JOB SEARCHING STRATEGIES

Brought to you by:

The Career Planning Office



130 Sisson Hall

315-267-2344

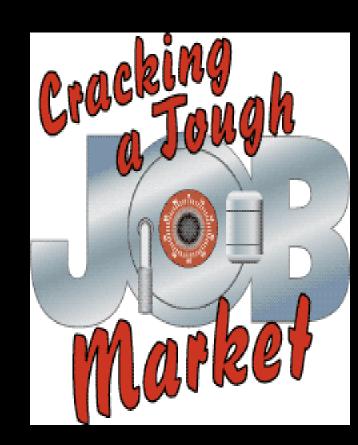
www.potsdam.edu/career

career@potsdam.edu

Career Planning Can Help!

- Take your job search seriously now.
 It will alleviate future stress.
- Create effective self-marketing tools: <u>resume, cover letter, brochure,</u> etc.
- Prepare and gain your best advantage.

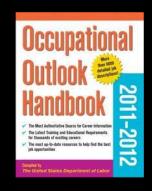
When advertisers create promotions they spend months crafting a precise message to get your attention.



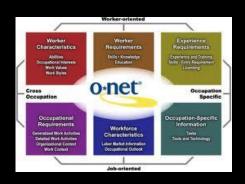
Isn't your message worth spending time on?

Research Careers and Employers

http://www.bls.gov/OCO/
Find information about every occupation



http://www.onetonline.org/
Discover language to describe your skills



http://www.zoominfo.com/ Excellent employer information by location or key word. Click on "Find Contacts" at top of web page.



JOB SEARCH: Where To Find Jobs

Career Planning Web Page:

www.potsdam.edu/offices/career

BearTracker:
Job Search Resources

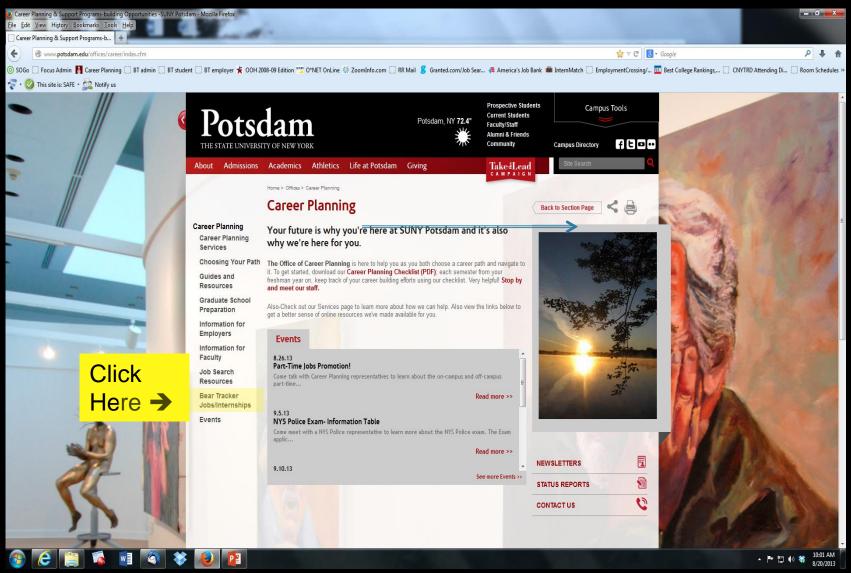
- Employer web pages
- Job Search Engines
- On-Campus Employer Visits
- Networking
- Traditional outlets:

