Why use Career Beam?

- **Flexible to fit your schedule:** A comprehensive, 24/7, user-friendly, online program that helps you determine what you want in your career and offers the steps to achieve it.

- **Self-Evaluation:** Gives you up to ten assessments that are combined to produce a personalized career profile and links you to more information on job titles that are a good fit for you.

- **Research Employers:** Provides you access to research 15 million organizations, 20 million industry contacts, in-depth industry profiles, detailed occupational intelligence, and companies in over 70 different countries.

- **Prepare for Interview and Beyond:** Review interview questions with tips on answers; view videos of effective responses; or record your own mock interview answers for review and feedback.

- **Job Postings:** The most updated job posting databases containing millions of jobs from multiple sources including internships, entry-level, professional and executive jobs.

VISIT CAREER BEAM


1. To begin using Career Beam go to the login page [HERE](http://swu.edu/careerservices) or start at [http://swu.edu/careerservices](http://swu.edu/careerservices)
2. Students will create accounts by using their SWU email address. 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.

3. After selecting a campus location and creating a password, the final step is to confirm your email address to activate your account.

4. 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. Your account will not be active until you 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.
5. 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. Go to the login page HERE or start at http://swu.edu/careerservices

6. If a student will be graduating soon, or an alumnus wants to use the system they can register as an alumnus 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.

7. 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.
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.

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.
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.

I would like to make a special note for our Online 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 online 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.

![Image of Career Services page](image-url)
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.
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.

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 (both On-Campus and Online) so that our graduates may benefit from the many free resources that are offered here. If you have any ideas or questions, please feel free to contact Ellen Pate at epate@swu.edu or by calling 864-644-5149.