

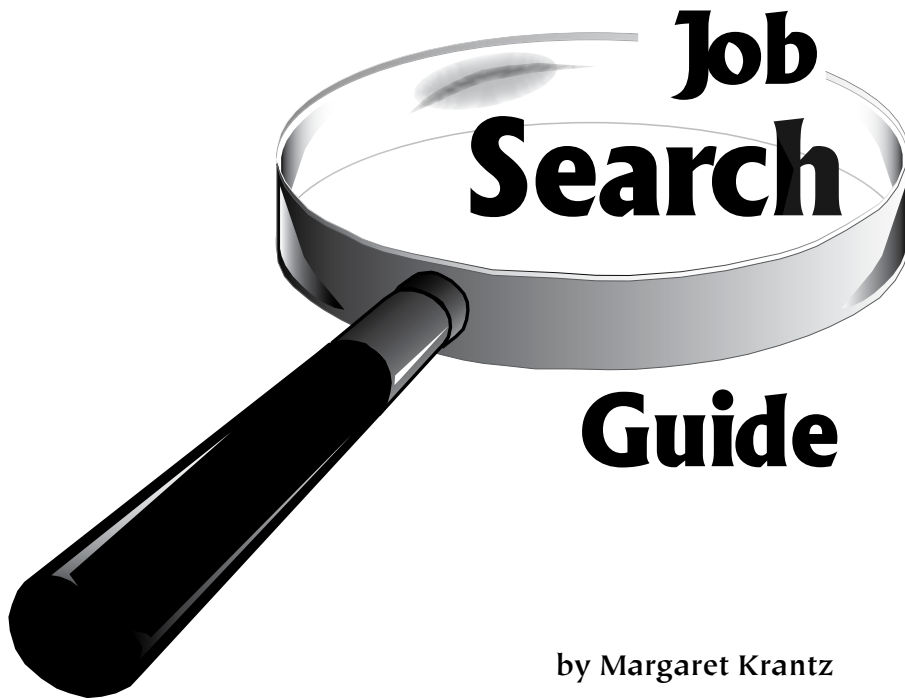
# 2023 Job Search Guide



**Hanover College  
Levett Career Center**

## **Contents**

Job Search Timeline and Checklist —	2
How to Use this Guide —	3
Selling your Liberal Arts Skills —	3
Clarifying your Goal —	4
Informational Interviewing —	5
Developing an Elevator Pitch —	6
Networking —	8
Writing your Job Search Action Plan —	10
Using LinkedIn in your Job Search —	12
Some Very Useful Job Search Web Sites —	13
Making the Most of a Career Fair —	14
Following Up —	15
Job Search Length Formula —	16



by Margaret Krantz

# How to Use this Guide

## Step 1. Assess your skills

We have outlined the factors that employers seek and evaluate when hiring, using qualities we call “professional competencies” (p. 2). Among these are specific liberal arts skills that you should take the opportunity to describe during interviews (p. 3). Prior to beginning your search, familiarize yourself with each of the competencies so that you can make the most of your strengths on your résumé and in interviews.

## Step 2. Identify what you are searching for

As you begin your job search, clarify your goal (p. 4), so that your search will be targeted and thus more effective; then set up an informational interview with someone in the field to confirm your interest (p. 5).

**Step 3. Develop your elevator pitch** (p. 6) Before you reach out to contacts with potential leads, you need a clear, appropriate answer to the question, “Tell me about yourself.”

**Step 4. Begin to network** (p. 8) If 75% of jobs are found through the hidden job market, networking is the way to find out about those jobs. *Everyone* has a network; here’s how you can identify yours.

**Step 5. Develop your Job Search Action Plan** (p. 10) Work out a detailed plan for your search so that you can make progress toward finding a job even at your busiest times of the year.

**Step 6. Begin your search.** Use LinkedIn (p. 12) and take advantage of some very useful web sites (p. 13). Attend career fairs to see many organizations at one time, using our preparation tips on p. 14.

**Step 7. Follow up** with potential employers and with your active network (p. 15).

**Step 8. Be realistic** about time (p. 16).

## Step 1: Assess your Skills Measure your Professional Competencies

The Professional Competencies are characteristics, background, and skills necessary to be well-prepared to transition to life after college. Being familiar with them removes the mystery of what employers and graduate schools are seeking in qualified applicants. No matter what path you choose to pursue, you will be better prepared if you have mastered these competencies.

To learn specifics about the Professional Competencies, visit our website, which provides a list of the competencies and their definitions. The site also provides:

- electronic competency assessment tools,
- score interpretations, and
- tips for developing each competency.

Look also for Levett Career Center guides, workshops, and events that teach or allow you to practice many of these skills. A calendar of events and links to the publications can be found at [careercenter.hanover.edu](http://careercenter.hanover.edu).

### Professional Competencies

Sense of Purpose  
Intellectual Skills  
Professionalism and Ethics  
Marketable Qualifications:  
• Experience  
• Transferable Skills  
Strong Résumé  
Strong Cover Letter  
Interviewing Skills  
Strategic Search  
Effective Networking

# Step 1: Assess your Skills

## Inventory your Liberal Arts Skills

Through the classroom and extracurricular activities, Hanover tries to ensure that you master a range of intellectual skills. These will prove useful on the job. As you begin your job search, inventory your skills and be prepared to sell them to employers by identifying 3 examples of times when you have demonstrated each. You need to learn to value these skills so that you can teach potential employers, who might not be liberal arts graduates, to do so, too.

