Preparing Your Experiential Profile





Broad College of Business

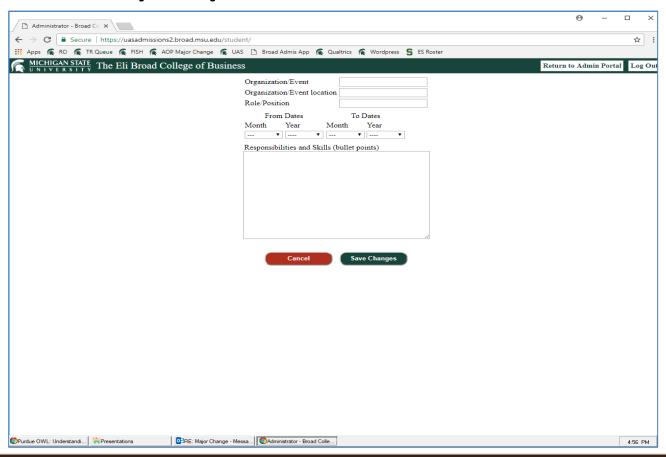
Agenda

- 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



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/



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)



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
Ascertained
Assessed
Compared
Computed
Conceptualized
Concluded
Confirmed
Critiqued

Analyzed
Ascertained
Assessed
Compared
Computed
Conceptualized
Concluded
Confirmed
Critiqued

Deciphered Deliberated Determined Devised Diagnosed Estimated Evaluated Examined Forecasted Formulated Integrated
Investigated
Justified
Measured
Negotiated
Prescribed
Prioritized
Projected
Questioned
Rated

Recommended Researched Scrutinized Studied Substantiated Synthesized Validated Verified

COMMUNICATION

Addressed
Apprised
Arbitrated
Attested
Authored
Clarified
Communicated
Composed
Convinced
Corresponded

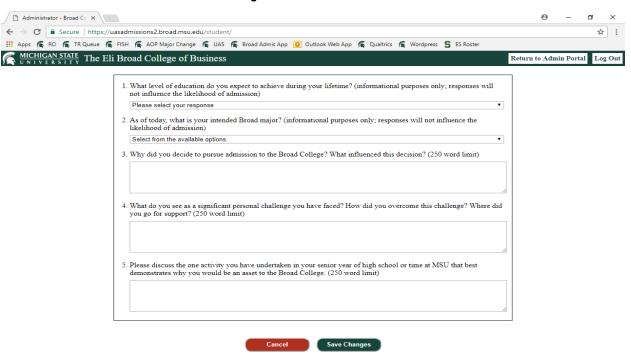
Drafted Edited Explained Informed Interpreted Lectured Marketed Persuaded Presented

Promoted
Publicized
Queried
Reported
Spoke
Summarized
Translated
Wrote

CREATIVITY

Brainstormed Constructed Designed Engineered Envisioned Fabricated Illustration Produced Shaped Visualized

Essay Questions



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.
 - o 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/sec-ondary/#information-sessions

Reminder: Advisors do not review individual student profiles.

Questions?

broad.msu.edu/undergraduate/admissions/secondary/

