

Practice Makes Perfect:
Strategies for Developing a Mock Interview Program



Emily Kennelly, Ed.S, NCC

Assistant Director & Mock Interview Program Coordinator

The Florida State University Career Center

Presentation Overview

- The Florida State University Mock Interview Program
- Recruiting & Training Mock Interviewers
- Mock Interview Program Technology
- Scheduling Mock Interviews with Students
- Program Evaluation
- Q & A

Perfect Your **INTERVIEW SKILLS** **THIS SPRING!**

Sign up today!

The Career Center offers
face-to-face, panel,
telephone, and SKYPE
mock interviews.



THE
FLORIDA STATE
UNIVERSITY

The
Career Center
linking futures

850.644.6431 • career.fsu.edu



Who Conducts Mock Interviews?

Meet the Fall 2011 Mock Interview Mentors



Who trains the mock interview mentors?



Guest employers, Mock Interview Program Coordinator, and veteran MIMS

Training & Examples...

- New MIMs participate in 4-5 scheduled training sessions the first few weeks of the fall or spring semester
- New and returning MIMs participate in a scheduled practice week before offering MI's to students
- Other opportunities for training and professional development throughout the semester:
 - ~ Monthly training meeting with guest presenter
 - ~ Professional Development Week
 - ~ Feedback from the Mock Interview Program Coordinator
 - ~ Interviewing Workshops

Mock Interview Mentor Training

Session #1

- Break the Ice
- Responsibilities & Expectations of MIM's
- Conducting a Mock Interview
- Brief Overview of Training Manual, Forms, and Schedules
- How to Access Your Mock Interview Schedules each week
- Possible Mock Interview Situations
- Graduate School Interviews
- Behavior-Based Interviewing (Intro)
- Cultural Sensitivity
- Brief Discussion of Professional Development Week
- Publicity



TRADITIONAL
vs.
BEHAVIORAL

Access Mock Interview Schedules, Resumes, & Cover Letters...

The image shows a screenshot of the SeminoleLink login interface. On the left, there is a 'Sign In' section with a 'Blackboard ID:' field, a 'Password:' field, and a 'Login' button. Below this is a link for 'Activate your FSU ID' and another link for 'Employer Login (Post an Internship or Job)'. A double-headed arrow points from the 'Employer Login' link to the right-hand 'log-in' section. The 'log-in' section has a header 'log-in' and a sub-header 'Please enter your username and password.'. It contains a 'Username:' field with the value 'mockinterview@admin.fsu.edu' and a note '(your email address)', and a 'Password:' field with masked characters. Below the password field are buttons for 'Go >', 'Reset', and 'Forgot Password'.


Mock Interview Mentor Training

Session #2

- Mock Interview Critique Session
 - ~Review Mock Interview Feedback Form
- Guest Presenter – Haley Foutch, Mock Interview Intern
 - Mock Interviewing Strategies**
 - ~Interview Preparation
 - ~Interview follow-up
 - ~Disability Issues & Legal issues
 - ~Effective and Competent Interviewing
 - ~Effective Feedback (framework for feedback)
 - ~Body Language & Attire
 - ~Interview Questions
- Mini Mock Interview Activity
 - ~Mock Interview Sample Questions
 - ~Practice providing feedback



MIM Preparation



- Check the interview schedule at least 2 days in advance
- Print/review resumes and cover letters
- Develop appropriate questions for the client

FLORIDA STATE UNIVERSITY



Conducting a Mock Interview



- Check the MI schedule 2 days in advance
- Print the student's resume & cover letter to develop interview questions
- Conduct 15-20 minutes of the prepared mock interview
- Ask student to wait outside of the room while you review and burn a DVD of the video and write up notes for feedback
- Conduct 15- 20 minutes of feedback with the student and address any interviewing issues using the Mock Interview Feedback Form

Conducting a Panel Mock Interview



- Everything still applies from the previous slide!
- Except- it's conducted by 3 Mock Interview Mentors
- Change roles each week (group of mentors does not change each week)

