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.

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

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

TRADITIONAL VS. BEHAVIORAL
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

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MIM Preparation

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

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**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.
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:

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

<table>
<thead>
<tr>
<th>Based on your mock interview experience, rate each factor from strongly agree to to strongly disagree.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
</tr>
<tr>
<td>The interviewer created an experience that made the process as &quot;real&quot; as possible</td>
</tr>
<tr>
<td>Critique session offered helpful information and feedback that will assist in my preparation for the future</td>
</tr>
<tr>
<td>Interview questions were insightful, relevant, and typical of an actual interview</td>
</tr>
<tr>
<td>Interview was helpful in my preparation for an actual interview</td>
</tr>
<tr>
<td>Mock interviewer was attentive and well prepared</td>
</tr>
<tr>
<td>Registration process was convenient and efficient</td>
</tr>
<tr>
<td>The mock interview program should continue to offer different types of mock interviews (panel, telephone, &amp; Skype)</td>
</tr>
</tbody>
</table>
Mock Interview Mentors complete a weekly survey for the coordinator!

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

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Freshmen</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>2</td>
<td>Sophomore</td>
<td>25</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>Junior</td>
<td>42</td>
<td>24%</td>
</tr>
<tr>
<td>4</td>
<td>Senior</td>
<td>80</td>
<td>47%</td>
</tr>
<tr>
<td>5</td>
<td>Grad Student</td>
<td>12</td>
<td>7%</td>
</tr>
<tr>
<td>6</td>
<td>Alumni</td>
<td>10</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>172</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>40</td>
<td>23%</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>132</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>172</td>
<td>100%</td>
</tr>
</tbody>
</table>
After participating in a mock interview I feel more confident in my interviewing skills...

<table>
<thead>
<tr>
<th></th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>168</td>
<td>98%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>172</td>
<td>100%</td>
</tr>
</tbody>
</table>

Are you preparing for a currently scheduled interview?

<table>
<thead>
<tr>
<th></th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>83</td>
<td>48%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>89</td>
<td>52%</td>
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<tr>
<td></td>
<td>Total</td>
<td>172</td>
<td>100%</td>
</tr>
</tbody>
</table>
What kind of interview are you preparing for?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Internship</td>
<td>37</td>
<td>45%</td>
</tr>
<tr>
<td>2</td>
<td>Part-time job</td>
<td>3</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td>Full-time job</td>
<td>29</td>
<td>35%</td>
</tr>
<tr>
<td>4</td>
<td>Graduate School</td>
<td>7</td>
<td>8%</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td>7</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>83</td>
<td>100%</td>
</tr>
</tbody>
</table>

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