

Webinar Script

Presented by Alpha Kappa Psi Fraternity

Job Search Essentials: Finding and Applying for Jobs

October 17, 2018
2 p.m. ET

Slide 1: Desiree Title Slide

Hi everyone and thank you for joining us today to talk about finding and applying for jobs. My name is **Desiree Williams** and I serve AKPsi as the digital education coordinator. I will be producing this webcast.

Slide 2: Desiree Calling Instructions

Before we dive into the content, let's review the web-based features available to you.

This webinar will be advanced remotely, but at the bottom of your screen, there are multiple application widgets you can use throughout the program. If you are accessing the webinar via a mobile device, you may need to scroll down or over on your screen to access the widgets. Each window on your screen is also customizable so feel free to resize and move them to fit your needs.

A copy of the slideshow and other additional materials are available in the green "resource list" widget.

The Group Chat is available for you to interact with other attendees and the presenters during the presentation. When posting, it will share your first name and last initial, but please share your chapter and university.

If you have any technical difficulty, please click on the Help widget with the question mark icon.

If you have a question throughout the program, please type that into the Q&A widget. All questions will be discussed at the end of the program.

Slide 3: Desiree Job Search Webinar Series

The job search process can be daunting, especially as a graduating senior or recent graduate, but the process itself is only a few steps. Prepare your materials, search for open positions, apply, interview and accept the offer. In our first webinar of this Job Search Essentials series, we explored tips for creating resumes and cover letters to begin the process. Today, we will focus on the second and third steps.

For information, be sure to check out the other webinars in the Job Search Essentials series.

Slide 4: Desiree Webinar Overview

So, let's dive a little deeper into today's conversation. Finding and applying for jobs can be overwhelming, right? So, where do you start? In this program, we will review the job search process and outline what to consider as you look for a new position. We will explain how to review job postings, where to find open positions, and how to find a position that matches your career goals.



Slide 5:**Desiree****Meet the Presenter**

For our program today, John Link will present.

John Link is the Director of the Career Planning & Development Center at Webster University in St. Louis, Missouri. John has over ten years of experience assisting in career planning and development including major and career exploration, targeted internship and job search strategies, and graduate school decision making. John is an Indiana native who earned a bachelor's degree in Elementary Education in 2007 and a master's degree in Student Affairs and Higher Education in 2016, both from Indiana State University. John enjoys the opportunity to impact student confidence when presenting skills and qualifications to employers through individual and small group career coaching, and targeted career skills development programs.

Now, I'll hand it off to John to get us started.

Slide 6:**John****Prior Considerations**

Thanks for the introduction, Desiree. Before you begin searching, it's important to define some goals for a must have list for your next position.

- What type of employment are you seeking? Internship, part-time, or full-time work
- Are you interested in working in a specific location, company, or work environment? A large or small company? Remote or on site?
- What specific job titles will you target in your search?
- Have you conducted research about these job titles using occupational and labor market tools such as O*Net Online, or the Occupational Outlook Handbook?

Slide 7:**John****Develop a Plan**

After establishing a goal, begin thinking about the actions you can take to achieve those goals. Start by preparing your tools.

- Update your comprehensive resume, so that any targeted application materials can be created once opportunities are presented. The goal of your resume is to secure an interview for the position.
- Edit and expand your LinkedIn presence - Networking may feel icky to some, but many employment opportunities are discovered through maintaining relationships with networking contacts who share similar professional interests. LinkedIn is a digital marketing tool that provides its users a platform to market their professional skills, connect with employers, and be in-the-know about job leads from their networking connections.
- Communicate your goal to three to five connections who may serve as professional references. Preparing a list of references can be a great way to practice communicating where you're currently at in your career decision-making to former supervisors, colleagues, or faculty, who will speak positively about your skills and qualifications for any position you're being considered for.



- Develop an organizational approach to your job search strategy. This may be documenting information in an excel document by indicating the date of your application, and your intention to follow-up with the employer three to five days after submitting the application. Any follow-up findings can be documented in the same file.
- Prepare follow-up communication - Prepare a brief, professional e-mail message that can be adjusted to any position you're applying for. This will save time when following-up with employers and recruiters.
- Prepare a standard thank-you message that can be used as a framework when writing a hand-written message to employers and recruiters after interviewing. Again, this is a time saver, and is a great way to show appreciation to an employer for their time and consideration of you.

Slide 8: John Finding Open Positions

Once you've prepared all these materials, where can you find job postings?

- Job boards are a great place to start. There are many large job boards that can be used successfully, especially when job boards have filters that can send e-mail notifications when new positions are added. It's important to think about how job boards can be used to your advantage when discovering employment opportunities that are filtered based on your employment goal. The more focused your goal, the more opportunities you will discover. Examples include:
 - Indeed
 - SimplyHired
 - Monster
 - LinkedIn Jobs
 - America's Job Bank
 - Idealist
 - Your university's online career management system
 - USAjobs.gov for those interested in government opportunities
- Campus and community career & internship fairs are great ways to discover new opportunities at a fast-paced networking event. Ahead of the fair, identify the employers who are attending, and see what positions they're recruiting for. Build a list of the employers you would like to speak with, and go prepared to articulate your interests, goals, skills, and qualifications.

