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"Tech Strategies For Job Searching"

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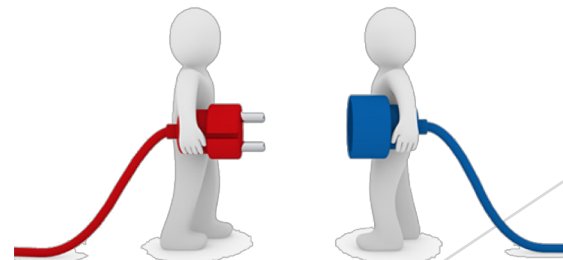
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<http://www.luzerne.edu>



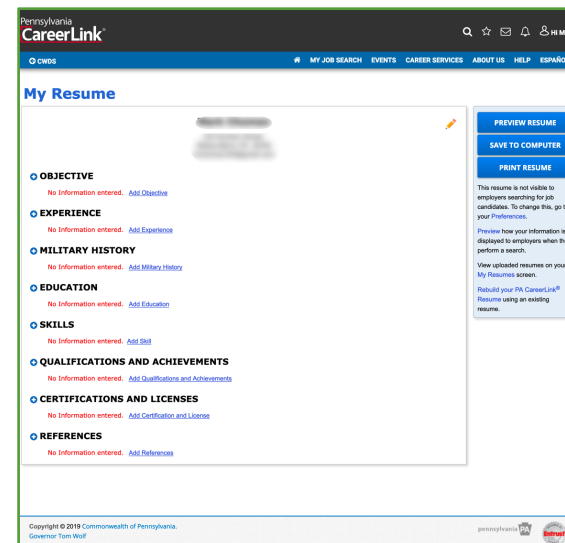
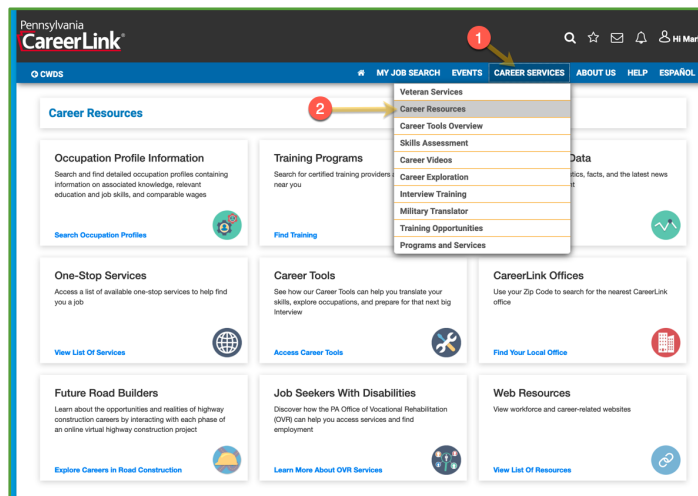
About Today's Session

- ▶ Dr. Choman will be discussing (mostly) technology-focused ways to...
 - ▶ electronically organize a job search
 - ▶ complete an online application
 - ▶ utilize professional networking (e.g. LinkedIn)
- ▶ Collectively, these practices will advance your job search and refine your career development, but your approach should vary based on your needs.



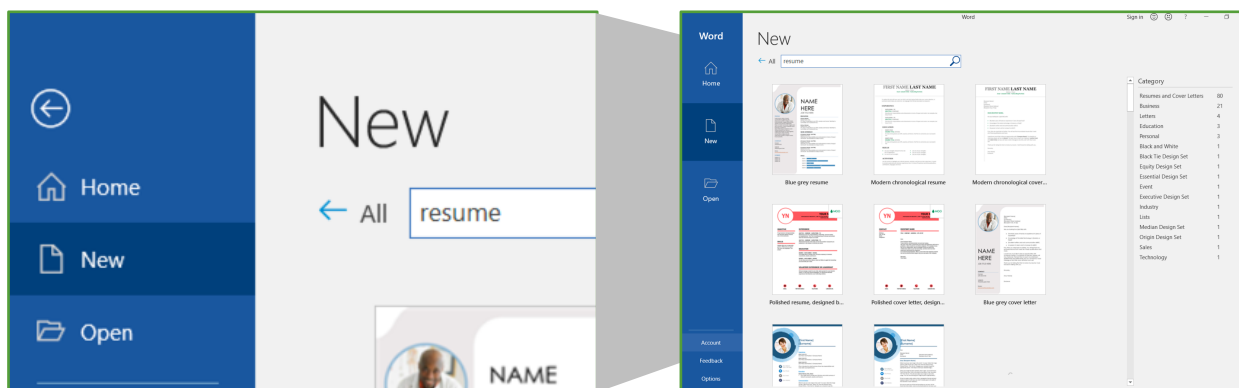
Job Search Tracking: Start With Your Goals In Mind

