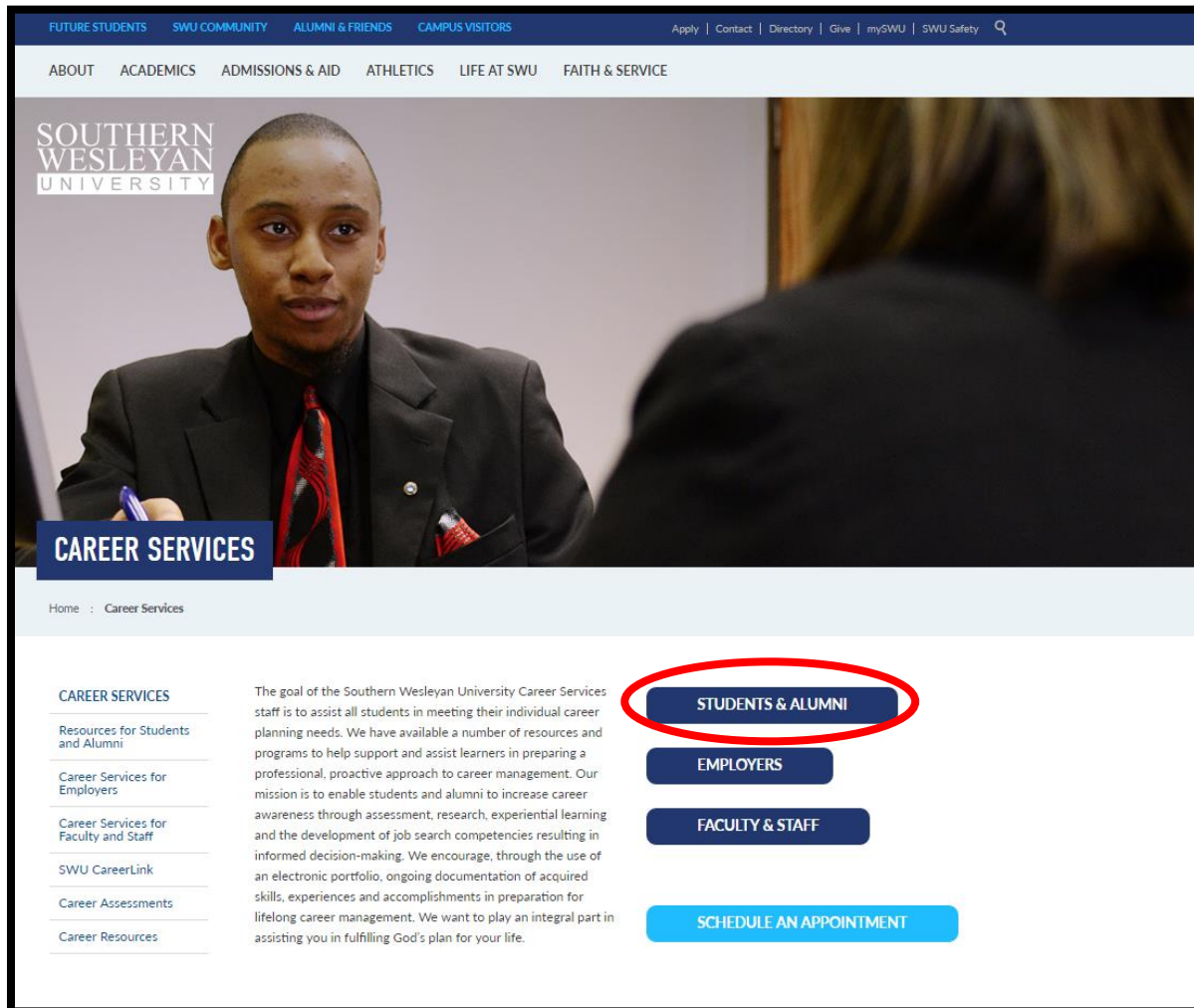


1 | Career Beam Intro and Registration Instructions

To review the instructions on how to register with Career Beam you can go back and watch the video and instructions on the SWU Career Services YouTube page.

Career Beam Introduction and Overview Video- http://youtu.be/IXn_13P0Byo (length: 6:41)

1. To begin using Career Beam you must first create your account by linking to the Career Beam website. Go to the Career Services website at www.swu.edu/careerservices.



