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Job Search Strategy

Here is what the experts say are seven keys to a successful job search in today’s competitive environment.

7 Keys To A Successful Job Search
– by Nancy Collamer, M.S

1. **Keep your resume short and succinct.**
   Eliminate filler words, use numbers to quantify your impressive results (such as “boosted sales 83 percent”) and include relevant keywords that appeared in the job posting. Limit your contact information to just one email address (old-fashioned AOL, no; contemporary Gmail, yes), one phone number and your LinkedIn profile URL. Do not include residential addresses, although it can be helpful to list your region (for example, New York Tri-State), so the employer knows you are located near the open position.

2. **Create a portfolio of job-search documents.**
   Many job seekers are supplementing their resumes with collateral leadership briefs, blogs that establish their robust online professional identity and, among senior-level managers, one-page executive summaries.

3. **Consider utilizing a career coach to perfect your video interview skills.**
   More employers are relying on Skype for long-distance and initial screening interviews. As a result, more job seekers are using career coaches to help them excel in video presentations.

4. **Dive deep into LinkedIn.**
   Actively participate in LinkedIn’s industry and interest groups. Find relevant groups by going to your LinkedIn home page, clicking on the Groups tab and search the “groups you may like” or “group directory” tabs. Then join a few groups and post links to interesting articles, participate in discussions and share helpful resources. You will become known as a go-to resource and improve the likelihood that recruiters, referral sources, and hiring managers will notice you.

5. **Use Twitter and other forms of social media to attract the attention of employers who are hiring.**
   According to the white paper, “employers will move from using external recruiters to an internal hiring process that will depend heavily on identifying prospective employees through their online presence and through referrals of existing employees. Personal websites, social media presence, development of subject matter expertise and a well-defined personal brand will be the requirements for gaining the attention of prospective employers."

6. **Limit the amount of time you spend on job boards.**
   Job boards are one of the least effective ways to find a job. It is generally only worth applying for a position through a job board if your resume matches 80 to 85 percent of what an employer asks for in a posting. Computerized Applicant Tracking Systems scan applicants’ resumes for keywords and eliminate those documents that do not make the 80-85 percent match level. To maximize your chances for success using job boards, focus on smaller, regional and industry-specific job boards, as well as aggregator sites, like Indeed.com and Simplyhired.com.

7. **Start your search sooner rather than later.**
   The hiring process has been growing longer, with more steps and delays between the time people apply for jobs and receive offers. It helps to approach a search as though you are in sales: keep building your network pipeline, do not let your momentum lag and expect to hear “no.” All is not doom and gloom, though. The report says career professionals are finding “growing demand for workers” and that businesses are worrying about losing managers and other key talent.

Nancy Collamer, M.S., is a career coach, speaker and author of “Second-Act Careers: 50+ Ways to Profit from Your Passions during Semi-Retirement.”
Using the ODU JobLine

ODU JobLine is a database through which ODU students and alumni can search for internships, part-time work and full-time positions. You can also access the calendar of upcoming career events (both ODU sponsored events and events sponsored by outside organizations). Jobs posted on ODU JobLine will be directly available to students at Ohio Dominican, as well as Capital, Otterbein and Wittenberg.

Student Account – First-Time Login

Instructions

First-time student account set up with JobLine, please visit ODU JobLine.

- Insert your ODU email address in the “forgot your username and/or password” section.
- Click “Find My Account.”
- Check your ODU email – Subject “Password Reset” from careercenter@ohiodominican.edu.
- To reset your password, click the link in the email. The link is active for 24 hours.
- After you reset your password, return to ODU Jobline and log in.
  – Username is your ODU username (your email address minus “@ohiodominican.edu”)
  – Your password will be what you just created.
- Complete step 1 – Enter Contact Information and step 2 – Additional Profile Details.
  – In both steps 1 and 2 prioritize completing only the required fields, which is anything with a red asterisk.
  – After you start using the ODU JobLine, you can update your profile and add more information later.
- For additional support in visit the ODU JobLine Student Support Site.
- The Career Center will update your student profile every semester to reflect the most recent information.

