

# Professional Job Search Strategies

Academic Advising and Career Development



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## Professional Job Search Strategies

Are you thinking that it's time to begin your first serious job search, but you're not sure where to start? Have you been job searching, but haven't had much success? If you're like many job searchers, you might post your résumé on a few sites and complete a few applications, then sit back and wait for calls from employers. We happen to know these methods are usually not very effective and will likely lead to a long and frustrating job search. We also know that learning some success strategies and developing a plan of action will save you time -- and will help you achieve the results you want.

Begin by recognizing that the job search will require a large effort on your part, so use the tips in this packet to help yourself develop an effective job search plan. Understand that there are many different job search methods, and your chances for success will be vastly improved if you incorporate several of the methods we describe. In addition to reading this packet and putting a plan in writing, it will be beneficial to meet with an advisor in Academic & Career Services to discuss your plans.

This packet will be most effective if you have ...

- Completed interest inventories, assessments, and informational interviews
- A strong understanding of yourself, your strengths/skills, and your career goals
- Developed a targeted, professional résumé
- Researched companies that you are interested in working for
- Participated in a practice job interview

The above-mentioned points are all necessary to a successful job search, but are not covered in this packet. For more information on these topics, contact an advisor in the Academic & Career Services office or visit <http://careers.unk.edu>.

Once the above steps are completed, the following job search methods will help you get started on your path to professional success:

- Networking
- Informational Interviewing
- Direct Employer Contacts
- Online Job Sites and Classified Ads
- Internships
- Career Fairs
- Utilizing Academic & Career Services
- Organizing Your Search

The first step to a successful job search is to **Identify Your Job Target**. Answering these questions will help you focus your search.

- ◆ What is your major/minor? \_\_\_\_\_
- ◆ What are your industries/fields of interest? \_\_\_\_\_
- ◆ What type of position would you like to pursue? \_\_\_\_\_
- ◆ Do you have a geographic preference (area of country, size of city) \_\_\_\_\_

## Networking for Results

You may have heard the saying, “It’s not what you know; it’s who you know.” While that is not entirely true, connecting with people you know can help you find a job. The U.S. Bureau of Labor Statistics estimates that up to 75% of available job openings are never publically advertised. Because of this, looking only at Help Wanted Ads (print ads or those posted on the Internet) can be a fruitless effort. Developing your **networking skills** can, however, help you the break into this ‘hidden job market.’

### What is Networking?

Networking is ...

- Building relationships
- Exchanging information
- A key method of attaining life and career goals

Notice the focus on **relationships** and **exchanging** information. Effective networking is never a one-way street – it involves connecting with people for mutually beneficial purposes.

### How Can I Begin Networking?

Chances are, you have already begun. For example, have you ever asked classmates for their opinions about classes or professors, asked friends where they get their cars worked on, or asked acquaintances for recommendations about where to get a good haircut? These are simple examples of networking in everyday situations. For a more professional twist – and for networking to aid in your search for a professional job – there are a few guidelines you’ll want to follow.

#### #1 Prepare

- a. Create a list of people who might be able to help you.

**#1** - List people you know well (family members, close friends, classmates, advisors and professors, neighbors ... anyone you know well and who knows you, too.)

**#2** - Record names of people with whom you are somewhat familiar (people in your neighborhood, former co-workers, former professors and/or bosses, people you know through hobbies or events you attend, etc.)

**#3** - List people whom you might not *know*, but are connected to people you know, (friends of your family, your sister or brother’s employer, the Chair and/or other professors in your department, the director of your school’s Alumni Association, and others.)

Can you see how your inventory of potential contacts might keep growing and growing? When you meet new people, be sure to add them to your list, too. ★Use the **Network Worksheet** on page 4 to begin recording your networking contacts.

- b. Develop your “Elevator Speech” (aka “30-Second Commercial”). This pitch briefly introduces you to a contact by telling a little bit about your background, describing a few of your strongest qualifications, revealing the type of position you are seeking, and asking the person for information.