2. Click "Students and Alumni" or "Faculty and Staff" buttons to find the icon for SWU Career Beam.

SOUTHERN WESLEYAN UNIVERSITY

CAREER SERVICES FOR STUDENTS AND ALUMNI

Home : Career Services : Career Services for Students and Alumni







CAREER SERVICES

- Resources for Students and Alumni**
- Career Services for Employers
- Career Services for Faculty and Staff
- SWU CareerLink
- Career Assessments
- Career Resources

We are eager to help you, whether you are a student needing to plan your career or find an internship or job, a parent with questions about how our office can assist your son or daughter, or an alumnus searching for a job. We offer many programs and services, which are highlighted here. We also are available for personalized one-on-one career advising.

SWU CareerBeam

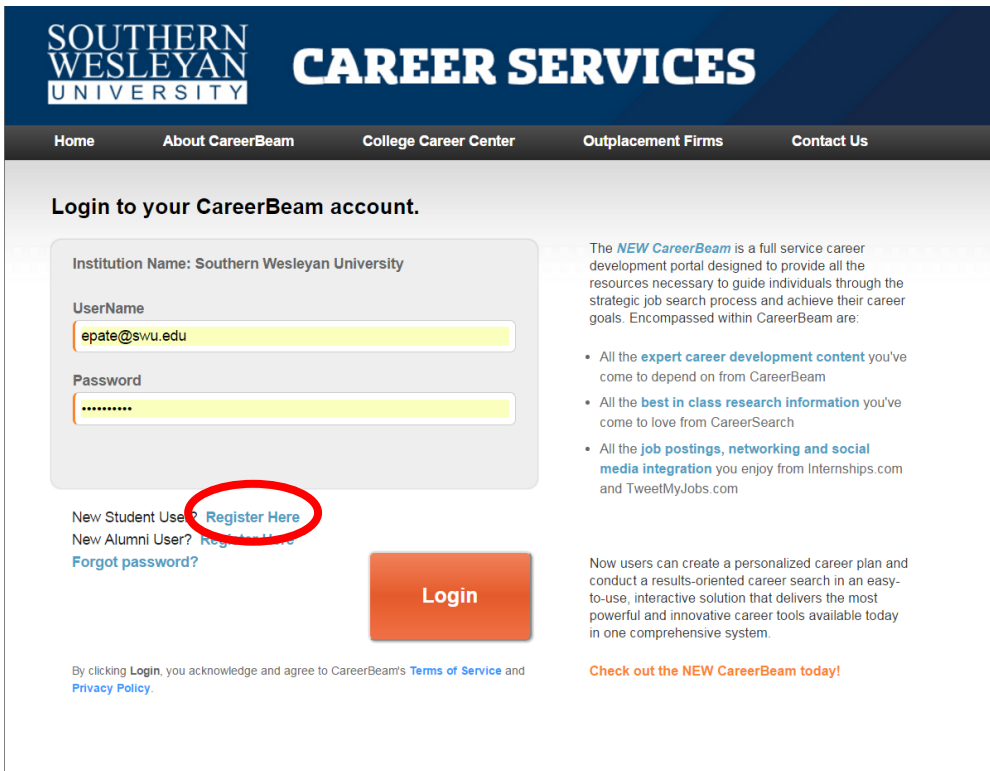
CareerBeam is a comprehensive, 24/7, user-friendly, self-paced program that helps you determine what you want in your career and offers the steps to achieve it.

-  Clarify your career goals
-  Develop a career profile through self assessments
-  Develop a professional resume and cover letter
-  Prepare for interviews
-  Develop a network
-  Research companies and industries

