



**purplebriefcase**<sup>™</sup>  
Get Noticed. Be Prepared.

Career Learner Site  
User Guide



## Career Learner Site | User Guide

### Creating Your New Account.

Go to [www.purplebriefcase.com/signin](http://www.purplebriefcase.com/signin). Select "Need an Account" or Click under "First Time to Purple Briefcase".

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GET NOTICED. BE PREPARED.

FIRST TIME TO PURPLEBRIEFCASE?  
Click here to set up your account and get started.

RETURNING USERS LOGIN NOW:

email

password

[in sign in with linkedin](#) [SUBMIT](#)

[forgot password?](#)  
[need an account?](#)

Enter your official school email address. Only addresses from participating schools can be used to create new accounts. Information about completing your account set up will be emailed to you at the address you provide.

Once you're logged in, you'll see the home page. The user dashboard highlights different aspects of the platform including new job postings, new videos, forum posts, and your progress in the form of your purple score. On the left hand side the color themed segments will help you to navigate through the platform.

- my briefcase (tools to manage your progress and activity)
- get noticed (tools to help students stand out)
- be prepared (tools to help students prepare for the job market)
- the community (forum and professional link)

The Dashboard has 4 main themes that you can click into.

- Job Postings – searching for positions and applying to job opportunities
- My Progress (Purple Score) – shows you how career market-ready you are and what you still need to do!
- Social Learning – career video learning content to watch and learn
- Trending Comments – career driven conversations to post, learn and share

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Get Noticed. Be Prepared.

**my briefcase**

- my profile
- my progress
- my events
- my help
- get noticed**
- my channels
- my resume
- my jobs
- be prepared**
- my channels
- my prep
- my links
- the community**
- my channels
- my forum

welcome, bailey donovan | share with friends | sign-out

I'm a student too!  
See how I use purple briefcase

WELCOME BACK, BAILEY

**job postings**

- Financial Representative
- Inside Marketing Representative
- Content Marketing Intern
- Web Developer
- Sales Representative

**my progress**

your PurpleScore is **69**  
click for details

**social learning**

- LinkedIn Profile Checklist
- Panel Interviewing
- Interview Confessions: Kevin
- Interview Confessions: Emily
- Inking the Deal (Or Not)
- Visual Resumes - Are You Ready?

**trending comments**

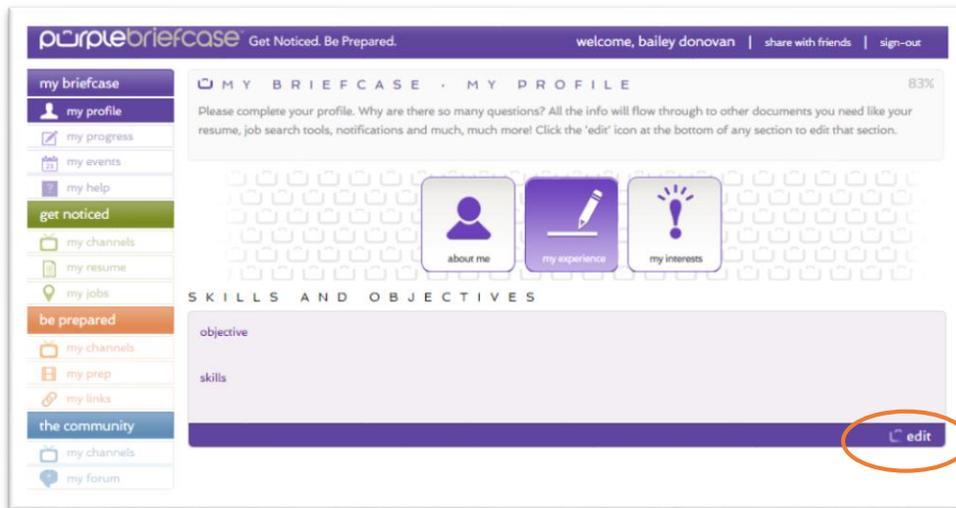
- Some people say your resume is supposed to fit on one page, but some... by Jessica
- How can you go about finding an internship that will give you some sort... by Kahlil
- Shanleigh - The best advice I can give you right now is start looking... by Andre

Navigate through the segments!

