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# "Tech Strategies For Job Searching"

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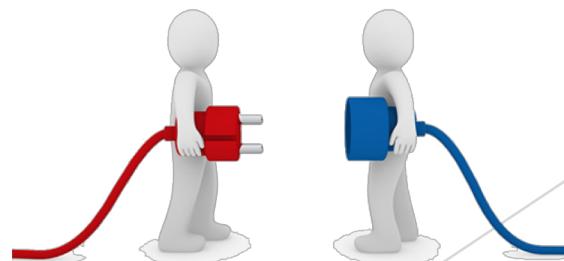
<http://www.luzerne.edu>



# About Today's Session

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- ▶ 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.



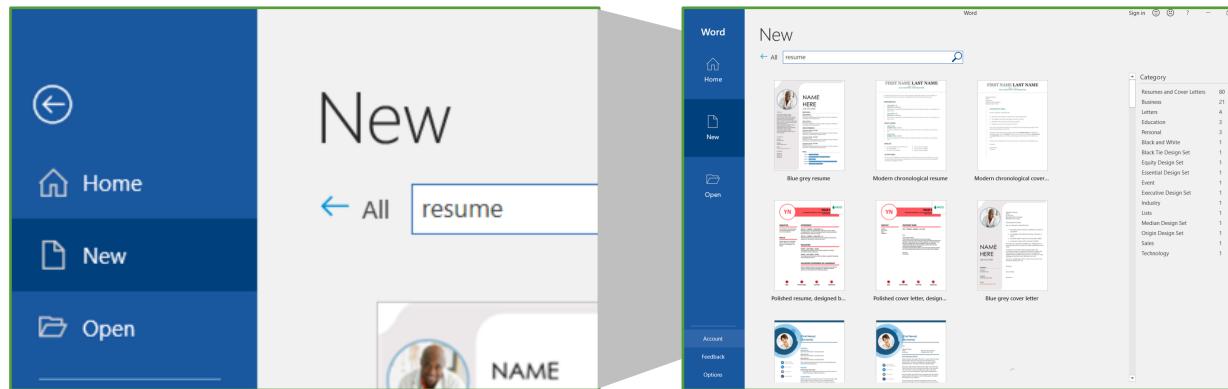
# Job Search Tracking: Start With Your Goals In Mind

- ▶ 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>

The image displays two screenshots of the Pennsylvania CareerLink website. The left screenshot shows the homepage with various service links like Occupation Profile Information, Training Programs, and One-Stop Services. The right screenshot shows the 'My Resume' builder tool where users can input their professional information such as Objective, Experience, Education, Skills, Qualifications, Certifications, and References.

# Job Search Tracking: Get Organized With References And A Resume

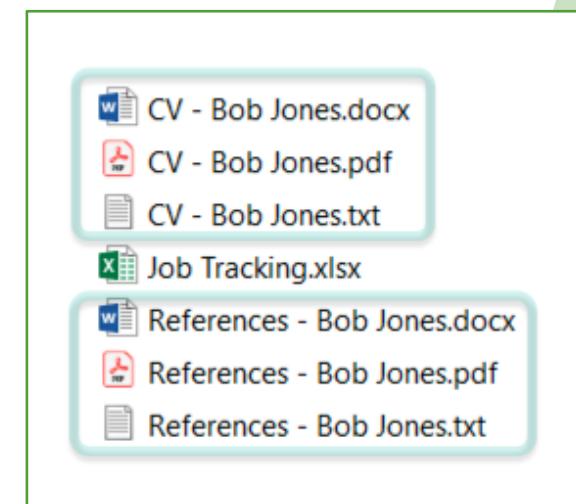
- ▶ Create a "Job Search" folder for your artifacts (e.g. resume, references, copies of applications).
- ▶ Build a references .docx file. Focus on professional and educational contacts, but ask their permission first.
- ▶ Build a resume .docx file. Word has many templates to help you get started. Search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



