



MORRISVILLE STATE COLLEGE

Best practices for your job or internship search

Office of Career Services
Morrisville State College



In this presentation you'll learn:

- overview of best practices for a successful job or internship search
- tactics for some of the most important best practices
- MSC and general resources for your search
- how to partner with Career Services for your search activities



But first, a word about internships...

- internships may be full-time, part-time, paid, unpaid, for-credit, no credit-required, short-term, long-term, etc.
 - if you are required to do one for your major, make sure you know what criteria have to be met by you and employer
 - you should strongly consider doing one even if not required for your major
- internship searches can be as, if not more, competitive than job searches for new graduates
- many employers require some level of skill or experience for an internship, not just your interest in learning something new
- there is no guarantee that an internship will lead to a full-time job



But first, a word about internships...

- employers expect the same quality of documents and professionalism in the application process for interns as for entry-level professionals
- employers have a preference for candidates who will be seniors, so there are fewer opportunities for freshmen and sophomores
- GPA can matter
- deadlines for internship hiring vary greatly
 - for summer internships, may be as early as October and as late as April; majority are in January and February



Best practices

- job and internship searches take time, effort, and focus, so start early and set aside time specific to your search efforts
 - consider your search as a 5th class – and one you want to get an A+ in
- have a search action plan, work it, and trust it
- be focused about what you want to do and where you want to do it
 - what you want to do: what you are good at, what interests you, what is important to you (self-assessment)
 - where what you want to do is done in the world of work in terms of function (job role), industries, geography, size of company, etc.



Best practices

- be realistic and knowledgeable about what you can do and where you can do it
 - do you have the skills, knowledge, and qualities to do what you're looking to do?
 - do the opportunities you're seeking exist in your target geography, industry, etc.?

- be flexible about what you want to do and where you want to do it
 - be open to a range of options in terms of names of employer, position, geography, etc.
 - you can still gain valuable skills, and increase your marketability, in an internship or summer job not directly in your targeted career field



Best practices

- make sure your self-marketing materials reflect the best version of you – and match with your career goals
 - includes your résumé(s), cover letters, portfolios, elevator pitches, interviewing wardrobe, LinkedIn profile, Facebook page, voice mail message, etc.
 - even if you have a résumé from a class, you should connect with Career Services for a review from an independent perspective
- use your network – current and future – to identify and pursue opportunities
 - network, network, network, then network some more – 80% of all jobs are estimated to be secured through networking
 - share your goals with everyone you know
- follow up timely and professionally on your applications



Best practices

- don't depend any one job or internship search method
- keep up the search process until you have a written offer
- partner with Career Services on your efforts



Your job or internship search action plan

written plan that includes:

- the number of opportunities you are going to pursue and how
- resources you'll use to find those opportunities
- individuals you can involve in your efforts
- timelines for different type of opportunities
- timeline and process for following up



Have a job or internship search plan

- timeline and process for evaluating the effectiveness and success of your efforts
- needs to include both published and unpublished opportunities
 - published opportunities: announced on job boards, employer websites, at job or internship fairs, when employers come to campus, etc.
 - unpublished opportunities: not announced publicly, or announced only after a candidate has been identified



Published opportunities: sources and resources

- College Central Network (CCN) – Morrisville
 - three databases, with one for employers specifically seeking MSC talent
- postings from faculty
- internship databases
 - geography, function, industry, or demographic-specific sites
 - comprehensive sites for all geographies, functions, levels of experience
 - selected sites for many MSC majors and career goals found on [“Internship & Job Databases” page of CS website](#)
- print and on-line advertisements in newspapers, LinkedIn, trade conferences and associations, etc.
- job and internship fairs, including our March 31 Job & Internship Expo



Published opportunities: CCN-Morrisville

“Search Postings to My School” includes only opportunities from employers specifically seeking Morrisville students and alumni

“Search up to 25,000 Internships” and ***“Search over 500,000 Jobs”*** included opportunities gathered from hundreds of employer websites or specialized job boards such as indeed.com

- check the employer’s website to make sure they are still accepting applications
- when possible, avoid registering with the intermediary site and apply directly to the employer or through their website
- ***“Search up to 25,000 Internships”*** has summer and academic- year internships, paid, unpaid, for-credit, no-credit-required, etc.
- ***“Search over 500,000 Jobs”*** has summer, seasonal, part-time, and full-time jobs as well as some internships



Using CCN-Morrisville

- Career Services webpage, “Internship & Job Search Databases”
 - click on [“College Central Network”](#) for instructions on creating an account
 - select your own Access ID and password

- you DO NOT need to upload a résumé to the site to be able to apply to positions
 - uploaded résumés receive only a Pass/Fail grade, not a comprehensive review. For that, you need to meet with Career Services in an appointment or drop-in

