HUMBOLDT STATE UNIVERSITY
academic & career ADVISING CENTER

Networking and Job Searching Exercise

career curriculum
INTEGRATION
CCI

Networking and Job Searching Exercise
Required Time: 60-90 minutes class time in a computer lab, 60-90 minutes outside of class.

Specific Location Job Search:

Looking at websites is one way to find a lot of jobs by industry or profession, but they are not likely to be in the same location. If you have a certain city/cities or country/countries you want to live, you will need to organize your search differently. This exercise will help you research a specific place.

As you do this research, you should also begin to create a tracking system so that as you follow up, seek informational interviews or apply to a number of positions, you will be able to ensure that you deliver materials, make phone calls etc on time/when you say you are going to. This is an important part of your professional personae.

PART 1) The goal is to practice finding advertised jobs using the 3 methods listed below.

1) Find 2 newspapers in the city of your choice and then choose a job of interest (the library has a database of US and foreign newspapers which is very useful):

   a. Paper 1:
   b. Paper 2:

   c. Job title (list which paper it came from - with url):

2) Find a job on two DIFFERENT search engines – be sure to refine the search to your chosen city:

   a. Search engine 1:
   b. Search engine 2:

   c. Job title (which engine it came from - with url):

3) Think of 2 OTHER organizations/portals/pathways to finding a job in this specific place and list:

   a. Option A:
   b. Option B:

   c. Job title from one of these other avenues (with url:)

PART 2) Finding information about a job: The goal is to search for more detailed information on a job advertisement or company you have found so you can personalize your cover letter/resume and so that you will have strong questions at the interview.

1) Pick one of the jobs above and look up their own website. Record 3 facts you could discuss with the employer in a telephone conversation or an interview. This might include something about their mission, a new program or how many people they serve a year. An annual report, a 'press room' or publications page even the biogs of senior staff and the external links page are all good places to get an overview and a sense of any organization.

Job title:

Fact 1:   Fact 2:   Fact 3:

Turn one of these facts into a 'strong' question for the interview:

2) Look up a job title on O*Net (occupational information network on line (http://www.onetonline.org/) or the Bureau of Labor Statistics - Occupational Outlook Handbook (http://www.bls.gov/ooh/)

Both of these are resources that allow you to type in an occupation title or keyword and pull up national statistics and information regarding those positions. Type your occupation into the search bar on either link and answer these questions for your chosen job:

-Job title/keyword used:

-What is the wage range for this job?

-What skills are necessary? What is the national job outlook?

-Is it a job where employees are in high or low demand based on the outlook?

(If you can't find that specific title or the job is in another country, see if you can reword it or generalize it - if that's not possible, explain why and think about how you might investigate this in other places)

3) Find an alternate source of information on the web, **get one piece of info from any of the options below and write it below the research option you chose (a, b, or c)**, not all of them will be available in every area for every job but this is a good starting place for researching a company. Write down some of the info you find:

    a) LinkedIN – If you have a LinkedIN account, look for connections or groups on LinkedIN with that company. If you don't have a LinkedIN account, make it a goal to attend one of the workshops this semester or peruse the site to make one. They also have tutorials.

    b) Look online in local/national papers for an article about/or involving the company and summarize:

    c) Google the company for forums linked to it: shareholder sites, investor boards, articles, discussions etc. You may also check rants on Craigslist, Yelp Reviews, Facebook Places etc...but be sure to consider where you found them when you think about their credibility.

PART 3) Finding Companies and Organizations in the area you are considering: The goal is to learn how to find companies in a specific geographic area, the first is specific to California, but the others should work nationwide. If you are looking in another country, see what you can find and explain how you went about it.

1) For this question, make sure you have a city or county in California in mind. Go to this site and look up a type of employer.

General Info on CA labor Market: http://www.labormarketinfo.edd.ca.gov/

Look up local employers on Employment Development Department's (EDD) site here: http://www.labormarketinfo.edd.ca.gov/majorer/MajorER.asp

There are a couple ways to use this page. One, pick a county and will give you a list of some of the major employers in that county. The other way is to click on the bottom of the window where it says search for employers by name, industry or occupation.

As an example click on occupation; then select Humboldt County on the next page and hit search. Type in accounting as a keyword, then click search. Next, select Bookkeeping, accounting and auditing clerks. The resulting chart is full of hyperlinks to lists of employers in Humboldt County in each of the listed industries that employ bookkeepers and account clerks.

Now follow this exercise for a city of your choice in CA and look up a different type of position. **Write down the names of 2 companies that employ a type of position you are looking up.** If you don't find any, try a different county or a different position.

    a.
    b.

2) Chamber of Commerce in your city of choice (there is an American Chamber of Commerce in many/ most countries in the world and are also a good place for this kind of research - especially as American companies often want to hire Americans and the expats in these places are a good network).

Google the name of your city and Chamber of Commerce, i.e. "Arcata, CA Chamber of Commerce" or "American Chamber of Commerce - Paris". Navigate through to find their business directory; it will be a little different for every chamber. Now browse the directory for companies or organizations, generally you can filter the list of companies by industry and almost always you'll find contact info and a link to each company's website.

Write down the name of 2 companies/orgs you found on the directory that look interesting. This is a great way to get a sense of an area's industries and company names. If you call them and tell them you found them at the Chamber of Commerce site and wanted information on their company regarding possible future employment, it can be a great door opener.

    a. Company/Org 1:
    b. Company/Org 2:

3) Write down 2 Non-profits, NGOs, International Organizations, think tanks relevant to you area of interest, find a job you like the look of on that site and the qualifications they listed.

    a. Org/Job 1:
    Qualifications:

    b. Org/Job 2:
    Qualifications:

Additional Note: For US jobs, another good resource is the 211 Database - or service referral hotlines. Most major areas have them and they are connected with government funding and United Way. They provide information on services and their database is almost always searchable making them a gold mine for non-profit agencies. Orange County and Bakersfield are the only ones so far that have not been available to search. *For example: Google "211 San Francisco." You'll generally find the 211 for that area listed, in this case it is "211 Bay Area." Follow the link and then pick an area. The "Find Help" button in this case is the link to their database. You now can search their database for various non-profit and government services.*

Choose one of the jobs you found in this section and get more contact information: email, phone number, website url and a potential name of a person to contact (including title) eg: Susan Smith, Head of HR, ssmith@coolpeople.org.

Contact information:

Now that you have practiced these different ways to get information you need to create a tracking system for yourself to ensure you don't forget names, deadlines, materials required etc as you speak to each potential informational interview or application target.

You can use an Excel spreadsheet, a table in Word, or you are welcome to come up with some other creative solution. Think about the kind of information you will want to record; organization, contact, phone, email, application materials required, last contact, etc.