# Job Search Tracking: Have Suitable File Formats

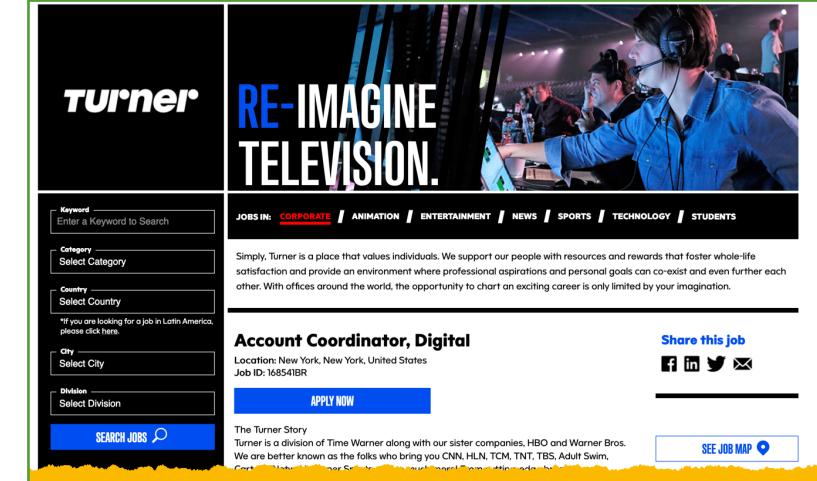
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- ▶ Your resume shows basic personal details (name, address, phone), education, and professional experiences.
- ▶ Have a .pdf and .txt version of your documents up to date and readily available.
- ▶ Word includes an export to .pdf and .txt feature.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



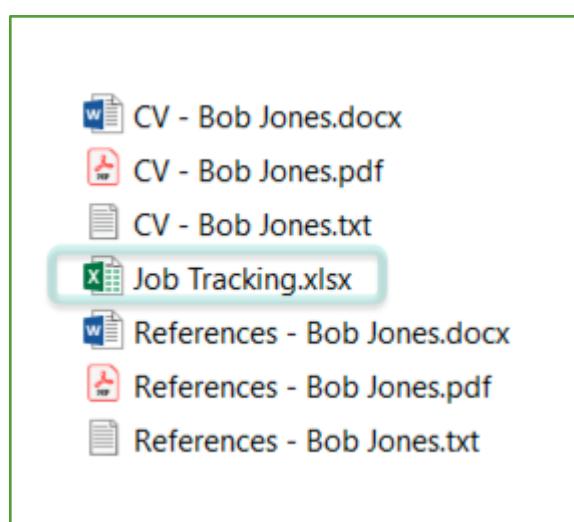
# Job Search Tracking: "Find" Positions Of Interest

- ▶ 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.



The screenshot shows an Excel spreadsheet titled "Job Tracking.xlsx" with the following data:

	A	B	C	D	E	F	G
1		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	<a href="https://www.turnerjobs.com/job/new-york/account-coordinator-digital/1174/11191509">https://www.turnerjobs.com/job/new-york/account-coordinator-digital/1174/11191509</a>	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	<a href="https://www.foxcareers.com/Search/JobDetail/R10005741">https://www.foxcareers.com/Search/JobDetail/R10005741</a>	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:



The screenshot shows the 'External Applicant Registration' page of the UN inspira Human Resources Gateway. At the top, the UN logo and the word 'inspira' in blue are displayed, followed by 'Human Resources Gateway'. Below this, a message reads: '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.' Another message states: '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.' Below these messages are two links: 'Return to Previous Page' and 'External Applicant Registration'. The main form area is titled 'Enter Registration Information' and contains fields for personal details. The fields are: \*Given Name, Middle Name, \*Family Name, User ID, \*Password, \*Confirm Password, \*Primary Email, Alternate Email, and \*Date of Birth. The 'Date of Birth' field includes a calendar icon. At the bottom of the form are 'Register' and 'Return to Previous Page' buttons.