- ▶ Build on top of your existing goals to create boundaries for your job search (e.g. location, employer type). Like making your resume, this is something that takes time and is ongoing.
- ▶ A good starting point are the resources at <https://www.pacareerlink.pa.gov/jponline/individual>



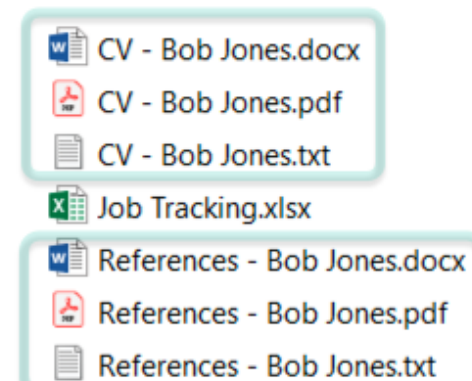
Job Search Tracking: Get Organized With References And A Resume

- ▶ Create a "Job Search" folder for your artifacts (e.g. resume, references, copies of applications).
- ▶ Build a references .docx file. Focus on professional and educational contacts, but ask their permission first.
- ▶ Build a resume .docx file. Word has many templates to help you get started. Search for "resume".



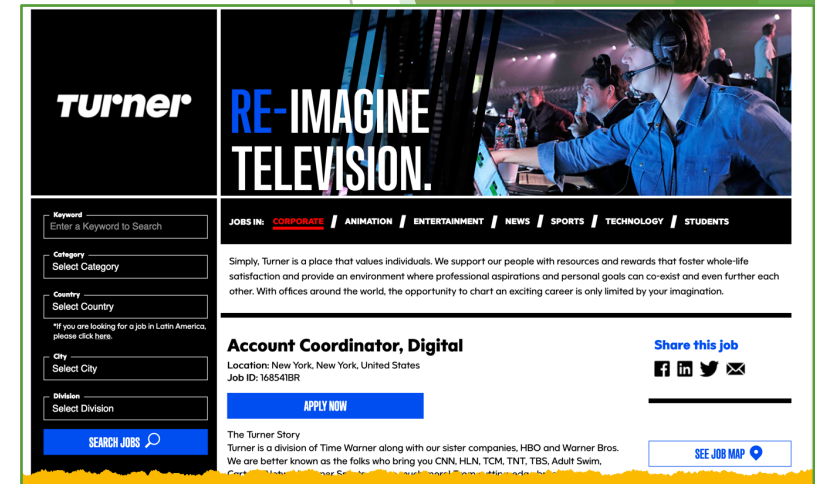
Job Search Tracking: Have Suitable File Formats

- ▶ Your resume shows basic personal details (name, address, phone), education, and professional experiences.
- ▶ Have a .pdf and .txt version of your documents up to date and readily available.
- ▶ Word includes an export to .pdf and .txt feature. For details, see <http://bit.ly/2TCVwTZ>
- ▶ The .txt version is handy for copy / pasting into online application forms.



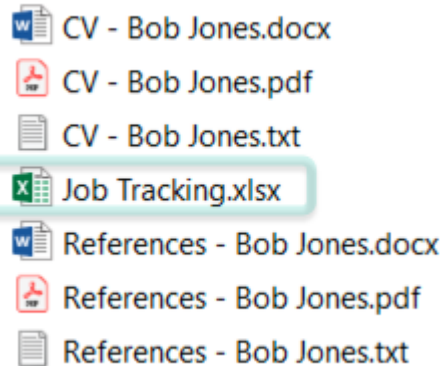
Job Search Tracking: "Find" Positions Of Interest

- ▶ Make inquiries to organizations via their web site. Browse the current job postings and email the organization for clarifications if needed.
- ▶ Using email alerts is another good strategy. Your choice of industry likely has some "go to" resources .
- ▶ Once you find a position, you'll likely complete a form or be given the chance to upload your .pdf file. More details about this are coming up in another slide.



