

# 2024

# Lafayette College

# Career Tracks Program

A program sponsored by the

**LAFAYETTE**  
**GATEWAY CAREER CENTER**

Explore the Possibilities. Find Your Path.

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## 2024 Career Tracks Points of Contact

- [Susan Domagalski](#) - overall program information
- [Holly Akers](#): Specific Track questions in the areas of Careers in Finance and Consulting and D.C. - Center of Government, Policy and Law
- [Joshua Walker](#): Specific Track questions in the areas of Computer Science and Technology, Media and Entertainment, New York Metro Area Pharmaceuticals, and Boston Metro Health and Life Sciences

# What is the Career Tracks Program?

This program provides a valuable insider perspective on what it's like to work in a particular industry and city. Students are given the opportunity to explore industries virtually or in-person in different regions throughout the US to learn about many available career paths. Students select a specific track(s) which takes place over 1-2 days in January 2024. **All** students are welcome to apply regardless of class year or major.

You may apply to as many Career Tracks as your schedule allows without conflict. It is possible for you to be accepted into all of the tracks for which you apply, though some tracks may limit the number of virtual and in-person participants. **If you have applied to the Externship Program, carefully consider those dates associated with the experience when applying to a Career Track to avoid conflicts.**

## When do the Career Tracks Take Place?

All Career Tracks are scheduled during the extended 2024 January Interim Session. For 2024, these sessions will be 1-2 days in length, and will take place January 4-18, 2024. The New York Finance Career Track will be held **in-person** in New York City. All other tracks will be offered virtually. Experiences will include alumni panels, professional development, and networking opportunities.

### Application Timeline

Career Track Applications OPEN	Sunday, October 29, 2023 (12 noon)
Career Track Applications CLOSE	Sunday, November 12, 2023 (11:55pm)
Students notified of career track confirmations	Tuesday, November 21, 2023
Due date to apply for stipend (for NY Finance attendees only; info to be sent later).	Monday, November 27, 2023 (11:55pm)
Orientation Sessions for accepted applicants (students must attend 1 of these 2 sessions)	Friday, December 8, 2023 (12:15-1:00pm) (in-person Hogg Hall)  Friday, December 8, 2023 (4:15pm-5:0pm) Virtual
Thank you letters via email due to the hosts	Within 3 days of last date of track (by email and copy <a href="mailto:careers@lafayette.edu">careers@lafayette.edu</a> ).

## Career Tracks Sessions with Direct Links to Handshake to Apply

<a href="#">D.C. - Center of Government, Policy and Law (Virtual)</a>	1/4/2024-1/5/2024
<a href="#">Computer Science and Technology - West Coast (Virtual)</a>	1/8/2024
<a href="#">Computer Science and Technology - Northeast (Virtual)</a>	1/9/2024
<a href="#">New York Media &amp; Entertainment (Virtual)</a>	1/10/2024
<a href="#">Careers in Finance and Consulting (Virtual)</a>	1/11/2024 – 1/12/2024
<a href="#">New York Metro Area Pharmaceuticals (Virtual)</a>	1/11/2024
<a href="#">Boston Metro Health and Life Sciences (Virtual)</a>	1/17/2024
<a href="#">Careers in Finance NYC (In-Person)</a>	1/17/2024 - 1/18/2024

### **SCHEDULING CONSIDERATIONS – CAREER TRACKS AND EXTERNSHIPS**

The Gateway Career Center recommends that students accepted to the January 2024 Externship program carefully consider those dates associated with the experience when applying to a Career Track. The pre-scheduled dates for the Career Track program will not change. **While we have intentionally scheduled both programs so as not to overlap, we remind you to consider “screen fatigue” and resist over-extending yourself. Additionally, when you sign-up, your “seat” is reserved and your name is sent to the hosts ahead of time. If you cannot honor your commitment, this will not only cost another student the opportunity, but may affect your ability to participate in future Career Tracks.**

Career Tracks will typically run from 8:30 a.m. to 5:00 p.m. EST. Please ensure your schedule is clear before committing.