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

[Register](#) [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 shows the inspira application interface. At the top, there is a navigation bar with the UN logo, the word 'inspira' in blue, and links for Home, Manuals, Contact Us, and Sign out. Below the navigation bar is a progress bar with six steps: Welcome, Let's start, Screening and fitness questions, Education (which is highlighted with an orange square), Work Experience, and Languages. The main content area is titled 'Education - Step 4 of 9'. It displays the job opening for 'Programme Officer, UNDAF Data Analytics'. A message encourages users to learn about their education qualifications. Below this, there are sections for 'Higher Education/University degrees', 'High School/Secondary education', and 'Non-UN Certificates/Diplomas', each stating that no information has been added. At the bottom of the page are buttons for 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	<a href="https://inspira.un.org">https://inspira.un.org</a>	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

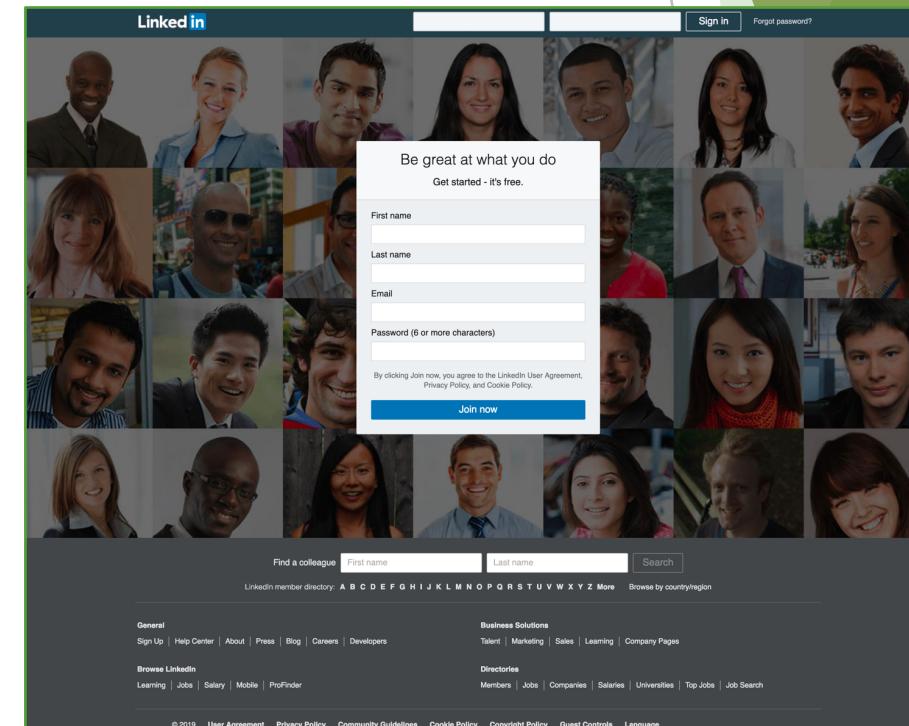
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- ▶ LinkedIn is a prominent resource to post a profile, network with others, and find job postings.
- ▶ It has over 500 million members and 9 million companies have a profile. More than 10 million active job postings are in LinkedIn.\*
- ▶ Many recruiters 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