Greeter

Greet student, explain,
introduce, goodie bag

Tech Expert

Snapstream, burn DVD,
interviewee evaluation,
complete weekly evaluation

Lead

first question, facilitate,
closing, feedback form,
initiate critique

Conducting a Mock Telephone Interview

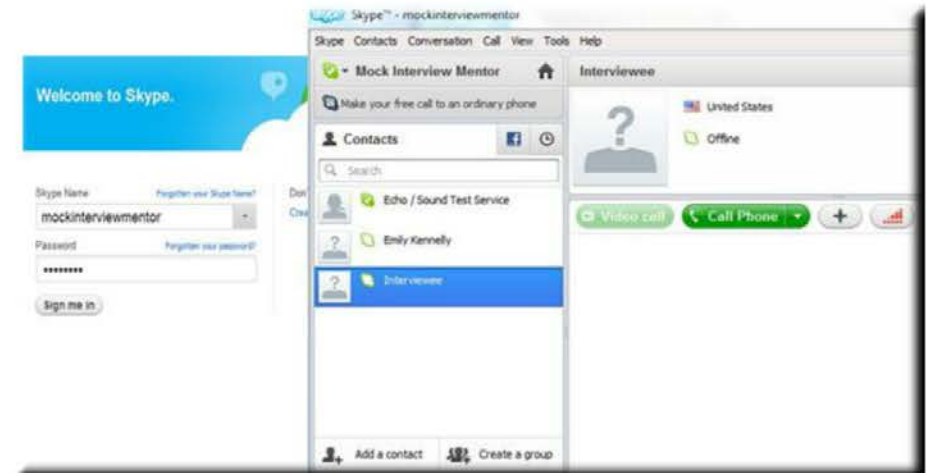
- Call interviewee at designated time
- Conduct 15 -20 minute interview & record conversation...hang up...
- Review recording and complete the necessary evaluation form(s)
- Call interviewee and conduct critique via phone's handset (remember to replay portions of the conversation during the critique)
- Email electronic feedback form, link for survey, and instructions to request audio CD of the mock interview