**Example:**

“Hi, my name is \_\_\_\_\_ and I will be graduating from UNK in \_\_\_\_\_ with a degree in \_\_\_\_\_. Along with my degree, I have gained skills in \_\_\_\_\_ and \_\_\_\_\_ while at the University, and I am interested in beginning a career in \_\_\_\_\_. I am wondering if you know anyone who may be hiring (*the position you stated*), or have any leads that might be helpful to me.”

## #2 Practice

We need to recognize that effective networking and building professional relationships can be intimidating to some people. Like any other skill, however, the more you work at it, the more comfortable and the more proficient you will become.

- a. Practice shaking hands with people who will give you honest feedback. You don't want to use a vice-like handshake where you crush the other person's hand, yet you certainly don't want to be known for your 'dead fish' handshake, either.
- b. Practice your Elevator Speech until you can give it smoothly and confidently.
- c. Attend formal and informal networking events so you can get experience meeting and greeting professionals. Be sure to adapt your Elevator Speech to each situation.

## #3 Promote

Think of yourself as a product you are selling. What features make you unique? What skills will help you achieve the goals you have set for yourself? What do you need to work on to make yourself more marketable? In short, identify and develop your **personal brand**.

As you might know, your personal brand will include, among other things, your appearance and your communication style. Take action now to begin presenting yourself in a more professional way. For starters, review this checklist:

- Listen to the voice message on your phone – what does it say about you? Do you need to update it to reflect a more professional image?
- Check your email address; is it precise and professional? Will it give a positive impression?
- When you send an email, do you include a subject, address the person by their formal name (*Ex: Dear Ms. Smith or Greetings Professor Parker*), write in complete sentences, and close with your name and contact information?
- When you attend events, do you carry yourself with confidence? Do you dress in clothes that identify you as a person who wants to make a great impression?

In addition to the above, take action in the following areas:

- ✓ Promote yourself by taking advantage of opportunities to meet professionals – especially in your career-interest area. Recognize that networking opportunities arise in structured events (career fairs, trade shows, professional meetings, internet user groups, etc.), but also in many unstructured, or informal settings as well (in classes, on airplanes, at restaurants, at ball games, etc.) Introduce yourself to people and begin to develop professional relationships.
- ✓ Review your résumé to make sure it reflects accomplishments most relevant to positions you are seeking. Have your résumé reviewed by several people who will give you honest feedback – your academic advisor, an instructor, a mentor, or an advisor in the Academic & Career Services office.
- ✓ Take advantage of professional job search tools and on-line resources. Register for **LoperCAREERS** through the Academic & Career Services office and create a professional profile on **LinkedIn.com**.

In summary, networking truly is the most effective method of finding those unadvertised jobs. Begin now to make a conscious effort to expand your network, and at the same time, expand your opportunities for job search success.

- Refer to the **Networking Contact Sheet** at the end of this packet. Make copies and begin tracking your contacts.

## Network Worksheet

If you're wondering how to begin networking, it's best to start with people you already know. Once you list these people on paper, you will probably be surprised at how widespread your network is. The important thing now, is to begin reaching out to your contacts to let them know that you are job hunting and to ask for their support.

The diagram is a central hub-and-spoke model. At the center is a white circle containing the word "You". Eight blue arrows radiate from this central circle to eight rectangular boxes arranged in a circle around it. Each box is titled with a category of contacts and contains three horizontal lines for writing. The categories are: Family Friends, Relatives, Friends and Classmates, Internship/Volunteer Contacts, Professors/Advisors, Work Contacts, Alumni, and Others.

## Professional Networking Online

LinkedIn



### Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

#### Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

2

#### Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

#### Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

#### Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.



5

#### Fill "Skills & Expertise" with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.

## 6

**Update your status regularly.**  
Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!



## 7

**Show your connectedness.**  
Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.



## 8

**Collect diverse recommendations.**  
The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

## 9

**Claim your unique LinkedIn URL.**  
To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., [www.linkedin.com/in/JohnSmith](http://www.linkedin.com/in/JohnSmith)).





