

# Preparing Your Experiential Profile

**MICHIGAN STATE**  
UNIVERSITY

Broad College of Business



# Agenda

- Experiential Profile Overview
- Employment & Activities
- Essay Questions
- Resources After This Session
- Your Questions

# Experiential Profile Overview

- 60 points maximum
- Profile Sections
  - Employment & Activities
  - Essay Questions
- Scoring Categories (*equally weighted*)
  - Motivation & Enthusiasm (passion for area of study)
  - Engagement & Commitment (active engagement in past & present experiences)
  - Resilience (demonstration of the ability to overcome a struggle and persist)
  - Positive Self-Concept (confidence, self-esteem, independence)
  - Written Communication Skills (use of English language conventions – mechanics, grammar)
- Deadline: April 1, 11:59pm (Eastern Time)
  - No “submit” button – we upload your saved content

# Employment & Activities

The screenshot shows a web browser window with the URL <https://uasadmissions2.broad.msu.edu/student/>. The browser's address bar and tabs are visible. The page header includes the Michigan State University logo and the text 'The Eli Broad College of Business'. On the right side of the header, there are links for 'Return to Admin Portal' and 'Log Out'. The main content area contains a form with the following fields:

- Organization/Event
- Organization/Event location
- Role/Position
- From Dates (Month, Year)
- To Dates (Month, Year)
- Responsibilities and Skills (bullet points)

At the bottom of the form, there are two buttons: 'Cancel' and 'Save Changes'. The browser's taskbar at the bottom shows several open applications, including 'Purdue OWL: Understand...', 'Presentations', 'PRE: Major Change - Messa...', and 'Administrator - Broad Colle...'. The system clock in the bottom right corner indicates the time is 4:56 PM.

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# Employment & Activities

- Post-high school experiences, if possible, but significant high school experiences acceptable (limit to junior & senior years)
- Examples of “employment”: internship, part-time/summer job, significant volunteer experience
- Examples of “activity”: student organizations, study abroad programs (that you have already completed), community service, student government, leadership positions on athletic teams
- Must include at least one employment **OR** one activity for profile to be accepted
- Dates:
  - Current involvement should be listed as through the end of this semester (May 2023) or leave the end date blank
  - Employment that was exactly the same for multiple summers should include the entire date range (June 2021 – August 2022), with the word “Summers” at the top of the skills section

# Employment & Activities

- Responsibilities & Skills section
  - Bullet point format
  - Like resume content – how many bullet points?
    - As many as you need, but 3-5 is average
  - Use WHO Method to develop bullet points
  - Broad Job Search Guide (created by the Russell Palmer Career Management Center) - <https://broad.msu.edu/career-management/undergraduate/>

	Duration
<b>EXPERIENCE</b>	
<b>General Motors, Detroit, MI</b>	<b>Jun 2016 - Aug 2016</b>
<i>Supply Chain Intern</i>	
<b>Organization</b>	<ul style="list-style-type: none"><li>• Created a commodity strategy by proactively solving potential problems and increased efficiency of the purchasing plan from suppliers by 10%</li><li>• Managed a regional \$100,000 budget for North America to track materials for purchase and fulfilled requirements within specific time periods</li><li>• Strategically cultivated relationships with three key suppliers to ensure a collaborative relationship and maximize the interactions</li></ul>

# Evidence-Based Bullets

- The W.H.O method provides evidence to the reader (employer) as it outlines: What you did, How you did it, and the Outcome or result of your action(s)

## W

What did you do (task/projects)? Always start your bullet with a unique past tense action verb. These bullets should be tasks that you have already completed.

## H

How did you do the work (skills, strategies, methods, tools, techniques or attitudes)?

## O

What were the outcomes associated with the work (results, impact, contribution, intention, and/or scope).

### Tips:

- Utilize a variety of action verbs – do not repeat!
- Quantify at any opportunity (percentages, dollar figures and/or hard numbers)





# The W.H.O. Method in Action

Think of a specific skill you want to convey on your resume, then choose an action verb that correlates with that skill.

**Skill:** Initiative

**Action Verb:** Created

List your experiences (think classes, volunteer, work, student clubs, internships, etc.), then choose one.