### Writing Skills

*Developed in class through:*

- term papers
- essay tests
- lab reports
- senior thesis
- article summaries
- journals
- creative writing
- case reports
- internship essays
- peer reviews
- literature reviews

*Used on the job:* composing correspondence; writing reports, briefs or proposals; editing; proofreading; keeping records; writing copy for sales, advertising, or newspapers; developing brochures or promotional materials

### Speaking Skills

*Developed in class through:*

- in-class presentations, reports
- classes that base grades on participation or that encourage participation in class discussions
- speeches
- theatre performances
- group projects
- study groups
- convocations
- internship presentations

*Used on the job:* interviewing, persuading, negotiating, selling, advising, answering questions, counseling, soliciting funds, supervising, representing organizations, surveying, working with public, making presentations

### Creative and Integrative Thinking Skills

*Developed in class through:*

- assignments that allow room for imagination
- projects that encourage alternative approaches
- journals
- creative writing
- comprehensive exams
- senior thesis

*Used on the job:* planning strategies; developing new initiatives or approaches to tasks; composing persuasive correspondence; writing proposals; writing copy for sales, advertising, or newspapers; developing brochures or promotional materials

### Critical Thinking and Analytical Skills

*Developed in class through:*

- research papers
- essay exams
- in-class discussions
- senior thesis
- internship essays
- case studies
- art or literature critiques
- analysis/critique of arguments during class and in papers

*Used on the job:* developing ideas, reasoning, preparing reports, evaluating, gathering information, analyzing and interpreting data, conducting research, planning, marketing, making employment decisions, determining new directions

### Research Skills

*Developed in class through:*

- research papers
- field studies
- senior thesis
- independent grant research
- independent lab research
- literature reviews
- case studies

*Used on the job:* developing ideas, reasoning, preparing reports, evaluating, gathering information, analyzing and interpreting data, designing and conducting research, developing programming, planning new initiatives, marketing, making decisions

### Quantitative and Computer Skills

*Developed in class through:*

- lab reports
- abstract and formal reasoning and natural world CCRs
- data interpretation
- statistics
- coding
- finance, economics, math, and science classes

*Used on the job:* interpreting results, tracking and allocating budgets, writing reports, developing spreadsheets, writing web pages, conducting market research, interpreting charts or results, predicting outcomes, forecasting expenses, preparing financial reports, inventorying

## Step 2: Clarifying your Goal

**B**efore you begin your job search, you will need to clarify your goal. Note, though, that you are not attempting to name a single job that is the only one in the world that would make you happy. Most people have an array of related possible career interests, each sharing characteristics that would make them satisfied with their work. For example, if you know that you enjoy children, athletics, and event planning, you might like working for Special Olympics, running an after-school program, or teaching school while coaching volleyball. So when you're exploring your career interests, strive for that level of insight; it's great to have options! Focusing on a goal is well worth the effort; you both shine a spotlight on the traits that you need to land a job in that field and can more easily discover where to search for it. There are several ways to narrow your focus to the array of characteristics that suits you:

- **Come to the Levett Career Center** to meet with staff to clarify your goals and to take a self-assessment instrument such as the Strong Interest Inventory or Myers-Briggs Type Indicator.
- **Visit O\*Net** (see side panel) to compare jobs and to search for those that match your interests. Enter a job that might serve as a good starting place, and look at the related jobs that it suggests. Explore those, and the jobs related to them, until you have found a handful that you would enjoy.
- **Look for insight through the choices you've made** in the past: how do you spend your free time when you feel the time is well-spent? When have your "peak experiences" occurred, when you became absorbed by an activity because it was deeply rewarding, fun or challenging? For example, what attracted you to your major?
- **Sift through your past organized activities** for ideas: make a list of the jobs, volunteer activities and leadership positions that you've had. For each, list 1) the aspects you enjoyed most about it and 2) the things you wish had been true about it (for example, if the hours were bad, note that you like flexible hours; if the supervision was poor, note that you like clear expectations and regular feedback). Comb back through your lists and choose your top 5 traits so that you're ready for the next tip:
- **Join LinkedIn/ HanoverCAN.** You can post questions to the group to get advice directly from alumni professionals who want to assist you. It's easy: Go to [www.linkedin.com](http://www.linkedin.com), complete your PROFESSIONAL profile (please use proper punctuation/grammar), and contact the Levett Career Center to join the Hanover Career Alumni Network group. Once there, ask alumni professionals about the types of traits you'd like your job to have and ask them to suggest fields that fit. They may even have job leads for you!

### Polish your Brand

Before you start to reach out to potential leads, take time to make sure your résumé is tailored to reflect your goal, and that your Facebook and LinkedIn pages are ready to be read by a potential employer; chances are excellent that they'll search for you.

### Use O\*Net!

Be sure to visit O\*Net to help you with your job search. Providing occupational information from the US Department of Labor's Bureau of Labor Statistics, O\*Net will make you much better prepared to talk to potential employers.

#### You will be able to:

- Get a list of specific job tasks to help you tailor your résumé,
- Find alternative job titles for the position to help you in your job search,
- Discover related jobs that might interest you as much as or even more than the one you are targeting,
- Watch videos of people performing the jobs,
- Find salary information for your state, and
- Enter your skills and/or interests to discover the types of jobs that match them.

