

CAREER RESEARCH

WHERE TO FIND GENERAL CAREER INFORMATION

Before you can start your job search, you will have to do some research into careers that will match your skills and education. This includes reading about your chosen field, researching specific potential employers and arranging information interviews with people who are employed in the same field.

- **Student Employment Services**

Apart from job listings, Student Employment Services has a career centre to help you with your job search. Student Employment Services gives students job search seminars, advice on resumé writing and going to interviews, and statistics on the placement of previous graduates according to the program studied. A number of books and directories that list careers are available in the career centre or the Learning Resource Centre.

- **Counselling Services**

This department, in collaboration with Student Employment Services, maintains a career information library. Professional vocational counsellors can help you assess yourself and make better career choices through the use of self-directed exercises, discussions and testing. Counselling services are available to all students.

- **Faculty**

Many teachers have a working background in the areas that they teach. This means they can give you information about jobs in that field and business contacts within it.

- **Government**

For advice on what jobs are available or for more information on how to apply, contact municipal, provincial or federal staffing centres. The locations can be found in any city telephone directory.

- **Other Available Sources**

These include: libraries, directories and periodicals, associations and trade journals, personnel departments, employment centres, family, friends, and online web sites.

WORKSHEET: JOB SEARCH TRACKING

STEP 1: APPLICATION/ Resumé

NAME:
TITLE:
COMPANY:
ADDRESS:
APPLICATION DATE:

STEP 3: FOLLOW-UP PHONE CALL

DATE:
RESULTS:

STEP 2: INTERVIEW

DATE:
TIME:
INTERVIEWER:
RESULTS:

STRENGTHS AND WEAKNESSES:

STEP 4: THANK-YOU LETTER

DATE:

STEP 5: JOB OFFER

YES:
NO:
SALARY:
BENEFITS:

COMPANY RESEARCH

Researching a company serves two purposes: it can help you figure out where you want to work and it will also help you to prepare for an interview with that company. It is easier to convince an employer that hiring you would be good for the company if you have already taken the time to learn something about it.

WHAT INFORMATION SHOULD YOU RESEARCH

Your company research should provide answers to the two most commonly asked interview questions: “Why do you want to work for us?” and “What do you know about our organization?” When choosing a company (and before the job interview) you should research the following:

- What are the company’s products or services?
- Does the company have a good reputation in the community?
- How long has it been in operation?
- What is the company’s mission/philosophy?
- What are the company’s affiliations? Who owns it?
- What are the areas of growth/decline/stagnation?
- Has the company suffered cutbacks and layoffs recently?
- What kind of benefit package is available to employees?
- Does the company provide subsidized training programs?
- Do current employees like working for the company?
- Any other relevant information you may need to make a career choice.

WHERE SHOULD YOU RESEARCH

To start your research, visit your campus Student Employment Services or the College Learning Resource Centre. They have directories, company literature and other resources which can be valuable in your research. You can also get information by talking to potential employers during special events like Employer Nights, Career Fairs, and Information Sessions. You can write, telephone, visit the company directly or use

the internet to obtain information.

To compile a list of employers you would like to work for, investigate as many sources of information as possible. The following are a few suggestions:

- Scott's Industrial Directories
- Canadian Trade Index
- Chamber of Commerce
- Economic Council of Ottawa-Council
- (Canada Employment Centres) Human Resources Centres
- Commercial and Industrial Development Corporation Directory
- Associations and Trade Journals
- Friends/Family
- Teachers
- Previous Employers
- Web Sites/Internet

INFORMATION SESSIONS

An information session is an informal meeting with an employer to get useful facts about a specific career. At such a meeting, you are looking for information on career choices so that you are the screener. It is not an interview for a particular job where the employer is screening you.

Attending information sessions impresses employers because it shows that you are spending the time and effort necessary to make a wise career choice. Do not give the impression that you are looking for work, and definitely do not use these sessions as a disguised form of job interview.

Arrive at each session prepared with questions. Find out the positive and negative aspects of the job, what it entails, how this company operates. The company representative you speak with might also suggest other similar career choices that you had not thought of. Here are a few questions you might ask:

- Could you describe your career and its various specializations?
- What kind of challenges does your job present?
- What qualities do you feel are necessary for the job?
- What advice would you give someone starting out in this field?
- What do you look for when hiring for an entry-level position?

An information session is the perfect chance to develop contacts. At the end of the session, ask the employer to refer you to others who may have additional information. Remember to send a thank you letter and your resumé to the company to keep on file.

WHERE TO FIND AVAILABLE POSITIONS

- Direct contact with companies you would like to work for
- Student Employment Services
- Newspaper advertisements
- Counselling Services
- Faculty

- Government
- Private employment agencies
- Directories, periodicals, associations and trade journals
- Web Sites

WHAT SALARY DO YOU EXPECT

Part of your preparation for job hunting is to research salaries in relation to the diploma you have (or will have) and the type of career you want.

The first step is to visit your Student Employment Services Office. Find out the starting salary range for last year's graduates and check employment trends. Each year the Student Employment Services Office conducts a Graduate Employment Survey to establish graduate salaries. **REMEMBER** to respond immediately when you receive a call concerning the Graduate Employment Survey. Your input will help others, as others have helped you.

Once you have established a salary range for your field, research the potential salary range of the company that interests you. To estimate the salaries, contact the human resources department or practitioners in the field. During an interview you might say something like: "My salary requirements are flexible as I feel this job could be an excellent opportunity for me". You can negotiate within the range, but never under- or over-sell yourself.

For more information on Career Research, please visit your Student Employment Services Office at Woodroffe Campus, room C226 or phone us at 727-4723 ext 7171.