Job Search Tracking: As Your Search Advances, Track It

- ▶ As you apply for jobs, log them in your Excel job search file so that you can easily monitor and update your progress.



Job Tracking.xlsx - Excel

	B	C	D	E	F	G
1						
2	Heard About Job Via	Organization	City, State	Job Title	Job Details	Actions
2	Indeed Email Alert (03/14/2019)	CNN	New York, NY	Account Coordinator, Digital	https://www.turnerjobs.com/job/new-york/account-coordinator-digital/1174/11191509	On 03/17/2019, I created an account via the Job Details link and entered my Personal, References, Supplemental Questions, Required Documents (Resume, Cover Letter, References).
3	Fox Jobs Page (03/05/2019)	Fox Sports	New York, NY	System Administrator, Broadcast Technology	https://www.foxcareers.com/Search/JobDetails/R10005741	On 03/15/2019, I created an account via the Job Details link and entered my Personal, References, Supplemental Questions, Required Documents (Resume, Cover Letter, References).
4						

Making Your Application

- ▶ Most jobs expect your application via web site or email.
- ▶ A likely first step is to register for an account first. As an example, here's a reg. form for a job at the United Nations:



inspira
Human Resources Gateway

Thank you for your interest in joining the United Nations. All applicants to our job openings must have an inspira account to apply. If you do not have an account, please fill out the information below to register.

If you are a United Nations staff member with a permanent, continuing, fixed-term or temporary appointment, you do not need to register. You will be able to login with your internal UN account. For further guidance, please refer to the Manual for the Applicant.

[Return to Previous Page](#)

External Applicant Registration

Enter Registration Information

Name and Date of Birth once entered cannot be changed.

*Given Name:

Middle Name:

*Family Name:

User ID:

*Password:

*Confirm Password:

*Primary Email:

Alternate Email:

