESOURCES AT A GLANCE

STUDENT CAREER DEVELOPMENT

We help students:

- Explore majors and career options
- Build resumes and cover letters
- Prepare for interviews
- Develop LinkedIn profiles
- Search for internships and jobs
- Connect with employers
- Prepare for graduate or professional school
- Receive professional headshots
- Build career readiness skills
- Search for on-campus job opportunities



CAREER TECHNOLOGY RESOURCES

Provide your students with access to:

- **Handshake** – Jobs, internships, career fairs, and employer events
- **Big Interview** – AI-powered interview practice and resume review
- **Focus2 Career** – Career assessments and major exploration
- **What Can I Do With This Major?** – Explore career pathways by academic major
- **Career Services Website** – Appointment scheduling, event schedule, career guides, & more!

EMPLOYER CONNECTIONS

We connect students with employers through:

- On-Campus Recruiting
- Career Fairs
- Employer Information Sessions
- Networking Events
- Mock Interviews
- Resume Reviews by Employers
- Internship & Experiential Learning Opportunities



CAREER CLOSET

Students can rent professional attire at no cost for any of the following:

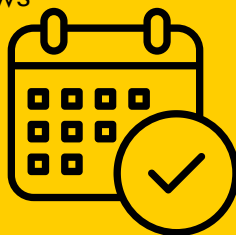
- Interviews
- Career Fairs
- Professional Presentations
- Networking Events
- Internships



INDIVIDUAL CAREER APPOINTMENTS

Students & alumni can schedule one-on-one appointments for:

- Career planning
- Resume and cover letter reviews
- Internship and job search assistance
- Interview preparation
- Graduate school planning
- LinkedIn optimization



HOW FACULTY CAN HELP

Faculty make a tremendous impact by:

- Including Career Services information in course syllabi
- Connect classroom learning to career readiness by discussing how course assignments and skills relate to future careers.
- Encourage resume reviews or mock interviews by Career Services
- Recommend Career Services to students who are exploring majors or career paths.
- Promoting career fairs and career events
- Inviting Career Services to speak in class
- Referring students early and often



ATU™

Norman Career Services

*Going out of town?
Attending a conference?
We can help!*

DON'T CANCEL CLASS!

Norman Career Services provides interactive, customizable presentations for classes, student organizations, and campus groups that equip students with the knowledge and skills needed to prepare for their future careers.

TOPICS INCLUDE:

- Using the Norman Career Services Office
- Resume and Cover Letter Workshops
- LinkedIn and Personal Branding
- Job Interview Techniques and Strategies
- Durable Skills and Career Readiness
- Career Technology Platforms
 - Focus2, Handshake, Big Interview, & What Can I Do With This Major?
- Networking 101
- Career Fair Preparation



PLEASE SCAN THE QR CODE TO SCHEDULE!

This form must be submitted to our office within seven (7) business days of the requested presentation date.

Please let us know if you would like attendance to be taken in your absence. We are happy to send you a roster.

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CONTACT US

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careerservices@atu.edu
479-964-0843
Rothwell 107

Arkansas Tech



career closet

**Have a student who needs
professional clothing?**

We can help!

careercloset@atu.edu

ENERGY CENTER 139

**Students can schedule an appointment
to rent professional clothing on our
website by clicking the
“Schedule An Appointment” tab.**



@atncareercloset

FOCUS2

A CAREER PLANNING RESOURCE

WHAT IS FOCUS 2?

FOCUS 2 is an online, interactive, self-guided career and education planning system to help you connect Arkansas Tech's undergraduate and graduate majors and degrees to occupations.



WITH FOCUS 2, YOU CAN:

- Explore your values, interests, personality, and skills utilizing various assessments as they relate to possible majors and careers.
- Research careers and occupations associated with any major or area of study.
- Compare two occupations side by side

Remember: a better understanding of yourself will give you the confidence you need to make more informed decisions about your education.