Upload Resume | Cover Letter | Additional Documents

Upload your resume, cover letter and additional documents to ODU JobLine by clicking the appropriate link in “My Profile”, then click “Upload New” in the upper-right corner. All documents are reviewed by Career Development Center staff. A documents will be “pending” until it is reviewed and either approved or denied by a Career Coordinator. If your resume is not approved, our staff will follow up with feedback and request a meeting in person to discuss how to enhance your resume so that it provides you with the best opportunity to achieve your career goals.

Job Postings

To search for postings, use the “Job Search” tab on the left side of the Dashboard. We recommend reviewing all positions thoroughly to learn about as many opportunities as possible. A comprehensive job search is essential; however, if you want to filter your search, we recommend using “Position Type” or “Keyword”.

“Please Note”: All employers and job postings are reviewed by the Career Development Center team. We highly recommend that you also be thoughtful in your research of organizations and employment opportunities. You can learn more about companies and recruiters under the “Companies” tab in the Dashboard by clicking “Company Research” or “Recruiter Research”. Should you experience any issues related to an employer or a posting, please notify the Career Development Center staff.

Career Events

Through ODU JobLine, we are able to promote job fairs and networking events hosted on and off campus. You can access this calendar of events by clicking the “Events” tab on the left side of the page.

Report a Hire

We want to know your good news! Please share with us whenever you secure a new position. You can do this by simply clicking the “Report Employment” tab on the left side of the Dashboard.

NACE Principles for Professional Practice

The Ohio Dominican University Career Development Center subscribes to and endorses the Principles for Professional Practice prescribed by the National Association of Colleges and Employers (NACE) and expects employers using our services conform to these principles and applicable Equal Employment Opportunity (EEO) laws and related legislation.

Department of Labor Compliance

We expect and require that all job postings be compliant with federal employment laws, as specified by the United States Department of Labor (DOL). When looking to fill an unpaid internship position, we recommend that employers refer to the six criteria put forward in the DOL Wage and Hour Division Fact Sheet #71 pdf.

GET HIRED? TELL US!

Have good news to share? We want to know! Please let us know whenever you secure a new position. This information helps us to better track our employment statistics, which in turn allows us to better serve students and employers. You can notify us of any good news by clicking the “Report Employment” tab on the left side of the page.
Career Fair Preparation

Career fairs can be a great way for college students to begin the process of networking with prospective employers and finding out about potential career opportunities. However, in order for this to be a positive and productive experience for both you and the employer, there are several things you will need to do in order to be prepared.

Do Your Research
Take the time to research the companies that will be participating in the career fair. If provided, a career fair guidebook often includes information about what types of positions employers are hiring for, as well as preferred majors. We recommend reviewing the list of companies thoroughly and researching organizations you are familiar with, as well as those that are new to you. Research large and small companies, for-profit and nonprofit organizations, and be open-minded to opportunities with organizations that are within a 50 mile radius of your preferred location. Spend time checking out their websites to learn more about the company and the jobs they have available.

Practice Your Elevator Pitch
Practice your “elevator pitch” that summarizes your skills and experience so you are ready to promote yourself. Be prepared to talk about your education and training, greatest strengths and what you bring to that particular company or organization.

Dress for Success
Attend the job fair dressed for success in professional interview attire. Be sure to wear comfortable shoes since you will be spending most of the time standing.

Bring Supplies
Bring extra copies of your resume, pens, a notepad, and business cards. Carry something with you to take notes on so you will be able to keep track of the recruiters you spoke with during the job fair, such as a leather portfolio.

Arrive Early
Plan on extra time for checking in, getting oriented with the layout, and figuring out who you want to see first. Keep in mind that lines can be long and you may have to be there longer than originally planned. Maximize your time.

Network
Career Fairs are all about networking! Talk with as many employers as possible – not just the crowded tables or the top companies on your list. Be curious and confident: walk up to any table – state your “elevator pitch” and then ask, “Can you tell me more about your organization and job/internship opportunities for a student like me?” Besides talking to employers, use this opportunity to talk with other career fair participants and agencies, and gain insight into other companies who may be able to utilize your talents.

