



CONDUCTING A JOB SEARCH

This Guidebook is designed to assist you in the job search and networking process. The material in this Guidebook comes from a variety of sources and authors whose articles show different perspectives on employment.

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KEEP THESE THINGS IN MIND!

The Career Development Center has developed this guide to give you insights on seeking employment opportunities. Some of the suggestions will work some of the time, while others will work the rest of the time. First, let's establish some common ground from which to work:

- 1) There are jobs out there. You must be willing to take chances and look at all opportunities.
- 2) It is a competitive workplace. There are many college graduates looking for positions just as you are. What's going to set you apart?
- 3) Employers are looking for the "best" candidates. While grades are important, so too are your work history, extracurricular activities, and the functional skills you've developed through these activities.
- 4) There is no one way to approach the job search which is better than another. The best job search tactics are the ones that work for you. Using a combination of tactics usually produces results.
- 5) Recognize that rejection may be a part of this process, but don't take the rejection personally. Remember: employers are not rejecting you as a person; they don't know you. They make business decisions based on many different factors.
- 6) Keep a positive outlook! Don't become discouraged by rejections, but remember, each rejection you receive brings you closer to getting the job offer you want! Be positive, be persistent, be confident!
- 7) While you cannot control others, you do have control over yourself. This means that you must discipline yourself to maintain and sustain an active job search....it will bring **RESULTS!**



YOUR JOB SEARCH: SIX STEPS TO SUCCESS

1. **Identify your values, skills/abilities, and interests.**

Know what you want to do (career field) and where you want to do it (urban/rural area, large or small organization, geographic location). Identify significant accomplishments/achievements and detail your special skills (i.e. computer skills, language skills, awards, and honors).

2. **Have a perfect resume, cover letter, and essay.**

Peruse the samples included in this Guidebook, as well as the *Career Development Resume, Cover Letter, and Correspondence Guidebook*.

Take advantage of the KU CDC Review Service.

Drop-off, email (careers@kutztown.edu) or mail your resume, cover letter, and application essay to the Career Development Center for review. It will be ready in approximately 7-10 days.

3. **Utilize the Career Development Center.** Attend CDC presentations, workshops, and events. Schedule an appointment with us. Participate in a mock interview. Attend our workshops throughout the semester. Go to our internship and job fairs and employer information sessions.

4. **Don't just look for a job.** In addition to looking at vacancy listings, explore industries, investigate places you're passionate about, research salary information, supply and demand statistics. Visit industry-specific websites and publications and take some time to consider the vast opportunities for your career.

5. **Maximize your searching resources.** Start at the Career Development website (<http://careers.kutztown.edu>). Register for the College Central Network (CCN) and explore the web links listed on our site. Create your own database of websites and contact information for your dream employers. Go to the CDC Resource Library, the KU Rohrbach Library, your local library, or even your nearest bookstore.

6. **Network.** Friends, family, clinical experience/student teaching contacts, previous employers, classmates, faculty, and alumni can be sources of information who may lead you to a job opportunity. Spread the word that you're looking!



Don't wait! The best time to start your job search is NOW!

BALANCING THE INTERNET

When researching a career path or job, where is the first place you look? Google? CareerBuilder.com? Using the Internet as part of your job search can be a great tool, but the key is balancing that tool with some traditional methods. Realistically, your Internet Job Search Strategies should be limited to about 25% of the total time used to look for a job. Do not neglect conventional (useful) strategies such as employer research, on-campus interviewing, newspaper want ads, informational interviews, and networking.



Where to Start?

There are millions of job-related sites online. So that you don't become overwhelmed by the possibilities, here are a few great sites we've pre-selected for you:

KU Career Development Center – <http://careers.kutztown.edu>.

- Access employment and graduate school information and find out about the Career Development workshops (on topics like resume writing and interview skills). There is also information about special events such as job fairs and the sources available to you in the Career Development Center.