#### Here's how you do it:

- Click on [www.onetonline.org](http://www.onetonline.org).
- Select "Occupation Search,"
- Type the job you're targeting,
- Select the best match from the list it provides.

When you click on the job you are targeting, the whole page will have useful information, but be sure to pay special attention to the "Job Tasks" section: it will give you vocabulary that is very helpful in writing your résumé. Just ask yourself how you've done similar tasks in job or other activities.

To get even more insight into the specific tasks a job requires, click on the "Details" tab at the top of the page. However, please note: If you want to print the detailed report, be sure to choose "Save Table XLS" for the section you want to print (unless you want to print a complete 15-16 page detailed report).

# Exploring Your Goal: Informational Interviewing

**A**s you begin your job search, you will quickly discover that having current and broad understanding of the field will make you a much more effective interviewee. After all, how can you effectively describe your enthusiasm for something you don't understand? And enthusiasm is considered the most important attribute of successful candidates by employers we've surveyed.

## What is it?

Informational interviews are simply short, pre-planned conversations with people employed in your field of interest that you initiate in order to gain:

- Specific information about possible career paths,
- Advice about résumés or job search strategies,
- Networking leads,
- Job leads.

## Why do it?

Informational interviewing allows you to gain valuable insight into a specific career field from a person who has personal knowledge of it and who has no risk in sharing his or her knowledge with you. Because you determine the direction and pace of the interaction, you are able to present a focused, clear image of yourself, and because no job is on the line, you can project confidence.

## Before you begin:

- Identify clear objectives and realistic expectations of the conversation.
- Do background research to learn as much as possible about the field you'll be discussing.
- Prepare questions based on what you really want to know and based on what you have learned through your research.
- Identify possible individuals to contact.
- Call your targeted contact:
  - Ask for a meeting with specific time limit (usually 15 - 20 minutes)
  - Make your goals clear "I would like to ask you about..."
  - Be prepared to talk at that time or to suggest other possible times and/ or locations.
  - Be flexible!

**Note:** Asking for a job is not an appropriate goal for an informational interview.

## During the interview:

- Remind the contact of the time limit: "Thank you for agreeing to talk with me. As I mentioned, I'll only keep you for 15 minutes."
- Ask permission beforehand if you plan to take notes or tape record.
- Ask questions you've prepared, but be prepared to change directions if appropriate.
- Be sure to follow-up with a specific question if you need more information or if something is unclear.
- If approaching your deadline, point out the time and ask

if it is okay to ask a few more questions (but keep them brief).

- If appropriate, ask for suggestions of other people to contact (and for a way to contact them).
- Ask permission to use this contact's name with future contacts and for an address for follow-up.
- Thank your contact.

## After the interview:

- Enter details into a contact log so you can keep track of the people you've reached.
- Write a thank you note.
- Let them know if something comes of their advice.

## Possible questions to ask

Your questions should be based on information you need to know to confirm your interest in the field or to plan your job search strategy.

### About the job:

- What is a typical day like?
- How well would the job meet my need for independence or guidance, variety or predictability, challenge, flexibility, etc.?
- What would you change about your job? Have there been any special problems? Special satisfactions?
- What are the hours, overtime requirements, working conditions, etc.?
- What is the employment outlook? What about job security?
- What opportunities for advancement are there? What is the pay range in this region?
- Are there international opportunities in this field?

### About the consultant:

- What was your first job after graduation?
- What has your career path been? Has it been typical for the field?
- Did your major help you with your career?

### Planning a strategy:

- How do I find jobs in this field? Where are openings listed?
- Are internships available?
- Is prior work experience necessary?
- How might I get related experience?
- How much education and training are required? Do you need a particular major?

## Step 3: Developing an Elevator Pitch

**A**s you search for a job, you will have lots of opportunities to field awkward questions posed to you by potential employers, family connections, even friends: “What kind of job are you looking for?” “Tell me about yourself.” “Why should I hire you?” “What skills do you have?” If you spend a little time developing and practicing a brief synopsis of yourself, short enough to be delivered during an elevator ride, you’ll be ready!

### First, gather your material:

Why do you want this job?

- Research the job requirements through [onetonline.org](http://onetonline.org) (see “Step 1” in the example on the facing page.)
- Brainstorm your reasons for interest in this specific position.
- How can you prove/establish your interest to an employer?
- How does this position fit into your goals?

What are your strengths relative to the position? (“Step 2” to the right.)

- Brainstorm a list of your skills related to the job you are seeking (for help identifying the latter, refer to [onetonline.org](http://onetonline.org)).
- Have you had work/volunteer/leadership experience that would help you to be effective in the field?
- What specific actions have you taken in past activities that demonstrate your strengths?
- Do your talents or personality suit you for it?
- What are your proven accomplishments, or “results”?

### Next, figure out what counts:

a. Think like your future boss.

- What do you think are the problems or issues that people in this field encounter?
- What is his or her bottom line or primary mission?

b. Bridge your background with your future goal.

- How can you help your future boss to fill a gap or need in the position through your unique skills?
- How can you help him or her to have fewer problems through your contribution?
- What are your key traits that you want to be sure to communicate? (“Step 3” on the facing page.)

### Turn your brainstorming into an effective message:

a. Write a 2-4 sentence paragraph that includes:

- your name, your interest in the position (make sure it’s genuine!),
- 3-4 key skills, prior experiences and/or traits that make you suited for it,
- a summary of your sense of the main goal/purpose and challenge of the job to be,
- how your 3-4 points above enable you to contribute effectively to addressing them (“Step 4” to the right.)

b. Include a story or example from your past to prove your point. (“Step 5” to the right.)

c. Check that your message is brief and on target

- Can you use it in response to “Tell me about yourself” or “Why should I hire you?”

