## Develop – Stage 3

- Attend networking events and career seminars on and off campus
- Conduct informational interviews with alumni, staff, faculty, family, friends, and people in your field
- Conduct mock interview(s) with career services staff
- Apply for internships
- Identify a potential coach or mentor in your field
- Evaluate using Twitter for your job search
- Join LinkedIn groups to network and build brand awareness
- Expand your list of LinkedIn networking contacts to 150 people
- Update résumé based on new experience/coursework; have it reviewed by career services advisor
- Meet with your career advisor to discuss progress
Attend networking events on and off campus

Meeting new people is a fundamental part of any job search, whether you are in mid-career or looking for your first job. Increasing your visibility is the first step to making connections with people who can help you succeed.

On and around your campus, networking events are taking place that offer opportunities for you to meet new people. These events can be social or professional, and it makes sense to participate in a healthy mix of both. Here are a few examples:

- **Professional Associations:** Almost every industry is served by multiple associations that meet on a regular basis and allow visitors to participate in meetings without paying a fee. If you were gainfully employed in your degree field, which organizations would you be asked to join? Check out a few of those organizations now and see if you can make some strategic connections. Many offer student memberships at a discounted rate.

- **Civic Organizations:** Every metropolitan area has a Chamber of Commerce, Rotary, Kiwanis, Optimists, or Junior League. Seek out a few organizations in your area and learn about membership benefits. Chambers of Commerce tend to sponsor “business after hours” social events, and the business professionals who join these groups could be great contacts for you.

- **Special Interest Groups:** Perhaps you are into poetry, restoring old cars, cycling, or working with people with disabilities. No matter what your passions are, there is likely a community of people who share the same interests. Ask around and find a group near you that you think is worthy of your time and energy.

- **Seminars/Workshops:** Your campus is not the only place where seminars and workshops are held. Community colleges and conference centers tend to regularly host events that are open to the public. If you are open to personal and professional development opportunities, you can find groups of people with common interests and potential contacts that can help you.

- **Career Fairs:** Your campus is likely to hold at least two career fairs each year, as are any other college campuses near you. Walking into a room of employers can be intimidating, but try to look at it as an opportunity to start a conversation and acquire information (low pressure) rather than land a job (high pressure). Some companies also sponsor their own career fairs to recruit new people, and these events are perfect for making new connections.

- **Meet-up Groups:** Go to the link [www.meetup.com](http://www.meetup.com) and search for a group near you. These groups represent a diverse set of personal and professional interests.

- **Professional Development Groups:** Groups like Toastmasters offer people the opportunity to develop specific skill sets, such as public speaking.

- **Job Search Organizations:** Groups like Businesspeople Between Jobs (BBJ) help the unemployed and the underemployed practice their job search skills and share potential contacts.

You get the picture. The point is that you cannot meet people while sitting at home, and you can’t really conduct an effective job search without the help of other people. You have to be willing to “put yourself out there.” By combining your personal and professional interests with your networking activity, the effort becomes less difficult.

Make a list of three networking events you can attend in the next month. Enlist the help of your career services advisor to identify networking opportunities that might interest you. Then share your experiences and success stories.

| Networking Event #1 | Date ____________ | Networking Event #2 | Date ____________ | Networking Event #3 | Date ____________ |
□ Conduct informational interviews with alumni, staff, faculty, family, friends, and people in your field

Done correctly, informational interviews are among the most powerful job search tools. Should you ever be downsized or separated from your job, informational interviews are the best place to start picking up the pieces. This takes confidence, persistence, etiquette, and timing, but again...not many activities can potentially open as many doors. Follow these steps:

1. **Identify Potential Contacts**: Start with your own personal network by asking family, friends, past employers, etc. for names of people within occupations or companies that interest you.

2. **Make Contact**: Most people feel a little intimidated to do this over the phone, but an email can be just as effective. Use the following as a template, making adjustments where necessary:

   **Sample Networking Letter/Email**

   ______________ (enter person’s name)

   [SHORT, DIRECT, TWO SENTENCES] My name is Vince Butler. At the suggestion of John Suarez, the Associate Director of Career Services at DeVry University, I am hoping to obtain 20 minutes of your time to seek your advice on my job search.

   [LIMIT TO TWO SENTENCES...TARGET THE SKILLS] My background includes the acquisition/disposition of commercial and residential properties, raw land, retail/office/industrial leasing, multi-family, build-to-suits for offices and restaurants, and 1031 exchanges. My skills include market research/site selection, negotiations, contracts, municipal approvals (building/zoning, planning/land use), creative financing, and deal structuring.