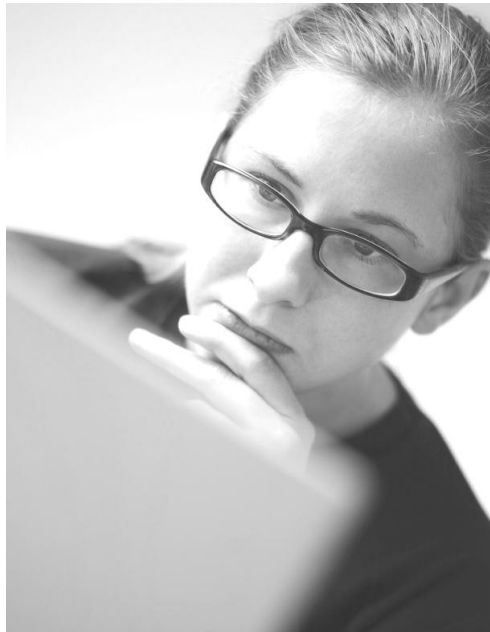
College Central Network – www.collegecentral.com/kutztown

- System shared by all 14 State Universities in Pennsylvania. Any positions that we receive in our office are posted here. See page I of this Guidebook for details.
- **Major Discovery Series** – <http://mds.kutztown.edu>
- **CollegeGrad** - www.collegegrad.com
- **HotJobs** - www.hotjobs.com
- **Experience** - www.experience.com
- **JobWeb** - www.jobweb.com - Provides information about employment vacancies, internships, and Employer Profiles which tell about specific organizations and career opportunities. It can also connect you to employers' home pages.
- **Career Builder** - www.careerbuilder.com - A collection of classified advertisements from 31+ newspapers across the US. This is an excellent way to find out about the job market in places outside of Pennsylvania.

- **The Riley Guide** - www.rileyguide.com - Employment opportunities and job search information.

Graduate School Information

- **Graduate School Guide** - www.graduateguide.com - Provides alphabetized list of graduate programs and the schools that offer them, graduate school profiles, and a student response forum that lets you send e-mail messages to the graduate programs of interest. Site also lists information about financing graduate school.
- **Peterson's Education Center** - www.petersons.com - Find tips and hints on how to apply to a program, secure financial aid, and gain admission to a program.



KEEPING TRACK

No job search can be successfully completed unless you keep an accurate account of what is happening in the process. It is important for you to know which companies you have contacted, what information you have sent them, who you sent the information to, and when you sent it. Therefore, you need to have an accurate record keeping system.



Here is a sample of the information you will want to track. This sample can assist you in organizing your search and your own record keeping system. Whether you use a table, spreadsheet, notebook, or even calendar, you need to track your efforts in the job search process.

Job Search Record											
Job Title	Company	Contact Name/ Title	Email	Phone	Website	Date Submitted	How I found/ heard about job	Follow-up call/ contact	Interview?	Status of application	Comments

ON-CAMPUS INTERVIEWS

Each semester the Career Development Center hosts employers on KU's campus who come specifically to interview KU students. Take advantage of this service!

Why should YOU do this?

- You could be offered a job!
- It's convenient! You sign up on-line & interviews are held on-campus.
- Meet real employers and practice your interviewing skills.
- Find out the questions asked by employers and get the chance to ask them yours.
- The more interviews you do, the more comfortable you become.

It's EASY to do

- Go the Career Development Center website calendar to view visiting companies and their job postings. Send your resume, via email, to employers of interest.
- Employers will review submitted resumes to select who they want to interview. If you have been selected the employer will contact you to choose an interview time slot for their day. Write it down in your datebook and don't forget it!
- Arrive well-prepared and appropriately dressed for your professional interview in the Career Development Center.



No Show Policy

We strongly encourage all students to take responsibility by meeting with the employers for which they have scheduled interviews. If a student misses or cancels the same day as the scheduled interview, the student must 1) send a letter of apology and explanation to the company representative 2) explain the absence to Career Development and submit a photocopy of the company letter.

The Career Development Center will send the student a letter concerning his/her absence, which is also copied to both the student's department chairperson and college dean. If a second interview is missed or cancelled the day of, without valid reason, interviewing and/or resume referral privileges will be suspended. The student, his/her department chairperson and college dean will be notified of the suspension via letter. The Career Development Center will also remove the student's data from the College Central Network.

MAKING THE MOST OF INTERNSHIP & JOB FAIRS

Why Attend a Fair?

- Increase your chances of scheduling an interview.
- Expand your network of contacts/get your resume out there!
- Investigate potential positions and career fields.
- Learn more about the employers and for what they are looking.
- Take advantage of so many employers all under one roof!!