### **WHY PARTICIPATE?**

The benefits that you receive from participating in Career Tracks are numerous; in addition to helping you consider career choices, you will gain opportunities to network with hosts and alumni. Each day students will rotate to different employers and organizations to provide a broader look at a particular industry. Each employer visit, whether held virtually or in-person, will provide new industry knowledge and include a variety of activities.

### **WHO ARE THE HOSTS?**

Alumni, parents, and friends of Lafayette College volunteer their time to share their expertise with students. These volunteers hold various professional roles in companies and industries that align with each specific track. These experiences can include virtual tours, panels, presentations by business executives, and talks with human resources professionals, etc.

**Please note:** Host and organizations are subject to change; understand these are dynamic

organizations and when business needs are warranted, substitutions will be made as necessary.

**THE BENEFITS YOU RECEIVE AS A CAREER TRACK PARTICIPANT:**

- Exposure to a specific industry and career path to help you determine if it's the right fit for you. You will spend time with a broad range of employers, employees, and alumni.
- Stand out to a potential employer and keep abreast of their hiring needs.
- Continuous networking with other students, parents, alumni, and employers to build your professional contacts and deepen career knowledge.
- Connect with successful alumni, parents, and friends of the College, who can give insight and support to benefit your future career ambitions.
- Students may have the opportunity to ask professionals questions to better understand the field they are considering as a possible career.
- Some tracks may include Human Resource professionals who can offer skill development and insight about recruiting cycles and processes that are particular to an industry.

# CAREER TRACK PROFILES

*(Please check back as additional hosts are still being secured. Alumni names are posted on Handshake)*

## CAREERS IN FINANCE AND CONSULTING

**Careers in Finance and Consulting (Virtual):** The Careers in Finance and Consulting track will provide a way for students to gain knowledge in the following areas of finance: corporate finance, sales and trading, private and commercial banking, investment management and banking, and wealth management. Students will learn how decisions are executed and managed in capital markets. Students who are committed to learning more about the various sectors of this industry will receive high quality exposure to a range of professional areas including stock pitch training, alumni panels, case studies, and access to key financial services-based resources. This session will be offered virtually.

**1/11/2024-1/12/2024 (VIRTUAL):** EY, Cambridge Associates, Eastern Bank, Brightwood Capital, Deloitte, Modera Wealth, Scotiabank Morgan Stanley Wealth

**Careers in Finance (New York City Session IN-PERSON):** New York remains the center of the global financial universe. In this track, students will get unparalleled access to the world of corporate finance, sales & trading, private and commercial banking, as well as investment management and banking. Students who participate in this track will learn more about the various sectors within the financial sectors in NYC, along with connecting with key alumni and other professionals within the participating organizations. Some firms will offer presentations by their HR teams and they may provide skills-based presentations also.

NOTE: Due to the in-person location of this specific track, a financial aid stipend will be offered to those applicants who are selected to help defray the cost of transportation, lodging, food, and more. Details will be provided after selection.

**1/17/2024-1/18/2024 New York (IN-PERSON):** Morgan Stanley, Bank of America, Bloomberg, Lafayette College Endowment Office, Brown Brothers Harriman (BBH), NASDAQ, Goldman Sachs, and Citi.

## COMPUTER SCIENCE & TECHNOLOGY TRACKS-VIRTUAL

In these tracks, students will engage with alumni working in tech companies throughout the Northeast and West Coast, and gain insight into different company cultures. Track participants can develop contacts for support in applying for internships and careers, and expanding their network.

**1/8/2024 West Coast:** Tesla, Instagram, Twilio, Meta, Google, Apple, Jingle

**1/9/2024 Northeast:** Slack, Amazon, SAP, Intel, Google, Splunk

### **NEW YORK MEDIA AND ENTERTAINMENT TRACK: VIRTUAL**

This track allows students to experience Media and Entertainment careers both inside and outside of the industry. Hear from alumni leading media organizations as well as others leading media departments inside global firms.

