Non Academic Job Search

by

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Step by Step Guide to Job Search

1. Know yourself: interests, values, strengths. Network

2. Identify and research career options and potential employers. Network

3. Identify places to find openings in your field. Network

4. Read and evaluate job openings. Network

5. Prepare effective marketing materials. Network

6. Apply and interview for positions. Network

7. Evaluate each offer; accept or reject. Network
Agenda

I. Targeting Your Job Search (Qualities, Mindset & Fit)
II. Researching the Job Market
III. Job Search Strategies
IV. Networking as Strategy
V. Informational Interview
VI. Online Social Networking
VII. 30 Second Introductions
VIII. Action Plan
Selecting a Career Target

• What is your professional passion?

• What are your strongest skills, knowledge and abilities and where are those needed?

• What kind of professional role do you enjoy?

• What organizational culture do you enjoy?
Factors Influencing Position and Fit

- Professional Goals
- Family Concerns
- Funding for the Work
- Reward Structures
- Work Environment / Culture
- Social / Community Dynamics
- Affinity / Cultural Connections
- Affordability
- Life – Work Integration
Top 10 Qualities Employers Seek

- Communication skills
- Honesty/Integrity
- Interpersonal skills
- Strong work ethic
- Analytical skills
- Motivation/Initiative
- Flexibility/Adaptability
- Technical/Computer
- Detail-oriented
- Teamwork

Provided by the NACE Survey
What mindset do you need for a search?

- Willingness to take control of the search process
- Tolerance for ambiguity *(the path may not be clear)*
- Openness to taking risks *(consider all possibilities)*
- Self-Confidence *(what you offer, articulate it, believe)*
- Resilience *(don’t give up, identify a support system)*
- Patience *(4-8 months on average for a search)*
Job Market

• NACE Job Outlook 2013 survey reports that employers plan to hire 13 percent more new college graduates in 2012-13 than they did in 2011-12. Hiring appears to be on the upswing as this year’s anticipated increase is higher than both the original and final hiring projections for the Class of 2012.

• Opportunities strongest at start-ups to mid-size employers

• College graduates can expect competition from experienced workers for the same positions

• Baby Boomer exit may create opportunities
Researching Opportunity

• “Follow the money.” What federal, state or local governments will be hiring because they got program funding through legislative action? Or nonprofits because they received large grants? Or private companies reporting large profit margins and expansion plans?

• What areas of the United States do NOT have a deficit and have lower unemployment?

• Internationally, do similar research. Where are there local opportunities and resources? Where are there opportunities with international organizations or global corporations?
Sources for market research

- Unemployment nation-wide in February 2013 was 7.7%. For people with college degrees it was 3.8%. [www.bls.gov](http://www.bls.gov) (US Bureau of Labor Statistics)


Sources, cont.

• Minnesota workforce statistics: www.deed.state.mn.us/lmi

• Interested in science careers? Go to http://sciencecareers.sciencemag.org/

• International jobs? Start with www.devnetjobs.org or www.fpa.org (Foreign Policy Association job board). Also see GoinGlobal on GoldPASS.

• “Jobs other than colleges” http://chronicle.com/jobCategory/Organizations-other-than/176/all

• Check out the websites of the professional associations for your particular field to find specialized job information. And TALK to professionals in your field.
U of M Online Resources

Company and Non-Profit Directories (including Associations Unlimited)
https://www.lib.umn.edu/libdata/page.phtml?page_id=2922#toc107103

Career and Employment Research (including salary research)
https://www.lib.umn.edu/libdata/page.phtml?page_id=689
• **GoldPASS**
  
  [http://goldpass.umn.edu](http://goldpass.umn.edu) *(Search by position type & job category)*

• **Graduate School Academic and Professional Development**

  [http://www.grad.umn.edu/professional-development/index.html](http://www.grad.umn.edu/professional-development/index.html)
Global thinking: Looking for jobs outside US

- Network, network, network. How can your local network connect you to international opportunities?

- Consider internships and other apprenticeships (such as Peace Corps) to get experience on the ground

- Study languages and cultures. Know the job search conventions in your target area.
GoinGlobal

- 80,000 Country Specific Career and Employment Resources
- USA and Canada City Career Guides
- Worldwide Internship and Job Postings
- Learn about corporate culture for a particular country
- See CV/resume guidelines for different countries
- H1B Visa Employer Listings
GoinGlobal

To Access:
• Visit GoldPASS at http://goldpass.umn.edu
• Sign into your account
• Click on the GoinGlobal logo:
Job Search Strategies & Tactics
Employers’ Hiring Preferences

1. Inside the Company
2. Colleague/Referrals
3. Contacts/Networking
4. Agencies
5. Ads
6. Resumes

Job Hunters’ Preferences

versus

1. Resumes
2. Ads
3. Agencies
4. Asking friends/family
5. Contacts/Networking
6. Inside the Company

Open vs. Hidden Job Market

- Front door approach
- Lots of applications
- Employer looks for “screen outs” to ease the process

- Side door approaches
- Much less competition
Networking through the Side Door

Networking is developing professional relationships to help you learn more about a field of interest, locate opportunities, and do your work with the support of other professionals.