Fairs are great for many reasons. It gives you an opportunity to practice your professional persona, and meet multiple employers in one place. A follow-up strategy is ESSENTIAL after a career fair. Recruiters meet dozens of candidates, so you must prepare communication to that specific recruiter after the fair has completed. A tip to execute this successfully, is to jot down any notes after each completed conversation with an employer, so that you can recall any signification information shared during the brief exchange, and reference that in your e-mail exchange. Do not expect the employer/recruiter to follow-up with you, that's the job of the candidate!

- A more targeted approach to identifying positions would be to visit company websites. This approach originates with a candidate building a list of employers who hire professionals who have the same employment goal as you. The more employers you can identify, the more opportunities you will have access to. Many public libraries have employer directories that are categorized by industries as well. This could be a targeted approach to knowing what companies are out there and exploring available positions.
- Your contact network, including family, friends, colleagues, classmates, etc., should be alerted to your employment goal through any communication platform you would normally use. For example, you could say "I am excited to be near completion of my Bachelor of Science in Leadership and Management at Webster University. I am currently looking for any job leads where I can leverage my a, b, and c skills and experience in XYZ industry."

Slide 9:

John

Reviewing Job Postings

Once you've found open positions through the means we just discussed, you must review each posting to ensure it's valid, and something that really is of interest to you.

So, what should you look for?

- Review the skills that are requested of the candidate. A thorough scan of the job posting will indicate what areas of soft and hard skills are requested. Identify what skills you have developed that are transferable to the position being reviewed. The best approach is to print a copy of the job posting and highlight the skills that you believe are essential to the position. This information will be helpful when identifying areas of skills and experience that are a match for the soft or technical skills you highlighted within the job posting.

How do you know if you're qualified?

- It's okay to review a job posting and apply, even if you're not 100 percent qualified. Usually, there are preferred and required qualifications indicated in a job description.
 - Preferred qualifications are what the hiring manager is hoping to find in a candidate. For example, it may be required that a candidate, for full consideration, has to have earned a bachelor's degree already, but it's preferred that the candidate has earned a Master's degree as well.
 - Required qualifications are the minimum areas of technical skill, work experience, and education that are needed for full consideration.

Lastly, how do you find a position that matches your skillset?

- It's important that you focus on your goal for employment, and the research conducted using occupational and labor market tools. Exploring the world of work using O*Net, leading with your interest areas, can assist with categorizing career pathways that are aligned to your personality, interests, skills and values. O*Net has an advanced search tool for users to browse by skills they are proficient in and suggests employment where these skills are used. This will be helpful in identifying jobs that are a good match for your technical skills while also considering significant soft skills that are needed to be successful in the position.



And finally, we are on to the third step of the job search process: Applying

- So, what do you include in your application? Always follow the directions of the job posting. Typically, a resume and cover letter are requested. In academia, a curriculum vitae is a typical document that is requested as part of the application. References are usually requested as fill-in information as part of the employment application, so no references should be included on the actual resume itself. It is a good idea to have a formatted list of references prepared, so that if it is requested as a document, it can be attached to the application.
- Submitting materials- Prepare to spend time filling-in required information as part of the application. This will include education, current and past employment experiences, skills and qualifications directly related to the position you're applying for, etc. It's recommended that a candidate fill out all the information the employer is requesting to the best of their knowledge before submitting.

In addition, some applicant tracking systems request applicants upload attached documents in PDF format. Make sure you refer back to the job posting, and follow any specific directions indicated in the posting. This is essential before submitting any application for employment.

- Once you've submitted the application, allow three to five business days to pass before inquiring about where the employer is at in the hiring process. Document your application submission date and put a reminder in your calendar to follow up on the correct date.

As our viewers absorb that information, let's re-cap some of the key takeaways from today's presentation.

- Before applying, determine what you're looking for and formulate a plan of action.
- There are numerous ways to find open positions, each with different pros and cons. Take advantage of all the opportunities available to you to find the position you desire.
- When reviewing job postings, pay attention to the requirements and preferred qualifications, but don't let them deter you from applying. Focus on your goal and the skills you have so that you can find the best match for you.
- When applying, always follow the company's guidelines and directions. You don't want to disqualify yourself from a perfect fit because you didn't follow directions.



Thank you, **John**, for explaining that process thoroughly for our viewers. As they begin to think of questions for you, I'd like to highlight the key skills we discussed today.

Members will gain experience with analytical and critical thinking as they review job postings to find what matches their skillset.

By applying to positions and communicating with recruiters, members will gain experience with decision making, relationship building, organization and written communication.

At this point, we are going to transition to questions. As stated earlier, please launch the Q&A widget from the Menu Dock to submit your questions. If we do not get to your question now, we will respond via email. This feature will remain open in on-demand viewing.

- What should I do if I don't have any connections to a company that I'm really interested in working for?
- I think I have the skillset for a position, but I don't have the experience to put on my resume. What can I do to get this position?
- How do you set yourself apart when applying to positions on company job boards where they're likely to get hundreds of applications?
- What should I do if I'm finding positions that I don't feel I'm qualified for?
- What are some tips for preparing to attend a job fair?

About 2-3 minutes left

DESIREE: That's all we have time for today. Thank you to all our participants today for your great questions.

I would like to thank **John** for sharing his insights and expertise with us, and thanks to our viewers for joining us. Be sure to check out the resource list to access more information about the job search process, as well as more AKPsi webinars. For any follow up questions or conversation about this program, please contact education@akpsi.org.

INSTRUCTIONS

After the webinar, Desiree will "end webinar" for all participants.
Presenters should remain on the line for a de-brief.