   [SET THE EXPECTATION] Please understand that I am not asking for or expecting a job interview. I’m contacting you specifically for advice and information about how I might best prepare and position myself in this job market. I find it essential to be networking with established professionals like you.

   [REASSURANCE] I appreciate your consideration and will call you in the next few days to set up an appointment at your convenience. I understand your time is valuable, and assure you that I’ll be respectful of the time you can provide. Thank you so much. I look forward to talking with you soon.

3. **Conduct Preliminary Research**: Gather some basic information about the person/company and prepare to ask intelligent questions that allow the other person to talk. Incorporate what you’ve learned through your research about the industry and company into the conversation. Ask for information, NOT a job. Your questions should demonstrate your commitment to making an educated career decision. Consider some of the following:

   1. How did you get into this field?
   2. Which majors are most successful with securing employment in this field?
   3. How would you describe a typical day/week on the job?
   4. What are the most satisfying aspects of your job?
   5. What frustrations or drawbacks do you experience in this position?

4. **Conduct the Interview**: Respect the timeframe you agreed to in advance and keep the tone as conversational as possible. Dress professionally and don’t be afraid to take notes.

5. **Follow-up**: Send a thank you note and inform your contact what steps you have taken to apply the advice you received, or merely express your appreciation and state that you will be in touch when further action is needed. This individual is now a part of your personal network and has the power to assist you in the long run.

   Commit to conducting three informational interviews in the next month. Schedule an appointment with your career services advisor to share your experience and evaluate how this approach is working for you.

   Informational Interview #1 with __________________________ on ______________

   Informational Interview #2 with __________________________ on ______________

   Informational Interview #3 with __________________________ on ______________
**Conduct mock interview(s) with career services staff**

For as long as you are working, how well you perform in different types of job interviews will determine your job search success. You either learn how to present yourself well in interviews or forever lose opportunities to people who do.

Your career services advisor has an abundance of resources and articles to help you prepare mentally for a phone or face-to-face interview. But behaviorally there is no substitute for practice because it allows you to simulate the pressure and stress of a real interview.

Review your résumé and commit to knowing the value of every word, sentence, and paragraph it contains. In addition to your appearance and nonverbal communication, prepare to:

- Exhibit confidence in your skills through shared information
- Highlight your technical experience
- Highlight any transferrable skills that could be used in this position
- Provide specific examples of your success or experience
- Describe how your education could be used in this position
- Ask about what the next steps might be
- Ask the interviewer questions you prepared in advance

It is likely at some point in an interview you will be asked: “Do you have any questions for me?” Employers often expect you to have the forethought and/or curiosity to ask at least one question, whether it is prepared in advance or formulated during the interview. Your career services advisor can help you prepare questions to ask, such as:

- What are the major responsibilities of the job and department?
- What would a new employee be expected to have accomplished in the first six months on the job?
- What are some of the projects the department is tackling?
- How much contact can I expect to have with management?
- What are the greatest strengths of this department?
- What growth opportunities exist for someone in this role?
- May I have your business card?

Some career advisors will videotape your practice session so you can observe your nonverbal communication as well as listen to how well you answered certain questions. After the mock interview, the only thing left to do is commit to practice and be open to improving your skills.

Contact your career advisor to schedule a series of mock interviews: 1) a phone interview; 2) a face-to-face interview with career services; 3) a face-to-face interview with an outside hiring manager. When these interviews are completed, share your mock interview evaluation forms with your advisor to gain further insight about your job preparedness.

**Mock Interview #1** scheduled for: ________________________________

Things to improve include___________________________________________

**Mock Interview #2** scheduled for: ________________________________

Things to improve include___________________________________________

**Mock Interview #3** scheduled for: ________________________________

Things to improve include___________________________________________
Apply for internships

Employers responding to a national 2011 Internship & Co-op Survey reported that an average of 39.1 percent of their entry-level hires from the class of 2010 came from their own internship programs. In addition, they reported converting, on average, nearly 58 percent of their interns into full-time hires.

The National Association of Colleges and Employers survey also reported that employers expect to increase internship hiring by about 7 percent this year and co-op positions by nearly 9 percent. Furthermore, employers expect to draw approximately 40 percent of their new college hires for 2011 from their internship and co-op programs (http://www.naceweb.org/Research/Intern_Co-op/2011_Internship__Co_op_Survey__Research_Brief.aspx):

Internships can be very competitive, but also very beneficial. Many online career communities focus specifically on opportunities for entry-level job seekers (http://mashable.com/2011/01/23/online-entry-level-communities/):

1. Intern Queen: Intern Queen is a site managed by Lauren Berger, named by Businessweek magazine as one of the Top 5 Young Entrepreneurs Under 25. Berger shares her experience from 15 internships (hence the moniker “Intern Queen”) as the foundation for her advice. You can search for internships as well as get on the Intern Queen Hot List, a bi-monthly e-mail of opportunities. The Intern Queen has a strong social media presence on Twitter, Facebook, LinkedIn, and YouTube.