**1/10/2023 New York:** PepsiCo, Warner Bros Discovery, Alkemy-X, Merck (Media Relations and Journalism)

### **WASHINGTON, D.C. - GOVERNMENT AND LAW: VIRTUAL**

Learn about careers in Washington, D.C. in areas including: working on Capitol Hill, in advocacy and associations, corporate governance and government relations, international diplomacy and affairs, and agency experience.

**1/4/2024-1/5/2024 (VIRTUAL)** Disney, APCO Worldwide, House Science Space and Tech Committee on Capitol Hill, Family Values at Work, Environmental Defense Fund, K & L Gates, Vantage Data Centers, Johnson and Johnson, Vitas Healthcare, International Food Policy Research Institute, Solidarity Center, Office of the US Trade Representative, US Department of State, Resolution Economics (former Bureau Labor and Statistics), and Federal Railroad Association, National Defense University.

### **BOSTON HEALTH & LIFE SCIENCES TRACK: VIRTUAL**

The Health and Life Sciences track will explore the many other elements in the life sciences field, exposing students to scientific research and consulting, medical device development and sales, healthcare, health insurance, and more. Students will gain insight into different company cultures, develop contacts for support in applying for internships and careers, and expand their network. Companies will be representative from the Boston Metro area.

**1/17/2024 Boston:** Brigham & Women's Hospital, Mass General Hospital, Vertex Pharmaceuticals, Medtronic, EY Life Sciences

### **NEW YORK PHARMACEUTICALS TRACK: VIRTUAL**

The Pharmaceutical track will explore working in pharmaceutical companies and gain insight into different company cultures, develop contacts for support in applying for internships and careers, and expand your network. This track will dive into the multitude of opportunities available within the pharmaceutical industry including the bench scientist roles and beyond. Companies will be representative from the New York City Metro area.

**1/11/2024 New York:** Bristol Myers Squibb, Regeneron, Pfizer, Merck, GSK, Johnson & Johnson

# How Can I Apply To A Career Track?

Carefully read ALL Career Track descriptions on the previous pages, along with the application requirements. Your application and cover letter must be submitted through **Handshake prior to 11:55pm, Sunday, November 12, 2023.** (Note: as space is limited for some tracks, we cannot guarantee that you will be approved for every selection, but do strongly encourage you to apply to all that interest you and work with your schedule.)

By submitting your application, you are agreeing to accept the Career Track opportunity you selected and honor the commitment. Therefore, be sure to plan carefully and thoughtfully to be sure you are available the days of each event and consider time management.

**NOTE: Applying for a Career Track means that you are making a commitment to this experience. Once ACCEPTED, participation in all sessions of the day(s), virtual or in-person, is mandatory.**

## **APPLICATION REQUIREMENTS**

1. Resume
2. Cover Letter that includes responses to these questions:
  1. *Why are you interested in this particular Career Track?*
  2. *What do you hope to gain from the experience, either/both personally and professionally?*
  3. *How do you plan to prepare for and make the most of this experience?*

**IMPORTANT:** Please include a cover letter explaining the above points. For cover letter writing tips, please read the 'Cover Letter Writing Tips' at the end of this booklet.

**Applying to multiple career tracks?** Cover letters and resumes should be submitted for each track, with the cover letter tailored specifically to each track.

**Need help writing a cover letter or resume?** Please drop in to Hogg Hall and meet with peer advisors who have been specially trained:

Monday	1:00 - 3:00 pm
Tuesday	10:30 am - 1:00 pm
Wednesday	1:30 pm - 4:30 pm
Thursday	1:30 - 4:00 pm
Friday	9:30 - 11:30 am, and 1:00-4:30 pm



**YOUR COVER LETTER SHOULD BE ORIGINAL MATERIAL.** Any evidence of plagiarism in the cover letter is considered a violation of Academic Integrity as defined in the Student Handbook.