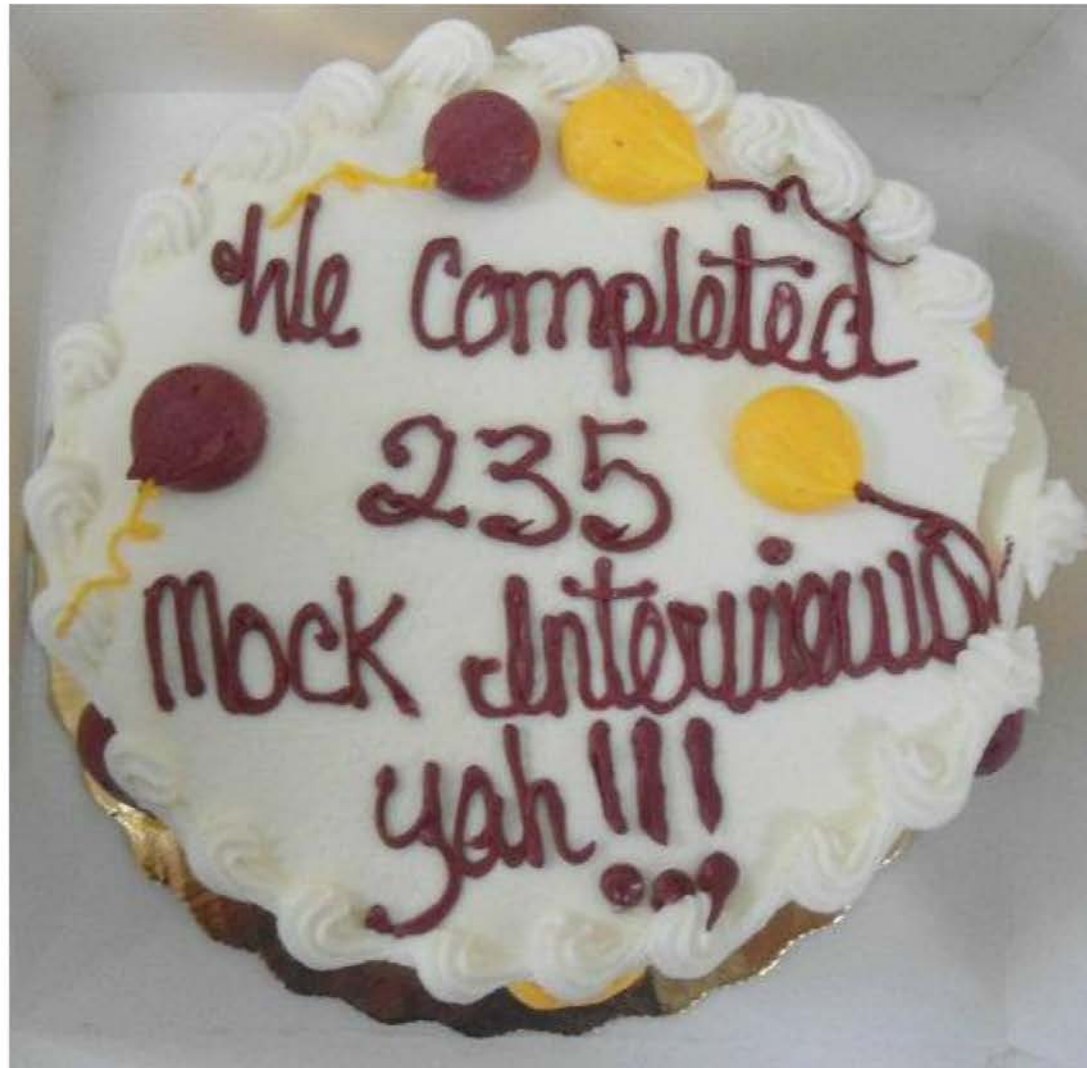


Conducting a Mock Skype Interview



- Conduct 15 -20 minute interview & record mock interview using Pamela for Skype (we'll talk about this later!)
- Review recording and complete the necessary evaluation form
- Greet the student in person and provide the feedback session





It's a piece of cake, right?!

Once you determine what your Career Center will offer...



it's time to plan out what type of mock interviews you will offer and who you will offer them to!!

The Florida State Career Center Eligibility Model



- Current undergraduate, graduate students, or alumni within one year of graduation
- Student needs to activate SeminoleLink Plus! Services by uploading and having their resume "approved" by Career Center staff
- Student submits a resume AND cover letter to participate
- Should a student miss two mock and/or real interviews in the same semester their **on-campus recruiting services** will be permanently revoked!

Mock Interview Program Publications for Students

Mock Interview FAQs

What is a mock interview?

It is a practice interview with a trained mock interview mentor or guest recruiter. The Career Center also offers mock telephone interviews for your convenience.

What type of feedback will I receive?

You will be given helpful, constructive feedback. Your mentor will record the interview and provide you with a copy of your session.

How long do mock interviews last?

About an hour including the interview and feedback session.

Do I need an appointment?

Yes. You sign up for a mock interview online through *SeminoleLink Plus!* To learn more, visit career.fsu.edu/mockinterview

How do I sign up?

1. Activate your *SeminoleLink Plus!* Services online
2. Once obtained click the “Jobs” tab, and view “Seminole Link Job Opportunities”
3. Search keyword “mock” and then sort by “deadline”
4. Click apply when you find a date that works for you
5. If there are available times, submit your resume & cover letter!

Open sign up begins
January 16.

Interview slots are available
January 30 - April 6.

Visit career.fsu.edu, e-mail mockinterview@admin.fsu.edu, or call **850.644.9776** for more info.