What to Expect

- Employers expect candidates to be prepared (ex. Professionally dressed, ask thoughtful questions, have a polished resume and know something about their organization).
- Most recruiters are not authorized to hire candidates the day of the fair... your goal should be to meet recruiters and get your resume around.
- Employers enjoy career fairs because they can meet MANY candidates in one day. Consequently, you have a short time to sell yourself and make a positive impression.

Before a Fair

- Prepare your resume (have it reviewed by Career Development) and make plenty of copies on resume paper. No cover letter is needed.
- Learn to sell yourself...create YOUR "60-second commercial" which includes a firm handshake and introduction, your objective (why you are there and what you are seeking), and a brief summary of your education, experience, and strengths.
- Research the organizations' websites so you are familiar with them!!
- Prepare questions to ask; be ready to answer common interview questions (see CDC Guidebooks).

During a Fair

- Target/prioritize those employers with whom you want to meet (your 'A' list) and plan to approach them first. Or, to build up some confidence, speak with one or two of your 'B' list employers, and practice on them before approaching your first choices.
- Be confident, persistent, and patient. You may experience long lines.
- Introduce yourself and offer a firm handshake. In a few sentences, tell the employer what they want to know! Maintain good eye contact and listen attentively.
- Be aware of your non-verbal communication – do not fidget, rock from side to side, play with your hair, etc. Keep your shoulders back and maintain good eye contact.
- Offer your resume last and collect business cards.

After a Fair

- Follow-up is essential, send thank you letters to employers.
- Observe the follow-up procedures suggested by the employers.
- Write down notes/conversations from the day for future reference.

Things to Remember:

- Recruiter's address does not tell you the location of the position - if you are looking for a job in another state the recruiter can put you in touch with a recruiter from that state
- Speak with the recruiter even if they didn't specifically request your major. New positions open daily and it is possible that they had a position become available after they initially registered.

NETWORKING

Ok, you have heard **the term**; you have read about **it**, you hear people talk about **it**, but what is it and why is **networking** so important?

Networking is, perhaps, the least understood yet most effective job strategies. It is a vague term, and hard to define because it has so many different forms. Still, professionals will tell you that Networking is one of the most effective tools that you can employ in your job search.



What is networking?

So just what is meant when someone says you need to network? Networking is the process of developing a list/collection of people you can call on for help with various aspects of your job search. Your network should include people who are willing to give you information about their specific career field(s) and people who can give you information about job opportunities within their organization. Your network should also include people who can refer you to others within the profession who can give you additional information. Remember, you never know who knows whom!

How difficult is it to network?

Networking is something you have been doing for a long time, but you never thought about it as networking. Have you ever asked a classmate if they knew of any good place to eat in “the city”? If so, you are networking. When you ask people in the residence halls for the best professor when selecting your course sections, you are networking! Networking is tapping into your connections for helpful information and advice. So, you do have experience networking. Now you need to reframe this experience and place it in the context of the job search.

How important is networking?

In the current economic environment, employers will tell you that they receive hundreds of unsolicited resumes each month. How can your resume stand out from the crowd? Networking can help in that you can refer to an individual in your cover letter - thus giving your resume some added advantage. In other instances, your contact(s) may give you information about positions that have not even been posted. Thus, you get a head start on the application process. There may be the occasion when one of your contacts will even call you on your behalf and encourage an employer to give you some additional consideration.

Another important aspect of networking is that you can gain valuable insight into a profession. Learn the pros/cons of a specific career field, job function, and or employer. Learn from your network how they started their career and the steps it took to get to their current position. Networking can be a valuable asset to you as you decided what it is that you want to do and you search for positions.

Get Started Networking!

