

JOB SEARCH PACKET

HAVE A QUESTION? NEED YOUR RESUME CRITIQUED?
Check the PPEL or ASCC web sites for drop-in hours.



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STEPS FOR A SUCCESSFUL JOB SEARCH

Know Yourself: Analyze yourself in terms of:

- **Interests:** include things like major(s), minor(s), career fields, preferences for working with data, people, or things, hobbies and preference for working in a group or alone.
- **Values:** include placing importance in areas such as independence, prestige, variety, altruism, creativity, security, growth, surroundings, and economic return.
- **Skills:** include specific skills (knowledge about your field of study and experience therein) and transferable, college acquired skills (communication, leadership, technical, organizational).

Know What Industries Interest You

Research whether or not various occupations and careers fit your interests, values, and skills. Start with the employer literature at Career Services, industry publications, or company websites.

Develop a Clear Job Objective

This is based on the information gathered by analyzing yourself and knowing the industries that interest you.

Create the Appropriate Resume

Tailor your resume for the type(s) of positions you are applying for. If necessary, create more than one.

Networking

Networking involves telling everyone you know and meet about your career goals. Good sources are school alumni, your fraternity or sorority, any club or organization to which you belong, mentors and teachers. Arrange as many face to face contacts as possible and ask for the names of others they think can provide more information. **Remember, people cannot help you if they do not know you are looking!**

Utilize the Academic Success and Career Center

Complete your profile and upload your resume into CougLink to gain access to on-campus interviewing and other resources.

Follow Through

Devote enough time for job search since finding a job is a full time job! Even if you cannot devote full time to your search, decide how much time you can realistically devote. Set up a schedule and stick to it.

Be sure to:

- Follow up on all contacts immediately.
- Send thank you letters to everyone you meet with or talk to within two days.
- Don't let a contact fade away. Continue to keep in touch either by letter or by phone.

Skills Analysis

Career specialists have developed systematic approaches to skills analysis. Here is one useful way to identify skills to use in your career management -- both in your current job search as well as in the future. Skills in each of the following categories may be prioritized and applied to career options and work settings. There are several objectives for this type of analysis:

- Personal skill recognition
- Identification of our most important skills
- Identification of our most available skills
- Identification of future skill development (through academic courses, training opportunities, and experiential learning)
- Articulation and marketing of these skills to employers

Three Types of Skills

Functional (or transferable) skills are developed through experience and learning. These skills may be applied across work settings and are sometimes classified into working with data, people, or things. Examples include reading comprehension, handling mathematical concepts, or interpersonal communication.

Self-management skills deal with how you behave in the work setting. These skills are connected with personal temperament and character traits. Examples include punctuality, managing stress, or persistence.

Special knowledge skills are connected with mastering a body of information, particular work setting, or procedure. These skills are often associated with a particular major in college or special training. Examples would be knowledge of human behavior, management strategies, or criminal law.

The following chart gives examples:

FUNCTIONAL/TRANSFERABLE	SELF-MANAGEMENT	SPECIAL KNOWLEDGE
Managing change	Teamwork	Personnel procedures
Communication	Cautious	Medical terms
Entrepreneurial	Personable	Financial planning
Negotiating	Flexible	Catering
Creating	Punctual	Time management principles
Diagnosing a problem	Patient	Budgeting process
Repairing equipment	Dependable	Russian history
Calculating/computing numbers	Thrifty	Career planning
Evaluating facts/ideas	Industrious	Computer languages
Decision making	Responsible	Rules of a certain sport
Analyzing	Dedicated	Brake systems on cars
Physical agility and coordination	Assertiveness	Library cataloguing

Goal Setting: A Necessary Step in Your Job Search

Research is the Key

Answering the question, “What do I really want in a career?” is a critical step in the job search. As you interview with employers, you should focus on articulating how your skills and personal qualities will benefit the employer. As you get more involved in your job search, your goals will become more refined because your career knowledge will increase.

Researching your interests, skills, and values is vital for setting a tentative career goal. Even if you have always known your general career path, you still need employer and job-specific information for the best results in your job search.

College Majors and Job Titles

Drawing too close of a connection between your major and future job can be a stumbling block. Computer science majors may work as systems designers, but so may math, chemistry, and liberal arts majors. There are a number of factors beyond the college major that determine your next job. Job titles also vary from employer to employer in scope, responsibility, and function.

