



# Job Search Strategies

## Career Development Center

California State University, Los Angeles

[www.calstatela.edu/careercenter](http://www.calstatela.edu/careercenter)

(323) 343-3237

Job Search Power Point: [www.calstatela.edu/univ/cdc/docs/jobsearchppt.pdf](http://www.calstatela.edu/univ/cdc/docs/jobsearchppt.pdf)

If you are graduating soon and thinking about plunging into real-world employment, we are assuming three things – that you have a decent **resume**, that you know something about **interviewing** (perhaps you have participated in some mock interviews), and that you have identified the **types of jobs** for which you want to apply. If this is NOT the case, we suggest that you work on those job search aspects first.

### I. JOB SEARCH CONSIDERATIONS

Is it the appropriate time for you to seek that first career-type job? Are you ready? Or might you instead want to consider the following choices:

- **Graduate school.** (Be aware though, that some graduate programs require related work experience before you can be admitted).
- **Credential program.** (Required if you want to teach K-12 in the public schools).
- A **certificate program** that will enhance your major and may make you more marketable.
- **Part-time job or volunteer activity** related to your career field. (This experience could make you more marketable).
- Now might be the time to learn those **computer programs** that will make you more marketable. (Free training is available through GET - [lynda.calstatela.edu](http://lynda.calstatela.edu)). Or work on your communication skills (consider joining Toastmasters or participate in the Conversation Group sponsored by the University Writing Center).
- **Full-time job** to bring some money in, not necessarily related to your field. Buys you some time before 'jumping in' the professional job market.
- **Temporary work** can give you exposure to lots of different work environments and may help you focus your job search. Related to this is freelance or project work.
- **Seasonal /outdoor work** (summer camp or recreation-type work): this might provide you with a well-needed break. You can have fun and meet new people, some of whom could become part of your work network.

### II. EMPLOYMENT BACKGROUND CHECKS

[www.privacyrights.org/topics/2](http://www.privacyrights.org/topics/2)

### III. PLACES TO LOOK FOR JOBS

(for the known job market)

- Internet job search websites
- Association and membership websites, company and organization websites
- LinkedIn
- Private employment agencies (“headhunters”)
- Employment offices (find the One-Stop Career Centers closest to you by going to: **www.servicelocator.org**), women’s centers, career centers
- Tradeshows and job/career fairs; information sessions

(for the hidden job market)

- Your network of family, friends, teachers, colleagues and acquaintances\*
- Phoning or visiting employers in-person
- Local Chambers of Commerce

### IV. NETWORKING

**\*Who Should Be a Part of Your Network?** Source: What Color is Your Parachute? R. Bolles, 2016

*Every person you know is a contact.*

Every member of your family.

Every friend of yours.

Every neighbor you have had, past and present.

Every person you know via Facebook and LinkedIn.

Every person you met at any party you attended in the last year or two.

Every co-worker from your last 5 jobs.

Every person you know at your gym or on your team.

Every merchant or salesperson you have ever dealt with.

Every check-out clerk you know.

Every person who comes to your place to do any kind of repairs or maintenance work.

Every person you meet in line at the market, store or bank.

Everyone who does personal work for you: barber, hairdresser, manicurist, physical trainer, etc.

The waiters, waitresses and manager of your favorite restaurants.

Every doctor or medical professional you know.

Every professor, teacher or school administrator you know or once knew.

Every person in your church, synagogue, mosque or religious assembly.

Everyone you know or your parents know in the Rotary, Kiwanis, Lions, K of C, or other service org.

Every person you know at any group you belong to. Every person you are newly introduced to.

Every person you meet, stumble across, or blunder into during your job hunt, whose name, phone number and email address you have the grace to ask for. (Always have the grace to ask for it!)

*Got the picture?*

### Three Questions to Ask of Your Network

1. Do you know of anyone who might have an opening for a person with my skills?  
If no, then,
2. Do you know of anyone else who might know of someone who would?
3. Do you know someone who knows lots of people?

### V. COMPANY/AGENCY/INDUSTRY RESEARCH

Be well-informed about your field. These sites, journals, directories and registers help.

JFK Library, and this website:	<a href="http://calstatela.libguides.com/jobhunting">http://calstatela.libguides.com/jobhunting</a>
CDC's CareerExpress :	<a href="http://www.calstatela.edu/univ/cdc/careerexpress">www.calstatela.edu/univ/cdc/careerexpress</a> (especially Vault and Passport Career)
Los Angeles Business Journal:	<a href="http://www.labusinessjournal.com">www.labusinessjournal.com</a>
California Business Journal:	<a href="http://calbizjournal.com">http://calbizjournal.com</a>
Forbes:	<a href="http://www.forbes.com">www.forbes.com</a>
Fortune:	<a href="http://www.fortune.com">www.fortune.com</a>
Dun and Bradstreet	
Ward's Directory of Private Companies	
California International Trade Register	

### Some Good Job Search Reference Books

- Do What You Are by Paul Tieger, Little, Brown & Co., 2014
- Getting from College to Career by Lindsey Pollak, Harper Business, 2012
- How to Manage a Successful Job Search by Eric Sturm, CreateSpace, 2009
- The Job Search Solution by Tony Beshara, AMACOM, 2012
- There is Life After College by Jeffrey Selingo, William Morrow, 2016
- You Majored in What? By Katharine Brooks, Viking, 2010

### VI. SOME THOUGHTS/POINTERS ON THE JOB SEARCH

- You are not owed a job. It is not easy to find a good job – you have to go out and work hard to find it.
- The first professional job you get out of college will not be your dream job. Know that, get employed, do a great job and move on from there. At this point, you may no longer want that particular dream job, or if you still do, you have a better idea of how to get it.
- You should be willing to broaden your search both geographically (looking outside of LA and southern California) and job-wise (by pursuing employment in fields *related to* your chosen career).
- The more you try, the more hours you put into your hunt, the more likely it is that you will find the job you are looking for (if the hunt is intelligently directed).
- **You must be willing to change job search tactics if something isn't working.**

