

Stand Out from the Rest: Career Pathway Guidelines

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With gratitude to Nick Kelch nkelch@esri.com Esri for advice and much content.



Think 21st Century Ways of Showcasing Your Work

Weebly, Wikipedia, About.me, Google Drive, Dropbox, GitHub, storymaps, etc.

Be careful about ALL of your social media presence.

--what does your presence say about you?

--location privacy concerns.



JOSEPH KERSKI
Geographer in Broomfield, Colorado

 [Read my articles](#)

I believe that the spatial perspective can transform education and society through the use of Geographic Information Systems for instruction, administration, and policy. I seek to contribute to geographic literacy, to listen attentively, to learn from and encourage others, to foster lifelong learning, to encourage people to love and appreciate each other, and advocate for wise stewardship of the Earth.

I seek to use my skills in geography and Geographic Information Sciences (GISc) to expand the use of spatial thinking in all sectors of society by fostering educational partnerships, conducting educational research, writing and editing texts and research articles, teaching face to face and online hands-on courses, developing curricula, supporting educators, and training teachers, students, governmental, nonprofit, and industry users at all levels.

I blog about data [here](#), on GIS in education [here](#), and on careers [here](#). I have created over 3,500 videos [here](#). I have served as President of the National Council for Geographic Education and am active in the AAG and URISA. My books include The Essentials of the Environment, The GIS Guide to Public Domain Data,

Create a story map of your CV

1. Living, breathing document that you can keep current.
2. Traditional CV can be embedded or linked to story map or separate.
3. Works on any device, anywhere.
4. May help your candidacy to stand out.
5. Shows potential employer that you know something about web GIS.

Create a story map of your CV: Examples

Amanda Huber:

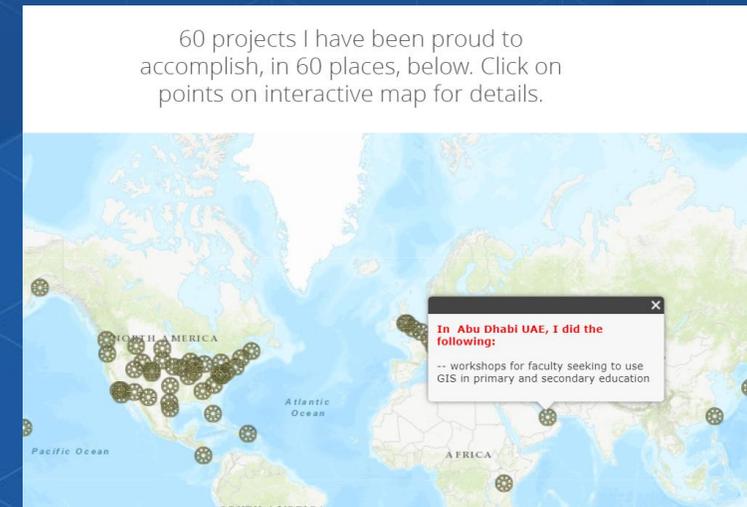
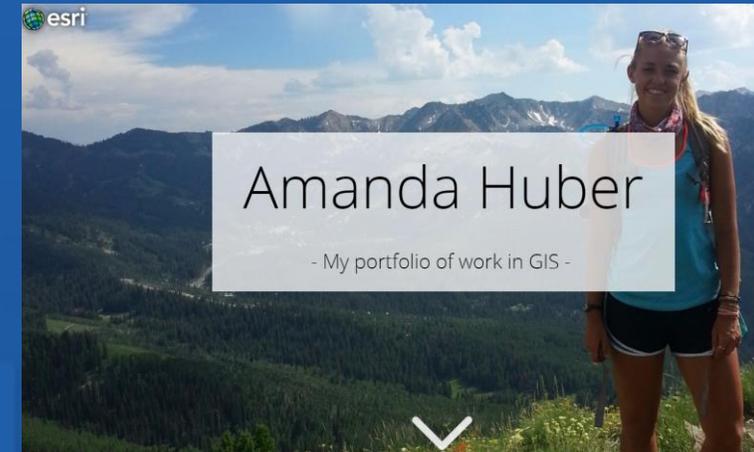
<https://www.arcgis.com/apps/Cascade/index.html?appid=bc4a4fee3e88404a873277375bddf511>

Joseph Kerski:

<https://denverro.maps.arcgis.com/apps/Cascade/index.html?appid=c84bb188001746d1a5ca43f83b366c66>

Emily Garding:

<https://arcg.is/1W00Pz>



Resume and CV Advice

- An undergrad or grad student should have not more than a 1 page resume. Possibly 2 for masters or PhD student. PhD students should have both a CV with a complete overview of all qualifications and a shorter resume (a snapshot of most relevant qualifications).
- Template resume: Contact, education, skills, experience.
- Candidates should change resume with every application. Resume should contain the most relevant information. Example: If a student currently works in food service and is applying for a GIS analyst job, focus on the soft skills developed in food service.
-
- Most important part of getting a job is networking, second is cover letter (allows candidate to introduce themselves and skills), third is resume because it shows where those skills came from. But resumes are still important as they are the main document that stays with candidate it throughout the entire process.

Components of CV/Resume

- **Contact information**
- **Career objective/summary**
- **Languages**
- **Computer & technical Skills**
- **Education**
- **Awards and scholarships**
- **Experience: Career-related vs General work experience**
- **Volunteer experience/activities and interests**
- **References**

Career Objective vs Summary

Career objective

Seeking a Research Assistant Internship where I can apply my theoretical knowledge and launch my career in the medical sector.

Summary

Dynamic motivator and problem solver with excellent organizational skills looking to pursue my career in the area of technical or scientific writing. Proven administrative capabilities and experience in editing and proofreading.

Languages

English (Fluent), French (Intermediate),
Chinese (Native)

(fluent, intermediate, conversational, working knowledge,
functional, basic, etc.)

***Do not include if you speak only one language**

Tech Skills

- **Computer languages – JavaScript, CSS, C++, Python, HTML**
- **Lab Equipment: probes, flow meters, total GPS stations and other surveying equipment**
- **Certification: GISP, Esri certification**
- **Mapping Software: Esri (and specific tools, ArcGIS Pro, etc.), MapBox, Leaflet, etc.**

Ah, those days of free education...

SENIORS!
You only have
47
days of free
education left!
What will you do with
those days?



... are gone, so make your education work for you.



Education

Education

- Bachelor of Science: Major in Geography (CGPA 3.6/4.0)** 2011-present
UC - San Diego, San Diego, CA (expected graduation June 2015)
- Entrance scholarship (\$5,000/year) 2012-2013
 - Undergraduate thesis "How technology powers geography knowledge"

Experience

Experience

Career-related experience/Highlighted experience can include unpaid and paid experiences

Work experience includes all paid work in reverse chronological order

Research Assistant 2014

Department of Microbiology and Immunology, McGill University

- Created solutions for experiments
- Collaborated with supervisor and graduate students on experiment design
- Contributed ideas and resources to weekly meetings

Sales Associate 2012- present

La Baie, Montreal, QC

- Resolve client issues
- Promote and explained new products
- Create designs for marketing product

Additional Activities

Volunteer / extra curricular / additional activities

Lab assistant (volunteer)

2014

City University of New York, NY, NY

- Analyzed data from experiments
- Tabulated and presented data using Excel

Vice-president

2013-2014

Geography Students' Society, Florida State University, FL

- Promoted geography events to members
- Managed budget of activities

Heading should reflect the general theme of activities such as "Community and Leadership activities"

References

References

“References available upon request.”