Job Functions and Other Considerations

Determine the relationship between job title, job function, work environment, and industry. People often mistakenly use these terms interchangeably.

- Job title refers to the actual position name used by the employing organization to label a specific job. Examples include systems engineer, tax accountant, and manufacturing trainee.
- Job functions describe the activities or tasks the person in the job does on a day-to-day basis. For example, a tax accountant prepares financial records, balances company ledgers, and examines cost accounting procedures at client companies. Job functions also define the kind of problem solving and communications between coworkers and supervisors, which characterize the job.
- Work environment refers to the type of organization where the work takes place. A tax accountant could perform the previous functions in a large public accounting firm, a small privately owned agency, or a large company. Work environment also refers to where the work tasks are performed - a private office, the “floor” of a manufacturing plant, in client offices or “on the road.”
- Industry is a term that describes a series of related products or services that make up a portion of the overall economy. Electronics, financial services, petroleum, and manufacturing industries are typical examples. It is important to understand that a person can often perform the same work, have the same job title, and the same work environment in different industries. Industry may be important to you if you have a special interest in certain types of products or services.

Goal-Setting Worksheet

Putting all the pieces of a career goal together requires assistance. This worksheet will get you started, but do not hesitate to seek assistance.

A. Consider job titles/functions/industries associated to your academic major:

B. Preferred work functions in a job (actual work tasks and responsibilities):

C. Salary needs (consider housing, lifestyle, geography, loans, transportation, goals):

D. Job titles being considered:

E. Preferred geography (city, rural, state, mobility, near home, climate, and so on):

F. Work environment (size of organization, coworkers, physical facilities, and so on):

G. Special needs (training management development, upward mobility, flexibility to move within a company, entrepreneurial opportunity, and so on):

H. Industry (manufacturing, government, communications, high tech, products, services, ideas, or issues you which you want to work):

I. Beginning career/job goal statement:

Broaden Your Network

- Start by contacting people you already know. Do not hesitate to let people know that you are job hunting. Remember that making contacts is part of the job search process. Your contacts can provide useful information about businesses and industries, prospective job leads, and referrals to people employed in your field of interest.
- Call the local chamber of commerce in the area where you would like to work. Ask for the chamber's calendar of activities, newsletter, and membership directory. This directory may also be available at the local library. Look at your local phone book for businesses and organizations in the area. For those that have web access you can locate any chamber of commerce in the US : <http://www.uschamber.com/chambers/directory/default>
- Contact vendors for the industry in which you are interested. To identify vendors, review the ads in journals for the industry you are targeting, which can be found in your library or search the internet.
- Read trade publications and other business newspapers, particularly local business journals, for leads. Mention the information you read about and express your interest in the company in your cover letter or phone call to a manager (see below for more details on informational interviewing).
- Participate in professional trade associations in your field of interest. The objective is to speak with as many members as possible to tap into the job market. If you are interested in relocating to another city, you can tap into contacts in your targeted city through the association's national directory. Send prospects a cover letter and resume, and follow up with a phone call.

Once you have identified eight to ten organizations and individuals in those organizations that you are interested in speaking with, call them to make an appointment with them. This technique is called “informational interviewing”.

Plan what you will wear to your appointment and what questions you will ask. Afterwards, try to share your interview results with another person who can help you think through your research process. Summarize your findings, and go back if necessary to get more information.

Tap into the Job Market: Starting your Network

SOURCES	NAMES	REASONS TO CONTACT
FAMILY		
FRIENDS		
FACULTY, STAFF, INSTRUCTORS		
WSU ALUMNI		
WORK ASSOCIATES		
RELIGIOUS AND COMMUNITY ORGANIZATIONS		
FRATERNITY & SORORITY ALUMNI		
CLUBS & SPORTS		
RETAILERS		
OTHERS		

Develop a System for Recording Information

ORGANIZATION NAME	
CONTACT PERSON	
ADDRESS	
PHONE	
FAX	
EMAIL	
WEBPAGE	

Referred by:

Job areas of interest:

Anticipated openings/call back dates:

Notes/Referrals:

Contact Record

DATE	PERSON	NOTES

Where to Find Information and Leads for Jobs and Internships

Types of Employers

- Education
- For-profit
- Government
- Military
- Non-profit

Sources of Information/Leads

College Career Center

Directories (often available in library reference sections)

- CD-ROM versions of directories
- Education directories
- International trade directories
- Local, state, and federal Government directories
- Telephone books (Yellow pages, Blue pages)