Be Enthusiastic
Connectivity is the main reason why people are successful at career fairs. One of the most important personal attributes candidates can bring to a new position is enthusiasm; employers want to see you smile and show interest in their company.

Be Prepared
Be prepared to both answer questions that the employer might ask and to have some questions you can ask them about their company. Come with at least 3-4 questions to ask the recruiter about their company.

Say “Thank You” and Follow Up
Always leave a positive impression with the recruiter by thanking them for their time and following up with them immediately after the job fair with a “thank you” note via email. Make sure to ask for their business card. Always re-attach an electronic copy of your resume and five bullet points about what you bring to the position of interest.

FIVE BENEFITS OF ATTENDING COLLEGE CAREER FAIRS
Adapted from careerfairplus.com

1. You’ll have an opportunity to network with potential employers and other career fair participants.
2. You’ll have access to free workshops and seminars.
3. You can have your resume reviewed by professional recruiters.
4. You’ll have an opportunity to practice your interviewing skills.
5. You can learn about job opportunities available in your field of interest.
Networking Tips for College Students

Why network? Because this is all about meeting and connecting with other people who can either assist you in your job search or make you aware of possible employment opportunities. The true power behind networking is that it often uncovers the “hidden job market,” or jobs not advertised through websites, recruiters and other agencies. Your networking contacts can be your “inside source” in helping you to establish meetings with other people who may be interested in your skills and be more apt to contact you through a referral process.

Here are some quick tips on how to become a better networker while still a student at ODU:

1. Visit the Career Development Center
   Your first stop should always be Ohio Dominican University’s Career Development Center. We can assist you with selecting a major, starting your job search, creating your resume and cover letter, reviewing and revising your LinkedIn profile, preparing for upcoming interviews, developing your networking strategy, and connecting you with ODU Alumni. The Career Development Center is a great place to receive assistance in jump-starting your job search, from the first year of college to the last.

2. Engage in your college classes
   Get to know all of the professors in your major by participating in class discussions, asking questions, completing your homework, and requesting additional help when needed. Not only will this likely improve your class grade, but it will also lead to establishing an ongoing positive relationship. Professors often have many networking connections, which makes them a valuable resource to you during your job search. They can also serve as a professional reference.

3. Reach out to other faculty and staff
   Try not to limit yourself to establishing connections with only the professors you have taken classes with at school. Choose other faculty and staff members who you think might be able to offer additional career advice or help you land an internship or a job. You have nothing to lose by sending a friendly email message and asking to arrange a time to meet casually and chat about your career path.

4. Use LinkedIn
   Once you have made some personal networking connections, stay in contact with them. LinkedIn is a great way to stay in touch with your professional contacts, so make every effort to keep your profile updated as possible. You may also consider creating a personal website or blog to increase your online presence. Either way you can begin to expand your professional horizons.

5. Connect with ODU Alumni
   Although professors and professionals are valuable resources for advice, talking with alumni who are currently in the work force can bring a completely new perspective to your job search and provide insight into the job market. In addition, LinkedIn has a tool in which users can access employment information from ODU alumni.

6. Participate in Networking Events
   Make every effort to attend networking events and career fairs scheduled on the ODU Campus. Dress the part and carry a few extra resumes with you, too. You never know who will be attending these kinds of events. Try to attend several “profession-specific” events or career fairs in the Columbus region as well.

7. Apply for internships
   The main goal of any internship is to gain professional experience, connect with other professionals, learn additional skills, and serve as a reference source in the future. Even unpaid internships can lead to paid opportunities and experiences, so take them seriously, and make as many professional connections as possible.

8. Schedule informational interviews
   If you want to connect with someone you admire within your career field, consider contacting them and scheduling an informational interview to find out more about what he or she does and how he or she got there. This can even take place via email, through skype or over the phone. Whatever way you choose, establishing contacts and maintaining them creates valuable connections when it comes time to launching your own career.

Most importantly

Try to stay connected with your professional network through email messages, phone calls and LinkedIn. All meaningful relationships build over time, so remember to nurture your network and always thank them for their time, offering to assist them from your end as well. Networking is as much about giving as it is about receiving.
Networking Tips (continued)

9. Connect with companies of interest through social media
Make a point to follow companies of interest on social media websites like Twitter, Facebook, Google+, LinkedIn, Instagram and Pinterest. Not only does this imply your future interests, it is also a great way to keep track of potential job openings.