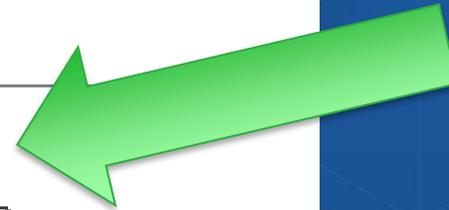
Bottom of the page, unless requested with internship application

Prepare a list of references

- consistent style with CV/CL
- easy to read format
- remember to advise references

Joseph
doesn't
like this
sentence:

Why not
just
include
your
references
?



Contact Information

Contact information

May Assaf

156 Sherbrooke Blvd
San Francisco, CA, 94225
massif@utexas.edu, 713-956-2563

What about personal information? i.e. citizenship, marital status, social insurance number, driver's license, work visa, security clearance, photo, age, weight

**Joseph says
– be careful
about
providing
your
personal
information
in emails!
Best to
CALL.**

Formats

◆ Fatima Student ◆

3600 McTavish, Montréal, QC, H3A 0G3, fatima.student@mail.mcgill.ca; 514-398-3334

EDUCATION

Bachelor of Arts and Science, Economics and Mathematics 2013-2016
McGill University, Montréal, Canada

- Minor in History
- Exchange term at University of Edinburgh (Winter 2015)

International Baccalaureate Diploma 2013
XYZ International School, Beirut, Lebanon

CAREER-RELATED EXPERIENCE

Research and Event Planning Intern Summer 2015
United Nations, New York, USA

- Researched the advantages of micro financing for female farmers in West Africa
- Assisted with planning for annual agriculture conference
- Translated English conference documents to French and Arabic

VP Finance 2014-2015
McGill Arab Students' Association, Montréal, Canada

- Managed the annual budget for one of McGill's largest student associations

Assistant Analyst Intern Summer 2014
ABC Bank, Hong Kong, China

- Translated English financial documents to French and Arabic
- Documented trade transactions and entered data into Excel

Receptionist 2011-2013
SFT Shipping, Beirut, Lebanon

- Answered client inquiries on the phone and in person in a trilingual environment
- Updated client accounts and entered import and export data

SKILLS AND INTERESTS

Languages: English, French and Arabic: Fluent, Hebrew: Intermediate, Mandarin: Basic

Software: PowerPoint, Excel and Word

Interests: Reading (Politics, Technology), Painting and Genealogy

Sports: Basketball (Team Captain in high school, intramurals at McGill), Ultimate Frisbee and Golf

World Travel: Australia, Germany, France, UK, Israel, Jordan, Egypt, USA and Canada

◆ REFERENCES AVAILABLE UPON REQUEST ◆

Jane Student

243 Maple Street, Vancouver, BC, V2G 3B4

Jane.student@mail.mcgill.ca 514-111-9999

Education

Bachelor of Arts: Sociology Major 2013-Present
McGill University, Montréal, QC

- James McGill Entrance Scholarship (\$10,000) 2013

Leadership Experience

Peer Educator 2014-Present
McGill Career Planning Service (CaPS), Montréal, QC

- Meet with students to review and offer feedback on their CVs
- Organize classroom presentations to promote CaPS activities and services
- To date, peer outreach activities have resulted in a 10% increase in drop-in appointments

VP Communications 2014 - 2015
McGill Sociology Students' Association (SSA), Montréal, QC

- Managed all communications including monthly newsletter, social media and website

Camp Counsellor Summers 2012-2015
ABC Daycamp, Vancouver, BC

- Supervised and interacted with a group of 16 children aged 6 to 10 years
- Developed weekly activities and agendas for campers
- Created and led local outings to attractions such as Science World
- Prepared and administered work schedule for all counsellors

Additional Work Experience

Crew Member 2010-2012
McDonalds Restaurant, Cranbrook, BC

- Worked in a team of 8 to deliver exceptional customer service

Groundskeeper Summer 2011
Jagre Ridge Golf Course, Vernon, BC

- Groomed golf course each morning for clients
- Collaborated with a team of 12

Certifications and Skills

- CPR/First Aid Certified May 2015, exp 2018
- Microsoft Office Suite: Word, Excel, Powerpoint, and Adobe Photoshop

Activities and Interests

Music: Over 10 years of experience as an active amateur musician in orchestras and bands
Achieved Grade B RCM standing in both trumpet and piano

Sports: Avid runner, cyclist and skier; annual participant in the Terry Fox Run
Member, McGill Cross-Country/Track Team and McGill Ski & Snowboard Club

Skills

ANALYSIS

Accounted	Critiqued	Measured	Scrutinized
Analyzed	Deciphered	Observed	Studied
Ascertained	Deliberated	Prioritized	Synthesized
Assessed	Determined	Programmed	Tested
Compared	Estimated	Projected	Validated
Computed	Evaluated	Questioned	Verified
Conceptualized	Examined	Rated	
Concluded	Formulated	Recommended	
Confirmed	Justified	Researched	

COMMUNICATION

Addressed	Counselled	Interpreted	Referred
Advocated	Demonstrated	Lectured	Reported
Authored	Discussed	Listened	Responded
Called	Drafted	Lobbied	Spoke
Clarified	Edited	Marketed	Summarized
Coached	Educated	Persuaded	Taught
Communicated	Elicited	Presented	Transcribed
Contacted	Explained	Promoted	Translated
Convinced	Familiarized	Publicized	Tutored
Corresponded	Informed	Queried	Wrote

LEADERSHIP

Administered	Delegated	Headed	Officiated
Advised	Directed	Hired	Oversaw
Allocated	Empowered	Influenced	Piloted
Anticipated	Enabled	Instructed	Recruited
Appointed	Encouraged	Interviewed	Sanctioned
Approved	Endorsed	Led	Selected
Assigned	Enforced	Maintained	Sponsored
Authorized	Financed	Managed	Supervised
Chaired	Fostered	Monitored	Trained
Decided	Guided	Motivated	Unified

PROBLEM SOLVING

Aided	Fulfilled	Reduced	Solved
Alleviated	Generated	Refined	Streamlined
Ameliorated	Identified	Reformed	Strengthened
Augmented	Improved	Remedied	Supplemented
Customized	Increased	Remodeled	Transformed
Expanded	Polished	Repaired	Troubleshoot
Extended	Reconciled	Restored	Updated
Finalized	Rectified	Saved	Upgraded

CREATIVITY

Adapted	Created	Improvised	Played
Authored	Designed	Innovated	Revised
Brainstormed	Developed	Invented	Shaped
Built	Engineered	Made	Visualized
Composed	Envisioned	Manufactured	
Constructed	Illustrated	Produced	

INITIATIVE

Accelerated	Created	Improvised	Played
Accomplished	Coordinated	Initiated	Revamped
Achieved	Established	Instituted	Reviewed
Acted	Founded	Introduced	Revitalized
Advanced	Generated	Launched	Solicited
Applied	Handled	Proposed	Spearheaded
Attended	Implemented	Rejuvenated	Utilized

TEAMWORK

Accommodated	Contributed	Integrated	Related
Assisted	Cooperated	Mediated	Respected
Balanced	Facilitated	Negotiated	Shared
Collaborated	Harmonized	Participated	
Consulted	Helped	Partnered	

... AND MORE!