Newspaper Classifieds Chamber of Commerce Visit Employers Face To Face

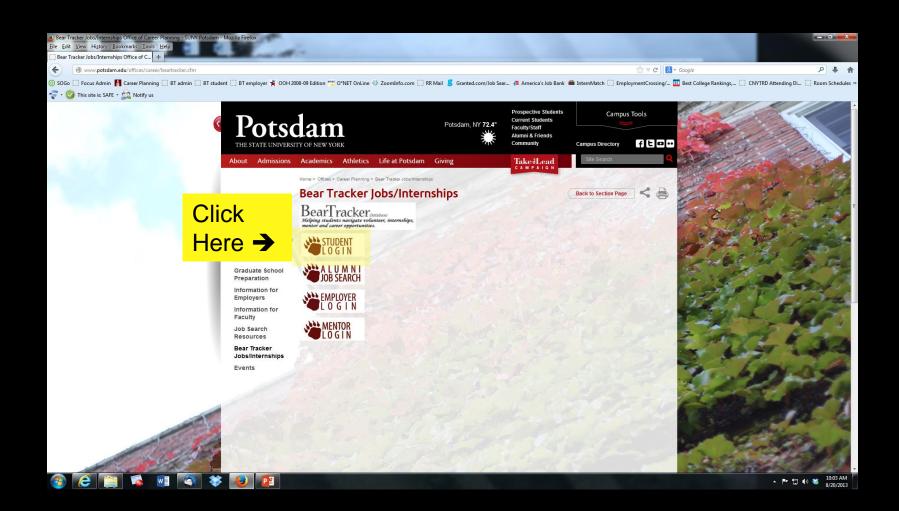


Career Planning Web Page: BearTracker

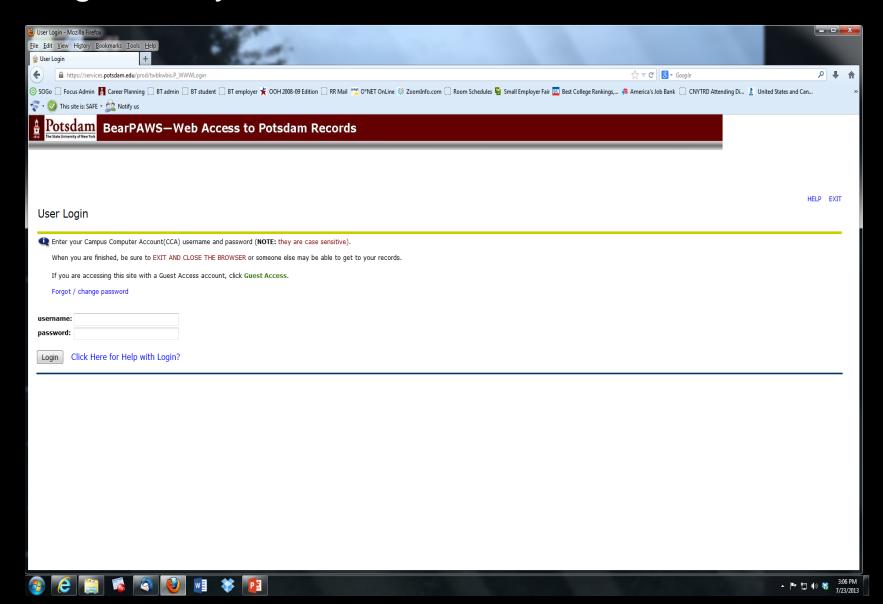
Searchable database of full-time, part-time, summer, internship, and volunteer opportunities (also campus work study jobs)



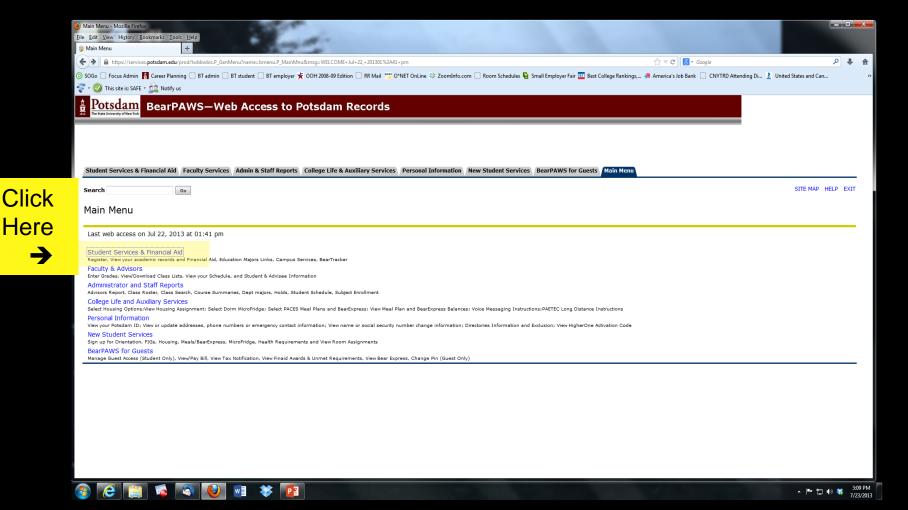
Click on "Student Login"



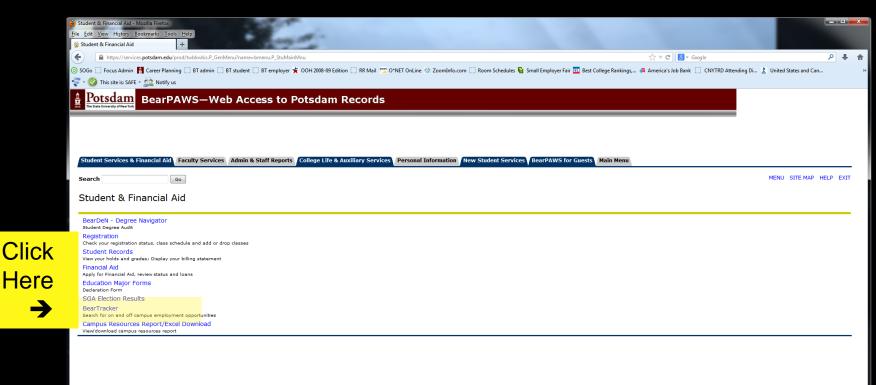
Login in to your BearPaws Account



Click on Student Services & Financial Aid



Click on "BearTracker"