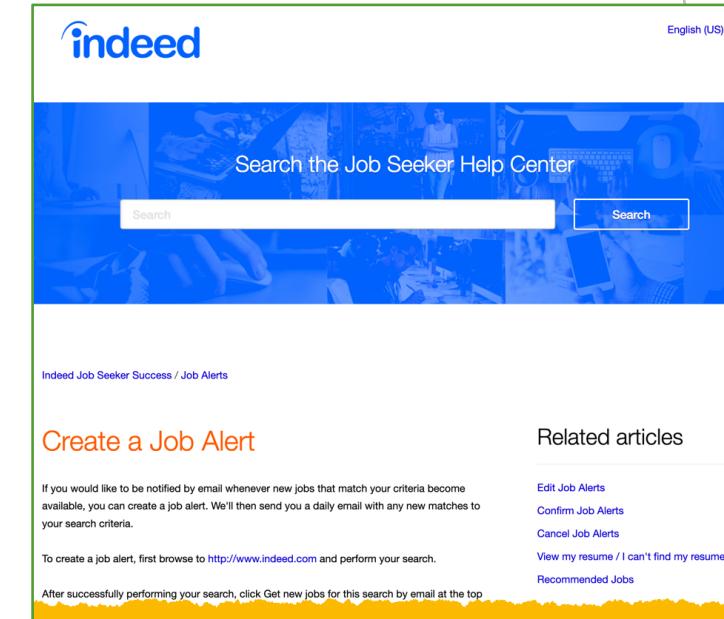
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- ▶ Learn the basics of Twitter and "follow" others you find informative.
- ▶ Twitter chats (often held weekly) and hashtags let you easily discover content and "find your tribe" for career advice. A good starting point is at <http://tweetreports.com/twitter-chat-schedule>
- ▶ 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.



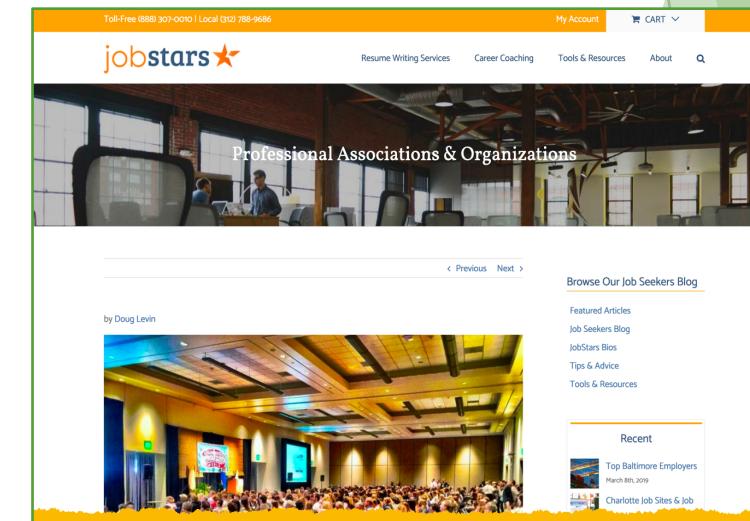
# Professional Networking: Sites Specific To Your Discipline

- ▶ 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>).



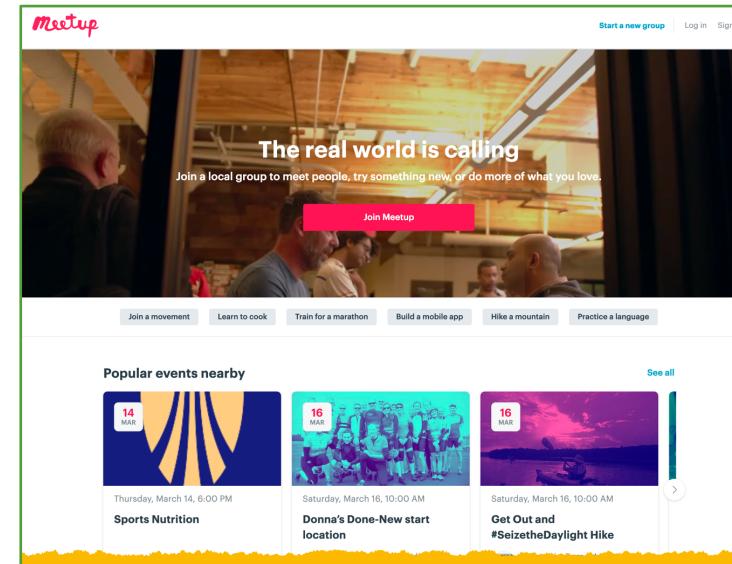
# Professional Networking: Associations

- ▶ 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...

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- ▶ 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!

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@MarkChoman