Activated	Excelled	Licensed	Shipped
Added	Executed	Navigated	Sought
Appraised	Experimented	Operated	Staffed
Approximated	Familiarized	Performed	Submitted
Audited	Guaranteed	Prepared	Surveyed
Displayed	Involved	Realized	Tailored
Dissected	Issued	Served	

Resume Template Full

First and Last Name

CELL (000) 000-0000 • WEBSITE/LINKEDIN • E-MAIL Youre-mail@email.com

EDUCATION

Degree, Major
University

Dates Attended
GPA if above 3.0

SKILLS

ArcMap 10.5
ArcGIS Pro
ArcGIS Online
ArcGIS Enterprise

ArcCatalog
CityEngine
Global Mapper 18.1
QGIS 2.18

Summit Evolution
Matlab
HTML & CSS(Learning)
Microsoft Office

EXPERIENCE

Restaurant, Normalville, MN

09/2016 - Present

Job Title

- Responsibilities & Achievements
- Responsibilities & Achievements
- Ex. Enhanced customer service and communication skills by working collaboratively to ensure the happiness of restaurant patrons.

HINT: These should be tailored based on job that's being applied for. Ex - Applying for GIS Internship with no previous experience

GIS Company XYZ, Normalville, MN

05/2016 - 08/2016

GIS Intern

- Responsibilities & Achievements
- Responsibilities & Achievements
- Ex. Used ArcGIS Online and WebApp Builder to create a web application enabling civilians to record pot holes.

HINT: Word sentence so that most important information is on the top and to the left of the sentence

Company, Location

Dates Employed

Job Title

- Responsibilities & Achievements
- Responsibilities & Achievements
- Responsibilities & Achievements

ACADEMIC PROJECTS

- Goals and Responsibilities

HINT: List personal projects first. If no relevant work experience, list academics before work experience.

- Worked in a group of three to determine where homes with a higher probability of lead paint existed within a 100 mile radius and then created a web application to show off findings.

Technology Used: ArcMap 10.5, WebApp Builder, JavaScript, HTML, CSS

PUBLICATIONS

Overview of Publication

HINT: Add in most relevant information. In some cases, publications may be not be most relevant.

MAJOR ACHIEVEMENTS

- Achievements
- Achievements

Resume Template 1st Part

EDUCATION

Degree, Major
University

Dates Attended
GPA if above 3.0

SKILLS

ArcMap 10.5
ArcGIS Pro
ArcGIS Online
ArcGIS Enterprise

ArcCatalog
CityEngine
Global Mapper 18.1
QGIS 2.18

Summit Evolution
Matlab
HTML & CSS(Learning)
Microsoft Office

EXPERIENCE

Restaurant, Normalville, MN

09/2016 - Present

Job Title

- Responsibilities & Achievements
- Responsibilities & Achievements
- Ex. Enhanced customer service and communication skills by working collaboratively to ensure the happiness of restaurant patrons.

HINT: These should be tailored based on job that's being applied for. Ex - Applying for GIS Internship with no previous experience

GIS Company XYZ, Normalville, MN

05/2016 - 08/2016

GIS Intern

- Responsibilities & Achievements
- Responsibilities & Achievements
- Ex. Used ArcGIS Online and WebApp Builder to create a web application enabling civilians to record pot holes.

HINT: Word sentence so that most important information is on the top and to the left of the sentence

Resume Template 2nd Part

Company, Location

Dates Employed

Job Title

- Responsibilities & Achievements
- Responsibilities & Achievements
- Responsibilities & Achievements

ACADEMIC PROJECTS

HINT: List personal projects first. If no relevant work experience, list academics before work experience.

- Goals and Responsibilities
- Worked in a group of three to determine where homes with a higher probability of lead paint existed within a 100 mile radius and then created a web application to show off findings.
Technology Used: ArcMap 10.5, WebApp Builder, JavaScript, HTML, CSS

PUBLICATIONS

Overview of Publication

HINT: Add in most relevant information. In some cases, publications may not be most relevant.

MAJOR ACHIEVEMENTS

- Achievements

What have you accomplished? Article in ArcNews by Chris Akin says to focus on accomplishments, not responsibilities.

- <https://www.esri.com/esri-news/arcnews/spring18articles/what-have-you-accomplished>
- There's a simple way to turn a responsibilities-oriented résumé into an accomplishments-oriented one. It requires a simple, two-step process.
- First, underneath one of your previous job titles, write a brief, one-to-two-sentence paragraph that explains what you were hired to do. Second, in a subsequent set of bullet points, list out what you actually achieved in relation to these responsibilities. Then do that for every single job on your résumé.

ArcNews article, part 2

- Verb, Result, Action
- To write powerful accomplishment bullet points, they need to be put into a verb-result-action format.
- First, start with a powerful verb such as *Improved, Increased, Reduced, Delivered, Developed, or Implemented*. Avoid less definitive verbs like *Supported, Assisted, Helped, Learned, Tackled, and Pursued*.

ArcNews article, part 3

- Next, note what resulted from the action. What was the great outcome? Whenever possible, use metrics to add more weight. Here are a few questions to ask to get started on this: Why did I do the project? What was the final product? Was there an efficiency or financial gain? Did I reduce cost or turnaround time?
- Answering those questions should elicit verb-result phrasing like the following:
- Increased production capacity 20%... Developed 40 maps and apps monthly...
- Reduced delivery time by 90%... Implemented a \$50,000 project under budget...
- Finally, the action portion of a bullet point addresses how the result was accomplished—i.e., which software, technology, skills, and other tools you used to get those outcomes.
- Some samples include the following:
- ...by implementing ArcGIS Enterprise.....using .NET, HTML5, and custom web services
- ...through researching available technology and making informed recommendations

It helps to transition between the result and action part of each bullet point with the words *using*, *through*, or *by*.

CV

Example

Joseph
Kerski

Joseph J. Kerski

Geographer and Education
Manager
Esri
1 International Court
Broomfield CO 80021-3200
USA

<http://www.josephkerski.com>
<http://about.me/josephkerski>
Twitter: twitter.com/josephkerski
LinkedIn: <http://www.linkedin.com/in/josephkerski>
YouTube: 3,500 videos:
<http://www.youtube.com/geographyuberalles>

jkerski@esri.com

Tel 001-303-449-7779 x
1-8237
Cell 001 303-625-3925

Career Goal

I seek to use my skills in geography and Geographic Information Sciences (GISc) to expand the use of spatial thinking in all sectors of society by fostering educational partnerships, conducting educational research, writing and editing texts and research articles, teaching face to face and online hands-on courses, developing curricula, supporting educators, and training teachers, students, governmental, nonprofit, and industry users at all levels.



Focus Areas

• Geography • STEM • Education • Environment • GIS • Citizen Science

Summary

My career has been **focused** on moving research, curriculum development, and partnerships forward for the advancement of geography, STEM, environmental sciences, and geotechnologies in education and society at all levels, internationally. To that end, **I have created 3,500 videos, over 100 articles and book chapters, 7 books, and over 750 curricular items.** I have served **key roles in each of 4 major sectors of society--government, academia, nonprofit, and private industry.**

Education

Doctor of Philosophy: Geography, University of Colorado, 2000.

Dissertation Title: The Implementation and Effectiveness of Geographic Information System: Technology and Methods in Secondary Education.

Emphases: Geography Education, GIS, Population Geography. GPA=4.0

Coursework Included: Geographic Teaching Materials, Research in Geographic Education, Disciplined Inquiry, History and Nature of Geography, Population Geography, Seminar in Geographic Information Systems, Internet in K-12 Education, Mathematical Demography, Web authoring independent study for Colorado Geographic Alliance, Quantitative Methods in Geography.

Master of Arts: Geography, University of Kansas, 1993.