HOW TO USE FOCUS 2

- New Users: Visit our webpage at:
https://www.atu.edu/career/Focus_2.php
- Use your ATU email address as your username. Login with the access code **"arkansastech"**.
- Returning Users: Login with your username and password.
- Complete the self-assessment areas: Work Interests, Personality, Values, Skills, & Leisure.
- Then click "Combine Assessments".

THINGS TO KEEP IN MIND:

- Use **FOCUS2** on any device, including all computers, phones, tablets, etc.
- **FOCUS2** always saves your assessment results
- Use **FOCUS2** as often as you wish
- You can change your mind about earlier choices, repeat a section and explore new options
- Your results are stored online and are always available to you and your advisor
- Use the various features of **FOCUS2** in any order
- Save the occupations and majors that most appeal to you
- Seek the expert advice of career services team member and your academic advisor to enhance your career planning

DID YOU KNOW?

About **80%** of students in college end up changing their major at least once, according to the National Center for Education Statistics!

UTILIZE NORMAN CAREER SERVICES

Schedule an appointment with a career services team member to review your assessment results and develop your action plan.

Visit our website to schedule an appointment!



*Scan here to
get started!*

https://www.atu.edu/career/Focus_2.php

WHAT IS BIG INTERVIEW

Big Interview is an online career preparation platform that helps students build confidence and prepare for interviews. Through interactive lessons and AI-powered mock interviews, students can practice answering common interview questions, improve their communication skills, and receive personalized feedback before interviewing with employers.

WITH BIG INTERVIEW, YOU CAN:

- Practice interviews anytime, anywhere using AI-powered mock interviews.
- Receive instant feedback on eye contact, pacing, filler words, and response quality.
- Learn how to answer common and behavioral interview questions.
- Prepare for internships, part-time jobs, graduate school, and full-time careers.
- Access resume resources, interview lessons, and job search training.

Remember: The more students practice before an interview, the more confident and prepared they'll be when meeting with employers.

HOW TO USE BIG INTERVIEW

- Visit the Norman Career Services website or scan the QR code below.
- Create an account using your ATU email address.
- Complete the interview curriculum or select interview questions by industry or job type.
- Record and review practice interviews.
- Schedule an appointment with **Norman Career Services** to receive additional interview coaching and feedback.

TIPS FOR SUCCESS

- Use Big Interview on any computer, tablet, or smartphone.
- Practice as often as you like—your progress is automatically saved.
- Record unlimited mock interviews.
- Review your recordings to identify strengths and areas for improvement.
- Complete lessons at your own pace.
- Pair Big Interview with a mock interview appointment through Norman Career Services for additional personalized coaching.



DID YOU KNOW?

Employers often decide within the **first few minutes** of an interview whether a candidate is a good fit for their organization. Start practicing now!

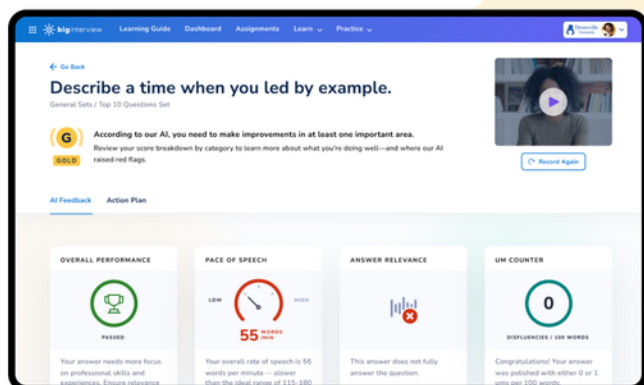


*Scan here to
get started!*

Scale your organization's mock interview feedback

VideoAI helps you scale mock interview practice by giving students instant feedback on their answer delivery and content—helping students speak with confidence and ensuring their answers are tailored to the jobs they are applying for.

700+ ORGANIZATIONS TRUST BIG INTERVIEW



VideoAI

You have thousands of students graduating every semester. How do you prepare them for real-world interviews?