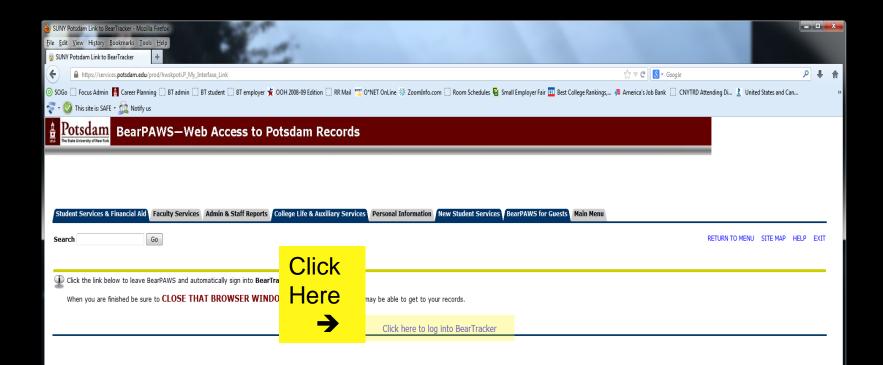












After clicking on the link above, you will need to complete a short profile if you are logging in to BearTracker for the first time.











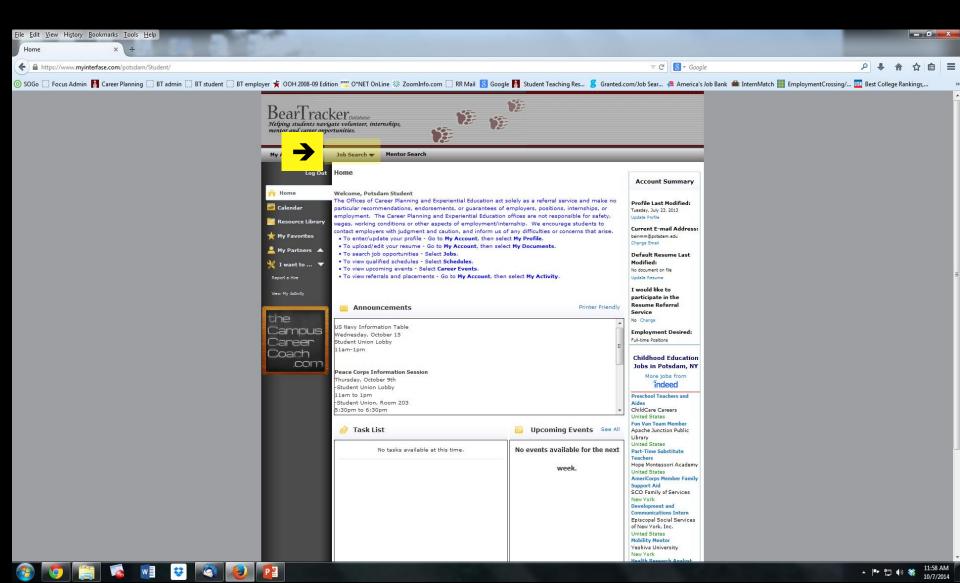