Thesis title: The Impact of the Bruce R. Watkins Roadway Project on Neighborhoods in Kansas City, Missouri. Emphases: Geographic Information Systems, Population Geography. GPA=4.0. Coursework Included: GIS, Research Methods, Quantitative Methods, Historical Geography.

Bachelor of Arts, with Distinction: Geography, University of Colorado, 1984.

Emphases: Cartography, Computer Cartography. GPA=3.8. Coursework Included: Physical, cultural, regional, and historical geography, cartography, computer cartography, map use, Macro and microeconomics, environmental design, accounting, Spanish.

CV Example

Joseph Kerski

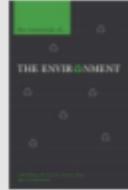
	<p>Ph.D., Masters', and Bachelors' Students Supervised</p> <ul style="list-style-type: none">[1] Steven Mellitz, Minnesota State University: <i>Is America's Youth Prepared for the Future? The Need to Implement Geographic Information Science into the American Education System, 2015-2017.</i>[2] Madison Grace Vorva, Pomona College: <i>Using Geospatial Analysis for High School Environmental Science Education: A Case Study of the Jane Goodall Institute Community-Centered Conservation Approach, 2016.</i>[3] Jessie Hong, University of Colorado: <i>Web-based GIS for Middle School Teachers: Using Online Mapping Applications to Promote Teacher Adoption, 2009-2012.</i>[4] Jeff Crews, University of Montana, <i>Impacts of a Teacher Geospatial Technologies Professional Development Project on Student Spatial Literacy Skills and Interests in Sci & Tech Gr 5-12 Classrooms Across Montana. 2006-2008.</i>[5] Shannon White, North Carolina State University, <i>GIS and Instructional Technology Diffusion: K-12 Student and Educator Conceptualizations. 2004-2005.</i>
<p>Work Experience</p> 	<p>Additional Coursework and Training: <i>Education and Human Relations:</i> Time Management, Training Subject Matter Experts, Negotiation Skills. <i>GIS:</i> ArcGIS for Desktop, ArcGIS Online, Idrisi, Maptitude, Geomedia, MapInfo, Image Analysis, Spatial & 3D Analyst, C Language, AML, Avenue, ArcGIS Server. <i>Other:</i> Web authoring, Physical Geology, Spanish, MSOffice, Dbase, Photoshop, Unix</p> <p><i>Education Manager Environmental Systems Research Institute</i></p> <p>2006-Present</p> <p>(1) Thought Leadership: Innovate and share leading-edge thought and ideas to foster and support GIS in teaching and learning at all levels and forms of education throughout the world. (2) Curriculum Development: Create educational materials that use online and desktop GIS technologies and methods for use in education and in other market sectors; (3) Partnerships: Foster educational partnerships among government, industry, professional societies, nonprofit organizations, academia, K-12 education; (4) Scholarship: Write and edit textbooks, articles, book reviews, flyers, posters to support and promote GIS education; (5) Teaching: Create curricular materials, develop and conduct numerous workshops and courses annually on digital and analog geospatial applications, products, and services to diverse audiences; (6) Research: Conduct research on teaching and learning in geography and using geotechnologies; (7) Communications: Write articles, create flyers, operate Esri information exhibits at conferences.</p>
	<p><i>Geographer and Cartographer US Geological Survey</i></p> <p>1989-2006</p> <p>(1) Foster educational partnerships among government, industry, professional societies, nonprofit organizations, academia, K-12 education; (2) Write and edit textbooks, articles, book reviews, flyers, posters to promote science and geography and geotechnology education; (3) Create curricular materials, develop and conduct 40 workshops and courses annually on digital and analog geospatial applications, products, and services to a diversity of audiences; (4) Conduct research on teaching and learning in geography and using geotechnologies; (5) Maintain education.usgs.gov and other web resources; create educational CDs, write press releases and articles, operate USGS information exhibits at 20 conferences annually; (6) Create applications, databases, and maps to support the National Spatial Data Infrastructure for scientific projects using technical standards and computer procedures; conduct courses in GIS, spatial analysis, using geospatial data, and developing web resources.</p>

CV

Example

Joseph
Kerski

**Books,
Book Chapters,
and Forewords**



- Kerski, Joseph J. Forthcoming. *GIScience in Canadian Higher Education: Teaching and Learning Perspectives*. Edited by Balram Shivanand and James Boxall. Foreword. Springer.
- Kerski, Joseph J. 2016. Location Privacy. *The Geographic Information Science & Technology Body of Knowledge (3rd Quarter 2016 Edition)*, John P. Wilson (ed.). doi: [10.22224/gistbok/2016.3.2](https://doi.org/10.22224/gistbok/2016.3.2)
- Kerski, Joseph J. 2016. *Interpreting Our World: 100 Discoveries That Revolutionized Geography*. ABC-CLIO. ISBN: 978-1-61069-919-8.
- Kerski, Joseph J. 2015. Opportunities and Challenges in Using Geospatial Technologies for Education, In Muniz Solari et al. (eds.), *Geospatial Technologies and Geography Education in a Changing World*, Japan: Springer, pp. 183-194.
- Milson, Andrew J., and Kerski, Joseph J. 2015. Around the world with geospatial technologies. Chapter 25 in *Social Studies Today: Research and Practice, 2nd Edition*. Edited by Walter C. Parker. Routledge, 310p.
- Kerski, Joseph J. 2014. Foreword to *Birds Without Borders—Investigating Populations, Habitats, and Conservation of Birds in the U.S. and Abroad*, by Nancy M. Trautmann, James G. MaKinster, and the Crossing Boundaries Team. Carte Diem Press.
- Clark, Jill A., and Kerski, Joseph J. 2015. Using geotechnology tools in sports coaching. Chapter 15, in *Practical Sports Coaching*, edited by Christine Nash. Routledge, pp. 277-308.
- Kerski, Joseph J., and Baker, Thomas R. 2014. Collecting geo-data to support classroom field studies. Chapter 5, in *Learning and Teaching with Geomedia*, edited by Gryl, Inga, Jekel, Thomas, Juneau-sion, Caroline, Lyon, John, and Sanchez, Eric. Cambridge Scholars Publishing, pp. 59-69.

- Kerski, Joseph J. 2014. Mapping for Understanding Community, Region, and the World: Using GIS in Indigenous Education. In *Mapping Native America: Cartographic Interactions Between Indigenous Peoples, Government, and Academia: Cartography and Indigenous Autonomy*. Dan Cole, Smithsonian Institution (Ed.).
- Baker, Thomas R., and Kerski, Joseph J. 2014. *Lone Trailblazers: GIS In K-12 Science Education*. In MaKinster, J.G., N.M. Trautmann, & G.M. Barnett. *Teaching science and investigating environmental issues with geospatial technology: Designing effective professional development for teachers*. Dordrecht, Netherlands: Springer, pp. 347-372.
- Arlinghaus, Sandra Lach, and Kerski, Joseph J. 2013. *Spatial Mathematics: Theory and Practice Through Mapping*. CRC Press/Taylor & Francis, 300p.
- Milson, Andy, Kerski, Joseph J., and Demirci, Ali. 2012. *International Perspectives on GIS in Secondary Education*. Netherlands: Springer. Co-editor, author.
- Kerski, Joseph J., and Jill Clark. 2012. *The GIS Guide to Public Domain Data*. Redlands, CA: Esri Press.

Cover letters...why oh why?