Mock Interview Professional Development Week

February 13 - 17, 2012

Sign up for a Mock Interview with:

Central Intelligence Agency (CIA)

Department of Children & Families

Northwestern Mutual

State Farm Insurance Company

Tallahassee Democrat

Target Corporation

Waffle House

- Offered one week each semester
- Mentors are paired with an employer to observe and learn from their interviewing style
- Usually recruit about 7-10 employers who pick the number of mock interviews they want to conduct during the week
- Recruiters who will already be on campus for interviewing or expos are a great resource- pair with your Employer Relations team to recruit employers too.

 State Farm

TALLAHASSEE DEMOCRAT
Tallahassee.com

 Northwestern Mutual
FINANCIAL NETWORK*



WAFFLE
HOUSE



THE
FLORIDA STATE
UNIVERSITY

The
Career Center
linking futures

Policies & Procedures

- Mock Interview "No Shows" and "Late Cancellations"
 - ~ Students should cancel their mock interview 2 days in advance
 - ~ This allows time for another student to sign up for that slot
 - ~ Student is notified that an apology letter needs to be received

If a student is more than 15 minutes late it is considered a "No Show"!



If a student does not answer their telephone at the scheduled mock interview time...it's a "No Show"!



Dear Student:

Example Email to Student

Your SeminoleLink Plus! account has been disabled and you will not have access to the On-Campus Recruiting program, because you missed a **mock interview** scheduled through the Career Center/SeminoleLink. To reinstate your account, please follow the instructions below:

1. Draft a letter of apology to the recruiter explaining the reason for missing your interview. This letter must be in formal business format. A business style letter of apology should be addressed as follows:

Email

Mock Interview Mentor
C/O Mock Interview Program Coordinator
Florida State University Career Center
mockinterview@admin.fsu.edu

When this has been completed, your access to SeminoleLink Plus! will be reinstated.

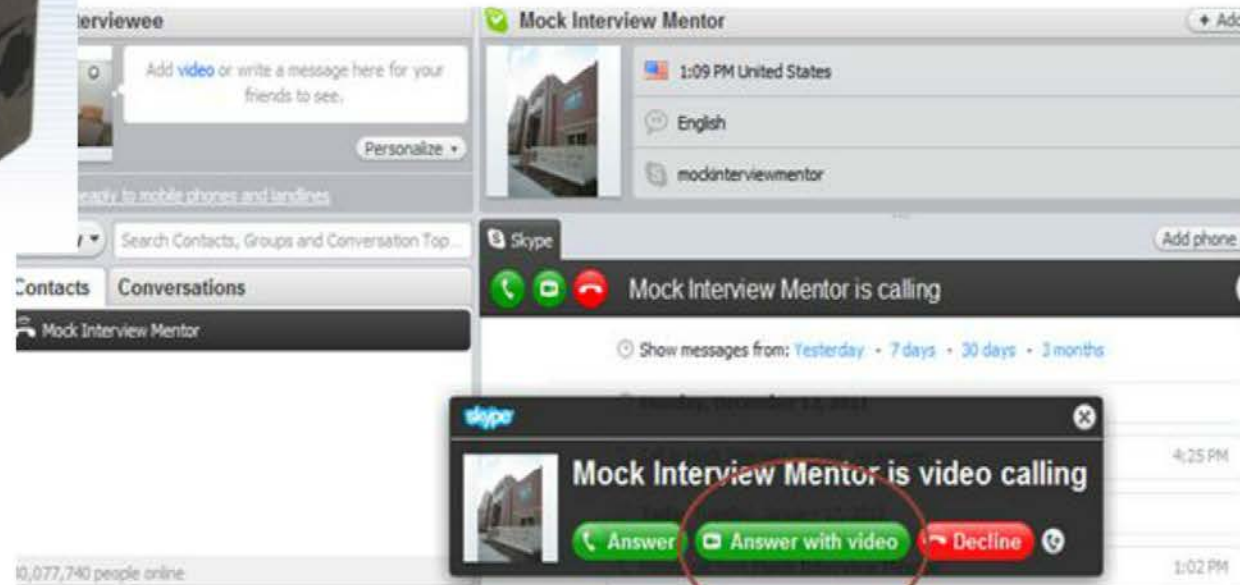
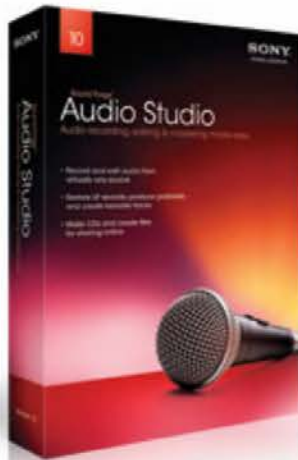
Please be aware that **missing two interviews** (or late cancellations) within the same semester will result in **permanent loss of ALL On-Campus Recruiting (OCR) privileges**. "Documented Illness" is not considered a "no show;" however, an apology letter is still required.