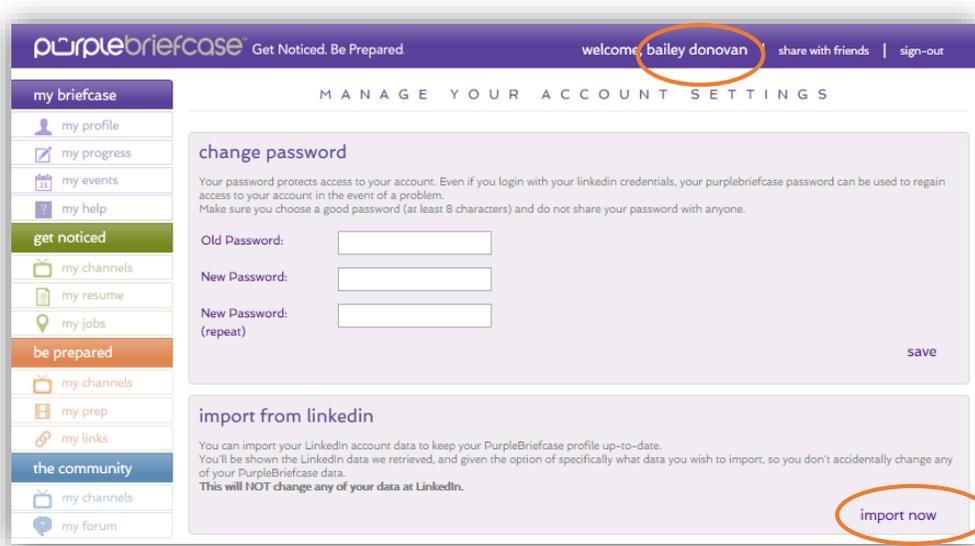
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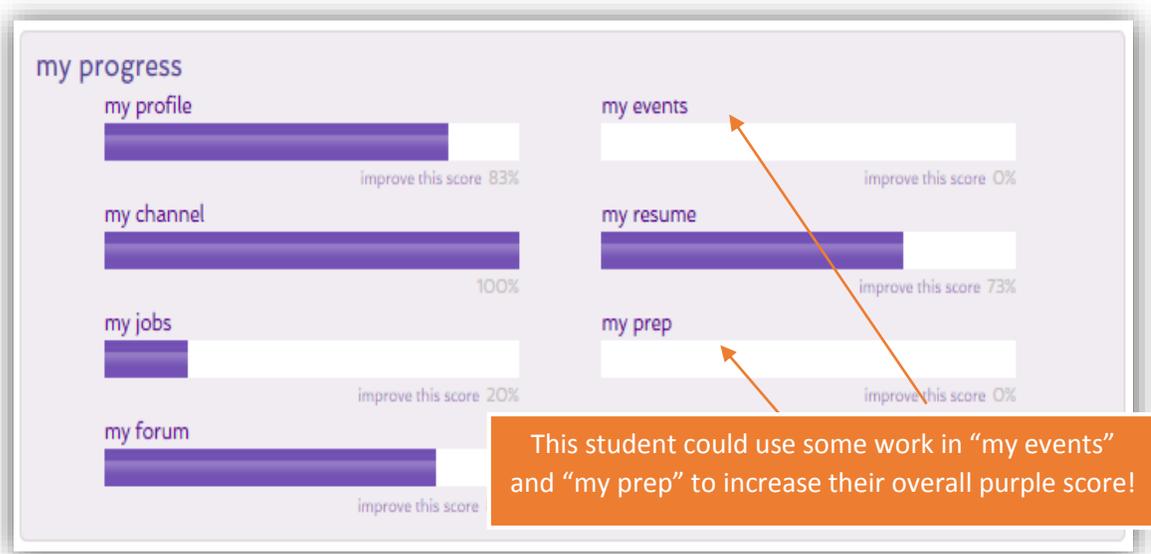
**My Briefcase | My Profile.** This is where you'll be able to add a profile picture and fill out your personal details. You'll also be able to add your experience including any special skills, employment history, references, awards, and course work. One of the nicest features here is the ability to link with LinkedIn. Linking with LinkedIn will fill in many aspects of your profile for you so be sure to link upon your first time logging in!



Additionally, if you toggle over your name at top right corner, you can sync with LinkedIn and import your profile into Purple Briefcase!



**My Briefcase | My Progress.** This is where you can monitor your progress in each of the seven categories and see what exactly what your Purple Score is made of. Frequent this page to learn more of what you can do to improve your career market-readiness.