Employment Agencies

- Private
- State

Job Fairs

Membership Lists

- Chamber of Commerce
- Professional organizations

Newspapers/Magazines/Journals

- Advertisements
- Articles
- News releases

Other People

- Alumni
- Faculty
- Friends
- Relatives
- Students

The Internet

Advertised Job and Internship Listings

Register with WSU CougLink

Go to the Academic Success and Career Center's website at www.assc.wsu.edu and click on "Career Services". From the Career Services page click on CougLink. Once you complete the registration process you will have access to our On Campus Interviewing Program, Job and Internship Listings, Event and Workshop information and much more.

On-Campus Interviewing

Over 300 organizations participate in on-campus interviewing each year.

To interview with organizations who are recruiting at WSU for full-time or internship positions:

1. Login to your CougLink account and select "Campus Interviews I Qualify For"
2. Submit your resume and other application materials (if requested) for positions with organizations that interest you and for which you meet the company's criteria.

Job and Internship Listings

Employers post job and internship listings through WSU CougLink. These listings change daily so check them often.

To access these listings:

1. Login to you WSU CougLink account and select "Jobs I Qualify For"
2. Narrow your list of internship or job listings according to job type, industry, location or keywords.

Career Fairs

These events allow you to distribute job search materials, talk with representatives from organizations, make first impressions, and obtain information about organizations. Check out the "Career Fair page" on our website for the latest list of fairs. For a complete listing of employers who are attending the Career Expo, login to your WSU CougLink account and choose the Events tab.

Directories and Publications in Your College or Community Library

- *Contacts Influential* is published for some major cities and has contact information of organizations.
- *American Directory*—each state has a directory (ex: *Washington Business Directory*)
- *Dunn and Bradstreet*, *Standard and Poor's*, and *Thomas Register of American Manufacturers* provide national listings of organizations.
- For international listings of companies refer to the *American Encyclopedia of International Information*, *the International Yellow Pages*, or other International Trade Directories.

Maintaining Your Job Search Momentum

Persistence is a key element for a successful job search. Even the most optimistic people, however, can find it difficult to remain committed to spending the time and energy job hunting requires. Highlighted below are some strategies you can use to avoid discouragement and a loss of momentum.

Learn to Cope with Rejection

For every positive response, you will receive a number of negative responses. Receptionists may be unhelpful; personnel directors may not return your calls; companies may insist they cannot use you. Be prepared for negative responses and learn not to take rejection personally. In his book, *Guerrilla Tactics in the Job Market*, Tom Jackson suggests that job hunters view each "no" as bringing them closer to a "yes."

Find Ways to Handle Stress

Job-hunting can be tiring, stressful, and frustrating. Too much stress can bring on fatigue, feelings of helplessness, and burnout. When you are stressed, take time to renew yourself through an activity or hobby. Exercise is also an excellent stress reliever. Taking time out will renew your energy.

Develop a Support Group

There may be times during the job search when you feel discouraged; you will need the support of others. Find at least two or three people who support your goals, and make sure you feel comfortable talking with them. When you are discouraged, call on these people for encouragement and support. Share your progress and ideas with them as well.

Set Short-Term Goals

Focusing only on your major goal can be overwhelming. Breaking your job search down into a series of small steps will help you monitor your progress and provide a sense of satisfaction as you complete each task. For example, if your major goal is to find a job within the next three months, your short-term goal could be to contact at least three employers this week. As with any project, setting several small goals will make your efforts more focused and efficient.

Avoid a "Stop and Start" Job Search

Putting steady, continuous effort into your job search is better than an on again, off again job search. Many job hunters make the mistake of focusing all their attention on one job lead. This style of job hunting is not effective because it puts too much emphasis on one particular job, leaving the job hunter feeling especially discouraged if rejected. Effective job hunters are on the lookout for job leads by making contacts and gathering information.

Do Not Procrastinate

If you procrastinate on writing your resume and calling employers, do something to get yourself going. If you are a procrastinator by nature, now is the time to overcome this habit.

Reassess Your Job Search Progress

Occasionally reassess your goals and your general progress. Are there unforeseen, difficult obstacles? Do certain skills need brushing up or do you need more information? You may need to adjust your goals and take new measures to meet them. Seek assistance, advice, and suggestions when needed. A hurdle or obstacle does not have to put an end to your job search.