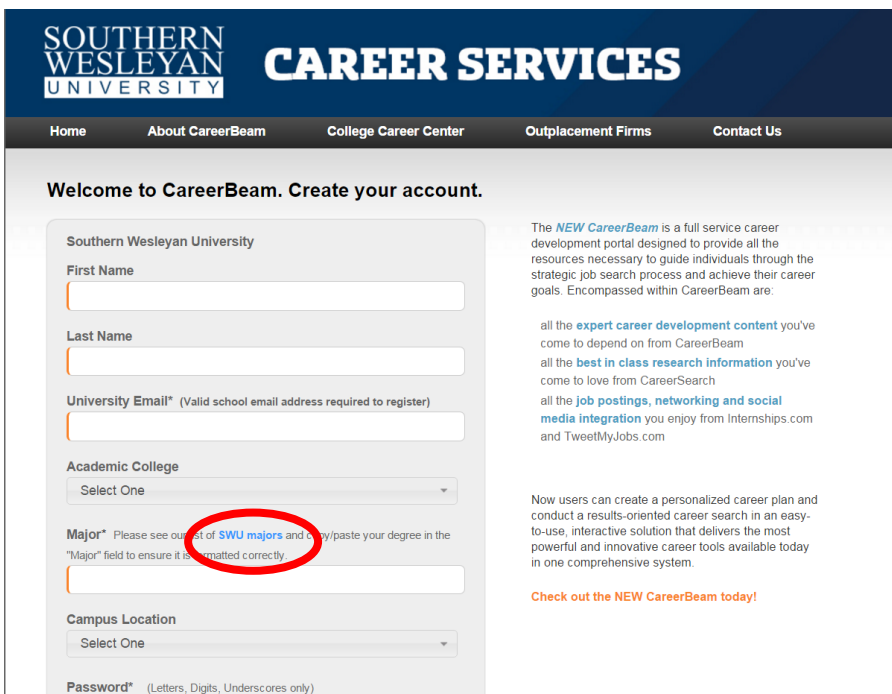
CareerBeam helps you tap into the hidden market of jobs and internships by providing access to investigations of over 15 million companies and 20 million industries. It also allows you to identify over 2 million international companies in more than 70 countries. CareerBeam is constantly updating companies' information so you can have the most current knowledge available.

SWU CAREERBEAM

3. Students will create accounts by using their SWU email address.



4. Students can select their College and major using the dropdown box and reviewing the list of SWU majors provided. I requested that students copy and paste the majors from the list of SWU majors in the appropriate field in order to keep the wording of the majors consistent.



5. After selecting a campus location and creating a password, the final step is to confirm your email address to activate your account.
6. After filling in all the fields click “create my account”, and make sure to go back into your SWU email account to find the Career Beam email which was automatically sent to you upon registration. Typically

students will need to click a hyperlink or open the link in the email to a new tab to confirm that they are a real person with a real SWU email address.

Academic College
Select One

Major* Please see our list of [SWU majors](#) and copy/paste your degree in the "Major" field to ensure it is formatted correctly.

Campus Location
Select One

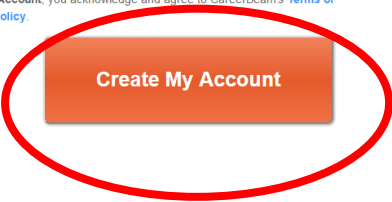
Password* (Letters, Digits, Underscores only)

Verify Password

Already A Registered User? [Login Here](#)

Now users can create a personalized career plan and conduct a results-oriented career search in an easy-to-use, interactive solution that delivers the most powerful and innovative career tools available today in one comprehensive system.

[Check out the NEW CareerBeam today!](#)



7. After you have confirmed your email you should be able to log in at the Career Beam homepage. Your username will be your entire SWU email address and the password will be whatever you created when you registered.

SOUTHERN WESLEYAN UNIVERSITY CAREER SERVICES

Home About CareerBeam College Career Center Outplacement Firms Contact Us

Login to your CareerBeam account.

Institution Name: Southern Wesleyan University

UserName
epate@swu.edu

Password
.....

New Student User? [Register Here](#)
New Alumni User? [Register Here](#)
[Forgot password?](#)

Login

The **NEW CareerBeam** is a full service career development portal designed to provide all the resources necessary to guide individuals through the strategic job search process and achieve their career goals. Encompassed within CareerBeam are:

- All the **expert career development content** you've come to depend on from CareerBeam
- All the **best in class research information** you've come to love from CareerSearch
- All the **job postings, networking and social media integration** you enjoy from Internships.com and TweetMyJobs.com

Now users can create a personalized career plan and conduct a results-oriented career search in an easy-to-use, interactive solution that delivers the most powerful and innovative career tools available today in one comprehensive system.

[Check out the NEW CareerBeam today!](#)

By clicking **Login**, you acknowledge and agree to CareerBeam's [Terms of Service](#) and [Privacy Policy](#).

8. If a student will be graduating soon, or an alumni wants to use the system they can register as an alumni using an alternative email address. After registering the Career Services office will confirm the

alumna's registration and they will be able to log into the system. After being confirmed, alumni will be able to log in at the Career Beam homepage. Your username will be your entire email address and the password will be whatever you created when you registered.