2. YouTern: YouTern also focuses on the internship market. Organizations are able to post internships for free and search the résumé database. Individuals are able to search for opportunities by location, position, or industry. Searches can also be filtered by paid/non-paid, virtual, school credit and others. Its internship resources page lists other relevant blogs that help individuals rate internship opportunities and educate companies on employment law related to internships. In addition to its blog, YouTern has a robust listing of white papers providing information about college recruiting.

3. Experience.com: Experience.com focuses on helping people learn from the experience of others. It promotes itself as more than a traditional job board/résumé bank. The site offers something for students, alumni, employers and schools. Users have the ability to create a profile, network with other students/alumni/mentors, as well as search for opportunities. Its blog contains insights about compensation, job forecasts and skills to succeed in today’s workforce.

4. AfterCollege: Celebrating its 10th anniversary, AfterCollege connects college students and alumni with employers via faculty and career networks at colleges and universities around the country. It promotes a network of more than 8,200 academic departments. Faculty can create a career network for their department or student group. After signing up for an account, users are able to search for jobs or participate in network discussions. AfterCollege provides a career resources center with information about interviews and résumés, and also hosts a salary negotiation guide. Its “In the News” page (under the About tab) has a terrific library of articles about the employment market.

5. Brazen Careerist: Brazen Careerist is a career management site with several interesting tools. In addition to looking for jobs, users are able to create social résumés, build their networks and blog from the site. Brazen Careerist also recently launched a new program called Network Roulette, giving participants the chance to connect with others in a hassle-free manner. Part of Brazen’s success lies in the fact that it taps into its existing users for expertise. It posts user success stories and has a tremendous library of resources.

Talk to your career services advisor about local internship opportunities and what you have to do to apply for one (or create one if none exists). The more your advisor knows about the type of work you want to do when you graduate, the better help you will receive. Write down below the name of two companies that interest you:

Internship Choice #1

Internship Choice #2
Identify a potential coach or mentor in your field

In his book “Teamwork Makes the Dream Work”, John Maxwell writes: “There are no lone rangers. It’s a myth that one person can do something great. Strong leaders who changed our country dreamed big and were successful because they were always part of teams.”

Since your team will not build itself, that responsibility is left to you. Your team could benefit from a coach or mentor. Someone who has a vested interest in your success. Someone you can call and/or meet with on a regular basis to update your progress and gain new insights. Someone who is comfortable telling you what you need to hear as opposed to just what you want to hear.

Someone whose opinion you respect, even if you disagree. Someone who understands where your industry is going, and not just where it has been. Someone who has working contacts in the industry. Someone whose personal recommendation to a contact or potential employer carries a little weight.

The most successful people in virtually any discipline have coaches and/or mentors. An objective point of view is always helpful, and having more than one allows you to learn at a faster rate...what to do, and what not to do.

Mentoring arrangements can be formal or informal, but effective relationships are rarely secretive. Both parties have to agree on the arrangement, and both have to gain. Here are some tips for you to consider before initiating a mentor/mentee relationship (http://blog.timesunion.com/careers/how-to-be-a-great-mentee/877/):

- Be considerate of the time and energy your mentor is making with you. Reciprocate. Thank mentors for their time.
- Promptly return calls and messages from your mentor.
- Prepare for meetings by generating a list of appropriate questions or relevant topics for discussion.
- Be courteous and professional; dress appropriately.
- Ask your mentor for career tips and advice – be prepared to ask for the types of guidance you need.
- Ask your mentor to review your résumé and ask if anything could be stated more strongly and memorably.
- Ask him/her for feedback on prepared interview answers or to conduct a mock interview.
- “Shadow” your mentor at his or her workplace; listen and learn from the advice of someone who’s been there.
- Obtain feedback on your interpersonal skills.
- Request to be linked to other professionals to create a resource network.
- Enjoy this opportunity to grow both personally and professionally.
- Think about three things you could do for your mentor. In what ways will you give back to him/her?
- Try the things your mentor suggests that you might have thought were beyond your abilities.
- Don’t worry if the mentor is in an occupation other than the one in which you are interested.
- Have multiple mentors.
- Talk to him or her about the courses you are taking or have taken and request help with goal setting.

