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 5\(^{th}\) 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
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