TOPIC: JOB SEARCH SKILLS

SUMMARY:

An effective job search is the key to finding a great job. A successful job search involves creating a plan, conducting research, and taking action. Doing so takes time, organization, communication, and professionalism (all key skills developed throughout this text). Setting goals, and knowing why there is a need for a job, what kind of work is desired, and pay are key elements in the job search. This chapter is designed to help create a job search strategy. A successful job search strategy identifies what type of job desired, what tools and resources are needed, and how these tools and resources are best used. The ultimate goal of a job search is to secure an interview that paves the way toward obtaining a career job.

OTHER RESOURCES:

POTENTIAL GUEST SPEAKERS
- Invite a HUMAN RESOURCES MANAGER to explain hiring process and what he or she looks for when hiring.
- Invite a JOB PLACEMENT EMPLOYEE (temporary services or college services) to provide an overview of the job search process.

POTENTIAL FIELD TRIPS
- Visit a HUMAN RESOURCES DEPARTMENT to meet key individuals and have them briefly explain their hiring procedures.
- Visit a TEMP SERVICE OR THE COLLEGE JOB PLACEMENT OFFICE to help understand the job search process and the resources available.

LEARNING OUTCOMES: *After studying these topics, you will benefit by:*
- Conducting a job search in a targeted career, industry, and location
- Ensuring a professional online identity and protection of privacy
- Collecting items to be included in a job search portfolio
- Identifying references to be used in a job search
- Discovering sources for job leads
- Describing how networking is a powerful job search tool
- Explaining appropriate behaviors to utilize during the job search process
- Summarizing the importance of maintaining the right attitude during a job search

You are a successful student if you:
1. Conduct a self-discovery assessment to identify the right career
2. Create a formal network list
3. Create a professional reference list

OVERVIEW OF EXERCISES AND ACTIVITIES
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The following chart provides a quick overview of the activities for Job Search Skills. A complete description of each activity follows these tables. In the full description, you will find the activity title, instructions, and how to conclude/evaluate the activity. As you review which of these activities to use, consider the following:

- None of the activities are meant to be prescriptive. Pick, choose, and adapt. You know your students and what they need better than anyone else.
- We have denoted the format in which the activities can be used. Note the column below titled "Applications." Most of the activities can be easily replicated from the classroom to the online environment. For example, reflection papers and case studies could be posted on discussion boards or chat rooms and students could respond there. Where appropriate, additional suggestions have been included in the activity section below.
- We have included all worksheets needed to complete the activities for this topic.
- You may want to suggest means by which your students can save, retrieve, and send their activities. This is usually determined by you and the LMS used at your institution.
- The activities provided for this module are intended to give you suggestions that may assist you in providing students with activities, journal writing, thought-provoking situations, and group activities. You probably have many activities in addition to the ones found here. Use them to your best advantage. You and your ideas bring the class to life.
- TALK IT OUTS are found throughout the chapters and are set up to be used as in-class activities or may be assigned for homework.
- ACTIVITIES are found at the end of each chapter and are set up to be used as homework (some may be used as in-class activities).
- SELF-QUIZ is used as a review of key terms.
- WEB SEARCHES are for added resources if computers are available.

Activity #	Description	Related Skill and/or Learning Outcome	Applications
Talk It Out	Job vs. industry. Identifying inappropriate materials. Demonstrating professionalism. Internships and networking. Networks.	Job search Online identity Appropriate behaviors Networking Protection of privacy	☑ Traditional ☑ Hybrid or Blended ☑ Online
Topic Situation	Tran creates a network. Discuss research of online job sites.	Networking Sources for job leads protection of privacy	☑ Traditional ☑ Hybrid or Blended ☑ Online

Think Like A Boss	Information for an informational interview. Discovery of a top interview candidate with an unprofessional website.	All	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #1 Identify Companies In Target Location	Identify a target location and companies/employers	Sources for job leads	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #2 Brief Message To Potential Network Contact	Write a brief message for a new network contact	Networking	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #3 Informational Interview	Identify questions for an informational interview	Job search and networking	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #4 Accomplishments Worksheet	Helps student to discover achievements	Job search	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #5 Using ONET	Using Internet resources for finding job titles in a career	Job search and sources for job leads	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #6 Career Summary Statement	Use accomplishments worksheet to create a career summary statement	Job search	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #7 Job Search Portfolio	Create a job search portfolio	Job search portfolio	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #8 Job Application	Complete a job application	Job search	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #9 Identify References	Identify appropriate references	References	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #10 Reference List	Create a professional reference list	References	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #11 Network Table	Create a network table	Networking	☑ Traditional ☑ Hybrid or Blended ☑ Online