Why:

- To introduce yourself
- Develop ties to the company
- Focus your application
- Highlight your skills
- Sell / market yourself
- Demonstrate written communication skills

When:

- Anytime you apply
- Only omit if the contact person says it is not necessary

Cover Letter Advice

- Make cover letter 1 page. Answer 4 questions:

1. Why Esri (or any other company)? Be specific and make it personal. Don't just use the company's slogan or tag line.

2. What do you want to do for the organization? It is about the organization, not you. Mention job specific responsibilities as opposed to job titles (this question should relate to the job description of responsibilities).

3. How are you qualified? Speak to your education, work, volunteering, independent learning, and so on (should reflect your skills listed in your resume with regards to the work you mentioned in question 2).

4. How are you unique or why should we choose you? Candidates should find something that sets them apart from everyone else and is relevant to the job. Avoid previous work experience because most candidates have that.

Cover Letter Sample 1st part

General Mills Human Resources,

Why Esri?
or any other
company

The effect that food has in our everyday lives is consistently overlooked but it's that very thing that has created memories for millions of people worldwide. A truly great meal not only satisfies your hunger but can be a talking point of great conversation with a friend, can inspire an impromptu trip to your favorite restaurant or can bring a family together after a long day. This impact is what gets me excited about the possibility of working with General Mills.

What do
you want to
do?

A passion for global imports and logistics was developed during my time at the University of Iowa and has been reinforced throughout my experiences at C.H. Robinson. Today, the ability to work with international suppliers and logistics teams to ensure the on-time delivery of goods drives me to learn more about this industry. Working with regulations, policies, and compliance creates a fun challenge that keeps this line of work exciting, motivating and dynamic.

Cover Letter Sample 2nd part

How are you qualified to do what you want to do?

From my time at both Wells Fargo and C.H. Robinson, I've been exposed to situations that demand the ability to be resourceful, the knowledge to prioritize effectively, and handle multiple projects, accounts, or shipments simultaneously. I've used these opportunities to refine my skills and now feel as though these along with my communication abilities are some of my strongest attributes. Along with my soft skills, I bring extensive knowledge in customs brokerage and freight forwarding as well as the regulations, policies and compliance practices that are necessary for the import of goods globally.

How are you unique, why should we choose you?

A long time personal goal of mine has been to own an in-home bakery and I can excitedly say I made this a reality in January of 2017. Being able to provide my customers with my baked goods has been empowering and rewarding. By working at General Mills, I can bring my passion for helping people and blend it with my knowledge of international shipping to empower others globally to chase their dreams.

I look forward to chasing not only my dreams but General Mills mission. If you have any questions, please do not hesitate to reach out to me at [Phone #](#) or by e-mail at [Email](#)

Thanks,

Types of cover letters

- Traditional
- Referral

* The main distinction between them is your introduction.

Things to remember

- Mention if you've met a recruiter or if you were referred
- Write in a "real tone"
- Proofread, Proofread, take a break, proofread again
- Each time you apply, you should create a new cover letter
- Cover letters are often only seen by Human Resources

**Stand out,
don't be
screened
out**

- **Application inappropriately addressed**
- **Poor layout, poor structure, and does not reflect the skills required**
- **Generic Objective or Summary; lack of relevance to position**
- **Poor grammar and spelling**
- **Overall poor presentation**

What do you bring to the table?

Hard skills	Soft skills
Create maps with GIS/Remote sensing software	Collaborate well with colleagues
Analyze data with Excel/R	Communicate with different stakeholders
Speak multiple languages	Organize large sets of information
Manage project and workflow	Possess a positive attitude
Measure stream flow with....	Negotiate effectively with clients

Interview Advice

- Preparing and following up is the most important part of an interview.
- Researching the company! Understand job position, find out information on the interviewer, prepare questions.
- Compile a list of ~10 questions that show genuine interest in the job position; for example: What are the long term goals for this position and how does it play into the organization's success?
- Candidates should dress appropriately, OK to ask their recruiter prior to interviewing to ensure proper attire.
- After the interview, write a thank you e-mail to all interviewers within 24 hours.
- During interview, be yourself. Ensures the right match for both candidate and organization.
- When going through an interview, you are also interviewing the organization to make sure that you are a good match for the candidate: 2 way street!

Interview Preparation

Create questions for whoever you're speaking with:

Hiring Manager:

Can you tell me about your team's culture?

What skills are needed to join your team?

What projects are you working on?

Campus Recruiter:

What is the hiring process like?

What sets someone apart from other candidates?

Can you tell me about the company culture?

Researching Job Possibilities

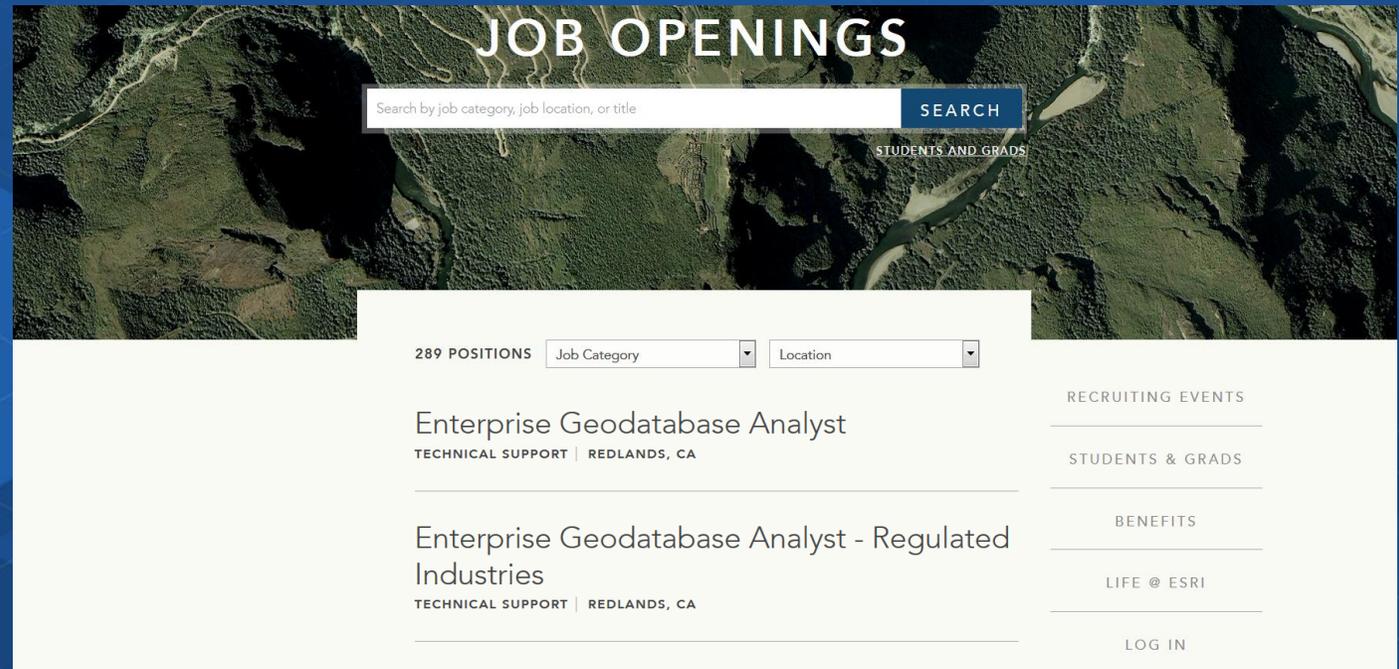
Focus your search

What do I want to do?

What skills am I most proficient with?