## 10

**Share your work.**  
You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?



**LinkedIn**™

**Get a Great Profile.**  
Get going at [www.linkedin.com](http://www.linkedin.com)

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## Direct Employer Contact – Informational Interviewing

Informational interviewing is a valuable technique for gathering information about the professional world, and it also allows you to grow your professional network.

### What is Informational Interviewing?

Broadly defined, interviewing for information is talking with another person in a low-stress situation for the sole purpose of gathering information about a particular field of interest or occupation. You may engage in informational interviews during your career exploration process, or when you are seriously seeking employment. In this type of interview **you** get to ask the questions. Finally, even though the purpose is not to get a job, informational interviewing is a great way to start connecting with people who could remain a part of your professional network in the future.

### What's in It for Me?

One of the best ways to gain knowledge about a career area is to talk to people doing that work. More specifically, by conducting informational interviews you can . . .

- Gain first-hand knowledge of an occupation from professionals currently working in an area of interest to you. This is beneficial not only for personal understanding, but the experience can also help you become a more impressive job candidate.
- Learn about the nature of work in that particular occupation, a perspective that goes beyond the limitations of job titles to the actual skills that are used.
- Determine a fit between your personality, skills and values in relation to a specific occupation.
- Define career goals more clearly and identify your professional strengths and weaknesses.
- Obtain information about specific companies that interest you.
- Gain self-confidence by talking with people in a professional setting, which will ultimately improve your job interviewing skills.
- Expand your network of contacts, which may be helpful in a future job search.

As mentioned before, the U.S. Bureau of Labor and Statistics estimates that **more than half (even up to 75%) of available job openings are never advertised**. Because the majority of jobs are filled through networking, you want to use every opportunity to develop relationships and build your professional network!

“Action is the foundational key to all success.”

--Anthony Robbins, Entrepreneur and Author



## Steps to Follow when Conducting an Informational Interview

**1. Define Your Interests, Skills, and Values** – It is important to know where you are going before you begin the journey. This planning can be done on your own, or with assistance from family members, a mentor, professors, or an Advisor in Academic & Career Services (MSAB #140, 865-8501).

**2. Identify Occupations** – Once you have learned more about yourself, you are ready to start researching fields that match your interests, skills and values. Select one or more occupations you would like to investigate and begin your research. \*Helpful website: access FOCUS-2 @ <http://careers.unk.edu>

**3. Identify People to Interview** – Start with lists of people you already know – friends, relatives, professors, advisors, fellow students, current or former co-workers, supervisors, etc. Company websites, professional organizations, organizational directories, and public speakers are also good resources. You may also call an organization and ask for the name of the person by a certain job title. Some organizations screen calls so it might be necessary to emphasize that you are **not** interested in a job but in information **only**. Also, remember to aim high, there's no one in the world you can't attempt to contact. \*Helpful websites: [www.linkedin.com](http://www.linkedin.com)

**4. Prepare for the Interview** – Read all you can about the field prior to the interview. Decide what information you would like to obtain about the occupation/industry. Having a solid base of knowledge about the topic will also enhance your credibility with professionals you interview, and help you develop thoughtful questions. To learn more about an occupation you can access an organization's public relations materials or visit the website. Also, the more knowledge you have, the more confident you will feel about your ability to communicate effectively.

\*Helpful websites: [www.onetcenter.org](http://www.onetcenter.org) <http://stats.bls.gov/oco/> <http://0-www.referenceusa.com.rosi.unk.edu/Home/Home>

**5. Arrange the Interview** – Contact the person to set up an interview: by telephone or e-mail, with a cover letter followed by a telephone call, or by having someone who knows the person make the initial contact for you. Arrange the time of day, the projected length of time, and a place to meet. If the person is not within traveling distance, then you may ask to arrange a telephone interview. Be prepared to tell the person what you are interested in and why. You could begin the conversation with...

