

STUDENT JOB SEARCH GUIDE

Revised 5-2011

INTRODUCTION

This guide is designed to provide career services assistance and advice to College of Business and Technology undergraduate and graduate students who are nearing graduation. The guide discusses career services resources on campus and strategies for a successful job search. Students must understand several important concepts:

Finding a job is a job. Students must assume the primary responsibility for their individual job searches. Resources and assistance are readily available, but without personal commitment and involvement, securing a career position upon graduation will be more difficult. By developing and implementing an effective, organized job search strategy, students can enter the workplace in a career building position. Remember, finding a job may take as long as six months. **Be skilled. Be organized. Be diligent. Be prepared.**

Obtain relevant work experience. Securing an internship or co-op job before you graduate not only provides you with related work experience, but also helps you build your resume and engineer a focused job search. In fact, many internships turn into full-time positions upon graduation, AND starting salaries for experienced graduates are typically higher than starting salaries for other graduates.

Think long-term. The objective of every student should be to obtain a position that enhances his or her long-term career goals--not just to get a job after graduation. Successful careers are built over time by laying a strong foundation (your education) and adding to that foundation with relevant work experience. Few individuals enter their ultimate career position straight out of college. A recent survey showed that most people change jobs 9+ (Bureau of Labor Statistics) times in their professional careers. You should anticipate these changes in your long-term career planning and use each employment position as a stepping stone to the next level. The goal of every graduate should be to obtain an initial position which best prepares you for future career growth. Using the resources outlined in this guide will assist you in securing this position.

Avoid the "fall from the sky" theory. Some students believe that if they have good grades and are members of honor societies that employers will shower them with job offers. Others rely too heavily on "my dad's friend" or "my Uncle Joe" for a job after graduation. Good grades are important and networking is integral to any comprehensive job search plan, but don't count on these factors as givens—situations change. Implement an organized job search utilizing *every possible resource*. Competition for jobs is global.

Finish what you start. You have already taken the first step in building a successful career—attending college and, hopefully, graduating in the near future. Graduation is not the end; it's just a step along the way to success. Now is the time to prepare for life after college. The sooner you start, the more options and opportunities you will have upon graduation.

CAMPUS RESOURCES

East Tennessee State University has several resources to assist you in your job search.

The College of Business and Technology Career Services Office

www.etsu.edu/cbat/careerservices

<u>Location:</u>	210 Sam Wilson Hall	316 Sam Wilson Hall;109A Wilson Wallis (Wed.)
<u>Staff:</u>	Dr. Tom Moore Assistant Dean, External Programs	Melinda LaPrade Coordinator of Career Services
<u>Phone:</u>	439-5300	439-5656
<u>E-mail:</u>	mooretw@etsu.edu	laprade@etsu.edu

Kristy Buchanan, Executive Aide

210 Sam Wilson Hall • 439-5300 • buchanankd@etsu.edu

The College of Business and Technology created this office to assist students in all of our degree programs with the job search process before and after graduation. The services of this office can also be used by any alumni of the College. (The ETSU Career and Internship Services office will help you, too. For an overview of the services provided by their office, see page 3.)

Services: Other services offered by the CBAT Career Services Office include assisting you with resume/cover letter writing, interviewing skills, networking, company research, and job search coaching. Various workshops are available for viewing on the CBAT Career Services web site at www.etsu.edu/cbat/careerservices. Individual counseling appointments can be established with the Coordinator of Career Services to provide you with more individualized assistance.

CBAT Career Services Web Site: Make sure you visit the CBAT Career Services web site at www.etsu.edu/cbat/careerservices. Students and alumni will find a host of information—all extremely relevant to internship and job search readiness. Areas addressed on the web site include: job search exploration, recruiting, alumni services, events, internships, virtual workshops, and written resources.

Internships/Co-ops: To build your resume, enroll in an internship or co-op for credit through the College of Business and Technology Internship/Co-op Program. See Melinda LaPrade (316 Sam Wilson), Kristy Buchanan (210 Sam Wilson) or Marian Clark Young (Engineering Technology, Surveying, Digital Media and Interior Design internships—101D Wilson Wallis) for details.

Internet: The internet continues to “loom large” in the job search process. Career services staff can direct you to various web sites administered by relevant professional associations which provide diverse types of assistance to job seekers including related career development articles, additional employment links, and, occasionally, online job banks. In addition, career services staff can also direct you to other sites of relevance, including salary calculators, various job boards, chamber of commerce home pages, and government employment and labor sites.

Most sizable employers utilize applicant tracking systems to manage the high volume of job applications they receive. Be prepared to upload your resume to such systems as you navigate the web as part of your job search strategy.

CBAT Career Services Events: Numerous events are offered throughout the fall and spring semesters to facilitate interaction with employers and alumni. These include: Accounting Networking Night (marquis recruiting event for accountancy majors), Banking Meet and Greet, Futures Roundtable Luncheons, Alumni Return to the Classroom, Digital Media Senior Portfolio Exhibitions, Leadership Institute, CBAT Career Fair Prep Week (usually held in February) and CBAT Career Fair (also, usually held in February). Events such as these provide students with great opportunities to interact with company representatives, share resumes and jump start their job searches. Following Accounting Networking Night, campus recruiting for accounting majors (located in Sam Wilson Hall) will begin in earnest in the weeks after the networking night event. Find details in email updates.