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## Get Noticed. Be Prepared.

**My Briefcase | My Events.** My events provides a central location for postings of events happening around you. These events are posted by your career services department as well as Purple Briefcase and other school departments at times. Events such as career fairs, workshops, and information sessions will be posted in this location. You will be able to RSVP, favorite, and even download them to your calendar right from the platform so you won't forget or miss out!

purplebriefcase Get Noticed. Be Prepared. welcome, le moyne student | share with friends | sign-out

MY BRIEFCASE · MY EVENTS 20%

See what events are happening near you, on your campus or online through Purple Briefcase. Remember jobs won't come find you, you need to put yourself out there. Sign up for events and begin to network today!

**my events**

event name	date/time	location	description	actions
Study Abroad Walk-Ins	2014-04-21 13:00	RH 344	Walk-in hours to answer any of your study abroad related questions.	Calendar, Email, Favorite
Resume Session	2014-04-21 15:00	RH 344	Walk-in hour abroad relate	Calendar, Email, Favorite
Study Abroad Walk-Ins	2014-04-22 13:00	RH 344	Walk-in hours to answer any of your study abroad related questions.	Calendar, Email, Favorite
Resume Session	2014-04-22 15:00	RH 344	Walk-in hours to answer any of your study abroad related questions.	Calendar, Email, Favorite
Study Abroad Walk Ins	2014-04-23 13:00	RH 344	Walk-in hours to answer any of your study abroad related questions.	Calendar, Email, Favorite
Walk-In Hours	2014-04-23 15:00	RH 344	Walk-in hours to speak with a career counselor.	Calendar, Email, Favorite
Study Abroad Information Session	2014-04-25 10:30	RH 344	Learn about opportunities to study abroad and how to apply for them.	Calendar, Email, Favorite
Ascending to New Heights: Preparing for Life After Le Moyne	2014-05-01 16:30	Grewn Auditorium	Come and learn from professionals about the experience of entering the working world.	Calendar, Email, Favorite

**My Briefcase | My Help.** Contains help videos on a variety of topics as well as an application map showing where segments are located. Should you have any questions about the purple briefcase platform, this is the place to go!

**Get Noticed.** This Header houses the resume template tool along with the job board where you'll find jobs that your school posts and jobs posted elsewhere on the internet. Here you can save job searches as well so you can continue to check back for new listings!

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Get Noticed. Be Prepared.

**Get Noticed | My Channels.** This is where you'll find the video content for career learning! This is a resource to any questions you may have regarding how to get noticed. Videos of two minutes or less deliver the information you need to stand out in today's competitive market. You can also jump across the channels to watch and learn other career learning video themes!

**Get Noticed | My Resume.** Allows you to download resume templates that fill in your information using your existing profile. You are able to upload and save resumes to the platform and use these to apply to jobs.

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## Get Noticed. Be Prepared.

Additionally, you can create custom Cover Letters. There are templates showcasing both relevant experience as well as ideal personality fit.

GET NOTICED · MY RESUME 47%

Don't know where to start?

Download your profile data as applied to one of the templates below. These templates are designed to give you a good starting-off point for completing your resume. Once you've downloaded your resume template, you can make any changes, such as wording or formatting, then upload your completed resume back to us so you can use it when applying to jobs.



my resume



my cover letters



my follow-up

### resume templates

Download your profile data as applied to one of the templates below. (MS Word format)

Standard	a general resume template to start your resume strong
Functional	a popular resume template to lead your resume into the right hands
Chronological	a resume template presenting your relevant work history by date

### saved resumes

These resumes are saved at PurpleBriefcase and can be selected when applying to jobs.

Resume.docx	Last modified: 3 months ago	delete   download
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### upload a resume

Upload your completed resumes to make it easier to apply to posted jobs from your school.

You should only upload files that are commonly accessible (eg. .doc .docx .pdf .txt) to ensure hiring managers are able to open your files.

Title

File  No file selected.

Choose a style.

Upload & Save for Later!

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## Get Noticed. Be Prepared.

My Follow-up within this section allows you to track your actions making sure you are following up with previous interviewers.

**GET NOTICED · MY RESUME** 73%

Employers are interviewing dozens of candidates / position. So how do you stay on top of their mind after the interview? Memorable ways to follow up will keep your resume on top. Use the purple briefcase follow-up tool to manage and track your actions to ensure you are doing enough to stand out.