Identify potential mentors or coaches. Narrow your choices down to your top two, then ask your advisor for assistance in how to approach those people.

Coach/Mentor Choice #1

Coach/Mentor Choice #2
Evaluate using Twitter for your job search

If you are not already actively using Twitter as a social media tool, you might be missing out on a useful job search channel. Erica Swallow, a content editor at Mashable, got this advice from nine Tweeters who have landed jobs through Twitter (http://mashable.com/2010/11/27/twitter-job-tips/):

1. **Tweet Like an Industry Expert:** Keep in mind that everything you tweet lends to or takes away from your online persona. Whether or not you’re searching for a job, make sure your Twitter stream represents you as a professional individual who has important and unique thoughts to contribute. Your goal should be to become an industry expert or at least tweet like one. Share links that are relevant to your followers, adding commentary to the latest industry news. If your commentary on Twitter is interesting enough, you may have employers knocking on your door.

2. **Use Twitter Hashtags:** There are lots of ways to use Twitter hashtags to get a job. Here are a few types of hashtags to get you started:
   - **Job Listings:** You can find general job advice and lots of listings through hashtags like #jobs, #recruiting, #jobadvice, #jobposting, #jobhunt and #jobsearch. To narrow it down, though, seek out more specific hashtags, such as or #prjobs or #salesjobs.
   - **Industry Conferences:** Most conferences these days have their own hashtags. When a relevant industry conference is approaching, get active with attendees using the hashtag. Whether you’re attending the conference or not, you can contribute to the conversation. Many conferences also have live streams, so it’s as if you’re attending anyway! By using Twitter for networking within your industry, you’ll increase your chances of getting hired down the road.
   - **Job-Related/Industry Chats:** Getting involved with industry chats is a way to show your interest in a particular field and represent yourself as a knowledgeable person. Also, get involved in job-related chats, such as #jobhuntchat, #careerchat, #internchat and #hirefriday for friendly advice. Besides scouring job search hashtags, job seekers can also follow Twitter accounts dedicated to posting job openings, use Twitter search to find postings, or keep an eye out on the Twitter streams of companies you might want to work for.

3. **Connect with Recruiters and Current Employees:** Don’t be afraid to research companies you want to work for to find out who currently works there and who is involved with recruiting. After all, while you’re searching for a job, recruiters are scouring the web at the same time looking for pertinent information about job candidates. Interacting with current employees and active recruiters is an easy way to learn more about a company and its job opportunities. Even if a company isn’t hiring, it’s a good idea to stay in contact with recruiters and employees.

4. **Build a Relevant Network:** A lot of successful Twitter job stories actually end with the punch line, “I wasn’t even looking for a job.” In many cases, these lucky new hires just found interesting opportunities serendipitously, which makes sense given that it’s Twitter we’re talking about. Twitter is all about networking, so build a network that makes sense for you. You’ll find that a lot of the opportunities that are presented to you are simply organic.

5. **Take It Offline:** Three simple words: “Let’s get coffee.” Once you’ve gained a certain level of dialogue with a potential employer, an in-person meeting can really boost the relationship. DJ Waldow, Director of Community at Blue Sky Factory, said that he landed his job at the company through connecting with Blue Sky Factory’s CEO on Twitter. Eventually, all of the tweets lead to an in-person meeting, which Waldow feels really sealed the deal. He wrote of the experience:

   “The transition from online to real life is critical... All of the loose connections you’ve made with that person are suddenly solidified when you put the name/avatar/tweets together with a face. Nothing can replace this. Nothing.”

Commit to exploring whether Twitter is a tool that will make your job search more successful. Ask your career services advisor to help you gather additional resources.
Join LinkedIn Groups

LinkedIn groups are free to join, and you can choose to join up to 50 groups from a list of thousands of user-created groups for literally just about anything. Not only do these groups provide you access to connect with and contact fellow group members who could become future partners, employees, investors, customers etc., but the groups’ newly updated discussion board feature can provide more networking opportunities, answers to your questions and insightful advice, tips and support. You can also join the groups’ subgroups and contribute answers, comments and your own expertise to the groups’ discussion boards to establish your own online personal brand on LinkedIn.

