### Hire Me! Academy Overview:

Two-day intensive series geared toward supporting Aggies in becoming job search pros.

Aggies are welcome to attend all Hire Me! Academy workshops/events/sessions, or simply pick and choose.

All workshops/sessions in Zoom.

RSVP in Handshake to reserve a spot & receive Zoom meeting details.

### Today, June 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>ACE THE INTERVIEW</td>
</tr>
<tr>
<td>10:10 AM</td>
<td>VIDEO INTERVIEW IN ACTION!</td>
</tr>
<tr>
<td>11:20 AM</td>
<td>NEGOTIATING AN OFFER</td>
</tr>
<tr>
<td>1:20 PM</td>
<td>ASK A RECRUITER PANEL</td>
</tr>
<tr>
<td>2:30-3:30 PM</td>
<td>LINKEDIN: MAXIMIZING YOUR JOB SEARCH</td>
</tr>
</tbody>
</table>
NEGOTIATING AN OFFER
HOUSEKEEPING

Turn off video & mute audio

Check in! Ensure your name is displayed with your first & last name

Utilize chat feature to ask questions/leave comments

Complete workshop survey

Workshop slides will be uploaded to http://icc.ucdavis.edu/hire-me-academy.htm
Is negotiating an offer an option during a tough economy?
NEGOTIATING AN OFFER

1. KNOW YOUR VALUE
2. KNOW YOUR TARGET SALARY AND BENEFITS
3. KNOW YOUR STRATEGY
4. PRACTICE, PRACTICE, PRACTICE!
STEP 1: KNOW YOUR VALUE

- Identify your accomplishments, skills, and experiences and how they demonstrate/bring value to a company/organization

- Prepare value statements (e.g., SAR [Situation, Action, Result] stories) you can highlight during the negotiation
  - Connect these value statements to the job

- Practice confidently articulating your value in a way that resonates with employers
STEP 1: KNOW YOUR VALUE

“As a result of my effort to do __________, I have achieved ___________, which provided the following specific benefits to the company: ________________.”

Example:

“As a result of my effort to spearhead a marketing campaign promoting my department, I increased the department’s social media following by 30% over the course of an academic quarter. This increased our visibility on campus, doubling students’ engagement with our services and events, and inspired new campus partnerships.”
STEP 2: KNOW YOUR TARGET SALARY & BENEFITS

- You are “worth” whatever comparably qualified and comparably placed people in your field are worth; you have a “market value”

- Six steps recommended to know your target salary and benefits:
  1. Research and identify a comparable job title
  2. Find the salary range and establish your target salary
  3. Establish your target salary range
  4. Create a realistic budget
  5. Determine your resistance or “walk-away” point
  6. Assess the value of your benefits
RESEARCH & IDENTIFY
A COMPARABLE JOB TITLE

Use multiple resources for your research.

SALARY RESEARCH RESOURCES:

- Salary.com
- Glassdoor.com
- Payscale.com
- U.S. Department of Labor, Bureau of Labor Statistics
- Career Websites – Career Coach for California
- LinkedIn
- The business sections of your local newspaper
- Industry compensation surveys
- Business publications or other publications specific to your industry
- The local chamber of commerce
- Anyone who might know the company, the field, or the region
* Salary.com uses employer-reported data instead of individually reported data
Public Relations Specialist I

Also referred to as: Entry Level Public Relations Specialist, Public Relations Specialist I

Requirements and Responsibilities
Prepares and disseminates information regarding an organization through newspapers, periodicals, television, radio and social media. Ensures public relations goals and strategies are met. Helps maintain a favorable public image for the organization. May require a bachelor's degree. Typically reports to a supervisor or manager. Works on projects/matters of limited complexity in a support role. Work is closely managed. Typically requires 0-2 years of related experience.
FIND SALARY RANGE & ESTABLISH TARGET SALARY

- Target salary = desired salary
- With salary research resource data and your selected job title, you can determine a salary range and target salary
Public Relations Specialist I

Results

Salary
- Benefits
- Detailed Job Info
- Similar Jobs
- Job Openings

$49,343
Median Annual Salary

25%
$44,531

75%
$58,394

Purchase The Full Report
ESTABLISH YOUR TARGET SALARY RANGE

- Giving a range can suggest that you’re more cooperative and flexible

- Studies suggest you will be more successful if you put your target salary at the bottom of the range versus asking for it outright

- To create a target salary range, put your target salary as the anchor and stretch it upward
  - Never stretch more than 20%; a smaller range may be more appropriate if you are entry or midlevel in your career
CREATE A REALISTIC BUDGET

- Allows you to determine your bottom line
- Base your budget on the city you will be living and the salary you expect to receive.
- A popular budgeting guideline is the 50/20/30 rule
  - 50% of your take-home pay (or less) toward paying for the absolute necessities of life
  - 20% toward financial goals and obligations
  - 30% for flexible spending
CREATE A REALISTIC BUDGET

• Determine your approximate budget that best suits your lifestyle.

https://www.cacareerzone.org/budget/county

• Examine costs for different lifestyle options to guide your expectations on budgeting
CREATE A REALISTIC BUDGET

- Once you have determined your target salary, estimate your monthly take-home pay after taxes and other deductions
  - [https://smartasset.com/taxes/california-paycheck-calculator](https://smartasset.com/taxes/california-paycheck-calculator)

- If your budget is greater than your target salary:
  - reexamine your budget to reduce expenses
  - assess whether the job is a realistic fit for your needs

- Set salary targets on the basis of objective data and reasoning
  - Budget can inform your target salary but should not be a reason to increase your salary outside of a range that you can justify through your objective reasons
DETERMINE A RESISTANCE POINT