- check the announcements section for upcoming events and reservations



Published opportunities tactics

- apply as soon as you can develop a solid application
 - apply well in advance of the deadline – to an employer that signals preparedness and interest
 - openings with no known deadline can close at any time, so submit promptly so you don't miss your chance
- tailor your cover letter and your résumé, if applicable, for the specific position and employer
- reach out to your network to see if you can speak with any in or familiar with the employer for insight into the position and organization
- submit all of the requested documents
- follow up, follow up, follow up – before the deadline



Job and internship fairs: Spring 2016

[MSC Job & Internship Expo](#)

- Thursday, March 31, 12 pm - 2 pm, STUAC Gymnasium
- ALL employers attending are committed to hiring interns and/or employees now or in the near future
- watch for workshops and e-mails about how to make the most of the Expo

local job and career fairs and expos

- Environmental Career Fair, Wednesday, February 24, 10:30 am -3:00 pm, Gateway Center, SUNY ESF
- Cornell Nonprofit & Government Career and Info Fair, Thursday, Feb 25, 1 pm - 4 pm, Statler Hotel Ballroom, Cornell University
- Utica College Career Fair, Wednesday, March 2, 1 pm – 3 pm, Utica College Library Concourse.
- SUNY Poly Career Fair, Tuesday, March 15, 12 pm - 3 pm, SUNY Poly Campus Center Gym



Unpublished opportunities

Unpublished opportunities are positions that are not distributed or posted publicly, or are done so only after a strong candidate has been identified. Uncovered through:

- informational interviewing
- networking
- directly approaching potential employers



Unpublished opportunities strategies: informational interviewing and networking

- process involves soliciting information, guidance, strategies, feedback, etc., but NOT a job or internship
 - our [“Job, Career Field, and Industry Research”](#) handout has sample questions you can ask
- networking is a critical part of any successful internship or job search
 - need to have someone working in the industry or employer to help guide you and advocate for you
- learning these life skills so early in your career will benefit you in both the short- and long-run



Unpublished opportunities strategies: informational interviewing and networking (cont'd)

Who's your network? Everyone you know, and anyone you meet!

- friends, family, friends of family, family of friends, MSC faculty, high school teachers, coaches, teammates, clergy, current and former employers, etc.
- members of professional associations, including those you meet at conferences
- MSC alumni
 - Career Services can help identify alumni of interest
- LinkedIn and Facebook
- Networking and Recruitment Series, our on-going employer guest speakers program
 - Tuesdays and Thursdays throughout the semester, 1:00 pm – 1:50 pm, MSC Athletic Stadium Hospitality Suite (check [our calendar](#) for speakers and any changes in location)
- career fairs also serve as networking events
- individuals you meet through the course of the day



Unpublished opportunities strategies: direct approach

- involves reaching out to an organization you would like to intern with when there is no advertised position
- you shouldn't ask directly for a job or internship, but for a conversation to see what the employer needs are, and how you might meet those needs
 - your initial outreach can be in person, by e-mail, or by letter
 - it is YOUR responsibility to follow up with the employer, not theirs
 - follow up should be phone or in person, rather than by e-mail, whenever possible



Unpublished opportunities strategies: direct approach

- you MUST be able to define potential areas and ways in which you can contribute to the employer even before you approach them
 - you want to be prepared for the possibility of an immediate conversation
- process generally requires a series of conversations with different individuals before an opportunity develops
 - persistent follow-through and follow-up is required
- this approach works best when you have or create a relationship with someone in or engaged with the employer (yes, that's networking)



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Following up and following through

- always follow up, preferably by phone, on your application
 - indicate in your cover letter or e-mail that you will follow up, then do
 - employers see your follow up as an indication of your interest, initiative, and motivation
 - prepare notes or a script before you call
- always follow through on the advice provided by your contacts, and follow up to with them to let them know
 - “closing the loop” is especially important if you are referred to speak with a contact’s contact
- be patient, but persistent – the recruiter or your contact may be working under a different schedule than you
- continue your search efforts until you have an offer in writing



How Career Services can assist you

- identifying your top strengths, values, and interests, and best-fit jobs
- learning about your targeted and additional career options
- developing and implementing your job or internship search plan
- finding job and internship opportunities
- preparing your self-marketing materials: résumé(s), cover letters, portfolios, elevator pitches, wardrobe, etc.



How Career Services can assist you

- expanding and maintaining your network
- conducting effective informational interviews
- writing, and following up on, your direct approach outreach letters
- preparing for your interviews
- following up on your applications and interviews
- evaluating and negotiating your job or internship offers



To connect with Career Services:

Individual advising appointments daily:

call 315.684.6615 or stop by 318 Crawford to schedule one
appointments CANNOT be scheduled by e-mail

Drop-in hours (10 – 15 minute sessions):

check the calendar on the Career Services website or
your weekly e-mails for days and times

Workshops and events

check the calendar on the Career Services website or
your weekly e-mails for days and times

318 Crawford Hall

315.684.6615 ▪ CareerServices@morrisville.edu

www.morrisville.edu/careerservices