

# ***Job Search Strategies That Work!***

**Presented by:  
Patty Dang, M.S.  
Career Development  
Services Counselor**



# Learning Outcomes

List the components of the basic job/internship search steps.

Identify the key elements in a proactive job search strategy.

Reflect on using a job search strategy on a potential employment opportunity

# *Today's Agenda*



The Basic Job Search Steps

The Proactive Job Search

Follow-Up

Self-Reflection

# Basic Job Search: *Advertised Listing*

## Three steps to a basic job search

1. Documents
2. Research Companies
3. Basic Strategy



# Application Documents

## 1. Create a Dolphin CareerLink Profile

If you haven't already completed this process, this is a critical component to access resources, assistance and applying for positions.

## 2. Review Resources

Career Development Services has created a variety of resources to help you create documents and obtain additional information and tips in locating employment opportunities.

- CDS website
- Document Library in DCL



# Application Documents

## 3. Create a Resume, Cover Letter & References

It is important to have these documents created early, as they take an incredible amount of time to develop the first time. Once you learned how to create them, you can easily adapt the same style into many other positions easily.

## 4. Multiple Reviewers

There is not a perfect or ideal resume or cover letter. You will be given lots of suggestions, some seem simple while others may conflict with other advice you received confusing your process. It is critical in asking the reason for suggestions, as suggestions usually depend on the industry and situation. Potential reviewers: CDS Staff, Faculty, Mentors, Professionals, Friends & Family.



# Self-Reflection Activity

## Short-Term Plans

Answer the following questions in the supplemental guide:

- What resources will I review?
- I need to create/edit/revise the following documents:
- How much time will I spend each week preparing my documents?

# Research Companies: Assessing the Job Market



## Candidates with Experience

If have experience in your field, you should be able to articulate what skills you have and why you are interested in a particular employer. It is just as important to know about the company, not just the position.

- What types of employers interest you?
- Make a target list of employers that appeal to you (keep notes on why they interest you)
- Know the department's needs and challenges and include that in cover letter (You need to know their mission and how you align with their organization)
- Prove you know your skills – By using industry specific terms, and demonstrating that skill rather telling.
- Bookmark Top 20 employers – BE PICKY. It is better to focus your time on 5 opportunities you want in 20 hours. Then sending random applications to 100 positions just hoping.





# Research Companies: Assessing the Job Market

Candidates with little or no experience

- **Informational Interviews** – Connecting with professionals is key to locating opportunities. Faculty and Professionals with a referral can provide a higher chance of receiving a job interview than applying for positions online.
- **Internships** - Leads to jobs. Experience and skill is the key attributes an employer is seeking. Employers understand your degree helps you understand the information, but internships proves you can apply the information you learned into action.



# Research Companies: Assessing the Job Market

Candidates with little or no experience cont...

- **Volunteer** – You can easily attain transferrable skills from volunteer opportunities you may not be able to experience anywhere else. Employers don't mind if you received the experience or skill in volunteering, as long as you can demonstrate how it will help them.
- **Campus Involvement & Leadership Opportunities** – Similar to volunteering, what you do on campus is just as valuable if you have transferrable skills and experience to demonstrate your ability to succeed in the position you are applying for.

# Self-Reflection Activity

## Long-Term Goals

Answer the following questions in the supplemental guide:

I have the specific skills and experience for the career I want:

- What are the top 5 job types/industries I want?
- What are some of the qualities you are looking for in an employer?

# Self-Reflection Activity

## Long-Term Goals

Answer the following questions in the supplemental guide:

I don't have direct experience or skills in this field:

- What internships might work for me?
- Who can I talk to that might help?

# Basic Strategy

- Apply for X positions a day for \_\_ weeks/Spend \_\_ amount of hours each week

It is important for you to decide what you are willing to spend on this search. An ideal number does not exist. A realistic set of goals, that you take very seriously is the most important factor. Keep in mind, the more time you spend polishing your documents customized to a position the higher the chance an interview is offered and your efforts recognized.