SOUTHERN WESLEYAN UNIVERSITY CAREER SERVICES

Home About CareerBeam College Career Center Outplacement Firms Contact Us

Login to your CareerBeam account.

Institution Name: Southern Wesleyan University

UserName
epate@swu.edu

Password

New Student User? [Register Here](#)
New Alumni? [Register Here](#)
[Forgot password?](#)

Login

The **NEW CareerBeam** is a full service career development portal designed to provide all the resources necessary to guide individuals through the strategic job search process and achieve their career goals. Encompassed within CareerBeam are:

- All the **expert career development content** you've come to depend on from CareerBeam
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Now users can create a personalized career plan and conduct a results-oriented career search in an easy-to-use, interactive solution that delivers the most powerful and innovative career tools available today in one comprehensive system.

By clicking **Login**, you acknowledge and agree to CareerBeam's [Terms of Service](#) and [Privacy Policy](#).

Check out the NEW CareerBeam today!

9. Once you're logged into Career Beam either as a student or an alumna, you should be able to use all the features inside of the Career Beam system.

CAREER BEAM FEATURES

Each time I show students or alumni Career Beam, I try to keep the process simple. If you want to grow in your career development, there are two important steps. First, you need to know yourself. Second, you need to do some research. Career Beam is the perfect tool to help you do this. Moving from left to right on the main menu you will see Career Exploration, Career Planning, Getting the Job, Research Tools and Account.


The screenshot shows the Southern Wesleyan University Career Services homepage. At the top, there's a navigation bar with links for Home, Messages (328), Help, Logout, and social media icons. Below that, a dark blue header contains the university logo and 'CAREER SERVICES' in large white letters. A secondary navigation bar lists 'Career Exploration', 'Career Planning', 'Getting The Job', 'Research Tools', and 'Account'. A personalized welcome message says 'Welcome, Ellen Pate Student'. The main content area is organized into several columns. On the left, a 'Quick Profile' sidebar includes 'Resume Prep', 'Interview Prep', and 'Get Started'. The central area features a 'Find A Job Or Internship' section with search fields for 'Type A Keyword' and 'Type City, State or ZIP', and a 'Search' button. Below this is a 'Where Do I Start?' section with a link to an exercise circled in red and a 'Type A Keyword' search box. To the right of this is a 'Tools & Builders' section with links to 'Chronological Resume Builder' and 'Custom Resume Builder'. At the bottom right, there's a 'Current Job Postings' section listing various roles like 'Brand Marketing Director - Bay Area' and 'RN Health Educator/ Relief Community Health Nurse - Senior Focus (Per Diem)'.

If you are unclear on how to begin, you can easily access the “Where do I start” exercise on the homepage that contains 20 questions to help direct you through the system, or you can simply type a keyword in the box (e.g. resume, interview, etc.) and the system will take you to the appropriate section

Career Exploration Section

This section can help you identify key characteristics about yourself by assessing your values, temperament, personality, interests, skills, and talents. This will help you make fulfilling career choices. You can also analyze your preferences for aspects of your work environment such as Industry, Location, and Company Culture.


Home | Messages (328) | Help | Logout | [in](#) [f](#) [t](#) [p](#)




CAREER SERVICES

Career Exploration ▾
Career Planning ▾
Getting The Job ▾
Research Tools ▾
Account ▾

Career Exploration - Ellen Pate Student







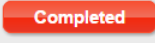


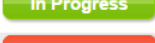

Quick Profile

The Quick Profile is a brief interactive assessment in three sections that will analyze your values, interests and personality. Once completed, your quick profile will identify careers that may be a good fit for your personal preferences.



Completing the Quick Profile is a great way to quickly get some insight into your personal preferences, but for a more detailed look into what careers are a good fit, continue with the exercises in the sections below.



Assessing Yourself

Where Do I Start? NEW	+	
Values	+	
Temperament	+	
Personality	+	
Interests	+	
Skills & Talents	+	

Defining Your Options/Preferences

Industry	+	
Location	+	

Finally, begin to envision your future by developing a long term vision to ensure a satisfying career. Career Beam combines and summarizes all of your assessment and exercise results into your own customized Career Profile Report that can be found in the Career Exploration Section.