You must submit both a resume and letter; incomplete applications will not be considered. **DO NOT PROCRASTINATE.** BEFORE you submit, verify that the industry track(s) you are applying to is for the city and dates that you desire.

As part of the application, you will be prompted to upload your resume and cover letter as separate attachments. Please name them with your Lafayette username, class year, and document type as shown below:

- For the resume: LAFAYETTE USERNAME and 24resume (for example, **SMITHJ24resume**)
- For the cover letter: LAFAYETTE USERNAME and 24coverletter (for example, **SMITHJ24coverletter**)

**DO NOT WAIT UNTIL THE LAST DAY TO SUBMIT THESE DOCUMENTS.** Due to the high volume of applicants, the Gateway Career Center cannot provide last-minute assistance. There is no guarantee that the deadline will be extended.

**IMPORTANT: Applications missing one of the steps will be considered incomplete and will not be accepted.** Questions? Contact the Gateway Career Center at 610-330-5115, [careers@gateway.lafayette.edu](mailto:careers@gateway.lafayette.edu), or stop by Room 201 in Hogg Hall for assistance. The [website](#) also includes valuable information for you:

#### **ADDITIONAL QUESTIONS?**

Call the *Gateway* Career Center (610-330-5115)

**IF YOU NEED AN ACCOMMODATION FOR MEETINGS, PLEASE EMAIL [CAREERS@LAFAYETTE.EDU](mailto:CAREERS@LAFAYETTE.EDU).**

***Thank you for your support and interest in the Gateway Career Center!***

# Applicant Checklist

- ✓ Applications open **Sunday, October 29, 2023 (12:00 pm noon)**. Prepare a resume and cover letter for Career Tracks. Tips on cover letter writing can be found in the back of this booklet.
- ✓ Apply to Career Tracks by **Sunday, November 12, 2023 11:55pm**). Track application links can be found [here](#).
- ✓ Once accepted, attend one of two MANDATORY orientation sessions in-person at Hogg Hall or virtual via Zoom. Registration will be in Handshake with details to follow).
  - **Friday, December 8, 2023 at 12:15 pm-1:00 pm**
  - **Friday, December 8, 2023 at 4:15pm - 5:00 pm**
  
- ✓ Attend your Career Track(s) from **January 4-18, 2024**.
  
- ✓ Thank you letters: Upon conclusion of Career Tracks, students are required to send **thank you letters** to hosts of the Career Track via email, and please copy to the [Gateway Career Center office](#). Sample thank you letters can be found [here](#). Please note: Emailed letters should still include the same information as in hard copy letters, and should include information that is specific to the session you attended, host's name, unique experiences from the session, and includes your opinion on why you enjoyed the session.

# Cover Letter Writing Tips

## Sample Cover Letters for Career Track

**\*\*\*BE CREATIVE – THIS IS A SAMPLE ONLY\*\*\***

Ms. Emily Smith  
203 High Street  
Easton, PA 18042  
October 9, 2023

Ms. Sue Domagalski  
Assistant Director, Employer Relations  
Lafayette College  
PO Box 12345  
Easton, PA 18042

Dear Ms.Domagalski:

Recently I have been looking into the unique interim winter break program, New York Media and Entertainment Career Track. As a second-year English major with a Film Studies minor at Lafayette College, I am eager to get involved in this track, as I wish to learn more about working in this industry. The hosts who include Warner Brothers, Discovery, and Fortune are of great interest to me and provide a strong background in this industry and include representation from media and network TV. I first learned about the Career Track Program through the Gateway Weekly newsletter on September 17, 2023 and am hoping to participate during the winter break. This program will help me further focus my interest in this media industry.

My interest in this industry first comes from my experience in working in high school in my student-run weekly news program. As a high school junior, I started writing for the program, and by senior year, I was directing the newscasts. At Lafayette College, I continued pursuing this interest by writing for The Lafayette, the oldest college newspaper in Pennsylvania. I have covered entertainment articles as well as more serious articles involving our LGBTQIA+ communities. I feel my writing skills and my acute attention to important topics will be of interest to those hosting these career tracks.