Text Activity #12 Personal Business Card	Design a personal business card	Job search and job search portfolio	☑ Traditional ☑ Hybrid or Blended ☑ Online
Text Activity #13 Informational Interview Questions	Create five information interview questions	Job search	☑ Traditional ☑ Hybrid or Blended ☑ Online
Additional Activity #1 School Career Center	Research school career center and other resources	Job search Discovering sources	☑ Traditional ☑ Hybrid or Blended
Additional Activity #2 Discussion Questions	Ideas for further discussion	All	☑ Traditional ☑ Hybrid or Blended ☑ Online
Self-Quiz	Review	All	☑ Traditional ☑ Hybrid or Blended ☑ Online

MyStudentSuccessLab ASSESSMENTS and ACTIVITIES

MyStudentSuccessLab (www.mystudentsuccesslab.com) is an online solution designed to help students acquire and develop the skills they need to succeed. Here students can access peer-led video presentations and develop core skills through interactive exercises and projects. Rich assessments based on Bloom's Taxonomy and tied to learning outcomes provide students with the opportunity to identify their strengths and weaknesses and to whcommunicate them more effectively. MyStudentSuccessLab helps students develop academic, life, and career skills that will transfer to ANY course or experience.

TALK IT OUT

1. Discuss the difference between a job and an industry.

A job is a specific to what you will do for a company. An industry is an area of expertise where you may secure a job.

2. What type of photos, writings, or materials do you think are inappropriate for a potential employer to see?

Inappropriate items, writings, or materials such as revealing photos, foul language, party activities and photos, etc.

3. What job fair behaviors demonstrate to a recruiter that you are professional?

Appropriate and professional dress, being prepared with a resume, being ready to interview if necessary, showing interest in the company and job, and proper handshake and introduction.

4. How specifically can you use an internship to increase your professional network?

By doing your best: being on time, following directions, showing initiative, actively listening to others, and working well with others.

5. Which type of network list (traditional or electronic) works best for you needs and why?

Answers will vary for each student

6. What is appropriate and inappropriate information to share when creating an online network?

Appropriate: skills, certificates, education, courses taken, work experience
Inappropriate: personal information such as age, marital status, child information, other contacts information.

TOPIC SITUATION RESPONSE

1. Has Tran created a professional network? Why or why not, and how can Tran enhance this network?

This is the beginning of Tran's professional network. He has created a network list and now should begin tracking and updating these people. Tran will continue to update the people on the network list about new skills acquired and job search progress.

2. What should Oliver do?

Oliver should not complete the application that gives the potential employer permission to view his credit information. He and Gene agreed that sharing personal information with an unknown company was not a good idea. He should do more research and find an address, phone number, and contact for this job to verify that it is a real company looking to hire.

THINK LIKE A BOSS

1. What information would you supply to a job seeker during an informational interview with you?

Students may include supplying information such as the job openings, the application process, what a typical day is like, the company mission and vision statements, what skills are necessary for the target job, and how the company promotes.

2. If you discovered that one of your top interview candidates had an unprofessional web site, what would you do?

Students answers will vary, but remind them that many employers would possibly dismiss this candidate as a potential employee.

Text Activity #1: Identify Companies In Target Location *(Exercise 13-1)*

After identifying your target work location, identify three companies/employers in your target location that may be of interest to you.

Answers will vary. Remind students of the ways to find companies and employers through Internet searches, networking, professional magazines, company web sites, and/or job placement centers.

1.
2.
3.

Text Activity #2: Brief Message To Potential Network Contact *(Exercise 13-2)*

Write a brief message to someone you have recently met and would like to include in your network list.

Answers may vary, see an example below:

May 1, 2018

Dear Mrs. Bolt:

It was a pleasure to meet and talk to you yesterday. As we briefly discussed yesterday, I am currently in the process of my job search for an office professional position. I would like to include you in my network list.

Sincerely,

Cheri Stanley

Text Activity #3: Informational Interview *(Exercise 13-3)*

Identify appropriate questions to ask during an informational interview.

During an informational interview, ask the business professional questions about targeted careers, hiring, and the culture of the company, some examples:
- What is your job like?
- Why did you decide to work for this company?
- What ways would you suggest I obtain necessary experience?
- What skills are most important for this job?
- Does your company offer a training program?
- What is the salary range for this career?

Text Activity #4: Accomplishments Worksheet *(Activity 13-1)*

Complete the following accomplishments worksheet. Use power words to answer each question. Whenever possible, quantify your answers by documenting how many, how often, and how much. Include education and non-work experience such as volunteerism.