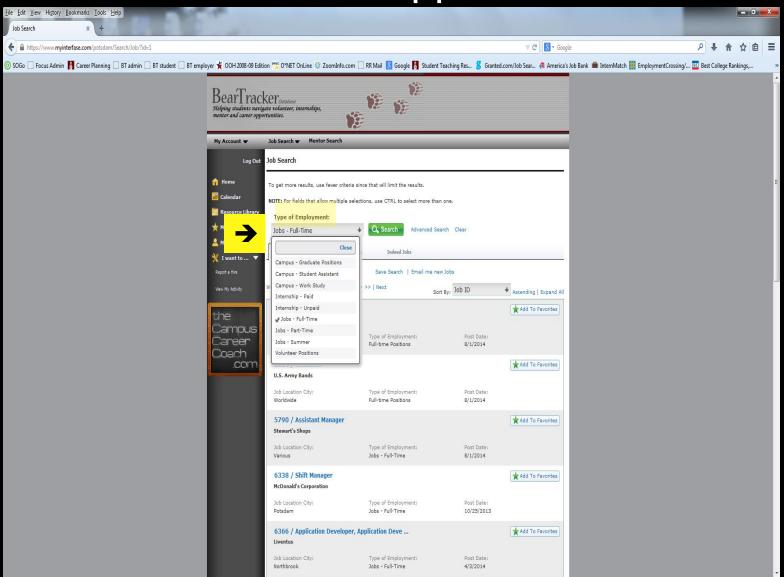


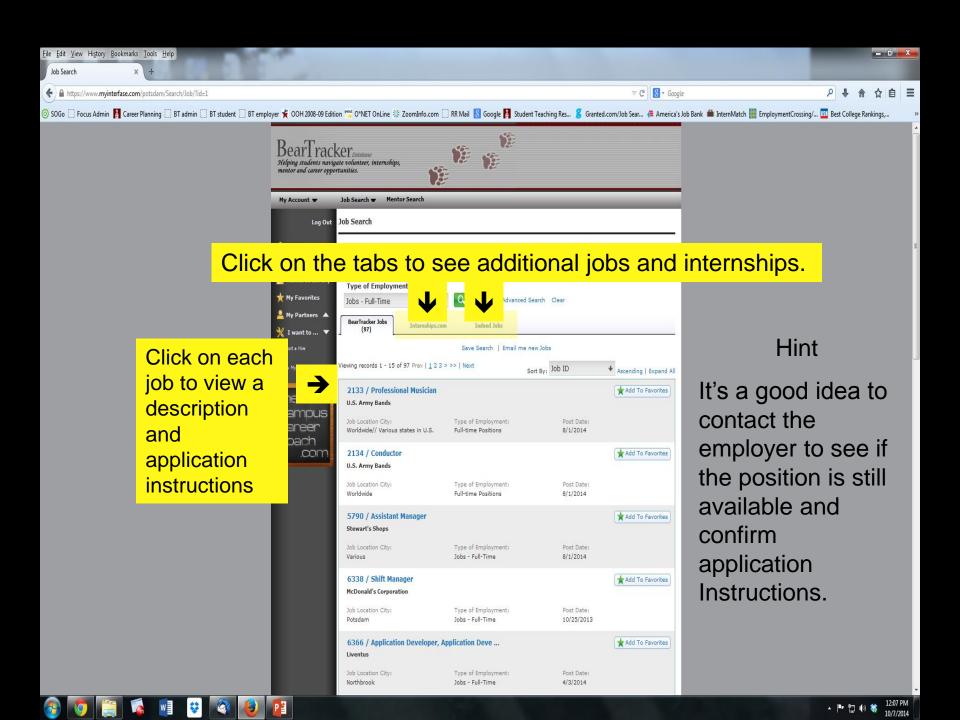


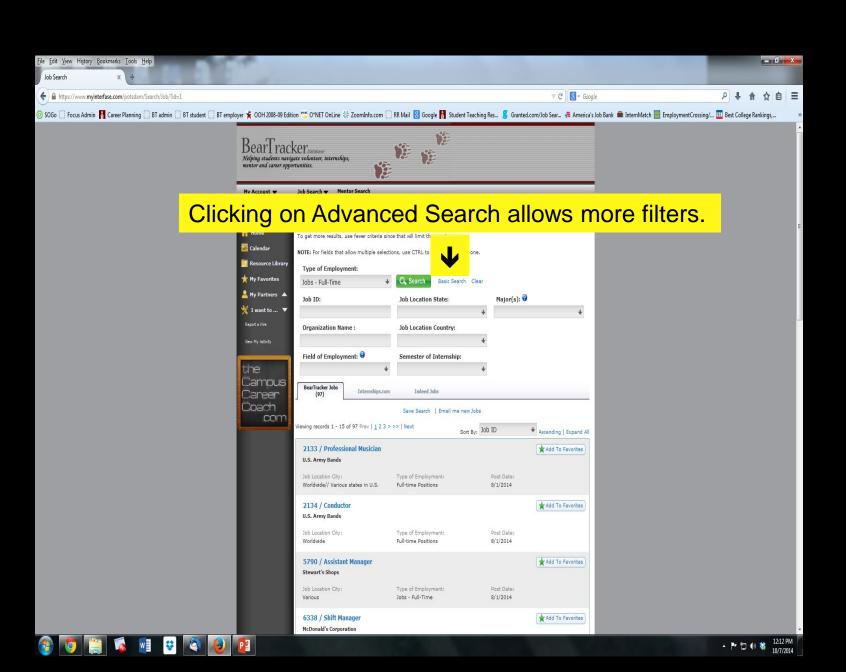
Select "Job Search" From the Tool Bar



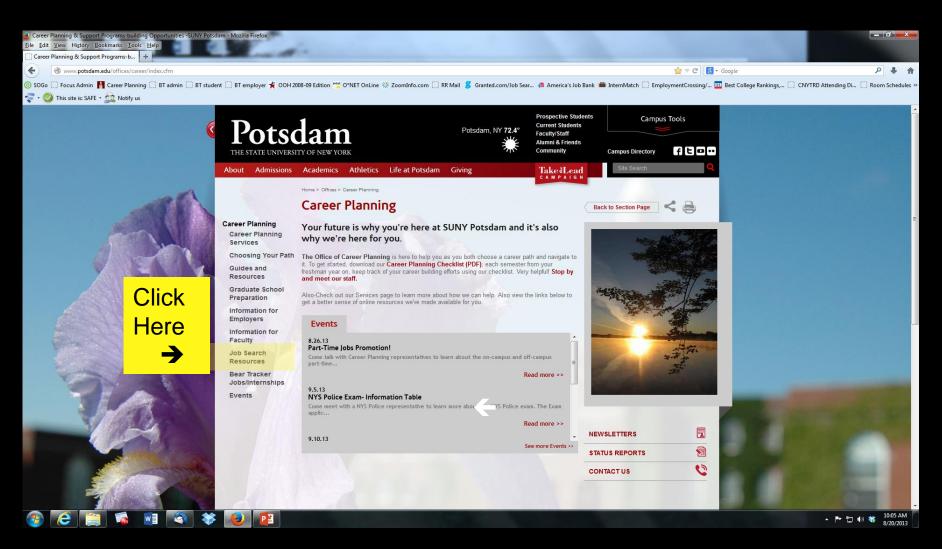
Scroll down to select Campus, Internship and/or Job opportunities.