**Hello, I obtained your name through the UNK LinkedIn Group. I will graduate from the College of Business later this year and I am in the career search process. It would be helpful for me to ask you questions about your experiences as a Management Trainee for Enterprise. I am not expecting to discuss a particular employment position but I would appreciate being able to talk with you on an informational basis. Thank you in advance.**  
Regards,

**6. Conduct the Interview** – Dress appropriately, arrive on time, and be polite and professional. Use your list of prepared questions as a guide; stay on track, but allow for spontaneous discussion. Take notes so you can keep a record of what you learn. **Before leaving, ask if this professional can suggest others who might be helpful**, and ask permission to use your contact's name when contacting these new people. Do not leave your résumé, but send one if it's requested.

**7. Follow Up** – Be sure to send a thank-you note immediately. (Handwritten is usually best, but e-mail can be acceptable, too.)

## Informational Interview: Questions to Ask

You want to ask questions that will elicit the information you need, so it's important to develop your own list. Following are some examples to get you started:

1. How did you get into this line of work?
2. What do you like best about this occupation?
3. Is there anything you would like to change?
4. What do you do on a typical day?
5. What do you find to be most challenging?
6. What is the most rewarding part of your job?
7. What personal qualities or skills are important to being successful in this field?
8. What college courses were the most helpful to you in your present career?
9. What opportunities for advancement are there in this field?
10. What entry-level jobs are best for preparing a person for the type of work you do?
11. What is the salary range at various levels in this field?
12. How do you see jobs in this field changing in the future?
13. Is there current demand for people in this occupation? Will there be a demand in the future?
14. What types of training do companies offer people entering this field?
15. What are the basic prerequisites for jobs in this field?
16. Which professional journals and organizations would help me learn more about this industry?
17. With what you know about my background, what other fields or occupations would you suggest I research further before I make a final decision?
18. Is special certification, licensing, or an advanced degree required for your job?
19. How can I gain experience in this field while still in college?
20. Can you suggest another person who might be willing to talk to me about opportunities in this field?

►► **Remember: This interview is for information only . . . DO NOT ASK FOR A JOB at this point.** ◀◀

## Evaluating the Interview

In order to make best use of the information you gather, it is important to review and evaluate soon after conducting the interview. Ask yourself the following questions:

1. What did I learn from this interview (both positive and negative impressions)?
2. How does what I learned fit with what I know about myself (interests, skills, values, goals)?
3. Based on what I learned from this interview, how interested am I in pursuing a career in this area?
4. What do I still need to know? How/where can I find it out?
5. Who can I talk to get to another point of view or additional information?
6. What plan of action can I make?

## Final Thoughts on Informational Interviewing

Use standard business protocol when taking part in an informational interview. For example . . .

- If you ask for 30 minutes of a person’s time, stick to it. Don’t overstay your welcome.
- Don’t settle for just one interview about a given area of work. A broad information base is important to making good decisions.
- Avoid forming an impression about an area of work based on the likeability of one person.
- When you arrive, shake hands, smile, and restate the purpose of your visit. Build rapport by engaging in a few minutes of small talk, but then focus on your interview questions. You want to gain as much information as you can about the occupation in a brief amount of time.
- Share enough information about yourself that you have the basis for a productive relationship, but don’t dominate the interview.
- Try not to be too rigid about getting answers to every one of your questions. Letting the person talk may lead into productive, but unanticipated, areas of information.
- Be an active listener – when you can, ask follow-up questions to allow the person to expand on a previous response.
- Note your reactions on an objective level, but don’t ignore personal feelings. What you naturally flow *toward* or *away from* is very important.
- Talking to people about their work doesn’t have to be a formal process or one you practice only when job hunting. Chat with people casually whenever you have an opportunity – on a plane, when waiting in line, at social gatherings, etc. Most people enjoy talking about the work they do, and curiosity (along with sociability) can open a lot of doors.
- Stay in touch – the person has invested time in you and most people like to see their investments pay off. Keeping the person informed on your progress will allow them to see that they helped you. An occasional note or phone call is polite and could benefit you in the future. The interviewee may not ever have a job for you, but they might know someone who does.

In conclusion, informational interviewing is a technique to help you learn more about particular industries and/or specific occupations. It can also help you make professional connections and can assist you as you begin to build a professional network. Though this type of interview is usually considered to be relatively casual, take care to make the best impression possible – a job may become available in the future . . . or the employer may be willing to pass your name along to a colleague if you have made a favorable impression. Use informational interviewing at various stages in your education, job search, and even after you’re employed. It’s one way for you to take a proactive approach to your career development!