VideoAI makes it easy. Students do mock interviews and get feedback using custom assignments, our ready-made curriculum, or thousands of occupation and situation-based question sets.

What VideoAI analyzes



Language

Looks for clear vocabulary and confident power words that keep the answer engaging. Also tracks speaking pace to make sure delivery is smooth and easy to follow.



Filler Words

Tracks filler words like “um”, “uh”, “actually”, and “basically” to help students improve clarity, maintain a natural conversation flow, and increase perceived competence.



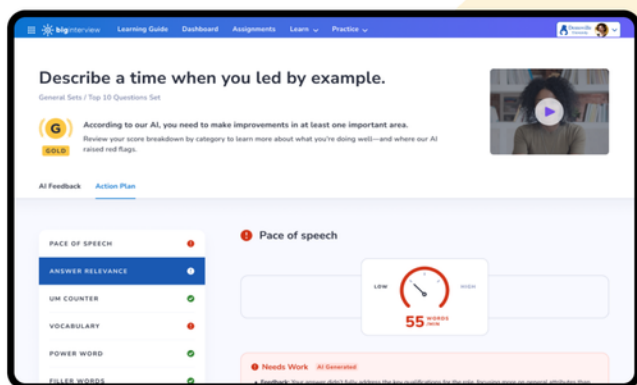
Non-Verbal Signals

Tracks eye contact to ensure natural focus without staring. Detects negative tone that could unintentionally harm the candidate's impression.



Professional Setup

Evaluates background and audio quality to ensure a professional environment that will leave a strong impression for real video interviews.



Upgraded Feedback

VideoAI now goes beyond delivery to analyze the content of student answers, giving them clearer, more targeted feedback that builds confidence and ensures their answers are tailored to the jobs they're applying for.



Role Alignment

Checks if the answer highlights the right skills and experience, making sure it's a great match for the job ad.



Clarity

Looks at how clear, structured, and easy to follow the answer is — no rambling, just strong, focused communication.



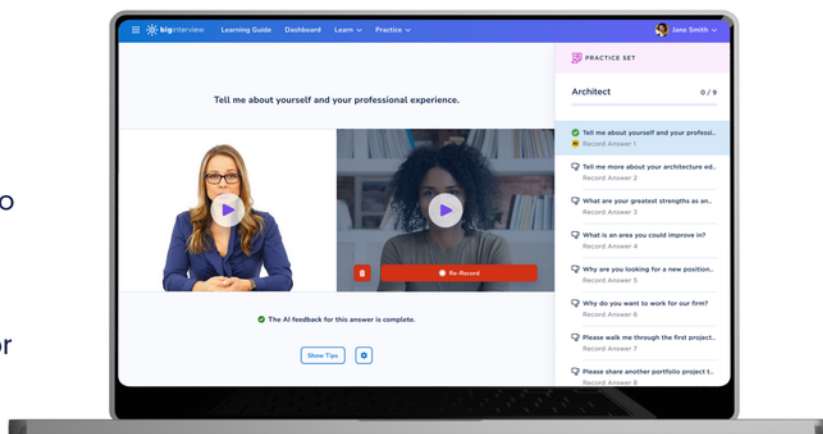
Confidence

Shows how strong and self-assured the answer sounds, helping students come across as clear and ready to impress.

Why AI Help and Feedback?

Since many employers now use AI in hiring, it's important to give job seekers a chance to practice with the same kind of tools that will be used to evaluate them. Our tools offer realistic practice and clear feedback, helping your organization set students up for success.

Note: Big Interview AI is trained by Senior Career Coach Pam Skillings



Need help?

Contact us anytime by clicking the blue chat icon or by emailing us at support@biginterview.com.



Need more info?

Scan the QR code to visit our website and see how other schools are using VideoAI.

WHAT CAN I DO WITH THIS MAJOR?

WHERE MAJOR MEETS CAREER

WHAT CAN I DO WITH THIS MAJOR?

WHAT CAN I DO WITH THIS MAJOR (WCIDWTM) is an online career exploration resource that helps students connect their major to career opportunities.

