

Alternatives to On-campus Recruiting

I. Purpose

How to use the on-campus recruiting program in more creative ways
To identify other job search strategies/techniques

II. Review Myths

- Someone will find a job for me
- Degree = job. Your ability to sell yourself is all important
- Jobs are advertised. Most jobs are in the hidden job market
- Job hunting is something that should be done in as little time as possible. Looking for a job is time consuming.

III. How to use the On-campus Program

A. Possible Scenarios:

- Sign-up sheets are full - you didn't get an interview
- The company didn't request your major or degree

B. What to do?

- Send a cover letter and resume to the contact person in your Career Planning Guide
- Leave your cover letter and resume with our office and we will personally give the materials to the on-campus recruiter.
- Attend the information sessions (bring cover letter/resume)
- Try to see the recruiters during the breaks of their on-campus schedules

IV. The Off-campus Search

A. Preparation

- Self-analysis. Should have done this or are in the process.
- Develop Sales Tools - Resume/Cover Letter
- junk mail analogy
- selling product analogy
- Identify Market/Explore Career Options
- Point out competition in their market, e.g. other schools - MIT, GA TECH, PURDUE, RPI
- Research to identify target market
- Use Career Library
- Employment Directories
- Career Information
- Government Information
- Job Search Strategies
- Graduate Study
- Refer to ERC holdings

B. Job Search Strategies

- Referral Network
 - inform everyone (friends, relatives, faculty, etc.)
 - information interviewing (describe method)
 - Direct Contact
 - target companies that hire your major/degree
 - use the career library
 - refer to the handout "Career Information: Researching Occupations and Employers"
 - use the Career Planning Guide and CPC Annual
 - Want Ads
 - Newspapers, professional journals
 - Job Binders
 - Not as effective as the first two methods
 - Use of Employment Agencies/Search Firms
 - least effective method
 - most search firms deal with experienced personnel

C. Keep a record & follow-up

D. Referral Sources - (See handouts) ie. Job binders, Job fairs, Chamber of commerce, State Employment Agencies, ACA