10. Make a list of people in your network
Think of people who might have industry-specific information that may be helpful to you in your job search. This list may include family, friends, former colleagues, professors, teachers, alumni from high school and college, church members, people in the neighborhood, doctors, dentists, exercise instructors, and anyone who you can think of that may be helpful to you in your search for employment. Networking is about creating meaningful and lasting professional relationships.

11. Send out an E-Blast Letter
This is a mass email message sent to all of your personal contacts explaining that you are on a strategic job search and requesting their assistance. In this message, you are asking for advice or suggestions on how to be more effective in your job search, while providing them with an attached copy of your resume document to forward onto their own networking connections. An e-blast is a fast way to get the word out that you are looking for employment.

How Can You Further Expand Your Network?

- Talk with the Career Development Center team about upcoming events.
- Speak with your academic advisor about your goals.
- Register for classes or courses with other professionals in your field.
- Participate in local organizations.
- Attend local Job fairs or hiring events.
- Join a young professionals networking group.
- Read online articles about networking.
- Go online and visit networking sites.
- Talk to ODU’s Office of Alumni Relations.
- Volunteer for events and special causes in Central Ohio and at ODU.
- Create your own social networking group.
- Take advantage of professional networking groups and clubs on campus.
- Cold email people you admire.
- Use part-time jobs and internships to your advantage.
- Get involved in student organizations on campus.
- Connect with your parent’s friends and follow through.
- Reconnect with former high school teachers and college professors.
- Get matched with a mentor.

THE DO’S AND DON’TS OF PROFESSIONAL NETWORKING

Adapted from UndercoverRecruiter.com

Do’s
- Put your best foot forward
- Develop an elevator pitch
- Make (and use) business cards
- Follow up every 3-4 months
- Listen and learn
- Be patient
- Prepare questions

Don’ts
- Be timid
- Speak to only one person
- Be afraid to ask questions
- Be overzealous in your self-promotion
- Forget to follow up
Informational Interviewing

Informational interviews are a great way to gain valuable information about the field you are currently majoring in at Ohio Dominican. Informational interviewing is different from an employment interview because you are not asking for a job.

Your goals during informational interviews are to:
- Learn about companies connected to your field of study.
- Find out which companies are currently hiring or looking for interns.
- Create new professional networking contacts.
- Utilizing your new contact as a possible referral to other professionals in your field.
- Learn how to be the most strategic in your current job search.

Preparing for the Information Interview
Prior to meeting your networking contact, prepare yourself for the informational interview by reviewing and researching answers to the following questions:
- Who is the CEO of this company?
- How long has the company been in existence?
- What is their mission statement?
- Where is the main headquarters located?
- What new products or services does this company provide?
- How do they describe themselves in their marketing literature?
- What real-life examples from your resume demonstrate how your background matches what they need?
- What are the key things you can offer to this company?

Questions to ask during the informational interview

How they got started in their career:
- How did you get started in this field? What was the path to this career opportunity?
- What training or education is required for this type of work?
- What personal qualities or abilities are important to being successful in this job?
- What do you like the most about your job?
- What opportunities for advancement are there in this field?

Work-life Balance:
- What are the personal benefits of working in your current occupation?
- What is the current salary range for most entry-level employees?
- What kinds of sacrifices did you have to make in order to be successful in your career?
- What kind of work-life balance does your occupation allow?

Pros and cons:
- What makes your occupation so unique?
- What has been your greatest challenge?
- What do you like the least about your job?
- What do you like most about the industry?
- If you had to do it all over again, would you choose the same career path?

How to build a solid career foundation:
- What publications or resources do you find most valuable?
- What is the best advice you can give a person interested in this occupation?
- Who do you suggest I should talk with next? What is the best way to contact this person?
Business Correspondence Templates

All emails, personal letters, and thank you notes are a reflection of your professional “brand” and should make the right impression on an employer. Be sure to take the right amount of time to make the impression that you want and that is consistent with your personal brand, industry and career aspirations.