Students can explore common career paths, employers, professional organizations, job search resources, and strategies for gaining experience while in college.

WITH WCIDWTM, YOU CAN:

- Explore career options related to your major.
- Discover employers who hire graduates in your field.
- Learn about common career areas and job titles.
- Find strategies to build experience through internships, research, leadership, and campus involvement.
- Access professional associations and additional career resources.

Remember: Your major doesn't determine just one career path. Many majors prepare students for a variety of careers and industries.

HOW TO USE WCIDWTM

- Visit the Norman Career Services website (click the What Can I Do With This Major tab on the left side of the page) or scan the QR code.
- Select your major from the list.
- Explore career areas, typical employers, and career strategies.
- Review professional organizations and additional resources.
- Schedule an appointment with Norman Career Services to discuss career options and create a personalized career plan.



<https://www.atu.edu/career/what-can-i-do-with-this-major.php>

TIPS FOR SUCCESS

- Explore multiple career areas—not just the most obvious ones.
- Review the suggested strategies to become more competitive for your desired career.
- Use the employer examples to identify internship and job opportunities.
- Pair this resource with FOCUS2 to better understand how your interests and strengths align with different career paths.

DID YOU KNOW?

According to the **US Bureau of Labor Statistics**, many employers hire candidates from a variety of academic majors because they value transferable skills, relevant experience, and a willingness to learn.



*Scan here to
get started!*

Handshake

LAUNCH YOUR FUTURE

WHAT IS HANDSHAKE?

Handshake is Arkansas Tech University's career platform where students can discover internships, part-time and full-time jobs, on-campus employment, career fairs, employer events, and career resources—all in one place.

Students can also receive personalized recommendations based on their interests, major, and career goals.

Whether you're exploring careers or preparing to graduate, Handshake connects you with opportunities designed to help you succeed.

WHAT CAN YOU DO IN HANDSHAKE?

- Search and apply for internships and jobs
- Find on-campus employment
- Register for career fairs and employer events
- Schedule appointments with Career Services
- Upload your résumé for employer visibility
- Receive personalized job recommendations based on your profile

WHY USE HANDSHAKE?

- Discover opportunities related to your major and interests
- Connect with employers actively recruiting ATU students
- Stay informed about career events and workshops
- Begin building your professional network
- Access career resources throughout your college experience

Handshake connects more than 25 million students and recent alumni with 1 million employers and 1,600+ colleges and universities nationwide.

DOWNLOAD THE APP!



Download the Handshake app and activate your account to stay connected wherever you go!

HANDSHAKE BEST PRACTICES

- Every enrolled Arkansas Tech student has a Handshake account.
- Activate your Handshake account, complete your profile, and download the mobile app to receive personalized job recommendations, event reminders, and employer messages.
- Upload a current résumé to maximize your opportunities.
- Check Handshake regularly—new jobs, internships, and events are added daily!

GET STARTED TODAY

1. Activate your Handshake account.
2. Complete your profile.
3. Upload your résumé.
4. Start exploring jobs, internships, and career events!

Need help? Norman Career Services is here to assist every step of the way.



Scan here to get started!

FIRST DESTINATION SURVEY

What is the First Destination Survey?

The First Destination Survey (FDS) is a national survey administered to graduating students that collects information about their career outcomes within six months of graduation. The results help Arkansas Tech University demonstrate the value of an ATU degree and showcase the success of our graduates. Faculty play a vital role in encouraging students to participate.

Why Faculty Support Matters

Students are much more likely to complete the survey when they hear about it from trusted faculty members. Higher response rates allow the university to:

- Measure employment and graduate school outcomes
- Strengthen program assessment efforts
- Demonstrate the value of an ATU education to prospective students and families
- Inform curriculum improvements and career development initiatives
- Provide reliable career outcomes data for academic programs

Every student response helps create a more complete picture of graduate success.