- Make lists - Who do you know?
 - Group your contacts: previous employers, faculty, classmates, alumni (especially recent grads ... those who graduated within the last 10 to 15 years), members of professional associations, fraternity/sorority brother-sister, family friends, relatives, friends of friends, neighbors, etc., etc.
 - Have full contact information about each person in the network: title, organization, mailing address, phone number, fax number, email address. You may want to add some additional information about each person. Keep all information about a specific individual in the same easily accessible place.
- Define the purpose for contacting individuals.
 - Is your purpose to let them know that you are actively looking for a full-time position? To let them know that you know about a specific position within their organization and that you are interested in that position?
 - Do you need more information about the career field prior to deciding which option(s) are best for you? Do you want experience, in the form of an internship? Is it the case that you are seeking information about a specific company?
 - All of these are legitimate reasons to tap into your network, but you need to decide, in advance, what it is that you will expect from these contacts.
- What do you have to offer and what you are seeking?
 - Before you can engage someone in conversation about your career, you need to understand what you have to bring to the table.
 - What are your strengths/weaknesses? Can you identify your skills, interests and values? Think about those things that are important to you. Why are they important? What have been your greatest accomplishments? Why do you consider these and not others to be the most important? What interests you personally and professionally? Why?
- Develop those all-important “networking tools”.
 - Do you know what to say when you first meet one of your contacts? Have you developed your “one-minute commercial” or your “sound bite”? What about that all-important “letter of introduction”?



- **“Sound bite”** - brief introduction of yourself
 - “Good morning Ms. Jones. My name is Jordan Lake, and I am a junior history major at Kutztown University. I am really interested in learning more about the Public Relations field.
- **“One-minute commercial”** – expanded introduction of yourself
 - “I became interested in Public Relations last summer when I had an internship with Musikfest and had the opportunity to work with the Director of Public Relations. I had thought about going directly to graduate school and then into the field, but after working with her I thought I might try to enter the field directly after graduating from KU. She worked in all aspects of employee relations and hiring and had a real interest in helping people. I liked the variety of her job and the fact that she had a very positive influence on the organization. When I returned to KU, I registered for two business classes and I joined the student chapter of SHRM. As I indicated, I am very interested in HR as a possible career. My skills, abilities, interest and experience provide me with an excellent starting place to enter the field.”
 - Before you call/email/see people in your network, practice your “sound bite” and “one minute commercial”. You may want to write mock scripts to see which sounds the best and which makes you feel the most comfortable. If someone else recommended that you call this person, remember to introduce to yourself and to say who recommended that you call. Practice with a friend or in front of a mirror.

Decide what you want from each person in your network

Each time you plug into your network you will need to decide why you are contacting various people. Is it to let them know that you are looking for a job/a new job? Is it to let them know that you are aware of a job opening that may interest them? Is it to get information about a specific company?

If you are tapping into your network because you are looking for a job then you may be calling them for the following reasons:

1. You are interested in scheduling an informational interview - a great way to get in the door and talk with the people who can hire you. This is a very non-threatening method to talk with people about what they do and about their business. You can gather information, get advice, show them your resume, and get the names of other contacts. In the future, they may think of you when they have an opening.
2. You heard they have/know of a job opening - you would like to know more about the position, the contact to send your resume. You could also ask if you might use their name in the cover letter.
3. Ask them if they know of any job openings - not the best option because if they don't have any openings then you essentially have nothing to talk about. Instead use the informational interview option. If they have a job opening they will surely let you know at that time.

Making contact with your network

So, how do you make that initial contact? Generally, there are three ways to make that initial contact: phone, letter, or email. In all instances, it is important to follow-up and confirm your appointment. Be respectful of their busy schedules. If you are trying to schedule a time to meet, give them several dates and times. Remember to keep track of all your contacts and do not forget the all-important “Thank You” after you have met/talked with your network contact.



Asking for information

Okay, you have scheduled an appointment to conduct an informational interview with one of your contacts... what should you ask them? Here are some suggestions:

- **Dialogue for a networking meeting**
 - **Introduction:** “Hello. It is a pleasure to meet you, and I really appreciate your taking time to see me or speak with me.” (Always check whether the person has time to talk to you, so you have their attention. Offer to call them back....do not expect them to call you).
 - **Purpose:** “As I indicated in my letter, I am exploring different career fields and opportunities. I will be graduating in _____, and am especially interested in learning more about the _____ field. I am not looking for a job at this point, but am researching the field. (or....I am researching possibilities for summer internships to gain experience in the _____ field, and would appreciate your perspective).

- **General Questions About the Career Field:**
 - What are the various jobs available in this field?
 - What is the employment outlook? How much demand is there for people in this career?
 - What are the typical entry-level job titles and functions?
 - What skills or personal characteristics do you feel contribute most to success in this industry?
 - What entry-level jobs offer the best opportunities for learning?