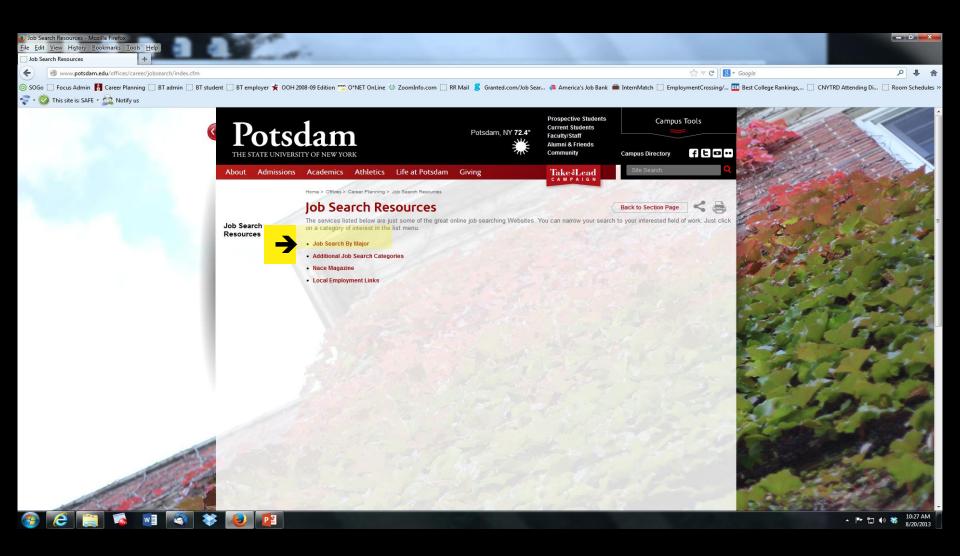


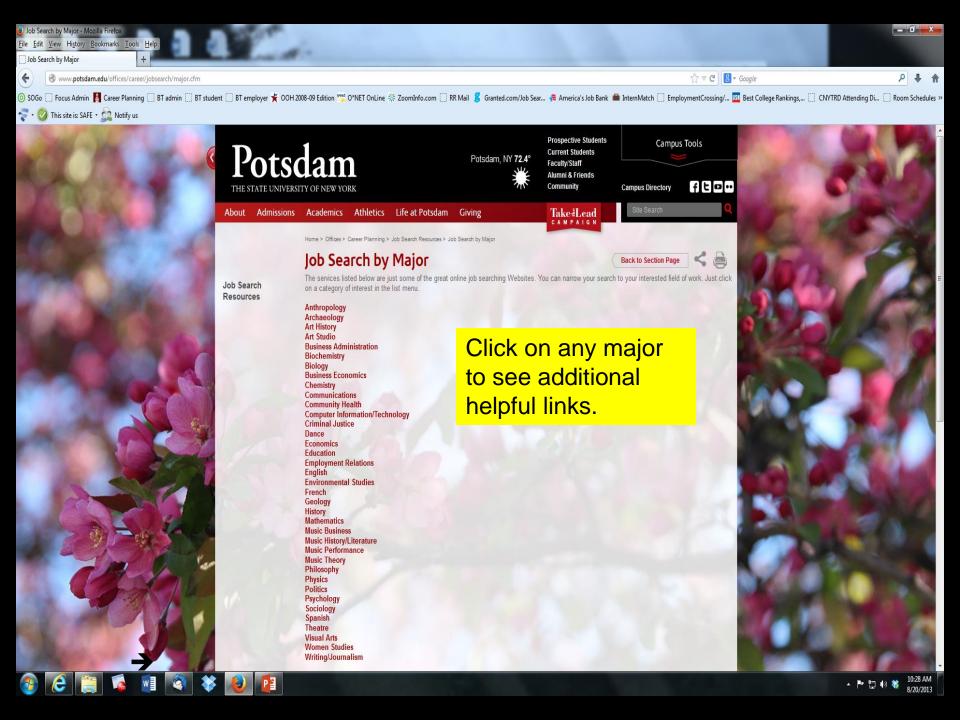


Job Search Resources