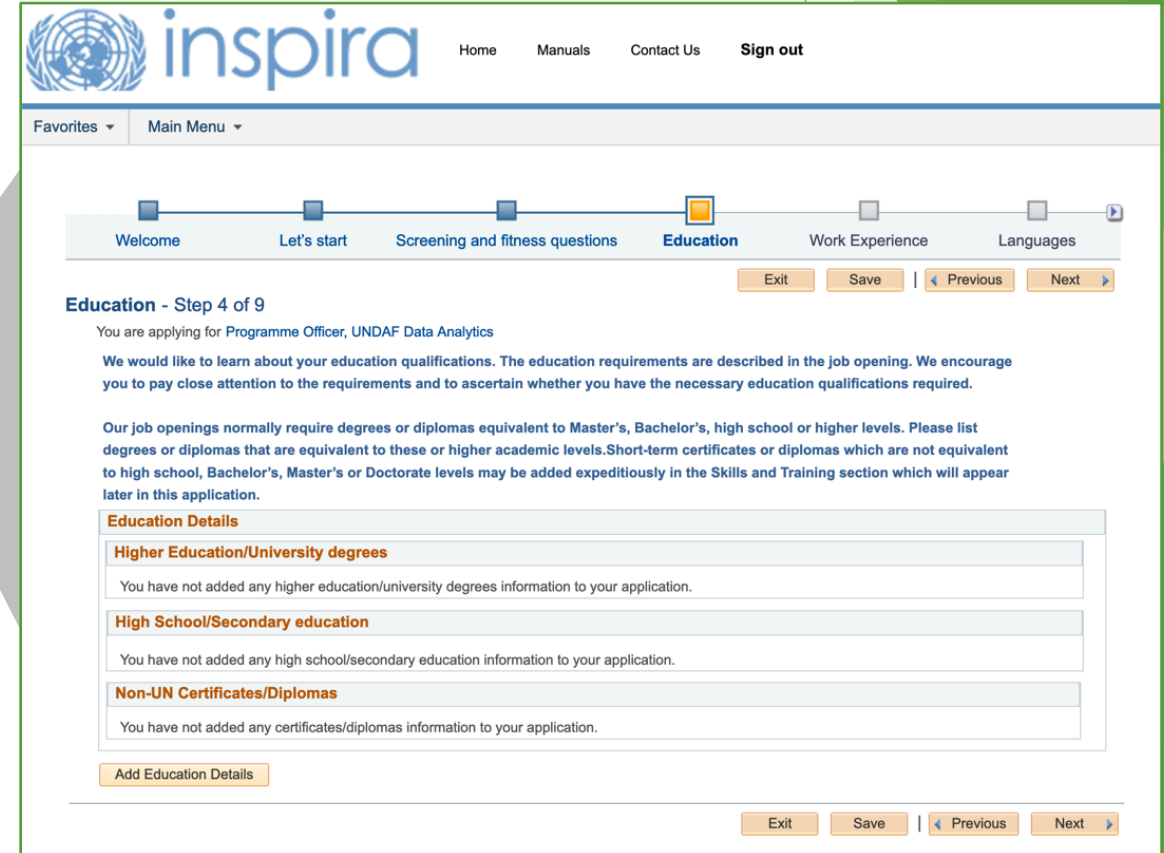
*Date of Birth: DD/MM/YYYY

[Return to Previous Page](#)

Making Your Application

- ▶ Once you have registered, you can complete the app process by fully answering an application form.

You are applying for **Programme Officer, UNDAF Data Analytics**



The screenshot displays the Inspira application portal interface. At the top, the Inspira logo is on the left, and navigation links for Home, Manuals, Contact Us, and Sign out are on the right. Below the logo, there are dropdown menus for Favorites and Main Menu. A progress bar shows six steps: Welcome, Let's start, Screening and fitness questions, Education (highlighted with an orange square), Work Experience, and Languages. Below the progress bar, there are buttons for Exit, Save, Previous, and Next. The main content area is titled "Education - Step 4 of 9" and includes the following text:

You are applying for Programme Officer, UNDAF Data Analytics

We would like to learn about your education qualifications. The education requirements are described in the job opening. We encourage you to pay close attention to the requirements and to ascertain whether you have the necessary education qualifications required.

Our job openings normally require degrees or diplomas equivalent to Master's, Bachelor's, high school or higher levels. Please list degrees or diplomas that are equivalent to these or higher academic levels. Short-term certificates or diplomas which are not equivalent to high school, Bachelor's, Master's or Doctorate levels may be added expeditiously in the Skills and Training section which will appear later in this application.

Education Details

Higher Education/University degrees
You have not added any higher education/university degrees information to your application.

High School/Secondary education
You have not added any high school/secondary education information to your application.

Non-UN Certificates/Diplomas
You have not added any certificates/diplomas information to your application.

At the bottom of the form, there is an "Add Education Details" button and another set of navigation buttons: Exit, Save, Previous, and Next.

Making Your Application

- ▶ As you apply for jobs and receive updates, be sure to update and maintain your Excel job tracking file.

	A	B	C	D	E	F	G
1							
2		Heard About Job Via	Organization	City, State	Job Title	Job Details	Actions
3		Indeed Email Alert (03/17/2019)	UN	San Francisco, CA	Programme Officer, UNDAF Data Analytics	https://inspira.un.org	On 03/13/2019, I created an account via the UN site and entered my Personal, etc..
4							

- ▶ Tracking keeps your job search activities logged and easy to reference as your search activities proceed.

