



First, set your short-term objectives: get a job. Then, set your long-term goals: where you want your career to go. Your strategic plan should map out where you want to go in the short- and long-term, but focus on your long-term success.

1. Prepare resume, cover letter and reference page.
 - See other CDS resources regarding correct format and presentation.
 - Have someone proof your resume.
 - Tailor each letter to each specific person/situation.
2. Register with JobCentral at www.jobs.auburn.edu through Career Development Services if applicable to your career interests.
 - Your resume will be posted on-line so employers may view it.
 - You will have access to job postings.
 - You may register for on-campus interviews.
3. Use many strategies to increase your odds.
4. Approach the job search like a job.
 - Do something specific and structured on a regular basis.
 - Expect a three to six month timeline or longer.
 - Be patient and methodical.
 - Engage in activities that motivate and encourage you.
 - Follow-up on any leads and interviews with thank you letters.
 - Stay positive.
5. Utilize Auburn Alumni groups.

2. **Co-op/Internship Programs:** Cooperative education, internship, practicum and similar programs are designed to provide students with relevant work experience. They also serve as an avenue to full-time employment after graduation. Employers often hire students who have served an internship or co-op with them. More information can be found regarding Auburn's Cooperative Education Office at www.auburn.edu/co-op.
3. **Employment Recruiting:** On-Campus interviews are a traditional method of employment recruiting and are coordinated through CDS. Some interviews are "closed," meaning the employer has screened resumes and selected candidates for interviews. The employer may also conduct interviews off-campus after screening resumes and selecting the candidates he or she wishes to interview.
4. **Networking:** Networking can help you research employers and learn of job leads. It *may be* "who you know" – so get out there and make as many connections as possible. Remember, however, that networking is a two-way proposition and you have a responsibility to your contacts to provide them with leads and information. Try the following networking resources:
 - *Informational Interviews* are a way to learn more about a field, occupation, industry or employer. Gain feedback on your resume and develop contacts.
 - *Career/job fairs* are offered both fall and spring semesters. These provide information about specific employers and can help you make initial contacts.
 - *Internal job postings* facilitate mobility within the organization. If you are employed but want to move within the organization, keep an eye out for postings.
 - *Internal referrals* depend on knowing someone in the employing organization. Some companies even offer "finder fees" to employees who recommend candidates who are successfully hired.
 - *Professional societies* not only provide you with the opportunity to network but also often publish newsletters with job listings or publicize both vacancies and candidates seeking jobs.
 - *Alumni associations* provide networking opportunities and contacts. And, some

Remember to always treat secretaries and support staff well. They can make or break you with the "boss."

THE FOLLOWING RESOURCES, SKILLS AND STRATEGIES SHOULD ALL BE A PART OF YOUR PLAN:

1. **Career Development Services:** Career Development Services (CDS) provides invaluable services, and many of the options presented here—employment recruiting, job listings, databases and career fairs—are available through CDS. Also, CDS provides expert guidance in interviewing techniques, self-assessment, resume development and more. Be sure to walk-in or schedule an appointment with a career counselor to discuss your job search.

employers maintain associations for former employees. Go to www.alumni.auburn.edu to learn more about alumni opportunities.

- *The Internet* increasingly offers career-related information, including job listings.
5. **Databases:** Candidate referral databases offer a convenient way to get your resume to employers. Other databases post job listings that job seekers can access. Some are campus-based while others are operated and controlled by private organizations. There are even federal and state government databases that post openings. Avoid databases where you pay the participation fee.
 6. **Job Listings:** Newspapers, trade and professional magazines, and other periodicals offer job listings and also provide valuable information about business activity. Be sure to read more than just "Want Ads"—read news stories to detect areas of employment growth and to learn about new business activity. e.g. www.employment911.com, www.careerbuilder.com, www.auburn.edu/career
 7. **Third-Party Agencies:** These are private, licensed organizations that match employers and prospective employees for a fee. If you utilize a third-party agency, look around. The employer should pay the fee, and the agency should openly conduct its business on your behalf according to applicable state laws and professional guidelines. E.g. www.onlinerecruitersdirectory.com
 8. **Post-Graduate Intern/Freelancer/Volunteer/Interim Job:** These options are valuable opportunities through which to get a start—to gain experience and exposure in a field where it may be hard to get that first job, especially if it is a field swamped with applicants.
 9. **Direct Mailings/Telemarketing/Cold Calls:** Mass mailings and phone campaigns require you to saturate the market to produce a few good leads. "Cold calls" are marketing efforts on foot or by car.
 10. **The Long Distance Search:** You can use any of the options discussed here to conduct a long distance search. Start with area newspapers and Chambers of Commerce for initial information.

