Preparing Your Experiential Profile

MICHIGAN STATE UNIVERSITY | Broad College of Business

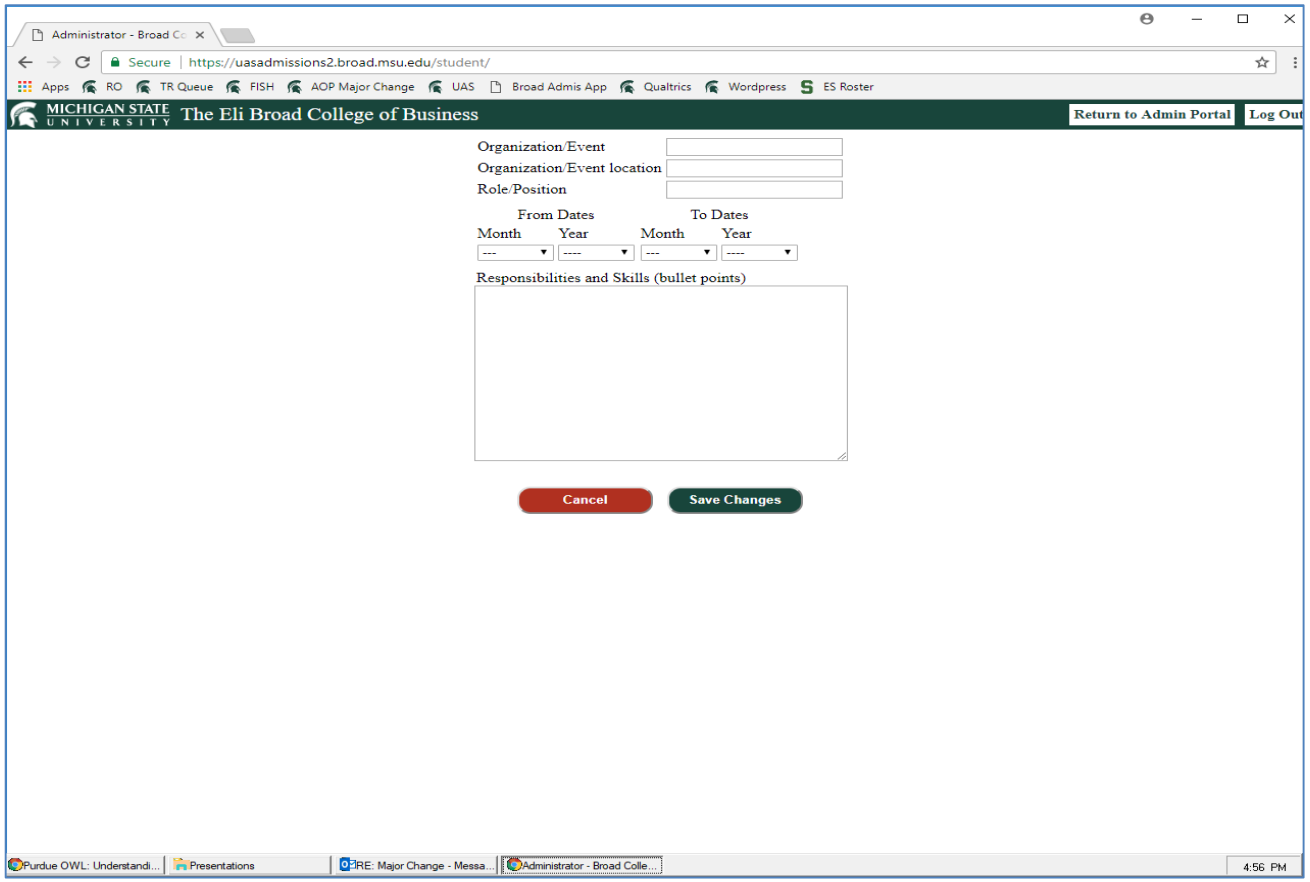
Agenda

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

Experiential Profile Overview

- 30 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 (there is no submit button – we upload your saved content)
  - Do not wait until the last minute to add content!
  - 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 prior to the deadline

Employment & Activities



Coordinating your undergraduate experience

Employment & Activities

- Employment & Activities sections
  - 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 and one activity for profile to be accepted
  - Responsibilities & Skills– bullet points; what is the skill and how you used it
  - Dates:
    - Current involvement should be listed as through the end of this semester (May 2020)
    - Employment that was exactly the same for multiple summers should include the entire date range (June 2018 – August 2019), with the word “Summers” at the top of the skills section

Duration

EXPERIENCE

General Motors, Detroit, MI — Location — Jun 2016 - Aug 2016

Supply Chain Intern — Position/Title

Organization

- Created a commodity strategy by proactively solving potential problems and increased efficiency of the purchasing plan from suppliers by 10%
- Managed a regional $100,000 budget for North America to track materials for purchase and fulfilled requirements within specific time periods
- Strategically cultivated relationships with three key suppliers to ensure a collaborative relationship and maximize the interactions

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).

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

Administrator - Broad Co

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)

   Please select your response

2. As of today, what is your intended Broad major? (informational purposes only; responses will not influence the likelihood of admission)

   Select from the available options.

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

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 all responses

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
  - Write in your own voice – 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.

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/#information-sessions

Reminder: Advisors do not review individual student profiles.

Questions?

broad.msu.edu/undergraduate/admissions/faq/