Print job description

Highlight your qualifications



The screenshot displays the Esri Job Openings page. At the top, there is a search bar with the text "Search by job category, job location, or title" and a "SEARCH" button. Below the search bar, there are two dropdown menus for "Job Category" and "Location". The page shows two job listings:

- Enterprise Geodatabase Analyst**
TECHNICAL SUPPORT | REDLANDS, CA
- Enterprise Geodatabase Analyst - Regulated Industries**
TECHNICAL SUPPORT | REDLANDS, CA

On the right side of the page, there are links for "RECRUITING EVENTS", "STUDENTS & GRADS", "BENEFITS", "LIFE @ ESRI", and "LOG IN".

Attire

- **Always overdress rather than underdress**
- **All Majors Career Fair**
 - **Business Professional**
- **Specialized Career Fair**
 - **Industry standard**

Waiting in Line

- Cell phone research
- Conversations with other candidates
 - Find out their perspective of the company
- Rehearse your elevator pitch and your questions
- Create a conversational road map
- Review job description



Meeting People at the Organization

- Handshake, make eye contact, smile !
- Elevator pitch (15-20 seconds)
 - Show excitement
 - I'm so excited you're here! You are one of my favorite organizations because ... < >
 - Quick introduction
 - Engaging question:
 - What's your role within the company?

At the Interview

- Speak to your resume and relevant skills with regards to the job description
 - Don't read off of your resume!
 - Use job description as a “help tool” – rather than the basis of the entire conversation
- Share as much information as possible that's NOT on your resume
- Be concise; be sensitive to time constraints and other things about the situation.



At the Interview 2

- **Conclusion**

- What are the next steps in the process?
- Leave your personal business card.
- Follow up on LinkedIn with a NOTE – “we met on ... and I ...”
- Shake hands, wish the person well.

After the Interview

- **Why should you connect?**
 - Maintain contacts
 - Expand your network
 - Join Groups if appropriate
- **How to send the meaningful connection request**
 - Mention where you met them and recap the conversation.



Job Application

- Use the tips and tricks learned from the resume and cover letter workshop earlier today
- Stay focused
- Follow up with recruiter to let them know you've applied

Application for Employment

We provide accommodations for persons with disabilities in the hiring process. If your disability please let us know, and we will provide assistance.

ng		Date of Application	Date Avail
First Name	Middle Initial		
City			
ou 18 years of age or over?			
es	<input type="checkbox"/> No	If No, Date of Birth	Education

Follow Up

- **When to follow up**
 - Reflect on career fair conversation
- **How to follow up**
 - Reiterate interest
 - Reattach your resume or point to URL



My 5 Top Skills for Geography Professionals

1. Be curious.

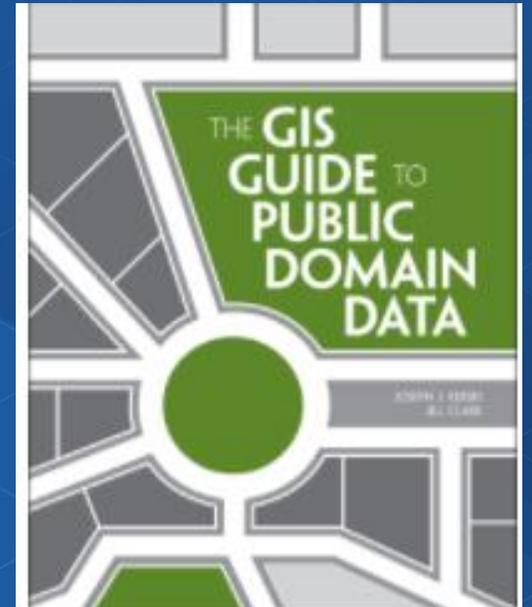
Tenacity. Asking Good questions. Employ the Geographic Inquiry Process.

2. Be able to work with **data** and be critical of it!

Geospatial data book and blog:

<http://spatialreserves.wordpress.com>

Understand the ethical implications of what you are doing!



3. Know your Geographic and Geotechnical

Foundations:

Skills (spatial stats, coding, web, projections, analysis, classification, etc.), but content knowledge as well **AND** the geographic perspective (scale, systems thinking).

4. Adaptability.

Be flexible; be willing to go international; or at the very least, outside of your "disciplinary comfort zone"!

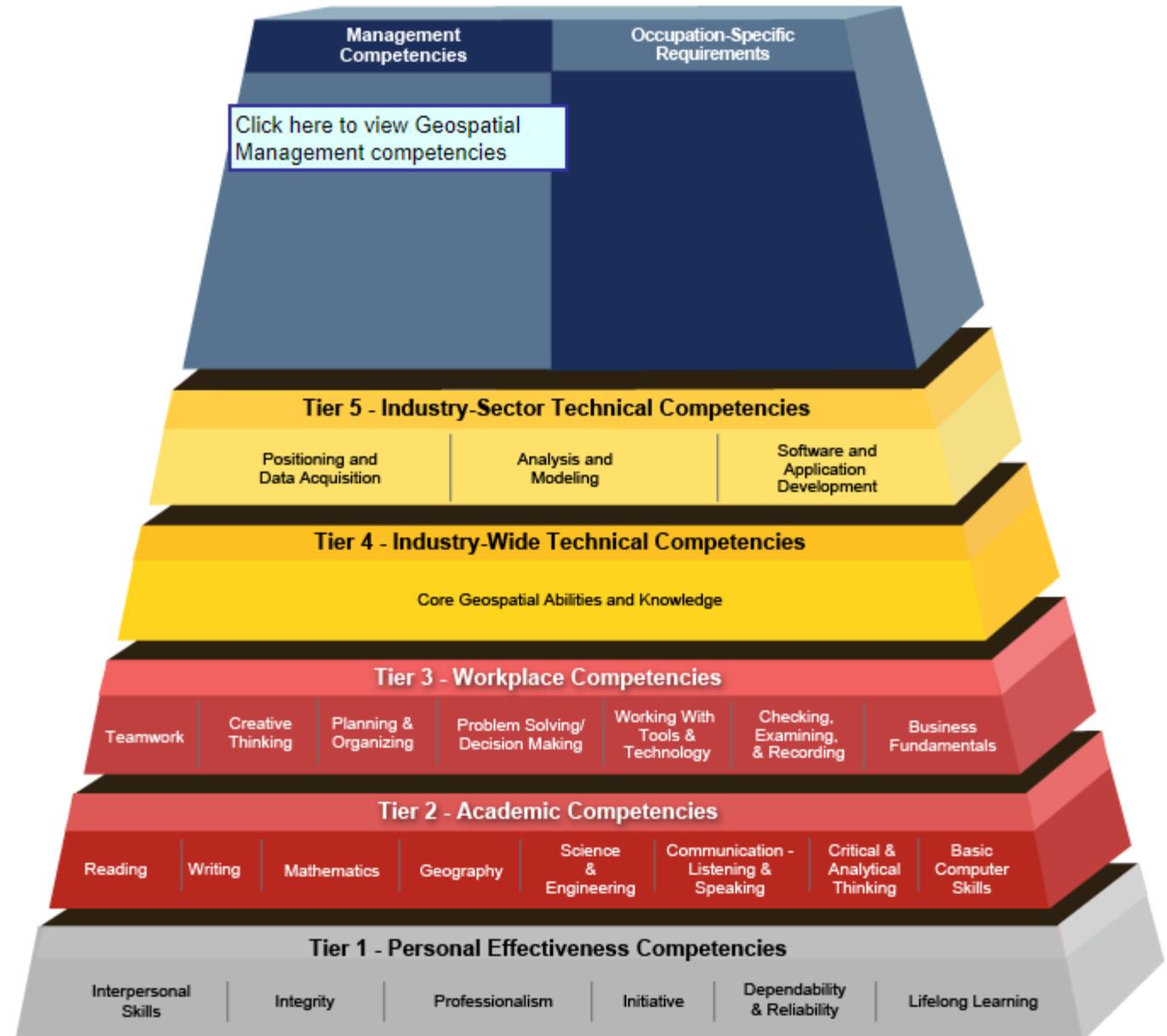
5. Good Communications.

