

# Career Services Center

## Job Search Strategies

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# Job search strategies: planning the perfect trip

Your main goal in a job search is to get as many job interviews related to your career objective as possible. The strategy you use to reach this goal requires a great deal of planning, persistence and hard work. The process is similar to that of planning a vacation. Typically, vacations are planned very carefully. As many details as possible are addressed prior to the trip so the trip will be enjoyable. Your job search should be even more important than your vacation. After all, a vacation is only a couple of weeks long...jobs last a lot longer.

Your search should begin with extensive self-assessment and preparation. If you can respond positively to the following questions, your search will take on a clear focus.



## WHERE ARE YOU GOING?

1. Do you know what type(s) of position(s) you are seeking?
2. Have you identified geographic preferences?

YES

NO

\_\_\_\_\_

\_\_\_\_\_

## HOW WILL YOU GET THERE?

3. Have you identified your assets in terms of skills and abilities?
4. Do you know how these skills and abilities can be applied to work?
5. Have you developed a résumé?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## WHAT WILL YOU DO WHEN YOU GET THERE?

6. Have you considered work and lifestyle values?
7. Do you know how to prepare for a job interview?

\_\_\_\_\_

\_\_\_\_\_

# Job search timetable checklist

This checklist is designed to assist you in making the best use of your time as you conduct a job search. We encourage you to use this checklist in conjunction with the various services and resources available from our office.

- (12 months prior to employment)**
  - \_\_\_ Attend workshops related to Job Searching/Interviewing.
  - \_\_\_ Inquire about career counseling and employment opportunities through the Career Services Center.
  - \_\_\_ Define career goals and consider geographic locations for employment.
- (11 months prior to employment)**
  - \_\_\_ Begin to identify references and ask them to serve as a verbal reference for you and/or to prepare letters of recommendation for you (dependent upon the field to which you are applying).
  - \_\_\_ Schedule an appointment with a staff member in the Career Services Center to discuss your job search strategies.
- (10 months prior to employment)**
  - \_\_\_ Begin developing a resume and a basic cover letter.
  - \_\_\_ Begin networking with friends, faculty members, etc. to learn more about your field(s) of interest and to obtain useful information about how to “break into” the field(s).
- (8-9 months prior to employment)**
  - \_\_\_ Finalize your resume.
  - \_\_\_ Attend special programs and events geared toward your field of interest sponsored by Career Services, your academic departments, area organizations, etc.
- (7 months prior to employment)**
  - \_\_\_ Attend Job Fairs.
  - \_\_\_ Research companies related to your field online, in the Career Services Center, and/or the local library.
  - \_\_\_ Participate in On-Campus Interviewing and the Resume Referral Program.
- (5-6 months prior to employment)**
  - \_\_\_ Begin monitoring the job vacancy listings online, in area papers and other listings in the Career Services Center.
  - \_\_\_ Seek out informational interviewing through companies and organizations related to your field and/or utilize our alumni career mentor program.
- (1-4 months prior to employment)**
  - \_\_\_ Maintain communication with your network of contacts.
  - \_\_\_ Revise your resume and cover letter if necessary.
  - \_\_\_ Set up interviews and follow up each with a thank you letter.
  - \_\_\_ Continue monitoring job vacancies through networking, classified ads, Career Services Center, and the Internet.
  - \_\_\_ Begin considering job offers. Ask for more time to consider offers, if necessary.
  - \_\_\_ Accept the best offer. Inform those associated with your search of your acceptance.

## Fishing for prospects

- Networking
- Help Wanted Ads in Local, Regional and National newspapers
- Professional Organizations/Associations
- Career Services Web Site – Job Links Section
- Job Binders in the Career Services Center
- WWW Search Engines – search for organizations in your field of interest and visit their sites directly to search for opportunities
- CSU Stanislaus Annual Career Fair
- Local and National Job/Career Fairs
- Internet Job Search Sites
- Private and State Employment Agencies



# Networking

*What everybody's talking about!*



How can Networking help me find a job?

- ✓ 7 out of 10 job hunters find jobs through networking.
- ✓ Building your network by contacting everyone you know.
- ✓ Communicate the type of job you are looking for.
- ✓ Ask your network contacts about jobs, organizations and career fields.
- ✓ Stay in touch with your network contacts and follow up on leads and suggestions.
- ✓ Employers like to hire people who come "highly recommended" by colleagues or close friends.



*The concept of networking ties into a simple human trait...  
the desire to help others.*

**Never underestimate the knowledge and influence  
of the people you know!**

# Starting your own network

Relatives


Professors


Friends


College Administrators


Community Members


College Alumni


Internship/Student Teaching  
Supervisor


Past Employers


Professional Associations


Classmates


# Plug into the Internet to POWER your job search

As society finds new uses for the Internet on a daily basis, it is imperative that job seekers utilize this powerful tool in their searches. Be sure not only to access job listings on line, but to utilize the Internet to its fullest ability to network with professionals in your career field, to conduct research on employers/organizations, and to apply for positions right on-line!

## **Networking!**

Seven out of ten job seekers obtain employment through networking. The Internet is the world's largest network, so use it to your advantage. Visit job and/or industry-related chat rooms to make valuable contacts and research professional organizations to learn about networking opportunities and/or list serves you may join to be "in the know" about your field of interest.