**my resume**   **my cover letters**   **my follow-up**

**my follow-up**

Job Title

Company

Applied on

Interviewed on

Thank you sent  Phone  Email  Card

Connections made  LinkedIn  Social Media  Web Review  Google Alerts

Unique communications  Personal eCard  Engage Question  Recent News

**Keep track of each interview and the follow up communication you make all in one central location!**

cancel - save

**Be Prepared | My Channels.** Features a channel of excellent career resources to help enhance your career preparation. In addition to more video content, be prepared features Interview Stream, an interview prep tool and my links, a hub of resources to obtain everything from company research data to salary statistics. Don't forget you can click the other icons across the top to access more channels such as student spin, a channel by students for students and digital dish, a technology review show.



Click for more content!

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## Get Noticed. Be Prepared.

Be Prepared | My Prep. Where you'll find interview stream. Interview stream is a practice interview tool you can use from the comforts of your dorm! You can choose various interview scenarios which feature career specific questions. Practice makes perfect!

### BE PREPARED - VIDEO INTERVIEW

0%

Get your interview process started! Through the services provided by Interview Stream you will be able to:

1. Create your account
2. Explore the services offered by Interview Stream
3. Select a pre-built interview or customize your own with over 1500 interview questions
4. Check your Webcam and Microphone settings
5. Conduct your interview, don't forget to review and retry
6. Watch Interview and use the Email link to send your best interview to counselors, professors, and friends

[Click for step by step instructions](#)

Easy instructions to get you started!

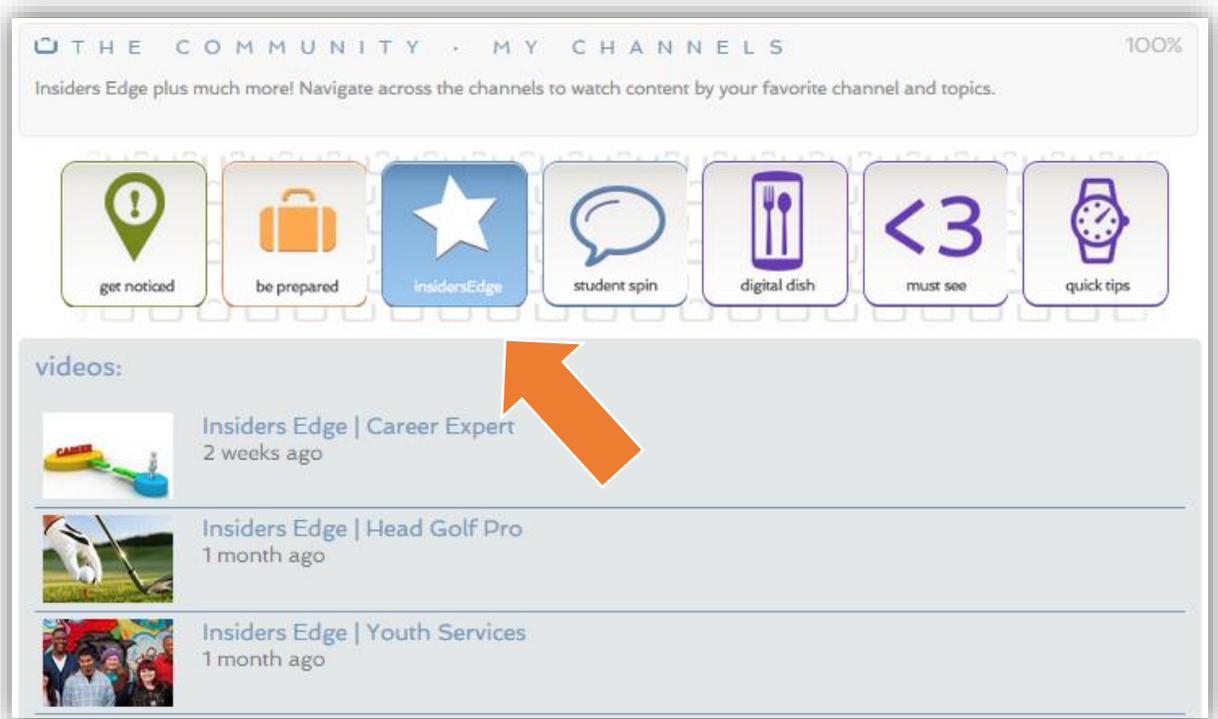
**INTERVIEW STREAM®**

Practice interviewing from the  
comfort of your own home!