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➤ Earlier in this packet you were asked to make a list of networking contacts. Select **5** of the people from that list to set up informational interviews with. In the space below, write their names, occupation, how you know them, and their contact information.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Direct Employer Contact – Cold Calling

A goal in your job search is to meet face-to-face with employers (interviews). The more interviews you have, the greater your chances for success. Most job seekers use a passive job search strategy, where they submit applications . . . then wait. On the other hand, most successful job seekers take an active approach; they take the initiative to directly contact potential employers.

Cold calling can be described as **making direct contact with employers who are not advertising and to whom you have not been referred**. It is difficult for many people, but it can be extremely productive. This strategy requires preparation, confidence and persistence. Different than Informational Interviewing, the goal of this contact is to present your qualifications to the hiring manager and express interest in a job. You do not begin by asking if they are hiring or stating that you are looking for a job, instead you capture their attention with your qualifications and ask for an interview.

One key to success is doing your research ahead of time and being able to match your strengths, qualities, and goals with the needs of the company. In other words, knowing what you want to do and why you want to work in a particular company can set you apart from all other job seekers.

**Example Approach:** *“Good morning Mr. \_\_\_\_\_. My name is Louie Loper and I am planning to graduate from UNK this spring with a degree in Organizational Communication. I am an outgoing and well-organized person who is eager to begin a career with a respected company such as yours. I noticed on your website that you are developing a new line of business and I am certain I could make a positive contribution to that venture. I’m wondering if I could set up an appointment to discuss how the skills I have are a good match for the direction your company is moving.”*

**Follow-up is a key aspect of this strategy.** If you are granted an interview, then you know your next step. If you are not granted an interview, then follow-up by sending your résumé along with a cover letter that restates your interest in working for the company. If the employer says something like, “We will call you in a couple weeks,” you could respond with, “Would it be OK if I call you in two weeks?” If they say “yes,” then you have agreed upon the next step.

When participating in this job search method it’s important to **expect rejection**. Try not to take it personally. Maintain a good attitude, a healthy sense of humor and a strong support system.

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➤ Earlier in this packet you were asked to record your career industry/field of interest. Select 5 organizations from that industry/field to cold call. Write the names of the organizations, specific people to contact, their job titles and their contact information.



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Utilizing Academic Advising and Career Development

The UNK office of Academic Advising and Career Development has 5 advisors available to assist you with developing professional skills, as well as assisting with your job search plan. Schedule an appointment with an advisor early in the process so that you can utilize all of the available services.

UNK Academic Advising and Career Development provides students and alumni with...

- Résumé and cover letter critiques
- Practice job interviews
- One-on-one career counseling
- **Focus-2** career assessments and follow-up meetings to discuss the results. Use the following link to access Focus-2 - [http://www.unk.edu/offices/acs/career\\_assessments.php](http://www.unk.edu/offices/acs/career_assessments.php)
- Online job postings through  **HANDSHAKE**

UNK Academic Advising and Career Development receives job advertisements from organizations nearly every day. In order to view these open positions, current students and alumni have an account through  **HANDSHAKE**. After completing your profile and uploading your résumé to the system, you will be able to search for jobs. This will be well worth your time, as employers representing local, national, and even international companies advertise position openings on  **HANDSHAKE**.

## Online Job Sites and Classified Ads

The Internet has made it easier for candidates to conduct a nationwide job search; however, with the number of job search websites available, it can be challenging to decide which sites will be most effective. Of course the answer to that question will be different for everyone, so here are a few things for you to consider.

### What industry-specific job sites are available in your field?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### List the major newspapers and region-specific job sites in the area(s) you would like to live in.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### What companies are you especially interested in? Do they post jobs directly on their websites?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Joining professional associations is another great way to enhance your job search. Not only because you can expand your network through attending conferences, but also because many of them have job postings on their websites. Many associations also have discounted membership fees for students.