- Resistance point = the lowest salary you are willing to accept and still take the offer
- Without a resistance point, you won’t know when to push back in the negotiation
- Some considerations to help determine your resistance point:
  - Your budget (can inform your resistance point, but should not dictate it)
  - Available benefits
  - Other job offers that you have received
  - The experience you will gain
  - Your promotion potential
  - Your devotion to the mission of the organization
ASSESS THE VALUE OF BENEFITS

- Benefits can be negotiated; negotiating benefits can help make up for any shortcomings in salary

- Some benefits:
  - Sick, personal, and parental leave
  - Health insurance
  - Life and disability insurance
  - Flex time
  - Professional development
  - Retirement investment plan
  - Tuition reimbursement
  - Moving expenses
  - Title change
  - Parking privileges or expenses
  - Stock options
STEP 4: KNOW YOUR STRATEGY

TIPS FOR ENTERING YOUR NEGOTIATION:

- Bring your notes into your negotiation
- Remain positive and flexible
- Negotiation isn’t a battle, it’s a conversation
- Don’t get personal
- Remember, your employer has picked YOU; they want to make it work
During the interview, or application stage, you may be asked about your salary history/expectations.

What would you do in this situation?

Deflect!
DEFLECTION STRATEGIES

When asked about your salary expectations:
Make it clear that you want to learn more about the job before you share your salary expectations and that your requirements are negotiable and depend on the salary offered and the benefits package.

Examples:
- “I’d rather talk about that after I’ve received an offer.”
- “I’d like to see if I’m a good fit first before we discuss salary.”
- “I’d like to learn more about the role before I set my salary expectations. As we move forward in the interview process, I would hope and expect that my salary would line up with market rates for similar positions in this area.”
DEFLECTION STRATEGIES

When asked about your salary history…

Examples:

- “This position is not exactly the same as my last job. So let’s discuss what my responsibilities would be here and then determine a fair salary for this job.”

- “I’d appreciate if you could make me an offer based on whatever you have budgeted for this position, and we can go from there.”

- “I’m really not comfortable with revealing that information but am interested in discussing some of the other ways I can help the company.”
YOU GOT THE OFFER!

NOW WHAT?
RESPONDING PERSUASIVELY TO AN OFFER

- Listen carefully
- Gather information
  - Ask what starting salary is, along with the benefits package
- Reiterate interest in role
- EITHER:
  - Start negotiating right away
  OR
  - Ask for time to consider the offer (Get offer in writing so you can take time to review it)
RESPONDING PERSUASIVELY TO AN OFFER

If you get an offer at or above your target salary:
- Look at overall package and decide whether you want to negotiate further or focus more on benefits

If you get an offer below your target salary:
- Attempt to negotiate upward
- Consider what benefits may bridge the gap to make the offer more acceptable

Not negotiating is also an option:
- Don’t let fear of negotiating hold you back from doing so
- Use the ICC as a resource
EVALUATING MULTIPLE OFFERS

- Weigh the pros and cons of each offer

- Cost of living calculator: https://www.salary.com/research/cost-of-living/

- Beyond salary and compensation, consider your general career goals
EVALUATING MULTIPLE OFFERS

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Offer 1</th>
<th>Offer 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking</td>
<td>$50/month ($600/year)</td>
<td>Health insurance coverage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$200/month savings for individual policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>($2400/year)</td>
</tr>
<tr>
<td>Gym Membership</td>
<td>$1200 value</td>
<td>Retirement plan match</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Up to 6% (up to $2700/year)</td>
</tr>
<tr>
<td>Complementary lunch</td>
<td>$1500 value</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$53,300</td>
<td>$50,360</td>
</tr>
</tbody>
</table>

BEYOND DOLLAR VALUE....

<table>
<thead>
<tr>
<th>Other Considerations</th>
<th>Long commute</th>
<th>Regular bonuses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less vacation time</td>
<td>Strong history of promoting employees</td>
</tr>
</tbody>
</table>
ANTICIPATE EMPLOYER OBJECTIONS

- Use your value statements and the information you gathered in your research to prepare talking points for potential responses to employer objections.
CONCLUDING THE NEGOTIATION

- Get everything in writing!
- Read carefully prior to signing to ensure everything you discussed is included.
- Thank the employer and reiterate your excitement about this new role.
NEGOTIATING AN OFFER

1. KNOW YOUR VALUE

2. KNOW YOUR TARGET SALARY AND BENEFITS

3. KNOW YOUR STRATEGY

4. PRACTICE, PRACTICE, PRACTICE!
ANY QUESTIONS?

Workshop Survey
Tell us how we did at
https://ucdavis.co1.qualtrics.com/jfe/form/SV_29vtFKeX0zw3Z4i

For this PowerPoint
Visit: http://icc.ucdavis.edu/hire-me-academy.htm

Stay Connected
UC Davis Internship and Career Center

Appointments with Career Advisors available:
Visit https://ucdavis.joinhandshake.com/login
Join us for the next Hire Me! Academy session.

All workshops/sessions in Zoom.

RSVP in Handshake to reserve a spot & receive Zoom meeting details.

See you at the next one!

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>ACE THE INTERVIEW</td>
</tr>
<tr>
<td>10:10 AM</td>
<td>VIDEO INTERVIEW IN ACTION!</td>
</tr>
<tr>
<td>11:20 AM</td>
<td>NEGOTIATING AN OFFER</td>
</tr>
<tr>
<td>1:20 PM</td>
<td>ASK A RECRUITER PANEL</td>
</tr>
<tr>
<td>2:30-3:30 PM</td>
<td>LINKEDIN: MAXIMIZING YOUR JOB SEARCH</td>
</tr>
</tbody>
</table>

TODAY, JUNE 16