## **Use this resource when it is convenient for you...Day/Night/Weekend**

If you are like many job seekers, you cannot search for a job during regular business hours because of current work/school schedules or other responsibilities. The Internet is available to you when you are ready to use it, 24-hours a day, seven days a week, regardless of time zones. And don't worry...employers aren't concerned that you are looking at the job opportunities at 2 a.m., they are only concerned with finding the best person to fill the position!

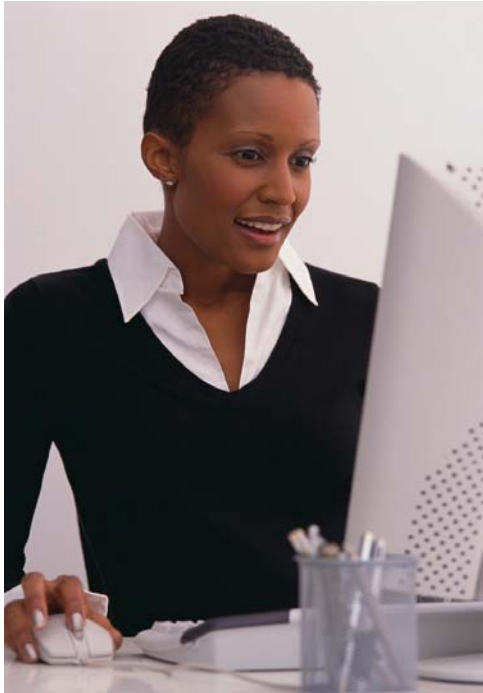
## **Free access to information and resources**

With just a few key strokes you can access hundreds of thousands of free resources via the Internet. Utilize the Web to access job listings (via job listing sites and individual organization web pages), to submit your résumé online for postings, and/or to obtain valuable information on companies/organizations by visiting their homepages. In addition, the Internet enables you to search for positions not only in your geographic location, but also across the U.S. and abroad - for those of you interested in relocating.

## **Impress potential employers**

Utilizing the Internet in your job search impresses employers in two ways. First of all, it demonstrates your familiarity and skill with this technology and employers are constantly seeking technologically-savvy employees. Secondly, by researching organizations via the Internet you enter interviews well prepared with the most current information about the organization. That knowledge may set you apart from other candidates in the eyes of an employer.

## Top 10 job search sites



Below are just a few of the thousands of web sites that contain job listings, company profiles and other job search related information. These sites list opportunities and information about organizations in California and throughout the U.S. Check out the Job Links section of the Career Services web site at <http://www.csustan.edu/career> for additional site listings.

[www.monster.com](http://www.monster.com)

[www.job.com](http://www.job.com)

[www.webhire.com](http://www.webhire.com)

[www.nationjob.com](http://www.nationjob.com)

[www.usajobs.opm.gov](http://www.usajobs.opm.gov)

[www.hotjobs.yahoo.com](http://www.hotjobs.yahoo.com)

[www.jobs.com](http://www.jobs.com)

[www.careerbuilder.com](http://www.careerbuilder.com)

[www.ajb.com](http://www.ajb.com)

[www.careers.msn.com](http://www.careers.msn.com)

# Pitfalls of job searching

## what to avoid and how to “climb out” if you succumb

Looking for a job, especially when you are not currently employed, can be an ego-deflating, isolating experience. It is not easy to be at your best when you feel your worst, yet that is what an effective job search requires. You may find yourself slipping into some habits and nursing some feelings that will interfere with your job search. These can be self-defeating behaviors which interfere with your being as happy and productive as you can be. Here are some defeating behaviors, including actions and feelings, and suggestions on how to deal with them.



Pitfalls	Climbing out
<ul style="list-style-type: none"> <li>• Procrastination in replying to ads or starting the job search.</li> <li>• Stopping the job search after receiving a few rejection letters.</li> <li>• I don't have anything to offer an employer.</li> <li>• I'll never find a job.</li> <li>• Everyone else is more qualified.</li> <li>• There are so many people out of work. I'll be competing with hundreds.</li> <li>• There are no job openings in my locale. Why bother looking?</li> </ul>	<ul style="list-style-type: none"> <li>• Talk with someone on a regular basis about your feelings. This someone should be a good listener -- someone who makes you feel good about yourself.</li> <li>• Reward yourself for sticking to your job search activities.</li> <li>• Don't become a hermit. Accept social invitations and call old friends you haven't seen in a while. They may be able to help.</li> <li>• Remember that rejection is part of the process, and has nothing to do with who you are as a person. You'll most likely hear a lot of NO before the YES!</li> <li>• Tell everyone you know that you're looking for a job. Most people are sympathetic to that situation. Remember, help sometimes comes from unexpected places.</li> <li>• Stop feeling that your situation is unique. It is a rare person who will go through life without being unemployed at least once.</li> </ul>

# Create your own action plan

1. Set realistic goals for your job search.
2. Develop a timetable.
3. Incorporate a variety of approaches to reach potential employers.
  - Networking
  - Answering advertisements
  - Search the World Wide Web
  - Attend Job/Career Fairs
  - Informational interviewing
  - College Career Services
  - Direct mail
  - Placement agencies
4. Work on your job search plans every day - *don't procrastinate!*
5. Read local/regional newspapers, watch the news, and check headlines online to keep informed of business and employment trends in your area of interest (field and geographic locations).
6. Be well organized and keep track of your progress.
7. Accept *rejection* as part of the process.
8. Develop a network of supportive people.
9. Consider all opportunities and alternatives.
10. HAVE FUN!