### Now, practice:

- Try your spiel out on friends, family, Hanover alumni, former employers, mentors, people you bump into at gatherings, even people you meet on the elevator until you feel that it does a good job of introducing you quickly and effectively.

### Finally, bring your documents in line:

- Be sure your résumé and cover letter underscore the points you make in your elevator pitch.

### For Example:

**I** am Sarah Jones, a junior history major at Hanover College, and I am interested in finding an internship in a museum, working with the public and leading programs for children.

I’ve always loved visiting museums and have memberships to both the Indianapolis Children’s Museum and the Eiteljorg, where I volunteered last summer. Through that, I saw that I would really enjoy a career in the museum field.

As a student ambassador at Hanover, I am experienced in leading tours and providing information to the public; I’ve been an active volunteer in my community through my sorority, and have experience providing educational programming to kids through the Eiteljorg and College Mentors for Kids.”

## Developing Your Elevator Pitch

Below is an example of how your answers to the questions on the facing page might become an elevator pitch, first by completing Steps 1 and 2, then completing the remaining steps for your best strengths.

<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>
<b>Job Requirements</b>	<b>My Related Background</b>	<b>My Elevator Pitch</b>	<b>Examples (Stories)</b>
Develop Lesson plans	Student teaching Girls' Inc., CMFK Substitute teaching		
<b>My Key Trait #1: I am flexible and creative</b>			
Adapt teaching techniques to range of needs	Student teaching Substitute teaching Girls' Inc., CMFK Englishton Park Vacation Bible School ZZZ Fraternity Coach, Tutor	"I think on my feet to keep things interesting for students. I love to engage them in the learning process, and students in my classes never complain of boredom."	"For example, during student teaching, as a science lesson, we staged a play in which students acted in roles depicting aspects of weather, learning common combinations such as rain, lightning and thunder, and the conditions in which they are likely."
Evaluate student performance	Student teaching Girls' Inc., Tutor		
Lead extracurricular activities	Academic Superbowl Drill Tam ZZZ Fraternity		
<b>My Key Trait #2: I am experienced in maintaining discipline</b>			
Maintain classroom management	Student teaching Girls' Inc. Englishton Park Substitute teaching Camp counselor	"I know how to 'take the temperature' of a class and handle issues before they become problems."	"While I was at Englishton Park, I worked with boys diagnosed with ADHD all summer. I learned how to reinforce appropriate behavior and to recognize and handle potential problems early."
Integrate computers into classroom	Student teaching <i>[if little experience, try to continue to develop this skill]</i>		
<b>My Key Trait #3: I am experienced in motivating and mobilizing parents</b>			
Conduct parent-teacher conferences	Student teaching Englishton Park Girls' Inc. Vacation Bible School	"I work hard to engage parents as well as students."	"As a student teacher, I found that keeping parents informed and involving them in learning outcomes made a big impact on students' progress."

## Step 4: Networking

**E**mployers estimate that as many as 75 - 80% of jobs are filled by individual referral from friends, colleagues or other contacts. But don't worry: *everyone* has contacts they can mobilize, if they learn how. Just follow these steps:

1. Brainstorm a thorough list of possible leads in the categories below.  
(Attach sheets as needed.)
2. Highlight your top 10 -15 contacts whose advice you respect most.
3. Star the highlighted ones with whom you feel most comfortable.
4. Research those you've starred (contact information, business or organization website, family connections, etc.)
5. Have your résumé up-to-date and ready to share.
6. Prepare a short (1-2 minute) pitch describing the job you hope to find.
7. When you call, first explain your connection and your reason for calling, ask for 10 -15 minutes, then tell your contact that you are in a job search and would appreciate their advice, giving your short job goal summary.
8. Stay in your time limits. Send thank you notes.
9. Keep a careful log of contacts (see facing page). Follow up with them, and connect on LinkedIn.

### Contact Categories

**Family and Friends:** Friends/ close colleagues of parents, parents of friends, etc.

**Work Ties:** Internship/ job supervisors, volunteer coordinators, co-workers, etc.

**College Connections:** Faculty, alumni, Greek alumni/ae, staff, coaches, etc.

**Community/ Extracurricular Ties:** campus clubs, activities, church, hobbies, etc.

**Professional Associations:** Young professionals, local chapters of national associations, Chambers of Commerce, etc.

**Other:**

### Ask your contacts:

- if they'd be willing to share their expertise as you begin the job search;
- to read and offer advice on your résumé;
- if they are willing to let you know if they hear of an opening;
- to suggest people whom you might contact about openings;
- for their permission to use their names when contacting those whom they had suggested.

### It's mutual!

Networking should be mutual rather than purely one-sided. When it comes to students networking with professionals, the professional will get a sense of satisfaction in helping you if you:

- have done your background research about the field,
- are well-prepared with questions and able to describe your background and goals (even if they are still evolving),
- are professional during contact,
- are able to provide an update on the source of the referral ("My mom is doing great and says 'hi'" or "Hanover is busy; we're close to midterms! Did you know Dr. Garvey has retired now?")
- send a thank you message with an update of the ways you have followed advice.