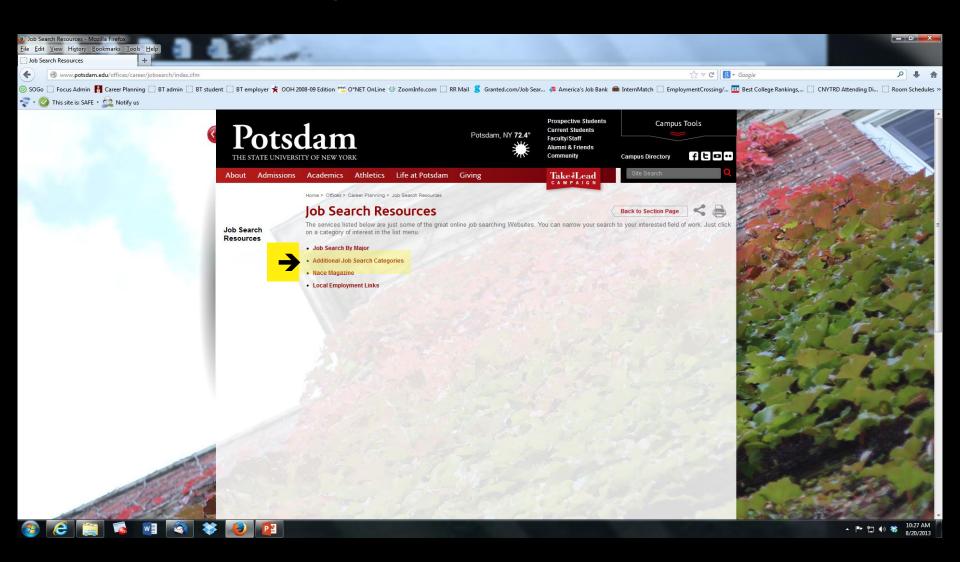


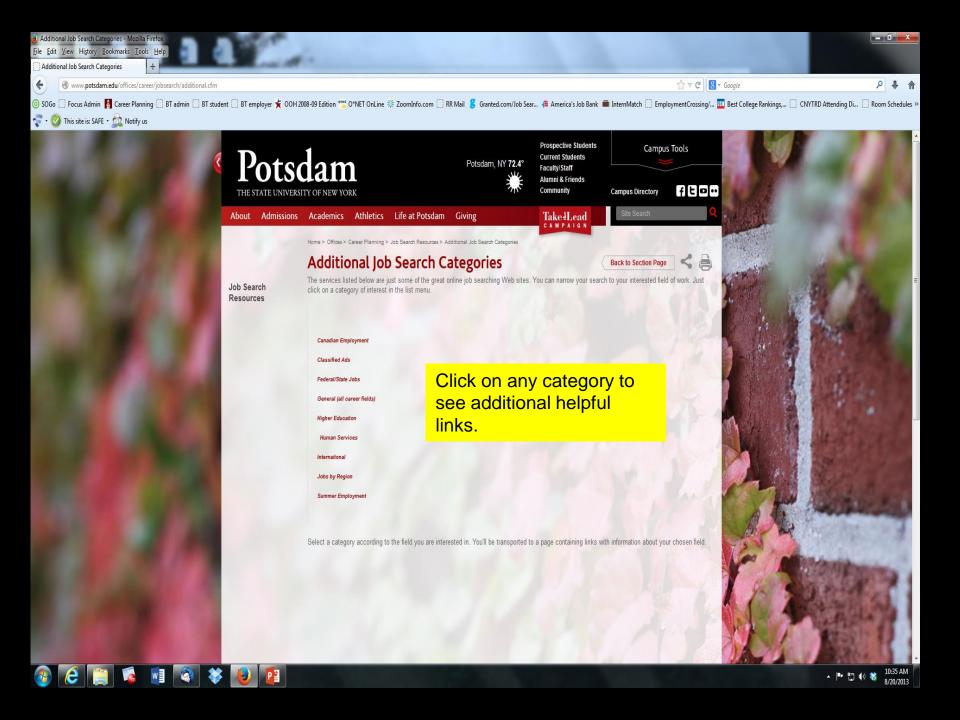
Click on the first link to view "Job Search By Major"