- For each position BE SURE to change Objective, Highlights, and Cover letter for each individual opportunity
- Follow-up after 1 week of waiting to ask when they are starting to interview

# Employer Advice

- Research, research, research
- Be prepared for your interview (know the company)
- Gain relevant work experience (Transferrable Skills)
- Stand out – Demonstrate the following:
  - Communication skills
  - Maturity/business etiquette
  - Work ethic

Don't just say you have excellent communication skills and an impeccable work ethic. That sentence is empty unless you can share how you have those attributes. Describe an example or explain a scenario that proves you have these skills.

# Self-Reflection Activity

## Short-Term Plans

Answer the following questions in the supplemental guide:

- How many resumes will I send out each week?
- How long will I try this?
- How much time will I spend each week applying for positions?

# Proactive Job Search

## What is “The Hidden Job Market?”

It is estimated that only 15-20% of all jobs are ever advertised, meaning 80-85% of jobs are filled by companies who never advertised the position. Instead these positions are filled by referral, the "who do you know" method of recruitment. So while keeping an eye advertised positions is important, the percentages are in your favor if you investigate the hidden job market.

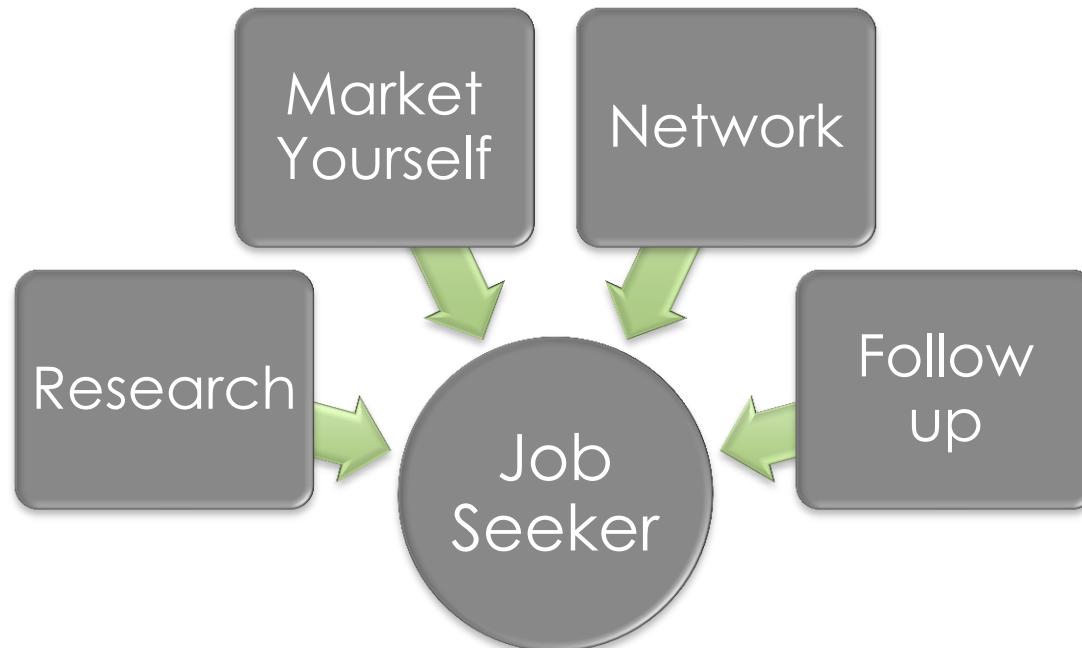
- **75-85% of all jobs**
- **Don't wait until the job is open!**



# Proactive Job Search: Active Engagement

Designing a plan to conduct a proactive job search requires that you are actively engaged in the search process entirely. This type of strategic job hunting is critical to implement in today's current career trends.

First, By utilizing the following components, you will engage in a more targeted approach to your job search. You the Job Seeker will actively engage in:



# ***Active Engagement: Researching***

One of the most critical question you will be asked during an interview or networking is: Why do you want to work at XYZ Company? Or phrased differently to: What interests you about us? If you don't know the reason, you are not likely going to be offered a position. You really need to know:

- A good amount about organizations in your field
- Outlook and current status of your industry or field
- Professional Development. How you will keep up with the changes in your field? How you are educating yourself and improving your skills?