# Networking Contact Log

*Make copies of this page as needed.*

Name of Contact \_\_\_\_\_ Contact Info \_\_\_\_\_

Source of Name \_\_\_\_\_

Date Thanked \_\_\_\_\_ OK to use name? \_\_\_\_\_

Recommended Action steps (check when completed):

- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
- \_\_\_\_\_

Name of Contact \_\_\_\_\_ Contact Info \_\_\_\_\_

Source of Name \_\_\_\_\_

Date Thanked \_\_\_\_\_ OK to use name? \_\_\_\_\_

Recommended Action steps (check when completed):

- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
- \_\_\_\_\_

Name of Contact \_\_\_\_\_ Contact Info \_\_\_\_\_

Source of Name \_\_\_\_\_

Date Thanked \_\_\_\_\_ OK to use name? \_\_\_\_\_

Recommended Action steps (check when completed):

- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

## Step 5: Writing Your Job Search Action Plan

**W**ith so many possible strategies, getting started with your job search can be a bit overwhelming. Begin by reading through this *Guide* to understand the specific strategies involved, then fill in your action plan, breaking your tasks down into manageable steps with realistic time estimates. The example to the right, geared for use during school, assumes you have limited time to give to your search; a summer action plan would be more intense. It also assumes you have a career goal that you can articulate, a strong résumé, draft cover letter, and polished elevator pitch; that you are prepared to interview; and that your online presence is professional. If any of those are not true, add those items to your plan.

Not all job search approaches are equally effective: for example, applying for an opening you learn about through a friend who thinks you are a great fit (and who will put in a good word for you) may put you in a very small pool of candidates, while applying for a job posted on a national job board such as Career Builder may cast you into an ocean with thousands of other applicants. Searching for jobs is a full-time job, taking long hours and possibly many weeks. Treat it like a job: dress and prepare for it, tell yourself that this is your job for now, and vary your approach between strategies to keep it more interesting. The length of your search depends on many factors, but one thing is certain: it will feel eternal (see Job Search Length Formula, p.16). To keep your endurance up, set short-term goals and reward yourself when you meet them. Finally, if you have exhausted your efforts and your search is unsuccessful, consider working with a staffing firm, employment agency or temp firm to give you a boost.

### Job Search Action Plan Template

Set up a table of job search tasks you plan to undertake until you have found a satisfying job. Include the level of detail you prefer as well as a realistic time frame given your goals and current circumstances. Draw goal ideas and tasks from the steps this guide outlines (see the sample plan on the next page). Keep a separate log of your efforts.

Job Search Goals	Tasks to Complete	Estimated Time	Target Date	Done
<b>Goal:</b>				
<b>Goal:</b>				

## SAMPLE (and Detailed) Job Search Action Plan

Job Search Goal	Tasks to Complete (Vary these to keep your motivation up)	Estimated Time	Target Date	Done
Use Levett Career Center's job search services	<ul style="list-style-type: none"> <li>• Set up search agents on ; check often</li> <li>• Sign up for on-campus recruiting</li> <li>• Update résumé, get critique from Career Center</li> <li>• Sign up for career fairs</li> </ul>	15 min 1 hr each 2 hours 5 min	weekly as arise 10/1 1/15	✓ ✓ ✓
Prepare to network	<ul style="list-style-type: none"> <li>• Complete networking worksheet on p. 8</li> <li>• Contact Levett Career Center for alumni list</li> <li>• Find and join related professional organizations</li> </ul>	1 hour 15 min 30 min	9/15 9/15 9/22	✓ ✓
Hold 3 informational interviews	<ul style="list-style-type: none"> <li>• Develop list of key questions</li> <li>• Research contacts for talking points</li> <li>• Set up contacts by email or phone</li> <li>• Call; ask for strategies, leads and use of name</li> <li>• Send thank you messages</li> </ul>	1 hour 1 hour 1 hour 20 min per 30 min	10/1 10/7 10/10 10/15 10/15	✓ ✓ ✓ ✓ ✓
Conduct ongoing on-line search	<ul style="list-style-type: none"> <li>• Compare Indeed and SimplyHired for best leads</li> <li>• Search your top 10 orgs' sites' openings online</li> <li>• Try out all websites recommended on p. 13; return to best ones</li> </ul>	15 min 15 min 1 hour	weekly weekly weekly	✓ ✓
Tap into LinkedIn	<ul style="list-style-type: none"> <li>• Complete LinkedIn profile</li> <li>• Request to connect with all on networking sheet</li> <li>• Join professional and regional groups, alumni</li> <li>• Use the LinkedIn advanced job search function</li> </ul>	2 hours 1 hour 15 min 15 min	1/1 1/1 1/1 weekly	✓
Apply for jobs	<ul style="list-style-type: none"> <li>• Research individual employers; tailor documents</li> <li>• Upload résumé and cover letter or complete applications for jobs recommended by network, found online, in paper, or on 12Twenty</li> <li>• Vary your approach to keep the process more interesting; intermix online with email or calls</li> </ul>	varies	as openings arise	✓
Follow up with applications and interviews	<ul style="list-style-type: none"> <li>• Observe the follow-up procedures specified by the recruiter when possible (request this information during interviews)</li> </ul>	15 min	ongoing	
Evaluate and update search strategy	<ul style="list-style-type: none"> <li>• Complete Job Search Length Formula</li> <li>• Analyze where you located most fruitful leads and emphasize them</li> <li>• Discuss strategy with alum in the field</li> </ul>	30 min 30 min 1 hour	3/1 3/1 3/15	

## Step 6: Using LinkedIn in Your Job Search and...

So what is LinkedIn, anyway? Think of it as a professional Facebook: it allows you to connect with people who can be a help to you, without including compromising photos with alcoholic beverages. Check it out—it's quick and very useful. Just remember LinkedIn is for professionals: everything you write or post should be typo-free and carefully composed with a professional tone.