If you have any questions, please contact me directly at 644-9776.

Sincerely,

Emily Kennelly, Ed.S., NCC
Assistant Director & Mock Interview Program Coordinator
Career Experience Opportunities (CEO)

Mock Interview Program Technology : 101



Technology Breakdown...

- All types of mock interviews are scheduled in Nace Link

Florida State University Mock Interview Program [back](#)

Home
Announcements
Calendar
Contacts
ProfessioNole
Employers
Survey
Students
Counseling
Exp. Learning
Placements
Invoices
Credentials
OCR
Job Postings
Events
Resume Book
Quick View Reports

Edit Contacts Services Job Postings **OCR Schedules** Events Archived Schedules Invoices Placements Exp. Learning Notes Pending R Mgmt Tas

+ Add New Items 1-20 of 85

ID	Date	OCR Model	Position	Contact
2488	<u>Jun 22nd</u>	Open	NCDA Mock Interview (Guest Employer- TARGET) NCDA Telephone Mock Interview NCDA SKYPE Mock Interview NCDA Panel Mock Interview	Emily Kennelly
2340	<u>Apr 6th</u>	Open	Mock Interview 4/6/12 Panel Mock Interview 4/6/12	Emily Kennelly
2332	<u>Apr 5th</u>	Open	Panel Mock Interview 4/5/12 Mock Interview 4/5/12	Emily Kennelly
2325	<u>Apr 4th</u>	Open	Panel Mock Interview 4/4/12 Telephone Mock Interview 4/4/12 Mock Interview 4/4/12	Emily Kennelly
2315	<u>Apr 3rd</u>	Open	Mock Interview 4/3/12 Telephone Mock Interview 4/3/12 Panel Mock Interview 4/3/12	Emily Kennelly
2302	<u>Apr 2nd</u>	Open	SKYPE Mock Interview 4/2/12 Mock Interview 4/2/12 Panel Mock Interview 4/2/12	Emily Kennelly

□ **One on one & Panel Mock Interviews:**

- ~ Video recorded using Snapstream (program coordinator schedules)
- ~ MIM is responsible for burning DVD for student

□ **Telephone Mock Interviews:**

- ~ Recorded using Voice Path and Sony Sound Forge
- ~ Student has to request an audio CD of mock interview

□ **Skype Mock Interviews:**

- ~ MIM and student use laptop with web camera
- ~ MIM uses Pamela for Skype to record mock interview
- ~ MIM is responsible for burning DVD for student



Program Evaluation through Qualtrics Survey Software

- Students are prompted at the end of their interview to complete a brief online survey

Based on your mock interview experience, rate each factor from strongly agree to to strongly disagree.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The interviewer created an experience that made the process as "real" as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critique session offered helpful information and feedback that will assist in my preparation for the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interview questions were insightful, relevant, and typical of an actual interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interview was helpful in my preparation for an actual interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mock interviewer was attentive and well prepared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registration process was convenient and efficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The mock interview program should continue to offer different types of mock interviews (panel, telephone, & Skype)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mock Interview Mentors complete a weekly survey for the coordinator!