It’s a mutually beneficial practice.
Why make connections?

Professional connections:
• Can give us “inside information” about new professions
• Can be our advocates & mentors in the job search
• Are our current & future colleagues and collaborators
Who are your connections?

• Start with your immediate circle of friends / family
• Expand to colleagues, professors, classmates, alumni, and others with whom you share common professional interests
• Use social media intelligently, especially LinkedIn
How do you make connections?

- Casual approach
  - While doing other things

- Structured approach
  - Informational interviews
  - Structured group situations, such as career fairs
The Casual Approach

- Pay attention to career connections in your everyday contacts
- Volunteer in interesting places
- Join professional organizations, attend meetings and conferences
- Network as you research
- Have a strong, professional on-line presence
The Structured Approach: Informational Interviews

1. Build Rapport
2. Gain Usable Information
3. Lay a Foundation
Informational Interviews – the how-to’s
(from The 2 Hour Job Search by Steve Dalton)

A. Set up
B. Prepare
C. Conduct
D. Follow-up
A. Set Up

5-Point Email

1. Fewer than 100 words
2. No mention of job anywhere (do not include resume)
3. Connection goes first
4. Generalize your interest
5. Maintain control of follow up
Subject: Humphrey MPP student seeking your advice

Dear Mr. Lampa: My name is Jack Jones, and Martha Krohn suggested I contact you because of my interest in social media’s role in policy communications. May I have 20 minutes to ask about your experience with the State Department? Your insights would be very valuable.

I realize this may be a busy time for you, so if we are unable to connect by email I will try to reach you next week to see whether that is more convenient.

Thank you for your time.
Jack
B. Prepare

- The focus of the conversation should be entirely on your contact, NOT on you.
- Gather enough information before the interview to
  - Demonstrate respect for the contact’s time
  - Be conversant on current topics in the field
- Sources of information:
  1) Google organization name and “trends”
  2) Review headlines on front page of website
  3) Google your contact
C. Conduct

• Small talk – show genuine interest in the other person and follow their energy
  ➢ “How is your day going?” “What projects are you currently working on?” “Tell me about your background and what led you to this job.”

• Questions & Answers (trends, insights, advice, resources) -
  ➢ “What surprises you most about this field?” “What are the biggest challenges in doing this work? “What can I do now to prepare for a job in this area?” “What resources would be helpful for me to look into?” “Who would be good for me to talk with? “

• Next Steps - (When time is up)…
  ➢ “Thank you. You’ve given me a lot to think about. Could I get back in touch with you if I have more questions?”
D. Follow Up

• Immediate thank you (always)
• Regular check-ins to strong connections reporting on progress and asking for further advice as relevant. Basic structure:
  o Thanks again
  o Recap of advice given in previous conversation
  o Summary of benefits gained from following advice
  o Request for further suggestions
Networking for Introverts

• Think of this process as “gathering information (research)”, “having coffee with someone”, or “building a few in-depth relationships”.

• Finding (and talking about) your passion will reduce awkwardness.

• Introverts can use the written word (especially email) and referrals to get the ball rolling.

• Talk to people you already know well to get job leads (i.e. family members, close friends, people close to them).

• Join at least one professional association and attend related events.

• Conduct informational interviews with professionals whose jobs interest you.

• Online social networking is also recommended for introverts, as well as blogs, discussion groups/listservs, etc.
Online Social Networking

LinkedIn: http://www.linkedin.com
• LinkedIn has over 100 million members in over 200 countries and territories around the world.
• 85% of employers indicated they are using LinkedIn to find and review candidates.
• Professional Profile is a start (i.e. summary, specialties, recommendations, and blogs)
• AND search companies and groups, get industry updates, ask for introductions!

Facebook: http://www.facebook.com
• Reconnecting with old contacts can be fruitful
• Employers are using Facebook
• Privacy settings

Twitter: http://twitter.com
• Make connections, find job listings, and build a personal brand
• Follow industry experts in your field
• Establish yourself as an expert in your industry
30 Second Introduction
(The Elevator Speech)

• Who am I?

• What are my interests/passions?

• Where do I want to be in the future?

• What do I have to offer? (accomplishments, skills)

• Example: “I’m Anna Zhang. I’m getting my masters in civil engineering this spring, focused on intelligent transportation systems and the use of dedicated short-range communication in vehicles to increase safety. What do you do?”
Practice Starting Conversations

Exercise:
• Take 5 minutes to write a 30-second elevator speech.
• Practice with 2 others in the room whom you have not met before.
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Take Action!

- What 3 actions will YOU take in the next 2 weeks to move your job search forward?

- Be specific: I will identify and contact 2 professionals in my field for informational interviews by April 15. I will talk to my faculty advisor this week to ask her for 2 names.

- Write this down and tell someone else – and arrange to report on the results.
Questions?

Find your Career Services Office:
http://www.career.umn.edu