### Build your profile

Before you start making connections, set up your profile, which is similar to a résumé, and includes:

- **Headline:** a phrase describing you that can be aspirational, for example: Hanover Business Scholar Seeking Event Planning Position
- **Summary/specialties:** this section should be concise, specific, key-word rich and typo-free
- **Photo:** should be a posed head and shoulders shot of you alone, simple background, appropriate clothing, looking professional
- **Experience:** describe significant activities, including bullets as you would in your résumé
- **Education:** LinkedIn includes only college-level or higher education
- **Recommendations:** choose people who have evaluated you such as faculty, activity advisors, or job/internship supervisors

### Build your network

Your network can introduce you to hirers, give you access to job opportunities, let you know about events, and provide info, resources, advice and support.

- Start by connecting with the people mentioned above under “recommendations,” and professionals you know through clubs, volunteerism, and similar activities.
- Continue to build your network by searching the contacts of people you are connected with (you can find this information on their profile). Only connect with people you know or who could be “introduced” to you; LinkedIn isn't about collecting as many contacts as possible, but about building a network of people who share professional interests.
- Go to [www.linkedin.com/alumni](http://www.linkedin.com/alumni) to search for alumni connections (and currently includes over 4,000 Hanoverians) based on employer, job function, college major and skills. Ask to connect with those in the field you are seeking.
- While my next suggestion is a great way to identify potential contacts as you build your network, it deserves its own section:

### Join groups like HanoverCAN and others you are interested in

- Contact the Levett Career Center and ask to join “Hanover Career Alumni Network,” (feel free to join Hanover Alumni, as well, but note they are NOT the same thing!)
- Post questions or reach out to individual HanoverCAN members for advice, insights and leads.

### Use LinkedIn to clarify your professional goals

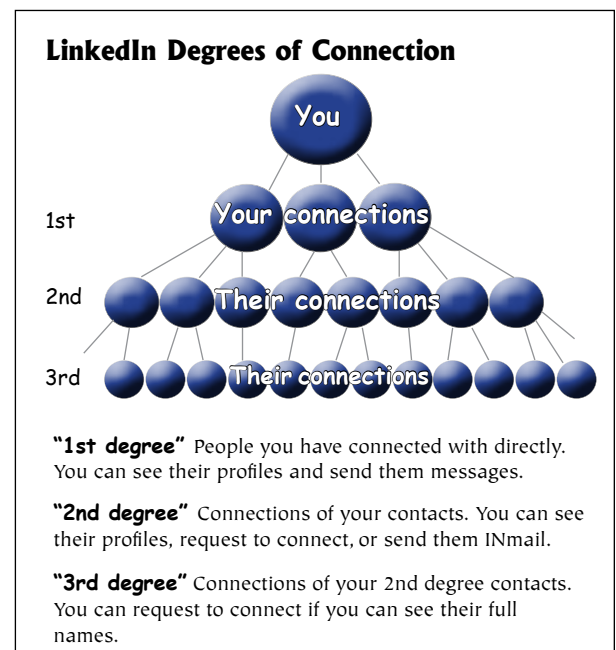
- Do an advanced people search for your keywords from the homepage,
- Check people's career paths to see what you find appealing,
- Join groups in potential areas of interest and read their posts

### Job search

- While LinkedIn is not primarily a job search tool, it does provide searchable job postings, and even suggests jobs that might appeal to you based on key words in your profile. Just click on the “Jobs” icon in the toolbar; be sure to take advantage of the advanced search option, as well.
- Go to [www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs) to find entry-level and internship positions.

### Research employers and industries

Conduct employer and industry research by searching for organizations' missions, competitors, and even learn about company culture and current events by reading employee status updates.



## ...Some Very Useful Job Search Web Sites

**AmeriCorps** Listing a host of one-year opportunities in the non-profit sector, AmeriCorps is a indispensable site for those seeking a bridge or gap year program. [www.americorps.gov](http://www.americorps.gov)

**Craigslist** In addition to job postings, Craigslist can help you find housing, roommates, jobs, even free furniture. But be careful; anyone can post or respond to any item, so the potential for scams and physical danger exists. Take a friend along if you're looking at items or apartments listed there. [www.craigslist.org](http://www.craigslist.org)

**Federal Jobs** All openings with the federal government are posted by law at [www.usajobs.gov](http://www.usajobs.gov). To find openings targeting entry-level college grads and interns, go to [www.usajobs.gov/StudentsAndGrads](http://www.usajobs.gov/StudentsAndGrads)

**Google** is an obvious place to search, but shouldn't be overlooked. Be sure to focus your keyword search as much as possible. [www.google.com](http://www.google.com)

**Idealist** is a great site for non-profit jobs and internships in metropolitan areas in the US and abroad. [www.idealists.org](http://www.idealists.org)

**Indeed** is a job board aggregator (also known as a "spider" ) that allows you to search a host of job posting websites, including employers' own sites, by posting them centrally to make the search more convenient. When you click on a job, the link takes you back to the original site for you to apply. [www.indeed.com](http://www.indeed.com)