RESEARCH

Along the way, make sure you are researching companies and industries. Here are some websites that you may find helpful:

www.auburn.edu/career

www.collegegrad.com/topemployers/

<http://premium.hoovers.com/subscribe/>

IN THE MEANTIME

Gain employment where you can gain experience and get paid!

- Substitute teach.
- Take an internship.
- Sign-on with Temporary Services.
- Teach provisionally with "Teach Georgia" or through Alabama State Department of Education.
- Join the Peace Corp or AmeriCorp.
- Apply for Graduate School.
- Participate in a Japanese Exchange and Teach Program (JET), assisting English teachers in Japanese schools.

SUMMARY

Start your job search early, take an aggressive approach, and always remain poised. The key is to take a systematic approach and look for every opportunity to put your abilities on display. Always take the time to follow-up any attractive possibility or with anyone who assists you. It's important.

Resource: Adapted from JOB CHOICES '97

JOB POSTING SEARCH CHECKLIST

- JobCentral:
www.jobs.auburn.edu
- Newspaper Classified Ads
- Yellow Pages
- Company Websites:
Hoovers.com links you to human resources at company sites
- Career Expo
- Career Fairs in other cities
- Other Colleges' Career Centers (Auburn University has reciprocal agreements with most in the Southeast)
- The Internet
- Government Jobs:
www.personnel.state.al.us;
www.usajobs.opm.gov
- Third-party employment agencies
- Head hunters

“DREAM JOB” ALTERNATIVES

Sometimes people are not able to get the kind of job they want and have to make alternative plans. Here are some things you might consider if the kind of work you want is not available.

Improve Your Job-Related Skills: Make sure that your job skills are more than competitive. This might be a good time to improve your public speaking or take your computer skills to a higher level via a short course.

Use Additional Job Contact Sources: Don't rely on just school-based services. Use relevant professional associations, newspaper and magazine ads, chamber of commerce communications, etc., and look at where recent alumni are now working.

Communicate: Let as many people as possible know your career goals, what you'd like to do and specific employers that interest you. Speak out and remind family, friends, fellow students and other job seekers of your career goals.

Have Your Goals Evaluated: Ask someone who knows the field in which you would like to work to evaluate your chances of employment. What are your strongest assets? Weakest? Is your current goal realistic? What actions are suggested?

Consider Alternatives: You need both a job and experience. An internship, service overseas with the Peace Corps, or work with Teach for America might enhance your resume – and the kind of work you really want may be more available in the future.

Sharpen Job Search Tools: Use your free time to do more research on potential employers; this should help when you draft letters and resumes and take part in interviews. Be prepared to revise your resume as often as needed to slant it to specific jobs.

Consider Going on for More Education: From 2001 to 2003 thousands were unable to find what they wanted in the job market and went on to pursue advanced degrees. However, only enroll for an advanced degree if you feel positive about job options after its completion.

Take any Job in a Good Organization: If the kind of work you want is not available, you might accept any job in a good organization until something better opens up. Your performance and inside job contacts should help.

Resource: *Career Opportunity News*, Ferguson, An Imprint of Facts on File, Inc., October 2003

THE JOB SEARCH PROCESS...ANOTHER LOOK

There are several steps required to finding a job. Following are the basic steps in the job search process:

1. Establish your career objective
 - A. Self-assessment
 - Personality
 - Aptitude
 - Interests
 - Values
 - Identify personal skills and abilities
 - B. Career exploration
 - Researching career types
 - Researching industries
 - Researching geographic locations
 - Understanding the career requirements
 - C. Career preparation
 - Academic - major, classes, projects
 - Extracurricular - activities, clubs, leadership, sports
 - Experience - work, internships, volunteering
2. Prepare job search tools
 - A. Resume
 - B. Cover letter
 - C. References, letters of recommendation
3. Find hiring companies
 - A. Identify on-campus employers
 - On-campus interviews
 - On-campus job fairs
 - B. Identify off-campus employers
 - Building and activating a career network
 - Utilizing employer research materials
 - Off-campus job fairs
 - Prospecting and following up on referral leads
4. Secure the interview
 - A. Make contact
 - B. Request and confirm interview
5. Interview
 - A. Prepare for the interview
 - B. On-campus interviewing
 - C. Phone interviewing
 - C. Company-site interviewing
6. Offer
 - A. Post-interview follow-up
 - B. Job offer negotiation
 - C. Accept and begin new job!

This appears easy and straight forward, but it does not show the whole picture. “There will be failures along the way and you will be repeating many of the steps for each employer you are pursuing.” Also, you may be at different places along the process with different employers. At any point, a career counselor is available to help you succeed at each point!

Resource: <http://www.collegegrad.com/jobsearch/1-1.shtml>