According to Chris Perry, founder of Career Rocketeer, here is a partial list of LinkedIn Groups ALL Job Seekers MUST Join to help you build your brands and launch your careers (http://www.careerrocketeer.com/2010/08/top-25-linkedin-groups-all-job-seekers.html):

1. **JobAngels** – Non-profit job search network of professionals helping other professionals find job advice and opportunities.
2. **The Talent Buzz** – Group for job seekers, recruiters and HR professionals interested in expanding their professional networks.
3. **Career Change Central** – Group linking job changers and professionals in career transition with recruiters, hiring managers and career coaches.
4. **CareerLink Network** – Community providing job seekers spiritual, physical, social, mental, economic and personal growth to meet their ever-evolving needs
5. **Looking for a Job?** – Group designed to allow job seekers to share ideas, network, post jobs, get advice on job market trends and ultimately help them find work.
6. **MyCredentials – Career Presentation** – Group helping members to network, expand their résumés and enhance their interview skills.
7. **JibberJobber – Career Management** – Network for executives, professionals, students and all those involved in the career services industry, including counselors, coaches and résumé writers.
8. **ResumeMaker Career Network** – Forum connecting qualified job seekers with hiring managers and corporate recruiters as well as allowing candidates to discuss and share career opportunities.
9. **Personal Branding Network** – Consortium for all professionals looking to build powerful personal brands.
10. **Indeed.com** – Official job search group on LinkedIn.
11. **Project: Get Hired!** – Motivational support group exclusively for job hunters to share creative strategies and stay motivated.
12. **Job-Hunt Help** – Discussion group for job seekers sharing advice, leads and networking to help one another.
13. **IMPACT Hiring Solutions Job Search Network** – Discussion and networking forum for executives seeking job opportunities.
14. **JOBS 2.0** – Group helping job seekers find a job online using the latest in social and professional networks.
15. **Self-Recruiter® – Job Search & Career Management** – Discussion and networking forum helping job seekers become their own specialist, their own career counselor, and their own recruiter.

LinkedIn groups change all the time, and some are more locally relevant than others. Write down the name of five groups you plan to join. Share your groups with your career services advisor and discuss which ones have the most value for you.

Group #1

Group #2

Group #3

Group #4

Group #5
Expand your list of LinkedIn contacts to 150 people

Your LinkedIn contacts will grow to the extent that you are consistently making real human connections and maintaining those relationships online, not the other way around. To boost your online connections, intensify your face-to-face networking efforts.

Keep in mind that the process for adding LinkedIn connections includes asking for and receiving permission from the potential connections. Not everyone you invite will respond, so strive to make a consistent number of invitations and create a pipeline of potential contacts.

To build your personal list of contacts, consider who you know in any of the following areas:

1. Your dentist
2. Your accountant
3. Mentor(s)
4. Your receptionist at the gym
5. Professional Associations
6. Professional Colleagues
7. Your lawyer
8. Social Acquaintances
9. Recruiters/Staffing Agencies
10. Telephone Address Book
11. Volunteer Activities
12. Volunteer Board Members

In addition to who you already know, you will want to add new contacts to your LinkedIn connections. As you meet new people, get used to asking permission to connect with them on LinkedIn.

Start with an assessment of where you are right now, and then calculate how many new connections you need to reach your goal. Share your goals with your career services advisor and discuss opportunities to add more connections.

☐ I have ____________________ connections right now on LinkedIn.
☐ My goal is to reach 150 connections by ________________________.
☐ I will need to add ____________________ connections total to reach my goal.
☐ I will need to add ____________________ connection per week to reach my goal.
Update your résumé based on new experience/coursework

Your résumé is a living, breathing document that changes as you grow in your personal, professional, and educational life. Since your last draft, you have likely added new courses, skills, and accomplishments that might enhance your marketability on paper.

For instance, you can add the name of a completed course to your résumé.

Or, you can examine the projects you completed in that course and update a “Selected Projects” section on your résumé.

Or you can add the list of terminal course objectives to skills you are capable of using on the job.

You can also use keywords from the course description as subheadings under a main headline. With each course you complete, there are a number of strategies for incorporating that information onto your résumé.

Think about your job performance the same way. What has happened since the last time you wrote a draft of your résumé? Maybe nothing. Or maybe you helped lead a staff to reaching a new performance goal. Or maybe you introduced a new cost-cutting process to the company. Or perhaps you learned a new software system. These things are much easier to remember the less time has gone by.

Other reasons you might want to update include:

- You joined a new club or association
- You want to make different formatting choices based on feedback from working professionals or samples you have seen
- You want to eliminate certain positions that don’t relate to your objective
- You want to add certain positions that do relate to your objective
- You scored well on a performance review
- You discovered a new way to summarize lengthy lines of text
- You want to eliminate your physical address
- You want to update your contact information
- You want to add your LinkedIn URL

Meet with your career services advisor to see sample résumés of students in your degree field. Agree on any changes and make sure your advisor always has a most recent copy on file.