Have a vision. Build your dreams.

Or - someone will pay you to build their dream. That's OK too!--> Find an organization that fits your personal ethos.

Check your skills against the GCTM

Geospatial Technology Competency Model



Participate in Citizen Science Activities



Campus Vegetation Mapping

Map Vegetation - trees, shrubs, and other plants - on your campus.

Deciduous or Evergreen? *

Indicate whether the plant is deciduous or evergreen.

Condition *

Indicate how healthy the plant is.

Height in Feet *

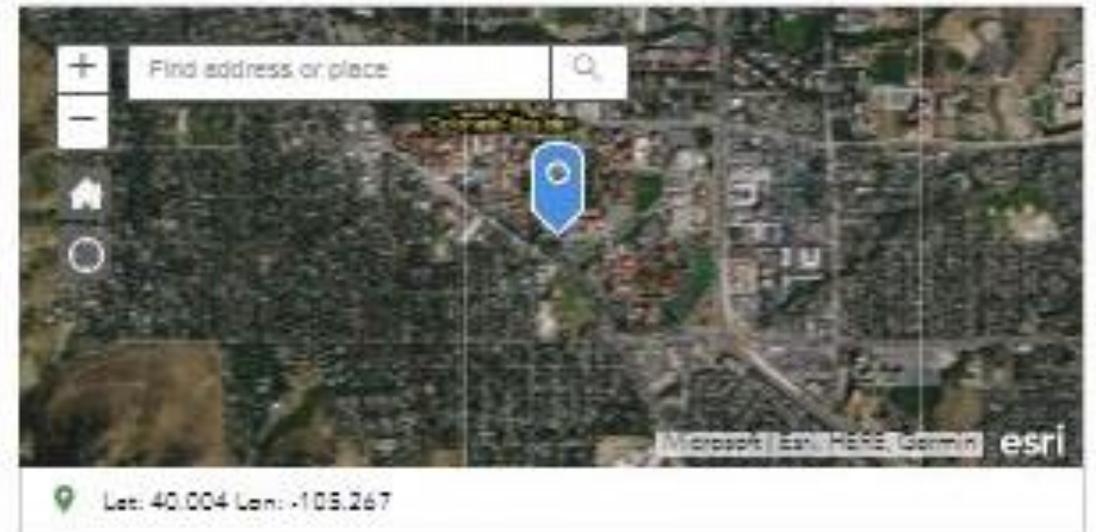
Indicate the height in feet to nearest integer.

Please input a number between 1 and 150.

Species

Indicate the tree species (maple, oak, locust, agave, etc.)

Location *



The map interface includes a search bar with the text "Find address or place" and a magnifying glass icon. On the left side, there are icons for zooming in (+), zooming out (-), home, and a circular refresh icon. A blue location pin is placed on the map. At the bottom of the map, the coordinates "Lat: 40.004 Lon: -108.267" are displayed. The "esri" logo is visible in the bottom right corner of the map area.

Submit Photograph Here

Submit your photograph here (max size = 10 MB)

[Click here to upload file. \(<10MB, support: jpg, jpeg, png, gif\)](#)

Submit your Data

Be a GeoMentor

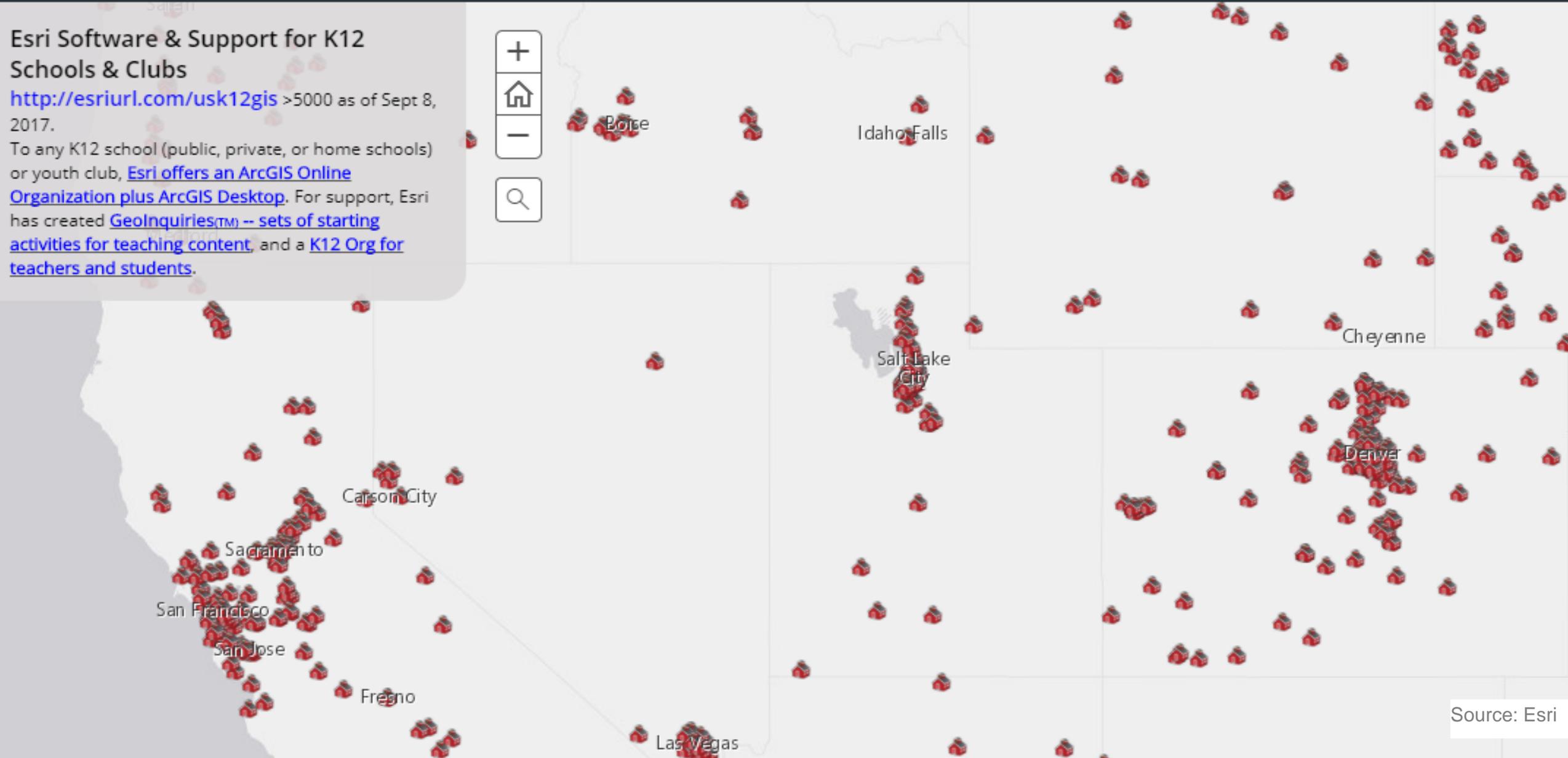


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- 7

Esri Software & Support for K12 Schools & Clubs

<http://esriurl.com/usk12gis> >5000 as of Sept 8, 2017.