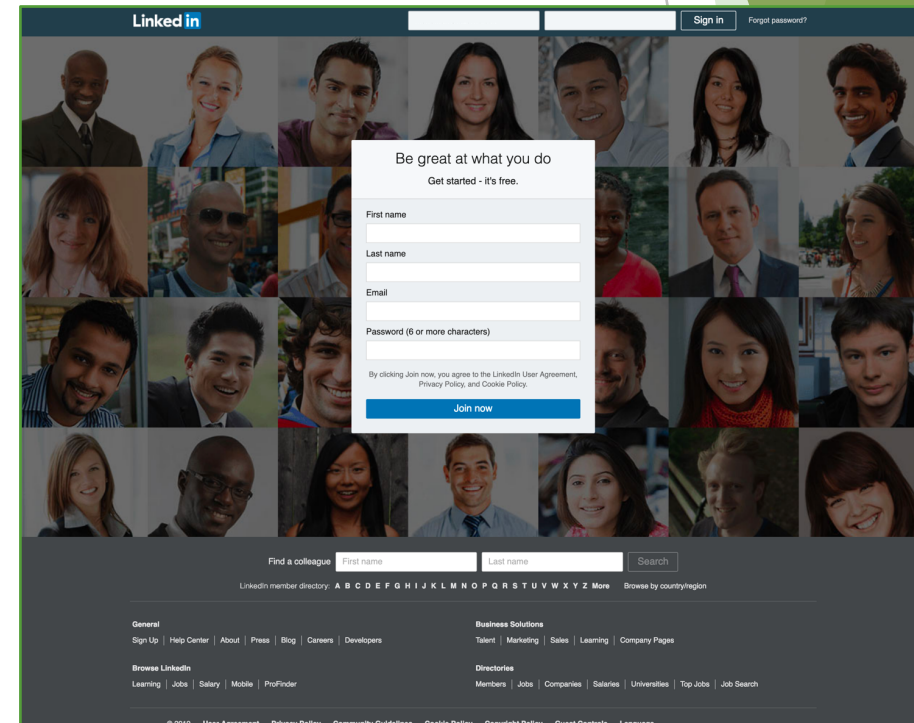
Professional Networking: LinkedIn

- ▶ LinkedIn is a prominent resource to post a profile, network with others, and find job postings.
- ▶ It has over 500 million members and 9 million companies have a profile. More than 10 million active job postings are in LinkedIn.*
- ▶ Many recruiters use LinkedIn and your LinkedIn profile will often appear via Google search.
- ▶ LinkedIn allows you to post multimedia, get endorsements from others, and create email job alerts.

* <http://fortune.com/2017/04/24/linkedin-users>

Professional Networking: LinkedIn

- ▶ Create a LinkedIn account for free at <https://www.linkedin.com>
- ▶ The account creation process captures many good starting points to get a student-oriented profile established. The more data you input, the stronger your suggested "connections."
- ▶ A "get and give" posture is best; strive to be a benevolent "netizen."
- ▶ Consider using the LinkedIn app too.



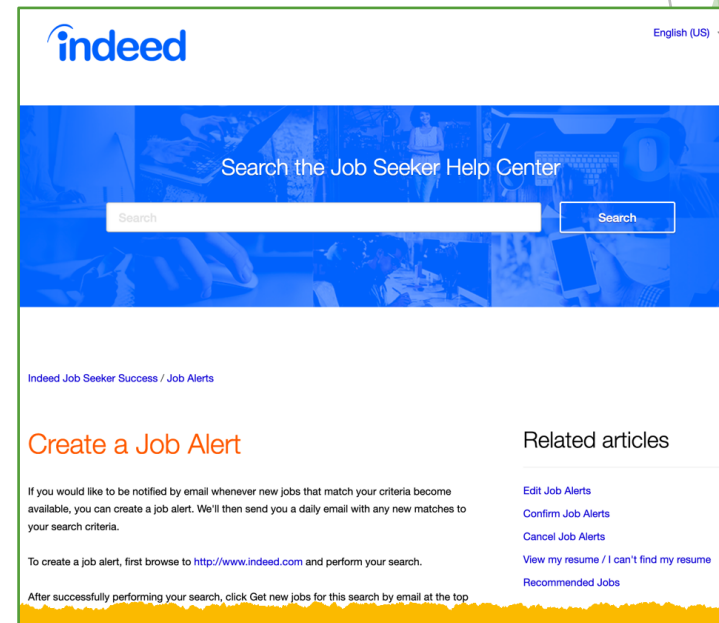
Professional Networking: Twitter

- ▶ Learn the basics of Twitter and "follow" others you find informative.
- ▶ Twitter chats (often held weekly) and hashtags let you easily discover content and "find your tribe" for career advice. A good starting point is at <http://tweetreports.com/twitter-chat-schedule>
- ▶ Search for hashtags. Examples include:
#CareerServChat #JobOpening #Resume #JobTips #FutureOfWork
- ▶ See <https://www.careerbuilder.com/advice/how-to-turn-your-twitter-into-a-valuable-industry-resource> for job searching strategies.