Each time you open one of the assessments you'll be given an overview with some content for you to read and a link to the exercises you will need to complete. After you have completed any of the assessments and exercises click the "Career Exploration" tab at the top of the menu and then click the "View Career Profile" button to see all the assessment that have been completed or to review the ones that you have not yet started. Next we move on to the Career Planning Section.

Career Planning Section

The best way to conduct an effective career campaign is to set goals, check your plan for feasibility, and manage your productivity to execute in a desirable timeframe. You can also identify your ideal work environment by evaluating your preferences in Industry, Location, Corporate Culture and Leadership; as well as investigating International and Government settings or pursuing the possibility of becoming an

entrepreneur. Distinguish yourself in the marketplace by learning about how to network and seek positions through the Hidden Market and utilize social media to enhance your search.


Home | Messages (328) | Help | Logout | [in](#) [f](#) [t](#) [p](#)




CAREER SERVICES

Career Exploration ▾ | Career Planning ▾ | Getting The Job ▾ | Research Tools ▾ | Account ▾

Career Planning - Ellen Pate Student





Create A Career Plan

In order to successfully manage your career, you've got to focus on those elements of the career campaign process that are in your control. Otherwise, you run the risk of getting frustrated early and often. The best way to conduct an effective career campaign is to set goals, constantly check your career plan for feasibility and reasonable expectations, and manage your productivity so that you execute in a timeframe that is desirable to you.

Start creating your career plan now.

Get Started

Identifying Your Ideal Work Environment

Industry	+	In Progress
Location	+	Completed
Corporate Culture	+	In Progress
Entrepreneurial Aptitude NEW	+	Completed
Leadership	+	Completed
International NEW	+	Start
Government NEW	+	Start

Networking for Your Career

Open Market Strategies	+	Start
Understanding the Hidden Market	+	Start
Creating Your Network	+	Start
Using Social Media NEW	+	Start

Managing Your Career

Your Current Career Path	+	Start
Paths to Consider	+	Start
Summary & Action Plan	+	Start

I would like to make a special note for our AGS students or any students coming back to school after multiple years of working or experience. The “Managing your Career” section is a great place for graduate students or AGS students who are in the process of assessing their current career path and are planning to make changes.

This module allows students to evaluate their current career path and determine what parts of their career history meets their needs or may need to have a strategic change.

Getting the Job Section

This section contains the guts of what is needed to create your marketing materials (Pitch, Resume, Cover Letter, Follow-up materials) for your career search. Each section walks you through a step-by-step process to create effective, accomplishment-based materials with easy to use builders. There are also great resources to help you practice and prepare for successful interviews including sample questions with tips on answering, tip videos and the ability to record and share practice interview responses. Finally, the Job Postings section can connect you with thousands of employers. You can set alerts to notify you when new positions become available that match your specific job criteria.

The screenshot displays the Southern Wesleyan University Career Services website. The navigation menu includes 'Career Exploration', 'Career Planning', 'Getting The Job', 'Research Tools', and 'Account'. The 'Getting The Job' menu item is circled in red. The main content area is titled 'Getting the Job > Resumes' and features several sections:

- Preparing Your Resume:** A section with text explaining that resumes focus on the past, not the future, and lists five key questions to ask before developing a resume. A 'Read More ...' button is present.
- Create Your Resume Now:** A section offering two resume builders: 'Chronological Resume Builder' and 'Custom Resume Builder', each with a brief description of their features.
- Manage Your Resumes:** A section explaining that users can view and toggle privacy for their resumes, with a 'View all Resumes' button.
- Resume Examples:** A section titled 'The Chronological Resume' that describes this format and provides links to 'Marketing Resume Example' and 'Finance Resume Example', along with a 'See More Examples' button.
- Resume Exercises:** A section stating that exercises will help create a more powerful resume by triggering thought processes. It lists three exercises: 'Accomplishment Statement', 'The Ideal Job Description', and 'The Pseudo Employer', with a 'Get Started' button.

At the bottom of the 'Resume Examples' section, there is a checklist with two items, both marked with green checkmarks:

- ✓ Is your resume visually appealing?
- ✓ Is the layout easy to read?

A 'Read the Full Checklist ...' button is located below the checklist.