THE FLORIDA STATE UNIVERSITY

Name

Did you have any no-shows or late cancellations? If so, please list the person's name and date/time of the missed mock interview in the space below.







No

Yes

It would have been helpful had I known more about _____ this week.

I still need more practice with...

Mock Interview Program Student Feedback

#	Answer		Response	%
1	Freshmen		3	2%
2	Sophomore		25	15%
3	Junior		42	24%
4	Senior		80	47%
5	Grad Student		12	7%
6	Alumni		10	6%
	Total		172	100%

#	Answer		Response	%
1	Male		40	23%
2	Female		132	77%
	Total		172	100%

After participating in a mock interview I feel more confident in my interviewing skills...

#	Answer		Response	%
1	Yes		168	98%
2	No		4	2%
	Total		172	100%

Are you preparing for a currently scheduled interview?

#	Answer		Response	%
1	Yes		83	48%
2	No		89	52%
	Total		172	100%

What kind of interview are you preparing for?

#	Answer	Response	%
1	Internship	37	45%
2	Part-time job	3	4%
3	Full-time job	29	35%
4	Graduate School	7	8%
5	Other	7	8%
	Total	83	100%

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	The interviewer created an experience that made the process as "real" as possible	74.42%	24.42%	1.16%	0.00%	0.00%
2	Critique session offered helpful information and feedback that will assist in my preparation for the future	87.13%	12.87%	0.00%	0.00%	0.00%
3	Interview questions were insightful, relevant, and typical of an actual interview	84.30%	15.12%	0.58%	0.00%	0.00%
4	Interview was helpful in my preparation for an actual interview	86.05%	12.21%	1.74%	0.00%	0.00%
5	Mock interviewer was attentive and well prepared	86.63%	13.37%	0.00%	0.00%	0.00%
6	Registration process was convenient and efficient	65.50%	22.22%	6.43%	4.68%	1.17%
7	The mock interview program should continue to offer different types of mock interviews (panel, telephone, & Skype)	86.05%	12.21%	1.74%	0.00%	0.00%

Suggestions from Students to improve the Mock Interview Program

More times available

Nothing I had a very good experience!

Add more time slots, it was difficult to find a time that fits my schedule.

Everything was great, it was extremely helpful.

No improvements necessary

Develop a better system on the Seminole link website. Too many obstacles.

Have the interviewers wear professional clothing.

Nothing that I can think of.

A little more information on the type of job I was looking for

Nothing. I actually enjoyed.



Former FSU Mock Interview Mentors: Where are they now?

My name is Brittany Joiner, and I currently work at Enterprise Rent-A-Car. I am a graduate of FSU and majored in Media/Communication Studies. I was the Mock Interview Program intern in the Fall of 2008 and Spring of 2009.



Advice to students: I would share that getting experience is one of your best assets, which is what separates a beginner from a more advanced individual. The more exposure you acquire during internships and other work experiences, the more knowledge you gain. The more tasks you complete, the more efficient you gradually become! Not only does this give you knowledge but also the experience needed to develop your skills. Knowledge and efficiency together give any candidate the upper hand.

Advice to current MIMS: I would encourage current MIMs to conduct as many interviews as you can! The more people you interview, the more prepared you are when you start applying for jobs. Preparation gives you confidence and allows you to relax in an interview. It takes the pressure off so you can just go in to have a conversation with a potential employer about why this company is a good fit and explain why you are the perfect candidate for them to hire!

- Our Mock Interview Mentors truly grow from their experience as a MIM and excel in the future
- Since 2002 more than 100 Mock Interview Mentors have been trained!

Q & A



For more information visit: www.career.fsu.edu/mockinterview

OR

Contact the Mock Interview Program Coordinator:

Emily Kennelly at 850-644-9776 ekennelly@admin.fsu.edu