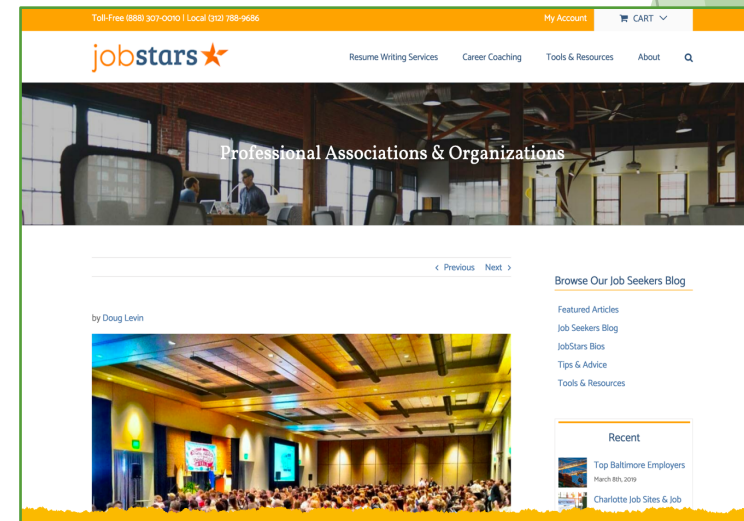
Professional Networking: Sites Specific To Your Discipline

- ▶ Consider using a site for your discipline. As an example, current and prospective higher education employees often use Higher Ed Jobs (<https://www.higheredjobs.com>) and the Chronicle of Higher Education (<https://www.chronicle.com>).
- ▶ Use generic job-based sites too, such as Indeed (<https://www.indeed.com>).
- ▶ Leverage Google searching and alerts (<https://www.google.com/alerts>).



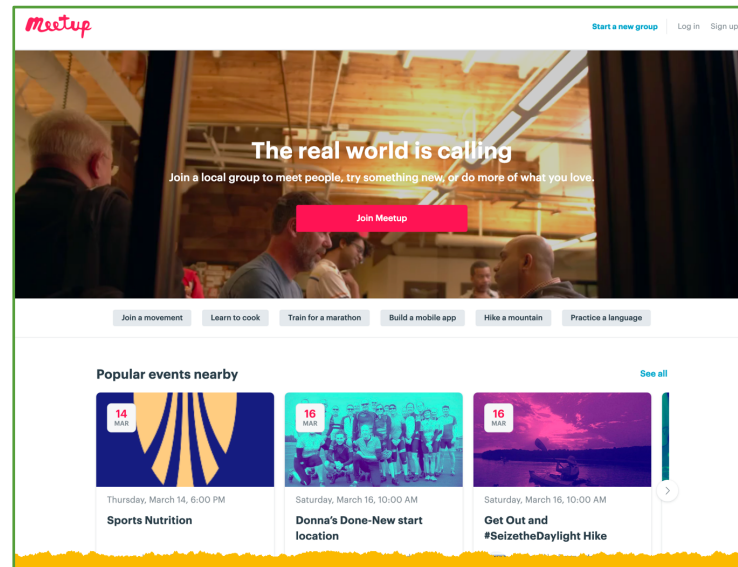
Professional Networking: Associations

- ▶ Make use of a suitable professional association. Many provide resources to help you connect with others in your industry and gain career recommendations.
- ▶ The JobStars site has a good list to work from at <https://jobstars.com/professional-associations-organizations>
- ▶ Check with your department's professors for other potential associations.



Professional Networking: Meet Ups

- ▶ Depending on your area of interest and region, meet ups can serve as another resource to find like-minded professionals and get career advice.
- ▶ A good starting point to find meet ups is at <https://www.meetup.com>



Closing Thoughts...

- ▶ As we've seen, your job search consists of multiple strategies. Being active and open-minded to possibilities serve as good guardrails.
- ▶ Don't be discouraged if you receive a rejection or two (or more). Some positions attract many fine candidates and many hiring circumstances are beyond your control.
- ▶ After you've secured a position, make the most of it. Show good enthusiasm and take on projects that help you construct knowledge, skills, and abilities while also being a valuable team player with colleagues.
- ▶ Lifelong learning is going to be critical to your career.

Thanks For Coming!

- ▶ Mark Choman
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@MarkChoman