**Indiana Career Connect**, the Indiana State Employment Office's job posting site, also provides links to various employment sites located throughout the State. Note that State jobs are only posted for 1 week, so act fast if you find one you're interested in. [www.indianacareerconnect.com](http://www.indianacareerconnect.com)

**. Jobs** is a top-level domain (like .com, .edu, and .org) offered by the web that enables you to find job postings by location, field or state. For example, you can enter Indiana.jobs, cummins.jobs or finance.jobs into your browser to search for openings in those areas. To learn more about the site, visit [www.goto.jobs](http://www.goto.jobs)

**LinkedIn** While not primarily a job search tool, LinkedIn provides searchable job postings, and even suggests jobs that might appeal to you based on key words in your profile. Click on the "Jobs" icon in the toolbar or take advantage of the advanced search option. You can search for entry-level and internship positions, as well.

**12Twenty** is the Levett Career Center's job board, and is updated regularly. [hanover.12twenty.com](http://hanover.12twenty.com)

**On-line Classified Ads** seem like an antiquated place to search, but are still included in many employers' search process. Check the paper in your town.

**Rip-Off Report** Not sure a specific job opening is legitimate? Check it out at Rip-Off Report: [www.ripoffreport.com](http://www.ripoffreport.com)

**SimplyHired**, like indeed.com above, is a job opening aggregator. Try both for a few weeks to see which works better for your search. [www.simplyhired.com](http://www.simplyhired.com)

**State Job Banks** Governments are major employers in every state, and they all have sites where they post openings, known collectively as "job banks." While each state will use a different name, you can find links to them here: [www.careeronestop.org/JobSearch/FindJobs/state-job-banks.aspx](http://www.careeronestop.org/JobSearch/FindJobs/state-job-banks.aspx)

**Top Employers** This site gives the top organizations that have hired entry-level college grads, by count, which can give you direction for your search. [www.collegegrad.com/topemployers/](http://www.collegegrad.com/topemployers/)

**Yellow Pages**, a surprisingly useful site when you want to find listings of organizations in specific fields and locations, so that you can scan openings on their sites. [www.yellowpages.com](http://www.yellowpages.com)

**Combine these sites to "flip your search!"** Using Yellow Pages key words searches, identify the organizations for whom you would like to work in your preferred geographical location. One you have narrowed your list down, search for these organizations on LinkedIn, finding current employees there with whom you have a first or second degree connection. Reach out to these people to ask for insights and help building strategies to work at their organization.

# Making the Most of a Career Fair

Career fairs provide you with the chance to meet with recruiters who might otherwise have been inaccessible. In order to make the most of the opportunities they provide, prepare ahead:

## Before the fair:

**1. Clarify your goals for the career fair.** Expect to initiate contact with recruiters to learn more about the jobs and companies that interest you. Don't expect them to seek you out and don't expect any job offers to be made to you at the career fair. Companies that are interested in you will contact you for later on-site interviews. Note that some will require you to apply on-line.

**2. Review a list of companies** that will be attending and plan your strategy:

- Identify those you plan to talk with. Read their website and research them through Google, Facebook, Twitter, LinkedIn. Don't rule out an organization just because you haven't heard of them; sometimes smaller companies are more likely to hire than are Fortune 500s.
- Prepare a list of at least 4 questions for each organization based on your research. Appropriate questions both reveal information about you and demonstrate your knowledge of the company. For example, "I have read about your new emphasis on sales and believe my summer experience in cold calling will help me to be effective with your organization. How has this policy impacted your profitability?" Avoid questions about salary and benefits at initial interviews.

**3. Prepare an "elevator pitch"** (see p. 6 for details) to introduce yourself to companies you are targeting:

In advance, identify the problems the employer hopes to solve through this position and how you can help to solve them.

- Give your name, school, and major.
- Demonstrate your knowledge of and interest in the organization and in the position.
- Clearly state your career goals and how they match the organization.
- Mention 3 or 4 strengths you have relative to the job, referring them to your résumé.

Be open, honest, enthusiastic, and concise. Practice!!

**4. Prepare a one page résumé** without a career objective or bring a tailored résumé for each goal. Bring at least 15 copies of each to the fair. Bring your copies in a black portfolio folder.

**5. Prepare to dress formally in a dark suit**, well-pressed, with polished, matching dress shoes (as comfortable as possible), and a pressed, light-colored shirt/ blouse.

## At the event:

- Be willing to stop and talk with employers as you walk down the aisles! Ask permission before taking giveaway items on tables.
- Before you approach a table, remind yourself of the questions you want to ask, and the key things you've learned about that employer.
- Greet employers with a firm hand shake and eye contact.
- Give them a copy of your résumé.
- Give your elevator speech, connecting your background to their needs.
- Request a business card of each employer you talk with.

## Follow-up:

It is very important that you promptly write follow-up letters to employers you are interested in pursuing. Thank them, reaffirm your interest, briefly remind them of your strengths, and clarify any points you feel you mishandled.

### What if they hand back my résumé?

**O**ften the outcome of a first meeting with an employer is that they recommend that you apply online through the organization's website. If employers hand your résumé back to you at a career fair, don't be offended; that may be the policy of their human resources office, which requires applicants to complete applications in order to have consistent information for all employees. Recruiters may also require that extra step to help them to gauge your real interest in the position. If you aren't serious, you're a lot less likely to complete the application.