I appreciate the time you have spent reviewing this letter, and have completed the Career Tracks application. I look forward to learning more about the Career Tracks program if I am selected for the program. In the meantime, if you would like further information, I can be contacted at 610-123-4567 or via email at [youraddress@lafayette.edu](mailto:youraddress@lafayette.edu).

Sincerely,

Emily Smith  
(she/her)

**Sample Cover Letters for Career Tracks (FORMAT)**

YOUR NAME  
YOUR ADDRESS  
TODAY'S DATE

HIRING MANAGER OR GROUP  
TITLE OF HIRING MANAGER  
COMPANY  
ADDRESS  
CITY/STATE/ZIP  
TODAY'S DATE

Dear [prefix and last name],

[FIRST PARAGRAPH: **PURPOSE:** WHY ARE YOU WRITING, WHAT INTERESTS YOU, AND HOW YOU HEARD ABOUT THE CAREER TRACKS]

[SECOND PARAGRAPH-**BACKGROUND AND QUALIFICATIONS:** WHY ARE YOU INTERESTED AND WHY ARE YOU A GOOD CANDIDATE FOR IT?]

[THIRD PARAGRAPH- **REQUEST FOR ACTION:** THANK THEM FOR THE ATTENTION, AND INCLUDE DETAILS OF WHAT YOU ARE SENDING/COMPLETING. INDICATE ADDITIONAL INTEREST AND EXPECTED NEXT STEPS AND HOW TO GET IN TOUCH WITH YOU].

Sincerely,

Your First Name Last Name  
(PRONOUNS IF DESIRED)

Detailed Guidelines for Cover Letters for Career Tracks
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Your Address  
City, State Zip  
Date

Individual's Name/Hiring Team (For example: Ms. Lily Anderson OR Position X Hiring Team\*)  
Title (if sending to individual)  
Company  
Address  
City, State Zip (note: a comma is *not* required between State and Zip code)

Dear: (Dear Ms. Anderson OR Dear Position X Hiring Team):

**1<sup>st</sup> Paragraph (Purpose)** State why you are writing and indicate your knowledge of the program in two or three sentences. When possible, name the career track for which you are applying and how you heard of the program. This paragraph must attract enough attention to spark interest and make the employer want to read further. You can do this by mentioning something you read about the program, something unique about yourself, or something uniquely associated with the program track and/or this particular division of the organization. Use this section to answer the question: *Why are you applying to this particular career track?* **Tip:** revisit this paragraph when you complete your 2<sup>nd</sup> paragraph. Can you think of a hard-hitting thesis statement that sets up how you are going to leverage your qualification to sell yourself to the organization?

**2<sup>nd</sup> Paragraph (Background and Qualifications)** State the reason(s) *why* you want to participate in this particular track, and why you are the perfect candidate *for this career track*. Communicate the ways in which your skills, talents, and experiences can be of value to the track.. Highlight education and past achievements, which show how you have gained **relevant** skills and experience in order to support your candidacy for the desired career track. Present the most *relevant* information to showcase yourself and your abilities as well as indicate your researched knowledge of their track. Display your willingness to make a contribution. Be specific and use detail to back up your claims...but balance this with the goal of keeping it as concise as possible. Use this section to answer the question: *Why are you the best candidate?*

**3<sup>rd</sup> Paragraph (Request for Action)** Indicate the next step you will take. This can include reasserting your interest in the career track and arranging for a specific time when you will contact the employer to discuss possible job opportunities. Avoid vague endings that leave the initiative and interview up to the employer. Do not ask, "Please contact me..." say, "I will contact you." Write your letter as though you expect the meeting to occur. Be sure to mention that your application is enclosed.

Sincerely,  
(Written signature/Signature image)

Your First Name Last Name

\*\*\*\*\*

Need more tips for writing cover letters? See "[Tips for Writing Cover Letters](#)" for important advice regarding addressing your cover letter or other professional documents utilizing appropriate personal titles.