- **Questions about the Employer:**
 - What products or services are in the development stage now?
 - What kinds of assignments might I expect in the first six months/one year on the job?
 - In what ways is a career with your company better than one with your competitors?
 - Given the dynamics of the industry, how do you see the company evolving over the next five years?
 - What types of training does your organization provide?

- **Questions About Your Contact's Job:**
 - What specifically do you do? What are your duties and responsibilities?
 - Describe some of most challenging situations you have faced in this job.
 - What do you find most satisfying? Least satisfying?
 - With which departments, functional units, or levels do you regularly interact?
 - What interesting projects have you recently completed?

- **Questions About Preparation for the Career Field:**
 - What educational preparation do you recommend?
 - Is prior experience necessary and, if so, what kind?
 - If you were a college student again, what would you do differently to prepare for this job?

- **Questions About Your Contact's Career Path:**
 - In what way did this type of work interest you and how did you get started?
 - What jobs and experiences have led you to your present position?
 - What are related jobs for which your background would prepare you?
 - Where do you go from here in your career?
 - If you could do it all over again, would you choose the same path for yourself? Why? What would you change?

- **Questions about Organizational Culture:**
 - What do you like most about your company?
 - What kinds of behaviors are rewarded?
 - How would you describe the atmosphere at the company? Is it formal or more casual?
 - What values are most treasured here; what is the company's vision statement?
 - How does the company recognize the contributions of outstanding employees?

- **Questions about Opportunities for Advancement:**
 - What are the advancement opportunities?
 - How long does it take to move from one step to the next?
 - What is the typical career path for someone in this field?
 - Where could I expect to be in three years/ five years?
 - What is the highest position that someone can hold in this career?

- **Seeking General Advice and Referrals:**
 - Do you know of other people whom I might contact?
 - What do you wish you had known before you entered this field?
 - What kinds of experience, paid or unpaid, would you encourage for anybody pursuing a career in this field?
 - How would you assess the experience I've had so far in terms of the requirements for this field?
 - If you were conducting a job search today, how would you go about it?

Questions You May Be Asked

In an information interview, it is not uncommon for your contact to reverse roles and ask questions of you. Following are some basic questions for which you should be prepared.

- Tell me about yourself.
- How did you become interested in this career field?
- What do you know about this field or about this organization?
- What skills can you bring to this field/job?
- What have you learned from your work experiences or coursework that leads you to this field?



A Final Note

Be considerate of your contact by sticking to the allotted time. You may say something like, "Well, it looks like I have time for one last question." Your interviewer can then either end your interview with the question or invite you to ask additional questions. Always be prepared to request the names of additional people you can add to your network of contacts. This is especially important if your goal is to obtain more job leads and contacts in the field. Ask for a business card and inquire whether your contact would mind if you stayed in contact with him or her. Finally, thank the interviewee for his/her time and always follow-up with a thank-you letter, either by mail or by e-mail.

JOB VACANCIES OUTSIDE OF THE AREA

How to Get Employment Information When You Don't Live Near the Place You Want to Work

Today or at sometime in the future, you may want to expand your job seeking horizons beyond your current focus. There are several ways for you to find out about vacancies in other states or even countries...most of these resources can be purchased or viewed (for free) online!

- Newspapers
- Telephone Book
- Chamber of Commerce Directory
- Better Business Bureau Directory
- KU Career Development Center (employer directories)
- Job listings from other university Career Service/Career Development offices
- Job fairs in that area
- Professional Associations
- KU Alumni in that area



