

JOB SEARCH SERIES



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Job Search Strategies

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Career Development*

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JOB SEARCH STRATEGIES

You've probably heard the old adage that **finding a job is a job in itself!** Seeking a job is a time-consuming PROCESS. The more committed that you are to the job search, the greater the chances are that you will find a job that you like and that is aligned with your goals. With our P.L.A.N. (see below), you will feel more in control of the process—and experience greater success.

1) P is for PREPARE:

Assess Your Interests, Skills, Values and Knowledge: Direction, confidence and focus will be yours when you have self-knowledge. It is easier to convince someone to hire you if YOU know what you do best! Your degree will open doors, but it is up to you to articulate qualities you have that will attract prospective employers. Ask yourself: What do you *want* to do? What *can* you do? *Where* would you like to do it? In what *area(s)* are you qualified? If your skills or knowledge are not up to date, what do you need to do in order to get qualified?

Set Goals: Set up a timetable in which you can see results. Once weekly, review your short-term goals and check off tasks as you complete them. To further clarify your long-term goals, make an appointment at *the Center for Career Development* to take an interest assessment.

Create your Resume: Follow formats in the *Resumes and Cover Letters* guide in our Job Search Series. Prepare it well in advance of your job search and **always** accompany it with a concisely-written cover letter, tailored to the job description. Before you print and mail it to an employer, have a professional counselor at the Center for Career Development review it for you.

Organize: Maintain accurate records which detail not only **when** and **whom** you contact, but (briefly) the **content** of each conversation. Maintain copies of any correspondence. Keep track of which contacts have received documents from you (resume, cover letter, recommendation letters, etc.)

2) L is for LEARN:

Identify “key players” in your industry. For example, if you wish to find a job in the Arts, you need to identify regional (Long Island) and national firms, galleries, museums, ad agencies, publishing houses, media companies and the like. Potential employers are everywhere. Start with a Google search.

Examine industry profiles at www.WetFeet.com. **Seek out** professional associations which represent your target industry (most have student rates to join). For Long Island employers, try Newsday's Sector Lists or local associations at (<http://www.careersmarts.com/groups.htm>) or (<http://www.teachersmarts.com/externships/docs>).

Read trade journals, business magazines such as *Forbes* or *Fortune*, and publications geared toward your industry - paying attention to ads as well as articles. Write to employers for annual reports and literature. In the New York-Long Island area, scan articles in *Crain's*, *Long Island Business News* or obtain the Monday business section of *Newsday* for updates on what is happening in your industry, and for periodic lists of contact information for the ‘movers and shakers’ in your field.

3) *A is for ACT:*

Scan job leads: Use all alternatives available - both **online** and **off**. If you restrict your search to one venue, you are expending 100% of your efforts on a small percentage of the possibilities. Find leads in many places: classifieds, internet job sites, recruiters, industry journals, websites of trade associations, job postings through the *Center for Career Development*,’s internet partner, *PantherZone*.

Apply: Send your resume and a brief, targeted cover letter to a **select** group of employers.

- Email (or Fax or Snail Mail) your resume/ cover letter **DIRECTLY** to an individual at a company. You may request an *Information Interview*, which allows you to familiarize yourself with the ways of an industry in a lower-stress environment—or you may ask if a vacancy is available.
- Call to follow up with an individual to whom you’ve sent your resume. If you are seeking information through an Information Interview rather than a job, you may ask most of the questions. (For more on Information Interviews, see the “Interview Skills” guide in our Job Search Series.)
- Make it your goal to contact at least seven organizations a week, for four weeks.
- By the end of Week Four, follow-up with each contact by phone or email.
- 7 contacts x 4 weeks = 28 networking contacts!

4) *N is for NETWORK:*

75-80% of all jobs are obtained through personal contacts and networking. Sometimes called “pressing the flesh,” networking means establishing relationships to lead you towards a job in your field. Newsgroups, chat forums, networking websites (www.Linkedin.com) and mailing lists can all expand your possibilities. Pick up our guides: “Networking” and “The Internet as a Job Search Tool.”

Find key people in your target field at www.Hoovers.com. Business membership directories for organizations such as the Long Island Association, Hauppauge Industrial Association, www.LISTNet.org www.LIFT.org (Long Island Forum for Technology) have current contact information available. Crain’s New York and Long Island Business News are two New York-area papers which periodically publish regional contact information for a variety of industries.

Join the Adelphi Online Alumni Community (if you are Adelphi alumnus). Adelphi’s Office of Alumni Relations has ongoing programs. View upcoming events at <http://alumni.adelphi.edu/>. For the online community, click on *AU Connect*.. **Participate** in events in order to make connections!

For best results, **use a combination of these job search techniques:**

PREPARE,
LEARN,
ACT ...and
NETWORK!

Don't just wait for an organization to announce a job opening! P.L.A.N.!

Remember: Your job search may not necessarily happen in the exact order that it is presented in this booklet. You may find that you are working on two steps at once, which is normal and to be expected. The important thing is to **keep at it, every day!**

THE LONG-DISTANCE JOB SEARCH:

- Contact and/or join a local or national chapter of a professional organization which is related to your targeted field. Your public library may have a copy of the *Encyclopedia of Associations* to find national associations. The local library may also have resources like the JobBank series of directories, Dalton's, the Book of Lists and industry-specific lists.
- Attend conferences to make contacts and **network, network, network!**
- Research and attend Job Fairs in the geographic area in which you wish to relocate.
- Contact your college alumni association for an alumni directory, containing member names.
- Visit websites of local, neighboring college's career services. If job postings are listed for that geographic area, you can request a letter of reciprocity from Adelphi University's *Center for Career Development*, so that you may use their services.
- Contact the headquarters of corporations in other cities in which you are interested.
- Review trade journals (such as *Advertising Age* for media, *Chronicle of Higher Education* for a college or university, *Crain's* for business, etc.) so that you are kept apprised of new developments and the "movers and shakers" in that field. You can then write to these people, knowing that you have the very latest info!
- Subscribe to the newspaper which has classifieds for your job target area.
- Research a *career field* at: <http://www.online.onetcenter.org> or <http://www.bls.gov>
- Research a *company* at: <http://www.hoovers.com> or <http://www.wetfeet.com>
- Join a professional networking site such as <http://www.linkedin.com> or <http://www.ryze.com>

PAYING YOUR DUES:

To gain experience and make contacts, you *may* have to work for a short time in a **non-paid status**. This can come in the form of an internship, assistantship or part-time / volunteer work. It is much easier to pay your dues while still in college, although more employers are also considering "adult interns." While in college, a "for-credit" internship for 15-20 hours a week can be financially supplemented by an evening or weekend job.

If there is just one idea that you obtain from reading this booklet, remember this:

Approximately **75-80%** of all jobs are obtained through **personal contacts** and **networking**.