Key points to remember
• Send all email correspondence from a professional email address.
• Always check your email’s grammar, spelling and punctuation and use complete sentences.
• Address the employer/recruiter using a professional salutation such as “Dear Ms. Harris.”
• Create an email signature that includes your full name and contact information.

Sending an Email to ODU Faculty or Staff
While social media and text messages allow you to limit your character count, use emoji’s, and other gifs and memes, faculty and staff members most likely consider emails like personal letters. Because of this, the style of writing in an email requires a certain level of formality in regards to grammar, punctuation, etc.

TIPS FOR EMAILING FACULTY & STAFF
1. Always use standard punctuation, grammar, spelling and capitalization.
2. Use a proper salutation and signature – Start with a greeting such as “Good morning” followed with your faculty’s appropriate name and title. End your email message with a signature such as “Best regards” followed by your full name.
3. Be resourceful by reading the class syllabus, class materials, and other university communications to find answers to your questions before sending an email. If you cannot find the answer for your questions via class materials and/or classmates, then email your faculty with “I looked through the syllabus and course website for this week’s homework assignment, but unfortunately I am unable to locate it. Can you please point me in the direction of where I can find the information for this week’s assignment?”
4. Use a clear subject line for your email – it always helps to provide a clear subject line indicating the purpose of your email and the class title/section number.

EXAMPLES

Thanking Someone Following an Interview
Dear [Interviewer Name],

Thank you for meeting with me today to interview for [insert company and position title]. It was such a pleasure to learn more about the team and position, and I am very excited about the opportunity to join [company name] and help [bring in new clients / develop “world-class” content / anything else awesome you would be doing] with your team.

I look forward to hearing from you about the next steps in the hiring process, and please do not hesitate to contact me if I can provide additional information.

Best regards,
[Full Name]

Following Up On a Job Application
Dear [Hiring Manager’s Name],

I hope all is well. I know how busy you probably are, but I recently applied to the [position title] position, and wanted to check in on your decision timeline. I am excited about the opportunity to join [company name] and help [bring in new clients/develop “world-class” content/anything else awesome you would be doing] with your team.

Please let me know if it would be helpful for me to provide any additional information as you move on to the next stage in the hiring process. I look forward to hearing from you,

Sincerely,
[Full Name]
**Accepting a Job Offer**

Dear [Hiring Manager's Name],

Thank you for your offer of employment at [insert company name] as a [insert position title]. I am delighted to accept your offer, and I look forward to joining a company known for its strong training program, great prices, and commitment to local communities [or any other interesting information that you resonate with regarding the company/position].

You indicated that I would be making [Salary Amount] per year, and that I will be reporting to [name of supervisor]. As your offer states, I will begin work on [Date]. At the beginning of [Date], after relocating to the area, I will call you to see what information or materials I may need before my official start date. In the meantime, please let me know if I can provide you with any additional information.

Once again, thank you for offering me this exciting opportunity.

Best regards,

[Full Name]

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**Request for Extension**

Dear [Hiring Manager’s Name],

Thank you for the telephone call offering me the [position title] position with [company name]. I am excited about the possibility of working with the particular group of clients that this job offers [relevant information to the position responsibilities].

The position you offered me is very appealing and I am giving it serious attention. You asked that I notify you of my decision by [Actual Due Date] but I will not have all the information I need in order to make a decision by that date. Instead, may I inform you of my decision by the end of the day on [Extension Date]? I would appreciate this extension, and can assure you that I will be able to make a firm decision by that date.

Thank you for the consideration of my request.

Best regards,

[Full Name]

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**Rejecting a Job Offer**

Dear [interviewer name],

Thank you for your letter offering me the [insert position title] with [insert company name]. As I expressed in my interview, I am very impressed and resonate with the core values of your organization and I appreciate the opportunity that you have offered. However, I have had another offer that I believe more closely matches my current career goals and interests. It was a difficult decision, but I must decline your offer.

I sincerely appreciate the time you took to interview and consider me for the position.