# Active Engagement: Market Yourself

Looking for a job or internship is similar to selling a new product. Although in this case, you are the product. You will need to appeal to your potential customers or employers.

## Resume

- Polished and accurately represents your skills, background, and preparedness for employment. When you begin to network, you need to have documents ready as opportunities come quickly. Keep in mind that a general resume is “ok” for a networking event, a tailored resume is significantly more successful. By simply changing a few statements focusing on the position you are applying for makes you stand out.

## **Professionalism**

- This is a difficult word to define. In general this is your approach to the world of work. The way you conduct yourself with people, your greeting, your mannerisms. Not being prepared or unable to articulate your skills will likely be viewed as less professional.
- Create professional business cards
- Practice 60 second elevator speech

# Active Engagement: Market Yourself Cont...

## Interview Preparation

- Practice mock interviews
- Dolphin CareerLink has an online mock-interview system to help you prepare for potential questions
- In addition to being on time and appropriately dressed, it is critical to practice articulating your skills, strengths and abilities. Additionally, being able to talk about specific examples of projects or scenarios and avoid your general approach.
- Personal Branding – This is a relatively new term that encompasses all of the above into an idea, theme or concept of marketing yourself. An employer can hire similar skilled workers, so how do you stand out? This is how you define your brand. Yes, you have similar skills, but talking about how you bring a unique approach or utilize a specialized set of skills is how you brand yourself to an employer.

# Active Engagement: Networking

You can't ask for connections, you must build them by building relationships. Connect with organizations and utilize social media build your contacts. Attend networking events, and treat the opportunity as making new friends and contact. Don't push your agenda. People refer you because they like you, not because you told them you were looking for job. Ways to network:

## Professional Organizations

- Connect with skilled and experienced mentors and professionals in your career

## Social Media

- A Job search tool to help you locate employment, and also includes support groups to improve your job search and interview skills

## Alumni

- Tap into your alma mater for connections on LinkedIn

## Mentor(s)

- Get involved in a mentorship program, and talk to faculty members to build mentorship relationships

## Informational Interviews

# ***Active Engagement: Follow-Up***

Staying connected is critical! How can someone refer you if you don't stay connected? Send follow-up emails and connect on LinkedIn.

## ***Resources to help you follow-up:***

- Creating business cards
- Social Media accounts ([LinkedIn](#) is recommended)
- Folder/File of network contacts and notes (keep notes and reminders about what you talked about)

# Self-Reflection Activity

Answer the following questions in the supplemental guide:

- How can I make myself more marketable?
- What social media platform(s) am I comfortable using?
- Who could I talk to about attending a networking event or professional development opportunity?

# Resources to help you ...

*Career Development Services can support you in career exploration, planning and preparation!*



Career Development Services [Website](#) Facebook: [go.csuci.edu/cdsFB](https://go.csuci.edu/cdsFB)  
Twitter: [go.csuci.edu/cdstweet](https://go.csuci.edu/cdstweet) LinkedIn: [go.csuci.edu/linkedingroup](https://go.csuci.edu/linkedingroup)



# Questions?

**Visit us during Drop-in Career Counseling**

**Schedule & Availability can be found on our [CDS Website](#)**

*Amanda Carpenter, Ed.D.*  
Assistant Director of Career Development  
Services & Henry L. "Hank" Lacayo Institute  
Internship Program  
California State University Channel Islands  
Bell Tower 1527  
(805) 437-3565 (office)  
[amanda.carpenter@csuci.edu](mailto:amanda.carpenter@csuci.edu)

*Career Development Center*  
California State University Channel Islands  
Bell Tower 1548  
(805) 437-3270 (office)  
(805) 437-8899 (fax)  
[career.services@csuci.edu](mailto:career.services@csuci.edu)

*Patty Dang, M.S*  
Career Development Services Counselor  
California State University Channel Islands  
Bell Tower 1521  
(805) 437-3544 (office)  
[patty.dang@csuci.edu](mailto:patty.dang@csuci.edu)

***Please help us provide better Career Development content and services by completing a 3-7 minute survey***

[Complete CDS Survey](#)