How You Can Help

Encourage graduating students to:

- Watch their ATU email for the First Destination Survey invitation. It is emailed approximately four weeks prior to graduation.
- Complete the survey—even if they are still searching for employment or are unsure of their plans.
- Update their employment or education information if their plans change before the survey closes.

A quick reminder from a faculty member can significantly increase participation.

Things to Keep in Mind

- The survey takes approximately 3–5 minutes to complete.
- Students should respond regardless of their post-graduation plans—including employment, graduate school, military service, volunteer programs, or continuing their job search.
- Individual responses remain confidential and are reported only in aggregate.
- Strong participation helps ensure your program's career outcomes accurately reflect student success.

Need Your Program's Results?

Norman Career Services can provide First Destination Survey results for your academic program to support:

- Program assessment
- Accreditation and reporting
- Recruitment and marketing
- Curriculum review
- Student success initiatives

To request your department's First Destination Survey results or learn more about the survey, contact Norman Career Services.



Norman Career Services

Post On-Campus Jobs on Handshake

REACH STUDENTS. FILL POSITIONS. SUPPORT SUCCESS.

Handshake is Arkansas Tech University's centralized platform for student employment, internships, and career opportunities.



MAKING AN IMPACT AT ATU

60+

jobs posted on Handshake during the 2025-2026 academic year.

10000+

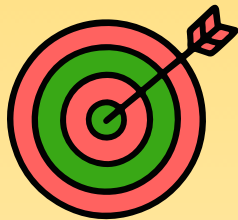
student on-campus job applications submitted on Handshake for the 2025-2026 academic year.

1300+

students with an active Handshake profile for the 2025-2026 academic year.

Why Post on Handshake?

REACH MORE STUDENTS

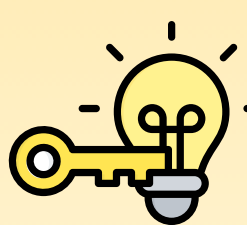


- Promote opportunities to 1,300+ active students
- Jobs are recommended based on student interests and majors
- Students can search and apply anytime
- Students can sign up for "On-Campus Job Notifications" and are notified each time one is posted.



SIMPLIFY HIRING

- Collect applications in one place
- Review resumes before contacting candidates
- Streamline the student hiring process



SUPPORT STUDENT SUCCESS

- Help students gain professional experience
- Develop career-ready skills
- Increase student engagement and retention

NO COST TO DEPARTMENTS

- Handshake is already provided by ATU
- Norman Career Services can assist with posting positions
- Free support and training available



Ready to Post?

GETTING STARTED IS EASY!

1. Complete the On-Campus Job Submission Form.
 2. Provide details about the position, pay rate, hours, qualifications, and application requirements.
 3. Career Services will post the position in Handshake.
 4. Students can view and apply directly through Handshake.
- Any student seeking on-campus employment is directed to positions posted in Handshake.



Scan here to post



WHAT YOU'LL NEED:

- Brief job description
- Department name
- Pay rate
- Weekly hours
- Work-study eligibility (if applicable)
- Preferred majors/classification
- Application requirements (resume, cover letter, etc.)
- Hiring contact information

Competencies for a Career-Ready Workforce



CAREER + SELF-DEVELOPMENT

Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.



CRITICAL THINKING

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.



LEADERSHIP

Recognize and capitalize on personal and team strengths to achieve organizational goals.



TEAMWORK

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.



COMMUNICATION

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.



EQUITY + INCLUSION*

Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different cultures and backgrounds. Engage in anti-oppressive practices that actively challenge the systems, structures, and policies of racism and inequity.



PROFESSIONALISM

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.



TECHNOLOGY

Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

What Is Career Readiness? Career readiness is a foundation from which to demonstrate requisite core competencies that broadly prepare the college educated for success in the workplace and lifelong career management.

*This competency is currently under review. Please visit our website for more information.

GOT RESUME?



SCHEDULE AN APPOINTMENT TODAY!

Center for
Community
Engagement &
Academic Outreach
Arkansas Tech University™

ATU™

Norman Career Services



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career.services@atu.edu
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