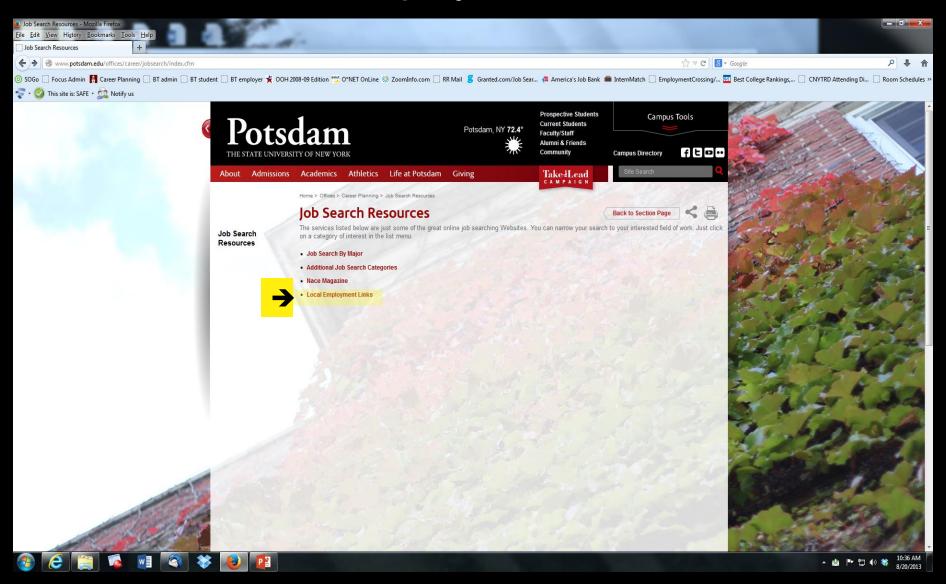


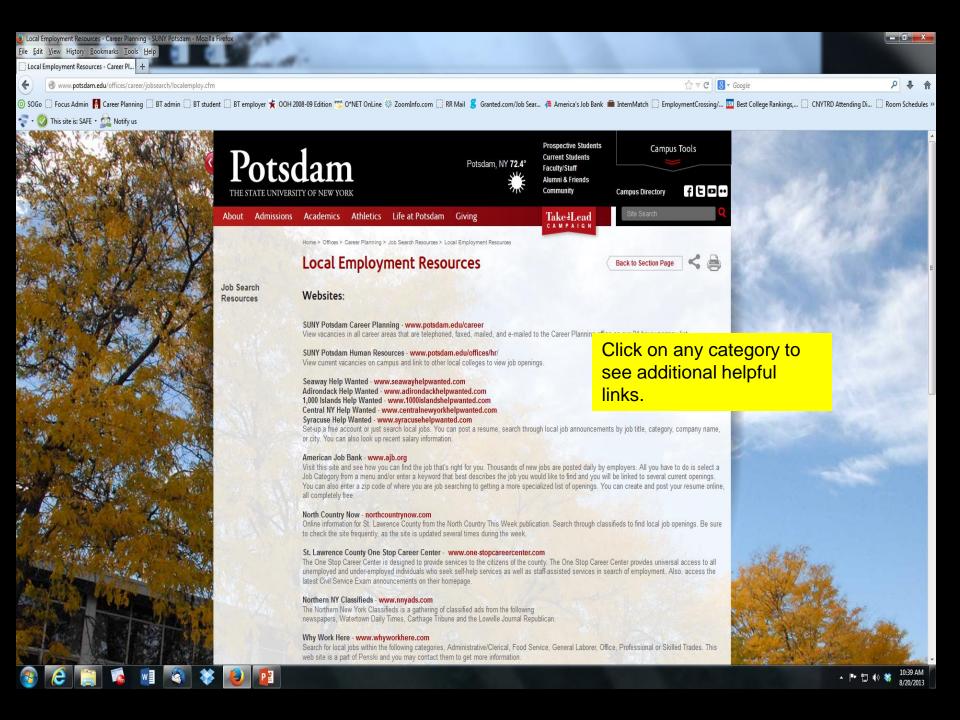
Click on the second link to view "Additional Job Search Categories"