Home | Messages (339) | Help | Logout | [in](#) [f](#) [t](#) [p](#)

SOUTHERN WESLEYAN UNIVERSITY CAREER SERVICES

Career Exploration ▾ Career Planning ▾ Getting The Job ▾ Research Tools ▾ Account ▾

Career Tools > Custom Resume Builder

Build A Custom Resume

Select A Resume Type

Accounting	Administration
Advertising	Architectural Design
Artist	Banking Investment
Banking Mortgage	Chronological
Communications	Computer Programmer
Computer Systems Analyst	Consultant
Criminal Justice	Culinary Arts
Curriculum Vitae	Data Entry
Economist	Editorial
Education	Engineering

Resume Sections

- † Objective
- † Educational Background
- † Teaching Experience
- † Training & Certifications
- † Fellowships and Grants
- † Key Accomplishments
- † Community Activities

* Drag to reorder resume sections.

Create Resume

Home | Messages (339) | Help | Logout | [in](#) [f](#) [t](#) [p](#)

SOUTHERN WESLEYAN UNIVERSITY CAREER SERVICES

Career Exploration ▾ Career Planning ▾ Getting The Job ▾ Research Tools ▾ Account ▾

Getting the Job > Resumes

Ellen Student Pate Edit

1 Wesleyan Way • Central, SC 29630 • 555-555-5555 • epate@swu.edu
<https://www.linkedin.com/in/ellenpate> • <http://re.vu/EllenPate>

OBJECTIVE Edit

[Objective]

CLEAR SECTION REMOVE SECTION

Back to Resumes

This resume is: Private

Resume Name
Auto_2016-Jan-12_09:24 Rename

Resume Type: Social Work

Download to ...

SUMMARY Edit

[Summary]

CLEAR SECTION REMOVE SECTION

Current Job Openings

[Resource Navigator](#)
Greenville, SC

[Administrative Officer \(Community Based Care Services\)](#)
Greenville, SC

[DENTAL ASSISTANT](#)
Greenville, SC

[DENTAL ASSISTANT](#)
Greenville, SC

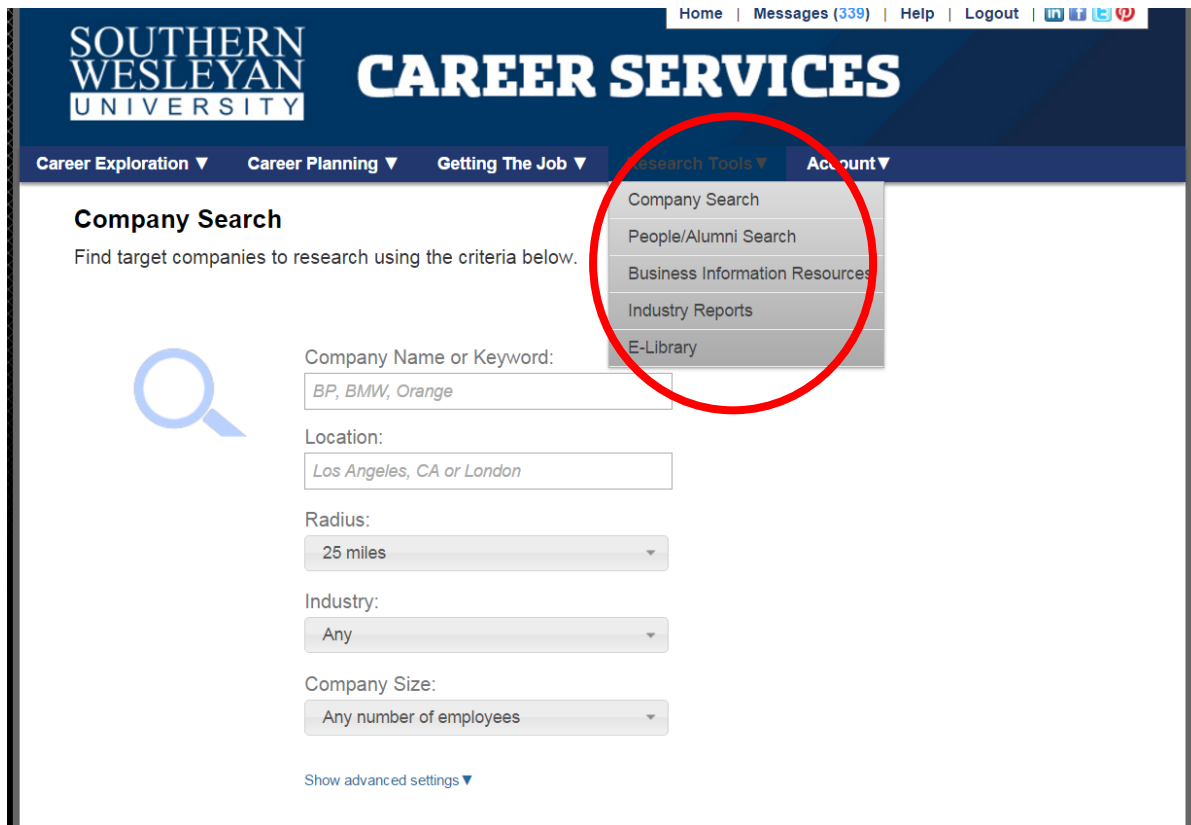
[SOCIAL WORKER MSW Job](#)
GREENVILLE, SC