### Identify Professional Associations in your field.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## The Value of Internships

According to the National Association of Colleges and Employers (NACE), internships typically involve a student working in a professional setting related to his/her major or career goal, under the supervision of practicing professionals. Internships can be paid or unpaid and the student may or may not receive academic credit.

### The Experience Catch 22

You can't get a good job because you don't have any experience, and you don't have any experience because you can't get a good job. This is a dilemma faced by many college graduates and internships are the solution. NACE's **2010 Job Outlook Report** states that 77% of employers prefer to hire candidates with relevant work experience, and completing an internship is a great way to get this experience *before* you graduate.

### Who you know or what you know?

As mentioned earlier, the old adage, "It's not what you know, but who you know," is not entirely true. In today's competitive job market, it is what you know *and* who you know that counts. Often times, "who you know" will help you get your foot in the door and "what you know" will ultimately help you land the job. What makes internships so valuable is that they allow you to gain hands-on professional experience (strengthening what you know) while also developing professional contacts (adding to who you know).

### What to Consider

When looking for an internship there are many factors to consider. What type of company are you interested in (size, culture, etc.)? Would you prefer to stay local or can you conduct a national or international search? Are you able to work for free or do you need a paid internship? Are you interested and/or required to receive college credit? These are just a few many considerations, but the more clear you are about what you're looking for, the more effective you will be in your search.

### Internship Sources

As in a general job search, there are many resources for you to use during an internship search. Visit with Academic & Career Services, your academic advisor, or the alumni association to learn about potential opportunities. Talk to people on your list of potential networking contacts, attend career fairs, and check company websites as well as intern-specific websites. Here are some internship websites you can start with:

- <http://InternNE.com/>
- <http://www.internjobs.com/>
- <http://www.internweb.com/>
- <http://www.twc.edu/internships>
- <http://www.interninc.com/>
- <http://www.cisabroad.com/intern>

## Attending Career Fairs

Attending a Career Fair or Job Fair is a great way to meet with multiple employers all at one site, as well as develop your network of career contacts. It is also an opportunity to find out valuable information about various industries, corporations, and different jobs. Employers participate in career fairs to meet students and recruit employees. They will provide you with general information about career options, as well as specific information about current openings within their company.

### Prepare to Make a Good Impression

- Review the list of employers before attending a career fair. Figure out which ones interest you the most and visit them early but not necessarily first. It is also a good idea to determine where employers are located beforehand and in what order to visit them.
- Broaden your focus and meet with many types of employers. While you may not have considered working for a hospital, many hospitals recruit and hire professionals in different fields such as management, information systems, accounting, or even education.
- Be organized! Bring plenty of copies of your résumé and a pocket folder or portfolio to hold all your materials.
- Have a pen/pencil and paper available to take notes.
- Introduce yourself, using your elevator speech. Tell employers the type of position you're interested in and the career path you wish to follow. Be prepared to discuss:
  - Specific career/job objectives
  - Individual strengths and skills
  - Contributions you will make to the organization
- Be aware of time demands on employers, and avoid monopolizing an employer's time. Ask specific questions about the organization and career opportunities, then politely close the conversation and move on.
- Offer to follow up after the fair, then do it. Send a thank-you note reminding the employer where you met and several topics you discussed.
- Ask for employers' business cards for follow-up discussions and correspondence.

### Be Ready to Learn From Employers

- Employment and/or hiring trends
- Skills necessary for different careers/jobs
- Current/future openings
- Other information about the organization; such as organization culture, training programs, etc.
- Who to contact for follow-up discussions

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The Academic & Career Services office hosts 3 annual career fairs (two general fairs and one for teacher education). Search for and list additional industry-specific and/or regional career fairs you can attend.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## Organizing Your Job Search

**Make a Commitment.** In most cases, the job search process will require an enormous effort on your part. Many people approach it as a full time job. With that in mind, dedicate yourself to spending an adequate amount of time, and finding the job / career that fits you best!

➤ I will devote \_\_\_\_\_ hours each week to my job search.