Sincerely,

[Full Name]
Withdrawal from Search
Dear [Hiring Manager’s Name],

Thank you for the opportunity to interview with [sерт company name] for the [insert position title] position. I appreciated our discussion about the position’s responsibilities, as well as learning more about the culture and values of [insert company name].

Upon further review, I must respectfully withdraw from consideration for the job. I have accepted another employment offer. Thank you for the time you and the group took to educate me about the work of your organization. Best wishes to you and your colleagues for continued success.

Sincerely,
[Full Name]

Inquiry Regarding Job/Internship
Dear [Name],

My name is [your name] and I am a junior at Ohio Dominican University. I am reaching out because I am currently searching for a new career (or internship) opportunity in [desired industry]. With my background in [area] and my skill set [examples of your hard skills relevant to the industry], I am ideally looking for a [type of position] role with an employer who [describe ideal employer]. For a greater understanding of my professional qualifications, you can find my resume attached to this email.

I would love to chat with you for a few minutes to discuss any opportunities at your company that match my skills, qualifications, and interests. [Provide your contact information and days/times you are available to schedule a call].

Best regards,
[Full Name]

Networking Email
Dear [networking contact’s name],

I am a [College Class Year] [Name of Program] major at Ohio Dominican University and I am in the process of researching leaders in the non-profit community in Columbus, Ohio. Recently, I joined LinkedIn to make connections in the industry. I am writing to request an informational interview with you at your convenience.

Would you be willing to meet with me for a short informational interview some time during the first week of [Month]? I would also be available for a phone appointment if that is more convenient. I am very interested in learning how you began your career and what recommendations you have for someone who is starting out in this field. I would greatly appreciate your comments and any suggestions you might offer on how to further strengthen my resume and knowledge of non-profit management.

Thank you in advance for your time and consideration. Please feel free to contact me at [insert phone number] or at [email address] to arrange a day and time to speak. I look forward to hearing from you.

Best regards,
[Full Name]
Job Search Websites and Resources

**Recommended Job Search Sites**
- ODU Job Line
- Ohio Means Jobs
- ONET
- LinkedIn
- Indeed
- Zip Recruiter
- Snag a Job
- The Ladders
- Glassdoor
- Jobs In Columbus

**Internships**
- ODU Job Line
- Ohio Means Jobs
- Internships.com
- Wayup.com

**Government Jobs**
- State of Ohio
- City of Columbus
- Franklin County
- US Federal Government

**Diversity**
- OEO’s Diversity and Inclusion Career Center
- Diversity Employers
- IM Diversity
- Native American Jobs
- Career Women
- WorkHalal – Muslim Students
- African American Students
  Equal Opportunity Publications
  Diversity Employers
  Black EOE Journal
  iMDiversity
- Asian Students
  iMDiversity
  National Associate of Asian American Professionals
- International Students
  Cultural Vistas
  U.S. Citizenship and Immigration Services
  Uniworld Online
- Latino Students
  Hispanic Scholarship Fund
  iHispano
  SACNAS
- Native American Students
  American Indian Science and Engineering Society
  U.S. Department of the Interior Bureau of Indian Affairs
  Native American Jobs

**Disability**
- Recruit Disability
- Disabled Person
- NIB Careers with Vision
- Career Opportunities for Students with Disabilities

**LGBTQ**
- LGBT Connect
- Out and Equal

**Veterans**
- Ohio Means Jobs
- Feds Hire Vets
- Military Hire
- USA Jobs for Veterans
- Career One Stop

**Job Searching Tips**
- 9 Job Search Tips for Soon to Be Grads Who Need a job ASAP
- How to Land Your First Job after College
- 3 Ways College Prepared You to Network Like a Pro
- Top Skills Employers Seek in College Grads
- The Right and Wrong Way to Choose Your First Job
- How to Decide if a Company is a Good Match

**How to Be Successful in Your First Job**
- Starting Your First Job – How to Stay Organized and Sane
- What to Say Instead of “I Don’t know”
- 6 Twitter Mistakes to Avoid at Work
- 5 Secrets to Developing a Better Relationship with Your Boss
- How to Be A Rock Star at an Uninspiring Job