**W = WHAT** *did you do? What were your responsibilities?*

*Created a commodity strategy*

**H = HOW** *did you do the work (skills, strategies, methods, tools, techniques, attitudes, etc.)?*

*Proactively solved potential problems*

**O = OUTCOMES** *associated with your work. Who did you help (impact, contribution, intention, scope, etc.)?*

*Increased efficiency of the purchasing plan from suppliers by 10%*

## Create your Bullet

Created a commodity strategy by proactively solving potential problems and increased efficiency of the purchasing plan from suppliers by 10%





Use action verbs to describe your skills and experience in your resume, cover letter, portfolio, interview, and other interactions. Refer to the sample resume for examples on how to use an action verb on a resume. These skills are common in job postings.

## ANALYSIS

Analyzed	Analyzed	Deciphered	Integrated	Recommended
Ascertained	Ascertained	Deliberated	Investigated	Researched
Assessed	Assessed	Determined	Justified	Scrutinized
Compared	Compared	Devised	Measured	Studied
Computed	Computed	Diagnosed	Negotiated	Substantiated
Conceptualized	Conceptualized	Estimated	Prescribed	Synthesized
Concluded	Concluded	Evaluated	Prioritized	Validated
Confirmed	Confirmed	Examined	Projected	Verified
Critiqued	Critiqued	Forecasted	Questioned	
		Formulated	Rated	

## COMMUNICATION

Addressed	Drafted	Promoted
Appraised	Edited	Publicized
Arbitrated	Explained	Queried
Attested	Informed	Reported
Authored	Interpreted	Spoke
Clarified	Lectured	Summarized
Communicated	Marketed	Translated
Composed	Persuaded	Wrote
Convinced	Presented	
Corresponded		

## CREATIVITY

Brainstormed
Constructed
Designed
Engineered
Envisioned
Fabricated
Illustration
Produced
Shaped
Visualized

# Essay Questions

Administrator - Broad Co. X

Secure | <https://uasadmissions2.broad.msu.edu/student/>

Apps RO TR Queue FISH AOP Major Change UAS Broad Admis App Outlook Web App Qualtrics Wordpress ES Roster

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1. What level of education do you expect to achieve during your lifetime? (informational purposes only; responses will not influence the likelihood of admission)
2. As of today, what is your intended Broad major? (informational purposes only; responses will not influence the likelihood of admission)
3. Why did you decide to pursue admission to the Broad College? What influenced this decision? (250 word limit)
4. What do you see as a significant personal challenge you have faced? How did you overcome this challenge? Where did you go for support? (250 word limit)
5. Please discuss the one activity you have undertaken in your senior year of high school or time at MSU that best demonstrates why you would be an asset to the Broad College. (250 word limit)

[Cancel](#) [Save Changes](#)

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# Essay Questions

- Why did you decide to pursue admission to the Broad College? What influenced this decision?
- What do you see as a significant challenge you have faced? How did you overcome this challenge? Where did you go for support?
  - *There is **no restriction** on the “type” of challenge*
- Please discuss the one activity you have undertaken in your senior year of high school through your time at MSU that best demonstrates why you would be an asset to the Broad College.

**250 word limit for each response**

# Essay Questions

- Tips for Short Answer Questions
  - Don't repeat the question verbatim – you only have 250 words!
  - Don't use unnecessarily large words that you would not normally use. The “synonym” function is not always your friend.
  - Answer authentically! If you were asked the question in an in-person admission interview, is that what you would say? What do you want the reader to know about you (as related to the specific question)?
  - Practice business writing (not creative/fiction writing) – clear, concise, complete
  - Do your own work – the reader can tell if you are using someone else's words.
  - This is your opportunity to tell us about **yourself**.
  - Answer all parts of the question/prompt
  - Quality counts – grammar, spelling, mechanics; college-level writing is expected.
  - Proofread, proofread, proofread
- Take this portion of the application process seriously – strong grades are not the only factor in the admission decision.

# General Tips

- Do not wait until the last minute to add content! There are no extensions.
- If you leave the application open on your device, you may time out and new content will not be saved (there are messages that pop up) – always double-check by logging back in and viewing your content.

# Resources After This Session

- Resources for Experiential Profile Preparation
  - Palmer Center's Broad Student Career Guide (<https://broad.msu.edu/career-management/undergraduate/>)
  - Writing Center (<https://writing.msu.edu/>)
  - This presentation will be online at <https://broad.msu.edu/undergraduate/admissions/secondary/#information-sessions>

***Reminder: Advisors do not review individual student profiles.***

# Questions?

[broad.msu.edu/undergraduate/admissions/secondary/](http://broad.msu.edu/undergraduate/admissions/secondary/)