To any K12 school (public, private, or home schools) or youth club, [Esri offers an ArcGIS Online Organization plus ArcGIS Desktop](#). For support, Esri has created [GeoInquiries™ -- sets of starting activities for teaching content](#), and a [K12 Org for teachers and students](#).



The Way to Personal Branding



9 Basic Steps to Create a Personal Branding Strategy.

1 WHO ARE YOU?

Your Skills:
abilities, education,
professional experiences.

Your Passions:
passion and personality are
keys to a strong brand.

Your USPs:
the key to success
is specialization:
the richer, the richer!



2 HOW ARE YOU PERCEIVED?

Personal Relationships:
what do your friends
say about you?

Professional Relations:
what do your colleagues
and customers
say about you?

Online Reputation:
what do the search results
on Google say about you?



3 WHAT DO YOU WANT TO ACHIEVE?

Your Sector:
create personal products
or services in your
business field.

Your Market:
Identify the right target
audience for your brand.

Your Style:
plan your communication
to be clear and consistent.



4 CREATE YOUR BRAND!

Emotions & Words:
choose a name and slogan
that will characterize you
and are easy to remember.

Emotions & Images:
choose your company colors,
a logo that represents you
and the corporate identity.

Emotions & Storytelling:
engage with your own story
using your bio.



5 CREATE YOUR ECOSYSTEM!



Your Home:
make your blog the center of
your online communications.

Parks & Squares:
use Social Networks
as places to socialize,
share and interact.

Theaters & Clubs:
use Social Media to
enjoy and share
entertainment content.

6 CREATE YOUR NETWORK!



Influencers:
follow experts in your field,
learn from them
and create relationships.

Communities:
actively participate in groups
and forums in your field.

Offline:
visit networking events
related to your field.

7 CREATE ORIGINAL CONTENT!

Blog:
post valuable content,
useful to your users and
update the blog frequently.

Social Media:
create and share multimedia
contents (audio and video)
that are likely to go viral.

Social Networks:
change your tone of voice
according to the platform.



8 GET INVOLVED & SHARE!

Conversation:
actively engage in
other user's conversations
on Social Networks.

Comments:
leave meaningful comments
on blogs in your field.

Sharing:
share valuable content
and posts created by others.



9 LISTEN & MONITOR!

News:
keep updated on what is
said about your brand and field
(Twitter, RSS, Google Alert).

Criticism:
listen to and deal with criticism
in a professional manner.

Monitoring:
monitor your brand activity
using the right tools
(buzz, sentiment, analytics...)



Occupational Outlook Handbook:

<https://www.bls.gov/ooh/>

My 4 part video series: Career Pathways in Geotechnologies

Begin here:

<https://www.youtube.com/watch?v=cpFS9R9EOWQ>

Presentation of the same content:

<https://sway.com/hflcxJiDaUKB2I9E>

My mentoring for geoliteracy presentation and advice:

<https://sway.com/hUbTdurgus5hkQpl>

My 3-part geomentoring video series:

<https://www.youtube.com/watch?v=ih1YHOgiaQs>

GeoJobe Geomentoring Strategies:

<http://www.geo-jobe.com/mapthis/geomentoring-strategies/>

Public library websites with resources for jobs & careers:

<https://jeffcolibrary.org/browse/jobs/>

Resume builder: <https://jeffersonlib.optimalresume.com/>

Resources for Career Planning, Job Search, and Labor Market Information from the American Job Center:

<https://www.jeffco.us/DocumentCenter/View/960>

Books

- *101 Job Interview Questions You'll Never Fear Again*
- *The Bigs*
- *Living Forward*
- *Promote Yourself*

Message

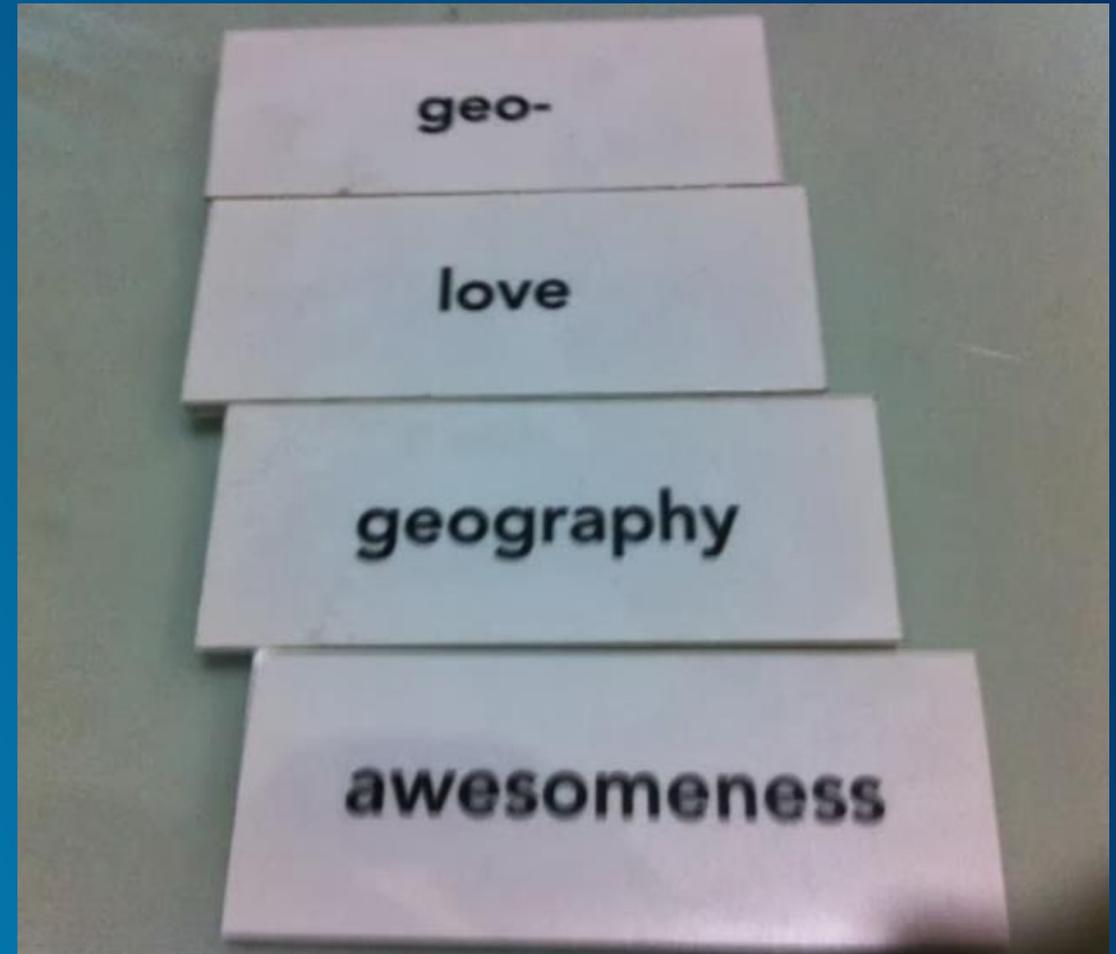
Has The Age of Geo Dawned?

This is indeed the best time to enter the field or expand your role in the field.

Without spatial thinking, we are sleepwalking into the future.

Challenges remain, but I am confident we will overcome them.

You have a critical role!



Questions?

Comments?



Stand Out from the Rest: Career Pathway Guidelines

Joseph Kerski, PhD GISP

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www.youtube.com/geographyuberalles

[Twitter.com/josephkerski](https://twitter.com/josephkerski)

spatialreserves.wordpress.com



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THE
SCIENCE
OF
WHERE™