

Effective Job Search



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Topics

- Self-Evaluation (Know Yourself)
- Employer and Labor Market Research
- Open vs. Hidden Job Market
- Networking
- Job Search Tips



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Self Evaluation

“Who am I and what do I want for my future?”



Analyze your interests and values

- Do you like working with people or data?
- Do you prefer team or independent settings?
- What management style do you prefer?

Evaluate your qualifications

- Skills, knowledge, abilities, degree
- Interviewing Skills
- Previous experience

Identify short and long-term goals

- What is your top priority?
- Income vs. steps toward your career goal
- Look at the BIG picture



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What are Employers Looking for?

Essential Career Readiness Competencies*:

- Professionalism/Work Ethic
- Critical Thinking/Problem Solving
- Effective Communication (oral and written)
- Work in a team/Collaboration
- Using technology to accomplish tasks
- Leadership: organize, prioritize and delegate work
- Career Management/Self Awareness



****2014 National Association of Colleges and Employers (NACE) Employer Survey***



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Employer and Labor Market Research

- LinkedIn: www.linkedin.com
- Vault Career Intelligence: www.vault.com
- Glassdoor: www.glassdoor.com
- Occupational Outlook Handbook: www.bls.gov/oo
- O*NET OnLine: www.onetonline.org/
- Workforce Partnership: www.workforce.org
- SDSU Career Services / SDSU Library / Local Libraries



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Ways Employers Find Future Employees

Hidden Job Market (80%)

- Hire from within the company via internships/promotions
- Personal referral or recommendation
- College or alumni affiliations
- Specific LinkedIn connection
- Former interview and/or resume on file

Open Job Market (20%)

- Job boards, search engines or applicant tracking systems
- Open to everyone = Large number of candidates



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Traditional Job Search

- About 20% of jobs are filled through open job market
- Unfocused: blind emails with generic resume for “any” jobs
- Non-existent or limited networking
- Passive approach: waiting for opportunities to “*happen*”
- Could be discouraging when application status is unknown/no contacts to follow up



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Hidden Job Market

- A large percentage of jobs are filled with candidates that have successfully networked and/or have completed internships
- Devote more time and effort to the “hidden job market”
- Set specific targets / Utilize a more tailored approach
- Keep in mind that just SDSU has 9,300 graduates competing to enter the workforce yearly – *make yourself stand out!*



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What is Networking?

- Connecting and building professional relationships
- Establishing ties with people who can be resources
- Sharing and gathering information
- Self-promotion and branding

Creating relationships can lead to jobs!



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Networking Opportunities

- Participate in career fairs, information sessions, Aztec Mentoring Program(AMP) and other events to connect with recruiters
- Get involved in alumni/student clubs, professional associations, community organizations, internships and volunteering—showcase your skills and qualities
- Identify companies and professionals through Aztec Career Connection/other resources and schedule informational interviews
- Collaborate with professors in relevant projects
- Create a professional profile in LinkedIn, Twitter and relevant media



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How Employers Use Social Media

Facebook	73%
LinkedIn	92.6%
Twitter	69.4%

2014 Recruiting Benchmarks Survey, National Association of Colleges and Employers

80% of positions are filled through referral

75% of hiring managers report looking at LinkedIn profiles to learn about candidates' background

2014 LinkedIn Job Search Guide



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Job Search Skills

- Identify and articulate your qualifications as they relate to opportunities/career goals pursued
- Target your resumes and cover letters accordingly
- Access “Big Interview” and practice your interviewing skills
- Develop an “elevator pitch” and become comfortable sharing it
- Practice and *perfect* your networking skills
- Research salaries and know your worth



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Final Tips

- Know the specific qualifications employers require
- Send targeted resumes to professionals
- Be proactive by thinking outside the box
- Connect with professionals on Social Media (LinkedIn, Twitter)
- Learn to network, meet people and market yourself
- Be confident in your skills and abilities – don't give up!



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Aztec Mentor Program (AMP)

- Connect with a mentor in your area of interest and learn more about the field
- An opportunity to develop your professional network, job shadow, visit a job site and more
- Program open to juniors, seniors and graduate students
- Application period for Fall 2017 is **August 21 to Sept. 18.**



AZTEC MENTOR PROGRAM

Apply at

amp.sdsu.edu



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Office Hours:

Mondays-Fridays 8 am - 4:30 pm

Walk-ins (Fast 15) Hours:

Mondays–Thursdays 1 - 2:45 pm
Fridays 10 - 11:45 am

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