Topics

• Self-Evaluation (Know Yourself)
• Employer and Labor Market Research
• Open vs. Hidden Job Market
• Networking
• Job Search Tips
Self Evaluation

“Who am I and what do I want for my future?”

Analyze your interests and values
• Do you like working with people or data?
• Do you prefer team or independent settings?
• What management style do you prefer?

Evaluate your qualifications
• Skills, knowledge, abilities, degree
• Interviewing Skills
• Previous experience

Identify short and long-term goals
• What is your top priority?
• Income vs. steps toward your career goal
• Look at the BIG picture
What are Employers Looking for?

Essential Career Readiness Competencies*:

• Professionalism/Work Ethic
• Critical Thinking/Problem Solving
• Effective Communication (oral and written)
• Work in a team/Collaboration
• Using technology to accomplish tasks
• Leadership: organize, prioritize and delegate work
• Career Management/Self Awareness

*2014 National Association of Colleges and Employers (NACE) Employer Survey
Employer and Labor Market Research

- LinkedIn: [www.linkedin.com](http://www.linkedin.com)
- Vault Career Intelligence: [www.vault.com](http://www.vault.com)
- Glassdoor: [www.glassdoor.com](http://www.glassdoor.com)
- Workforce Partnership: [www.workforce.org](http://www.workforce.org)
- SDSU Career Services / SDSU Library / Local Libraries
Ways Employers Find Future Employees

**Hidden Job Market (80%)**

- Hire from within the company via internships/promotions
- Personal referral or recommendation
- College or alumni affiliations
- Specific LinkedIn connection
- Former interview and/or resume on file

**Open Job Market (20%)**

- Job boards, search engines or applicant tracking systems
- Open to everyone = Large number of candidates
Traditional Job Search

• About 20% of jobs are filled through open job market
• Unfocused: blind emails with generic resume for “any” jobs
• Non-existent or limited networking
• Passive approach: waiting for opportunities to “happen”
• Could be discouraging when application status is unknown/no contacts to follow up
Hidden Job Market

• A large percentage of jobs are filled with candidates that have successfully networked and/or have completed internships
• Devote more time and effort to the “hidden job market”
• Set specific targets / Utilize a more tailored approach
• Keep in mind that just SDSU has 9,300 graduates competing to enter the workforce yearly – make yourself stand out!
What is Networking?

• Connecting and building professional relationships
• Establishing ties with people who can be resources
• Sharing and gathering information
• Self-promotion and branding

Creating relationships can lead to jobs!
Networking Opportunities

• Participate in career fairs, information sessions, Aztec Mentoring Program (AMP) and other events to connect with recruiters

• Get involved in alumni/student clubs, professional associations, community organizations, internships and volunteering—showcase your skills and qualities

• Identify companies and professionals through Aztec Career Connection/other resources and schedule informational interviews

• Collaborate with professors in relevant projects

• Create a professional profile in LinkedIn, Twitter and relevant media
## How Employers Use Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>73%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>92.6%</td>
</tr>
<tr>
<td>Twitter</td>
<td>69.4%</td>
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</tbody>
</table>

*2014 Recruiting Benchmarks Survey, National Association of Colleges and Employers*

- **80%** of positions are filled through referral
- **75%** of hiring managers report looking at LinkedIn profiles to learn about candidates’ background

*2014 LinkedIn Job Search Guide*
Job Search Skills

• Identify and articulate your qualifications as they relate to opportunities/career goals pursued

• Target your resumes and cover letters accordingly

• Access “Big Interview” and practice your interviewing skills

• Develop an “elevator pitch” and become comfortable sharing it

• Practice and perfect your networking skills

• Research salaries and know your worth
Final Tips

• Know the specific qualifications employers require
• Send targeted resumes to professionals
• Be proactive by thinking outside the box
• Connect with professionals on Social Media (LinkedIn, Twitter)
• Learn to network, meet people and market yourself
• Be confident in your skills and abilities – don’t give up!
Aztec Mentor Program (AMP)

- Connect with a mentor in your area of interest and learn more about the field
- An opportunity to develop your professional network, job shadow, visit a job site and more
- Program open to juniors, seniors and graduate students
- Application period for Fall 2017 is August 21 to Sept. 18.

Apply at amp.sdsu.edu
Career Services

Office Hours:
Mondays-Fridays 8 am - 4:30 pm

Walk-ins (Fast 15) Hours:
Mondays–Thursdays 1 - 2:45 pm
Fridays 10 - 11:45 am

Location:
SSE-1200

Phone:
(619)594-6851

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SAN DIEGO STATE UNIVERSITY
Career Services
Division of Student Affairs