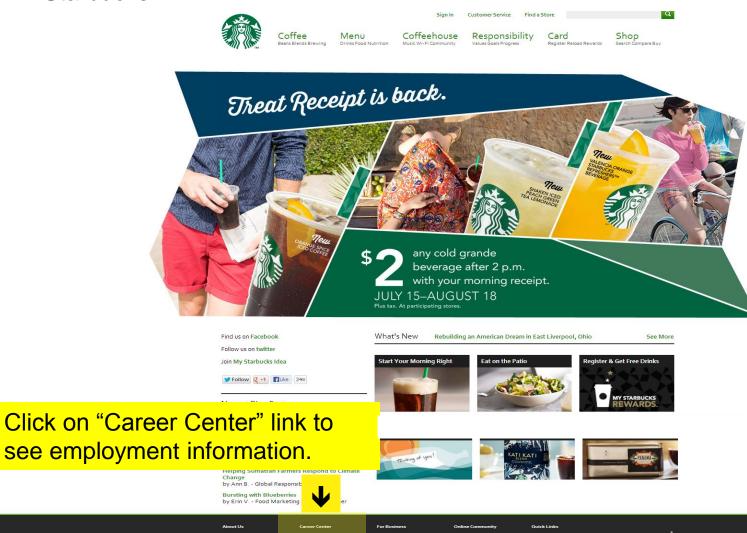
Click on the last link to view "Local Employment Links"

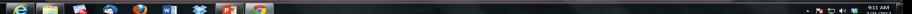




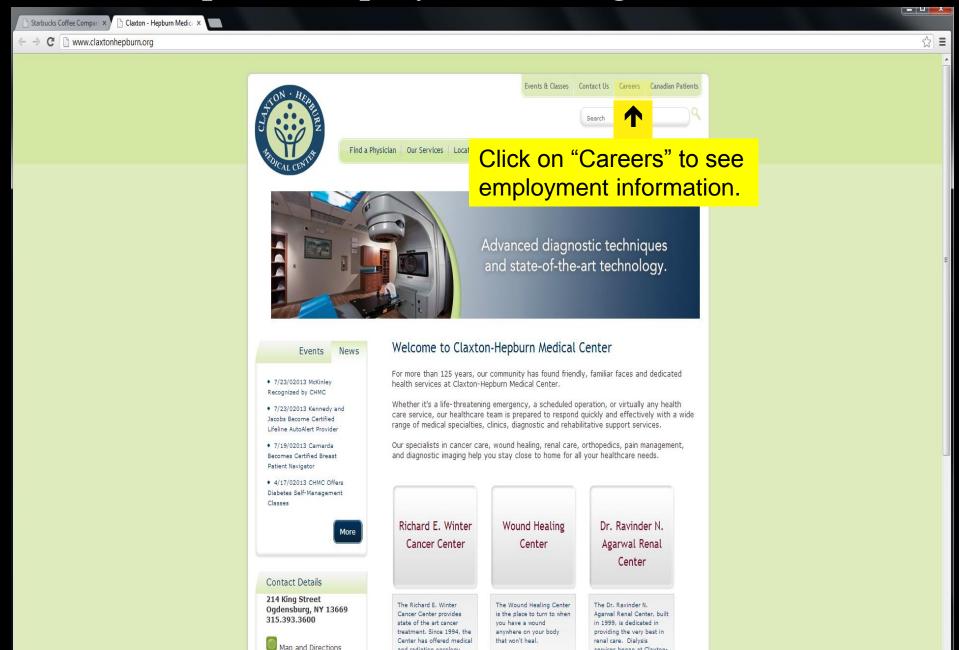
Explore Employer Web Pages.

Starbucks





Explore Employer Web Pages continued.



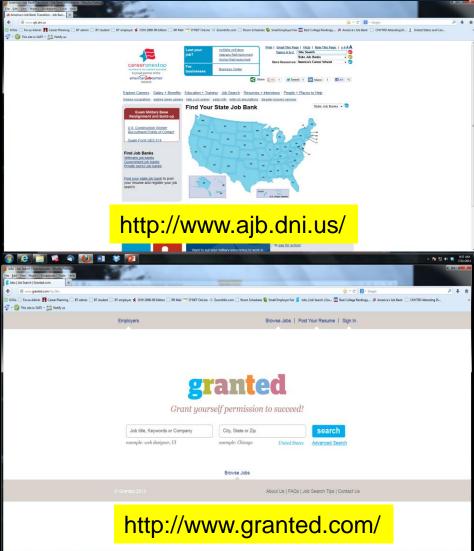
USE THESE SEARCH ENGINES

To Explore Jobs Nationally

(a) (b) (c) (d) (







ON-CAMPUS EMPLOYERS

- Employers contact Career Planning to schedule:
 - Interviews on campus
 - Information tables in the student union
 - Informational group meetings
- We use the following methods to advertise:
 - E-mail
 - Flyers
 - Facebook
 - SPW
 - Career Planning bulletin boards, web page, newsletters

You Can Use Traditional Outlets:



Newspapers



Chambers of Commerce

www.uschamber.com/chambers/directory



Visit Employers Face To Face

NETWORKING

Let Friends and Relatives Know You Are Job Searching

Ask About:

- The experiences necessary for an entry level position.
- The personal qualities needed in a candidate.
- The entry level jobs available.
- Opportunities for advancement.
- The application procedure.
- The salary ranges for entry level positions.

Create Your Own Questions

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