PROFESSIONAL EXPERIENCE Edit

[Company / Organization Name] [City / State]
[Position Title] [Date Range]

Research Tools Section

This section include the best company and industry research tools available, allowing you to identify not just companies, but also contacts within each company that meet your specific job search criteria. You can target specific industries and locations and identify the best fit organizations for you. You will also find a wealth of additional research information to ensure a thorough and targeted career search. In the E-Library Section I would also like to point out links for Military Resources as well by searching for the links alphabetically.



The screenshot displays the Southern Wesleyan University Career Services website. The header includes the university logo and the text "CAREER SERVICES". A navigation bar contains links for "Home", "Messages (339)", "Help", "Logout", and social media icons. Below the navigation bar, there are tabs for "Career Exploration", "Career Planning", "Getting The Job", "Research Tools", and "Account". The "Research Tools" tab is active, and a dropdown menu is open, listing "Company Search", "People/Alumni Search", "Business Information Resources", "Industry Reports", and "E-Library". The "Company Search" option is highlighted with a red circle. The main content area is titled "Company Search" and includes a search form with the following fields: "Company Name or Keyword" (with the text "BP, BMW, Orange"), "Location" (with the text "Los Angeles, CA or London"), "Radius" (set to "25 miles"), "Industry" (set to "Any"), and "Company Size" (set to "Any number of employees"). A "Show advanced settings" link is located at the bottom of the form.

Account Section

The Account menu allows you to do many things including having easy access to all documents; saving and tracking jobs of interest; creating campaigns; saving companies and contacts for campaigns; setting job targets, job twitter channels and alerts for job postings or news.

The screenshot shows the top navigation bar of the Southern Wesleyan University Career Services website. The bar is dark blue with white text. On the left is the Southern Wesleyan University logo. To its right is the text 'CAREER SERVICES'. Further right are links for 'Home', 'Messages (339)', 'Help', and 'Logout', followed by social media icons for LinkedIn, Facebook, Twitter, and Pinterest. Below this is a secondary navigation bar with dropdown menus for 'Career Exploration', 'Career Planning', 'Getting The Job', 'Research Tools', and 'Account'. The 'Account' menu is highlighted with a red circle.

Jobs > Custom Alerts

The screenshot displays two side-by-side panels. The left panel is titled 'Custom Alerts' and contains a form for creating a new alert. It has three input fields: 'Keywords:', 'Location:' (with a placeholder 'Add A City, State'), and 'Trigger Name:' (with a placeholder 'Name Your Trigger'). There is a checkbox labeled 'Message me when I have new jobs.' and a blue 'Create Trigger' button at the bottom. The right panel is titled 'Your Current Job Alerts' and lists five existing alerts. Each alert entry includes the alert name, the number of jobs, and a creation date, with 'Edit', 'Delete', and 'Update' links below each.

Alert Name	Jobs	Created
HR GREENVILLE	36 jobs	Created January 11
Part-time Anderson	169 jobs	Created January 11
Charleston, SC- Human Services	3 jobs	Created October 20, 2015
Charleston, SC- Human Services	3 jobs	Created October 20, 2015
Internships near Central	2 jobs	Created August 24, 2015

Thank you for taking the time to review Career Beam and to become acquainted with the wide range of resources, tools and trainings available to our students and alumni. I look forward to partnering with students, alumni and faculty across all of our campus and learning centers so that our graduates may benefit from the many free resources that are offered here. If you have and ideas or questions, please feel free to contact Ellen Pate at epate@swu.edu or by calling 864-644-5149.