Career Fair Preparation Day/Week and Career Fair: During the spring term, usually in February, students should plan to **attend Career Fair Preparation Day/Week and CBAT Career.** Please check your weekly email updates for confirmations regarding dates/times for these important events. Career Fair Prep Day/Week offers sessions on a variety of topics including resume critique, mock interviewing, and using career fair as a job search strategy to ensure student readiness for career fair. Many times, company representatives will visit classes and present on a variety of topics including leadership, globalization, diversity, developing a corporate brand. In addition, students should also make plans to attend the **College of Business and Technology Career Fair**, usually held the week after Prep Week. On average, forty employers visit campus to interact with students about internships and full-time employment.

CBAT Career Services Listserv: All CBAT students need to check their goldmail accounts on a weekly basis. Melinda LaPrade sends weekly email messages via the CBAT Career Services listserv to student email accounts addressing: new jobs and internships, workshops, information sessions, campus interviews, networking night event, and career fairs. In addition, jobs posted on BucLink that are of relevance to CBAT students are highlighted here as well.

Informational Interviews: For those students seeking more generalized career information, the College offers students the opportunity to interact with alumni through informational interviews, usually via email, to obtain insights into various jobs and/or career paths. Frequently asked questions of alumni include: What is a typical day like in your chosen field? What do you like most about your job? Least? What are the best ways to prepare for a career in this field? See Melinda LaPrade for details.

Transitions: Many students not only benefit from coaching regarding the job search itself, but also from coaching about life after college. Making the transition from student to professional can be a challenge for some students as they struggle with normal work hours, delivering what is promised on the job, and managing finances. We are here to assist you after you hear the words, "You're hired!"

ETSU Career and Internship Services

Location: ARC, 2nd Level, D.P. Culp University Center
Staff: David Magee, Director
Calvin Purvis, Assistant Director
Wayne Speer, Assistant Director--Internships
Michelle Adkins, Information Research Technician
Phone: 439-4450
Web site: www.etsu.edu/careers

Services: This office provides valuable services for students including: job listings/openings, on-campus recruiting, career fairs, video interviewing, job search skills videos, individual career planning assistance, research on employers, resume/cover letter critiques, mock interviews, and salary information.

Registration and BuLink: For more information about these services, visit the Career and Internship Services web site at www.etsu.edu/students/careers. Registering on BuLink represents one of the best methods for beginning your job search. To register, go to www.etsu.edu/students/careers and follow the prompts. You can use this process to review job opportunities and to upload your resume into a searchable resume database that employers use to locate potential employees.

Campus Recruiting: Many employers visit the ETSU campus to recruit for open positions within their organizations. Students need to sign up for campus interviews with Michelle Adkins at 439-4441 or adkins@etsu.edu. Resumes are required when signing up for an interview time.

Mock Interviewing: Almost every candidate needs to understand the interview process and improve his/her interviewing skills. Mock interviews with the staff will enhance your readiness for a successful interview experience.

Reference Library: The Career and Internship Services office also houses a reference library and can advise you about researching companies to prepare your application material and interview notes. Before you go to any interview, you should research the employer and know about the organization. This will help you answer *and ask* questions during the interview.

Internet: In today's environment, many job searches are being augmented electronically. This office has a listing of job search web sites that may be very useful to you. These resources include resume preparation sites, industry specific sites, sites for several larger cities, general information sites, and government employment sites.

Writing and Communication Center

Location: 409 Warf-Pickel Hall
Staff: Rob Russell, Director
Phone: 439-8202

The Writing and Communication Center provides career services to students in two areas: resume/cover letter writing and videotaped mock interviewing. Using this center in conjunction with Career Services in the College of Business and Technology as well as with the ETSU Career and Internship Services office can assist in your employment search.

HELPFUL HINTS

1. *Start early.* Make an appointment to see Melinda LaPrade to discuss your job search strategy.
2. *Stay organized.* Keep your job search materials organized. Keep a list of potential interviews and contacts, follow-up letters you write or receive, etc. Creating a spreadsheet for company research as well as the application process will help you stay organized. Develop a timeline and a job search action plan based on your academic standing. Seniors and second year master's level students need to be particularly diligent about staying informed and organized.
3. *Network.* Take advantage of student organizations, professional organizations, church groups, civic clubs, and other groups which allow you to meet and network with professionals from your field.
4. *Develop skills.* Employers hire skills. Take or audit extra classes, non-credit courses, seminars, etc. to increase your employable skills. Volunteer to develop skills in areas where you have skills deficits. Make sure you keep a record of these activities and put them on your resume. ***Today's employers seek candidates who can lead, are flexible, manage change, solve problems, value diversity and think globally. What is your leadership quotient?***
5. *Know how to prepare for behaviorally based interviews.* Most employers are utilizing this technique to assess candidates for hire. Be familiar with the STAR approach for developing your answers. Check out best practices to prepare on www.etsu.edu/cbat/careerservices under "Handouts."
6. *Seek help.* The resources at ETSU discussed in this guide are provided for your use. Members of the CBAT faculty also represent a great source of information. Employment agencies and temporary employment services external to the University can be of great assistance as well. **Networking is central to finding that first job.**

FINAL WORDS

By implementing an effective job search strategy, every student who graduates from the College of Business and Technology should be well on their way to landing that first professional position upon graduation. At times your search will be frustrating, and you may doubt your qualifications and abilities. Press on regardless.

Using career resources available to you as well as the information in this guide should greatly improve your chances of landing that dream job.

One final word: once you are a successful professional, stay in touch. We, in the College of Business and Technology, are interested in your career and want to hear from you after graduation. (Link with Melinda LaPrade on Linked In!) Alumni can serve as great career resources to current students by sharing anecdotal information about their jobs, industries, coursework, skills, and, of course, the job search. And, if you are ever in the position to hire someone, remember CBAT.