Task	Start Date	Completion Date	Notes
<b>Clarify job target</b>			
<b>Prepare résumé</b> (and get it reviewed)			
<b>Prepare Other Materials</b> (portfolio, writing samples, etc.)			
<b>Identify 3 – 5 References</b> (meet with each to discuss goals)			
<b>Prepare for Interviews</b> (conduct a mock interview)			
<b>Participate in On-Campus Recruiting</b> (loperCAREERS, 3 annual career fairs)			
<b>Identify Employer Info Sources</b> (careers.unk.edu)			
<b>Research Potential Employers</b> (websites / informational interviews)			
<b>Learn How to Write a Cover Letter</b> (visit Academic & Career Services)			
<b>Send Résumé / Complete Applications</b>			
<b>Follow-Up on Applications</b> (phone call, email when appropriate)			
<b>Participate in Job Interviews</b>			
<b>Send Appropriate Follow-Up</b>			
<b>Evaluate Offers and Accept a Position</b>			

Daily Tasks		Weekly Tasks	
	Respond to Potential Opportunities		Conduct Informational Interviews
	Check E-Mail Several Times per Day		Cold-Call Additional Companies
	Check Job Search Sites		Participate in Networking Events
	Check Job Postings on Company Sites		Review and Update Your Job Search Plan

**Remember to use a variety of ACTIVE job search methods!**

## Networking Contact Sheet

*(Make as many copies of this form as you need.)*

<b>Contact Name:</b>		<b>Company Name:</b>	
<b>Address:</b>		<b>Position/Title:</b>	
<b>Phone:</b>		<b>Relationship:</b>	
<b>Email:</b>			
<b>Method of Contact:</b>	<input type="checkbox"/> Email	<b>Appointment Time/Date:</b>	
	<input type="checkbox"/> Face-to-Face	<b>Follow-up Time/Date:</b>	
	<input type="checkbox"/> Phone		
	<input type="checkbox"/> Other		
<b>Summary of Conversation:</b>			
<b>Other Names Received:</b>			
<b>Next Steps:</b>		<b>Thank-You Note Sent:</b> _____	

<b>Contact Name:</b>		<b>Company Name:</b>	
<b>Address:</b>		<b>Position/Title:</b>	
<b>Phone:</b>		<b>Relationship:</b>	
<b>Email:</b>			
<b>Method of Contact:</b>	<input type="checkbox"/> Email	<b>Appointment Time/Date:</b>	
	<input type="checkbox"/> Face-to-Face	<b>Follow-up Time/Date:</b>	
	<input type="checkbox"/> Phone		
	<input type="checkbox"/> Other		
<b>Summary of Conversation:</b>			
<b>Other Names Received:</b>			
<b>Next Steps:</b>		<b>Thank-You Note Sent:</b> _____	

## Employer Contact Sheet – Option #1

*(Make as many copies of this form as you need.)*

Day, Date, Time I made the contact.	Company I contacted (Name, address, phone number, etc.)	Person I talked to (Name, title, phone number)	Reasons I contacted this company (Open Position, Referral, etc.)	What I found out (Application procedure, opening anticipated, etc.)	Next steps. What action do I need to take and when?

## Employer Contact Sheet – Option #2

*(Make as many copies of this form as you need.)*

<b>Company Name:</b>			
Contact Name:		Email:	
Address:		How did you find:	
Phone:		Position Sought:	
	<b>Date</b>	<b>Description of Contact</b> <i>(Ex: emailed a cover letter)</i>	<b>Results / Notes</b> <i>(Ex: granted interview)</i>
Initial Contact			
Follow-Up			
Interview			
Thank-You Letter			
Next Steps			
Thoughts about the organization / position:			

<b>Company Name:</b>			
Contact Name:		Email:	
Address:		How did you find:	
Phone:		Position Sought:	
	<b>Date</b>	<b>Description of Contact</b> <i>(Ex: emailed a cover letter)</i>	<b>Results / Notes</b> <i>(Ex: granted interview)</i>
Initial Contact			
Follow-Up			
Interview			
Thank-You Letter			
Next Steps			
Thoughts about the organization / position:			