EMAIL CORRESPONDENCE

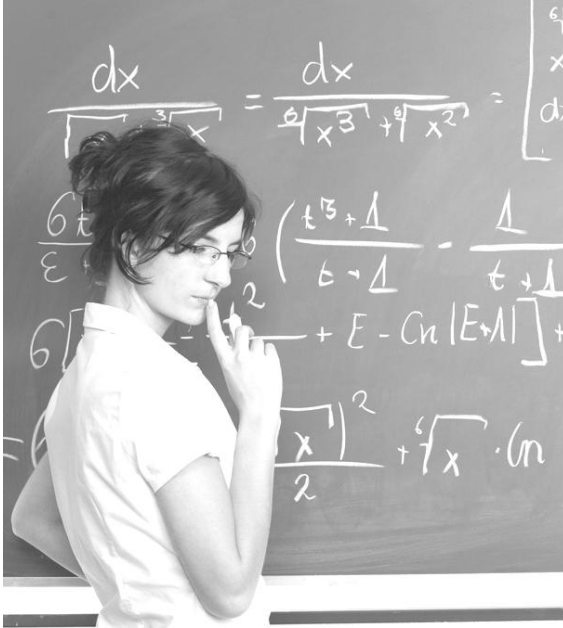
Email can be a powerful tool in the hands of a knowledgeable job seeker and it is often the preferred method of communication between candidate and employer. Use it wisely and you will shine. Use it improperly, however, and you will brand yourself as immature and unprofessional. When you are communicating with prospective employers, there is no such thing as an inconsequential communication. If you are sloppy and careless, a seemingly trivial communication will stick out like a sore thumb.

Follow these general guidelines when emailing cover letters, resumes, thank-you notes, and replies to various requests for information:

- Use a meaningful subject header for your email – one that is appropriate to the topic and includes your name.
- Address recipient as Mr., Ms. or Dr., and always verify the correct spelling.
- Be brief in your communications. Do not overload them with too many questions.
- Do not use emoticons, strange fonts, wallpapers, or multicolored backgrounds.
- Stick to a standard font like Arial or Times New Roman, 12-point.
- Sign your email with your full name and contact information.
- Avoid using slang.
- Be sure to proofread, spell and grammar-check your email before sending.
- A professional tone should always be maintained.

JOB OFFERS

Congratulations, you were offered a position! Before you accept, there are several factors to assess. Some will weigh more heavily than others will, but all should be considered.



Monetary Considerations

- Starting salary
- Potential salary
- Benefits package
- Cost-of-living

Job-Related Considerations

- Job responsibilities and on-the-job training
- Promotion & advancement potential
- Supervisor & co-workers
- Degree of autonomy & teamwork
- Quality of higher management
- Professional development & growth opportunity
- Support for continuing education
- Philosophy & reputation of the organization
- Stability of organization/industry
- Evaluation of your work

Geographic Considerations

- Location/community type and size
- Availability/cost of housing
- Cultural/recreational opportunities
- Proximity to family/friends

Life-Style Considerations

- Working conditions
- Work schedule and travel requirements
- Commuting to work
- Social life for singles/couples
- Dress code

Additional Tips:

- If an offer is extended verbally, ask for the details in writing, including job title, starting date, salary, location, and any other important information.
- The teaching contract is a binding legal document between you and the school district – read it very carefully.
- If anything appears vague, ask for clarification before accepting the offer.
- If it sounds too good to be true, it probably is...investigate!
- Make your acceptance in writing, restating the important details.
- If you are going to reject the offer, do so in writing as soon as possible. Thank them for their confidence in you...don't burn any bridges!
- Accepting or not, always follow up with appropriate thank yous.

COPING WITH REJECTION

*I have not failed 10,000 times, I have successfully
found 10,000 ways that will not work.
~ Thomas Edison*

Some say failure or rejection is like a rite of passage. You cannot really get on with your life unless you have experienced a setback and learned to overcome it. Your job search may be the first time you have experienced rejection or major disappointment. This is not unusual! But we know this doesn't mean that it will be easy to accept or that you have to like it!

Keep These Things in Mind:

- Sometimes rejection has nothing to do with you, but more to do with the employer (the interviewer/the organizations needs), so do not be overly critical of yourself and take it personally.
- Do not just accept an employer's negative response without looking at the reason(s). You may want to ask him/her the reasons behind it. Also ask yourself...was there a poor fit between the position and my background? Did I fail to present myself well in the interview? In my resume and/or cover letter? How can I present myself better?
- Try to gain something from every failure or rejection—use it as a learning process.
- Law of Averages: The more “no’s” you receive...the closer you’re getting to a “yes!”

THE JOB SEARCH

No, No, No, No,
No, No, No, No,
No, No, No, YES!

The Career Development Center services and resources are designed to empower you in finding your career path and creating effective career development plans. It is imperative that students work on acquiring and improving these skills throughout their college experience to maximize their opportunity for SUCCESS!!!



Please invest in yourself and your future by utilizing our Center and reserving time for your job search!



CAREER
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