GET STARTED! >>>

NOTE: This will launch in a new window/tab. You may need to tell your browser to allow the window if it is set to block popups.

**My Community | My Channels.** Where you can find Insider's Edge, a channel dedicated solely to providing career expert information straight from industry professionals. They share personal and professional experiences which you can learn from!



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My Community | My Forum. These themed discussion boards provide a platform to ask questions as well as interact with other users on topics such as interviews, career paths, and networking.

The screenshot displays the Purple Briefcase forum interface. At the top, the logo and tagline 'Get Noticed. Be Prepared.' are visible, along with a user greeting 'welcome, bailey donovan' and links for 'share with friends' and 'sign-out'. A left sidebar contains navigation menus: 'my briefcase' (profile, progress, events, help), 'get noticed' (channels, resume, jobs), 'be prepared' (channels, prep, links), and 'the community' (channels, forum). The main content area is titled 'my forum' and features a 'Company' section with four discussion topics: 'National Grid' by Morgan, 'Summer Job' by Ettie, 'Disney Management' by Jessica, and 'How do I know if this workplace is the place for me?' by Brandon. Each topic shows 'Posts: 2' and 'Last updated: 1 week ago'. Below this is a 'Post a New Discussion' form with 'Title' and 'Content' input fields. An orange starburst callout with the text 'Ask Questions!' is positioned over the form. A 'preview post' link is located at the bottom right of the form area.

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The screenshot shows the Purple Briefcase forum interface. At the top, the logo and tagline "Get Noticed. Be Prepared." are visible, along with a user greeting "welcome, bailey donovan" and links for "share with friends" and "sign-out". A left sidebar contains navigation options: "my briefcase" (my profile, my progress, my events, my help), "get noticed" (my channels, my resume, my jobs), "be prepared" (my channels, my prep, my links), and "the community" (my channels, my forum). The main content area is titled "my forum > interviewing" and features a "Weaknesses" section. A post by Jessica from Le Moyne College asks, "What examples of weaknesses should you give during an interview that won't make you sound like a bad candidate for the position?" (posted 2 weeks ago). A reply by Allie - Advisor from Purple Briefcase provides a tip: "Jessica - great question! Here is my tip as a hiring manager: you should always turn a weakness into a benefit! Never give a weakness that really shows a bad perception of yourself. For example, if you are applying for a position that is in accounting; stating that you are detail oriented can be considered a weakness to some because you make sure that every I is dotted and T is crossed for a final deliverable. As a hiring manager in Accounting ... I am going to consider this a strength. See how you are turn the question around? Let us know if you need more examples. Anyone else have a great example they have used?" (posted 1 week ago). Below the posts is a "Reply to This Discussion" section with a text input field and a "preview post" button. An orange starburst graphic with the text "Answer Others!" is overlaid on the reply field.

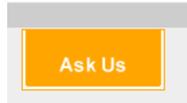
**My Progress | Purple Score.** As you navigate through the platform building your profile, watching videos, and contributing to forum posts you'll notice your Purple Score increasing! The higher your Purple Score, the more likely you are to get noticed and be prepared!

The screenshot shows the "my progress" section of the Purple Briefcase interface. It features a purple header with the text "my progress". Below the header is a white box containing a purple icon of a person wearing a headset. To the right of the icon, the text reads "your PurpleScore is" followed by a large purple number "73". Below the number is a link that says "click for details". An orange arrow points from the icon towards the score.

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Feedback and comments; share with us at [info@purplebriefcase.com](mailto:info@purplebriefcase.com) . You can also ask questions to our team directly about the use of the site (or any issues). Simply click on the Ask Us Tab on the right nav of the site.



Connect with us via our social media today at:

A dark purple horizontal banner. On the left, the "purplebriefcase™" logo is displayed in white, with the tagline "Get Noticed. Be Prepared." below it. On the right, there are four social media icons: LinkedIn (blue square with white "in"), Facebook (blue square with white "f"), Google+ (red square with white "g+"), and Twitter (blue bird). Below the icons, the text "Purple Briefcase © 2013" is followed by a phone icon, the number "855-542-7865", and a vertical line followed by the word "Email".