If an employer recommends that you apply online, feel free to ask questions about how your résumé will be handled once they've received it such as:

- Is there a certain format that you prefer for my résumé?
- Who will review my résumé, and what will they focus on?
- When am I likely to hear back, if you are interested in further contact?
- How do you prefer that I follow up?

## Step 7: Following Up

**H**ave you been applying for jobs, or interviewing, and now are wondering if you'll ever hear back? Follow up! Unless employers specifically state "don't call," most don't mind contact from job applicants who are asking about their hiring timeline.

### **Just remember the job seeker's Cardinal Rule:**

"Always be polite and professional in every contact with a potential employer."

So, what's the protocol for following up? First, get permission.

- The best thing to do is to anticipate the need to follow up by "leaving your foot in the door" for later contact right from the start: when you write your cover letter, mention that you plan to follow up in a couple of weeks to see if they require more information or if they would like to discuss your qualifications further.
- Similarly, when you are wrapping up interviews, tell employers that you are interested in the job, and request their consent for you to follow up. Find out their preferred method of contact (email or phone), and an approximate date for you to do so.
- When you follow up, if the employer still isn't ready to make a decision, ask for permission to call back or email again, and again request a timeframe to do so. (Refer back to the Cardinal Rule above before you do so; here's when it might become difficult to be patient!)

### **Additional reasons to follow up:**

Anytime you have an important update in your contact information, you can use that as a basis for follow up: "I have a new address", "I am now using my married name", "I have just completed a certification program," etc.

### **Bottom line:**

Following up is an indication of your ongoing interest and availability, and if you meet the employers' qualifications, they'll generally be glad to hear from you. If you follow their advice in scheduling the intervals of contact, you won't become a pest.

### **Mind your Manners**

Throughout the job search process, observe professional etiquette in all your interactions:

- Fulfill your promises and obligations;
- Only accept offers when you are sure you are able to make a final decision; and
- Carefully read and reply completely to messages in a timely, professional manner, using formal English in all professional contacts (spelling, capitalization, proofreading, punctuation), even e-mail messages.

## **Use the Levett Career Center for Your Job Search**

- Get a résumé and cover letter critique.
- Schedule a mock interview to practice delivering your message.
- Use our 12Twenty job board, [hanover.12Twenty.com](http://hanover.12Twenty.com) (use your Hanover email login information).
- Participate in on-campus recruiting.
- Read *Career Currents: Hot Off the Press* electronic newsletter (emailed to you).

### **Levett Career Center Career and Internship Fairs**

- Indiana Means Business Career Fair, Fall Term, Indianapolis, IN
- Collegiate Career Expo, Winter Term, Indianapolis, IN
- Spotlight Career Fair, Winter Term, Lexington, KY
- Teacher Candidate Interview Day, April, Indianapolis area
- Accounting Interview Day, September, Indianapolis, IN

## Step 8: Be Realistic. Job Search Length Formula

**A**re you curious how much control you have over the length of time it will take you to find a job? Fill in a value for each of the factors below, then find an estimate for the total length of your search at the bottom. While luck is not included in the formula, it can alter your final length of time in unpredictable ways. Also not factored in is the expected time length for your specific field under ideal conditions.

### Score Length Factor

#### Multiply the following:

\_\_\_\_\_

**Clarity:** The balance you strike in seeking a clear, yet broad enough, goal.  
Rank yourself between 1 [for a clear goal] and 5 [for no goal at all].

\_\_\_\_\_

**Demand\*:** The number of jobs in your specific field in your geographical area.  
Rank this between 0.5 [if there are a lot of jobs] and 10 [if there are very few].

\_\_\_\_\_

**Qualifications:** Your skills and experience of the specific job you are seeking.  
Rank yourself between 1 [if you meet all the requirements] and 4 [if you meet most].  
If you meet few or none of them, see the \* note below.

\_\_\_\_\_

**Network:** Your direct or indirect access to people in the position to hire in this field.  
Give yourself between 0.25 [if you have strong ties] and 5 [if you have none].

\_\_\_\_\_

**Value:** The effectiveness of your job search strategy.  
Give yourself between 1 [if your strategy is diversified and targeted] and 5 [if you have no specific strategy at all].

\_\_\_\_\_

**Effort:** The amount of focus you give when you are searching.  
Score yourself between 1 [if you stay on task throughout the time you are searching] and 5 [if you are easily distracted].

\_\_\_\_\_

**Urgency:** How quickly the employer needs to fill the job.  
Rate this 0.5 [if the need is very urgent] to 10 [if the employer is able or likely to wait to fill it].

\_\_\_\_\_

**Subtotal** (obtained from multiplying all the values above.)

#### Divide by:

\_\_\_\_\_

**Time:** The number of hours per week that you are genuinely looking for a job.  
To the left, enter your total search time per week, using decimals if appropriate [e.g., 10.5].

#### Total:

\_\_\_\_\_

**Bottom Line:** The estimated number of weeks, at 40 hours per week, that you should expect your search to take. To reduce this estimate, improve the problematic factors above. To see how each affects your job search, use this formula online at [careercenter.hanover.edu/ccpublications](http://careercenter.hanover.edu/ccpublications), changing one value at a time, hitting enter to have it show up in your total.

#### \* Please Note:

Your search will likely fail if there is no demand for the job and/or you have few qualifications for the position. To improve your odds, expand the type of job you will consider, remove your geographical constraints, and/or gain additional qualifications.