Question	Your Response Quantify Your Answers
1. What career-related activity are you most proud?	
2. Name a work or school related achievement.	
3. List major work and career-building tasks you have performed.	
4. What results have you produced from the tasks performed? (Include samples for your job search portfolio)	
5. List three completed projects that demonstrate your ability to produce results.	
6. Provide a specific example of how you have successfully worked with others.	
7. What other life accomplishments makes you proud?	
8. List extracurricular activities and volunteer work you have been involved with.	
9. List special skills or foreign languages you speak or write.	
10. What areas of interest do you have?	

Although answers will vary from student to student, the purpose of this activity is to get students to think about what interests and skills they have.

Question	Your Response Quantify Your Answers
1. What career-related activity are you most proud?	
2. Name a work or school related achievement.	
3. List major work and career-building tasks you have performed.	
4. What results have you produced from the tasks performed? (Include samples for your job search portfolio)	
5. List three completed projects that	

demonstrate your ability to produce results.	
6. Provide a specific example of how you have successfully worked with others.	
7. What other life accomplishments makes you proud?	
8. List extracurricular activities and volunteer work you have been involved with.	
9. List special skills or foreign languages you speak or write.	
10. What areas of interest do you have?	

Text Activity #5: Using ONET *(Activity 13-2)*

Using ONET or other Internet resources, identify three specific job titles that match your career.

Answers will vary

1	
2	
3	

Text Activity #6: Career Summary Statement *(Activity 13-3)*

Utilizing information from your accomplishments worksheet, career assessment and realistic job preview, complete the table below to create a career summary statement.

	Example	Key Message
Target Job	Entry-level event planner	
Primary Skills	Organized, creative, attention to detail	
Qualifications	Marketing and business courses; customer service experience; bilingual (Spanish)	
Career Summary Statement	Organized, creative individual seeking entry-level event planner position. Bilingual (Spanish) with experience in customer service and successful completion of courses in marketing and general business.	

Answers will vary based on the student's answers in Activity 13-1

	Example	Key Message
Target Job	Entry-level event planner	
Primary Skills	Organized, creative, attention to detail	
Qualifications	Marketing and business courses; customer service experience; bilingual (Spanish)	
Career Summary Statement	Organized, creative individual seeking entry-level event planner position. Bilingual (Spanish) with experience in customer service and successful completion of courses in marketing and general business.	

Text Activity #7: Job Search Portfolio *(Activity 13-4)*

Create a job search portfolio by collecting items from table 13-2 and placing them in a binder.

If a scanner is available, have students scan for an e-portfolio. Use job search portfolio list in chapter.

Text Activity #8: Job Application *(Activity 13-5)*

Secure a job application online or from a local employer. With the exception of your signature, complete the application. Include this document in your job search portfolio.

Students should fill out all portions of the application that apply. Put a line through any areas that do not apply. Use black ink or type.

Text Activity #9: Identify References *(Activity 13-6)*

Name three issues to consider when identifying appropriate references?

Answers will vary but may include:
- Have you had professional contact with this person?
- Did you ask permission to list this person?
- Do you have contact information?
- Have you kept this person updated in your job search?
- Have you thanked this person?
- Will this person give you a positive reference?

1	
2	
3	

Text Activity #10: Reference List *(Activity 13-7)*

Collect the following information for three references (this information will become part of your job search portfolio).

Reference 1	
Name	
Job title	
Place of employment	
Address	
Telephone number	
E-mail address	
Relationship (why is he or she a reference?)	

Answers will vary (three references), but remind students that they should be professional references, not friends and family.

Reference 1

Name	
Job title	
Place of employment	
Address	
Telephone number	
E-mail address	
Relationship (why is he or she a reference?)	
Reference 2	
Name	
Job title	
Place of employment	
Address	
Telephone number	
E-mail address	
Relationship (why is he or she a reference?)	

Reference 3	
Name	
Job title	
Place of employment	
Address	
Telephone number	
E-mail address	
Relationship (why is he or she a reference?)	

Text Activity #11: Network Table *(Activity 13-8)*

Using the following network table to create a networking list (this document will become part of your job search portfolio).

Remind students that a network list can be anyone they talk to about their career.

NETWORK TABLE

Network List				
Name	**Address**	**Phone No.**	**E-Mail Address**	**Last Date Of Contact**

Text Activity #12: Personal Business Card *(Activity 13-9)*

Design a personal business card.

Cory Kringle, CPA
1234 Tolearn Avenue
Meadeville, PA 16335
555-555-5555
cskringle05@careerssuccess.lns

This should be a small card (business card size) that contains contact information including name, mailing and e-mail addresses, and phone number. It should be simple and professional. No graphics or fancy fonts.
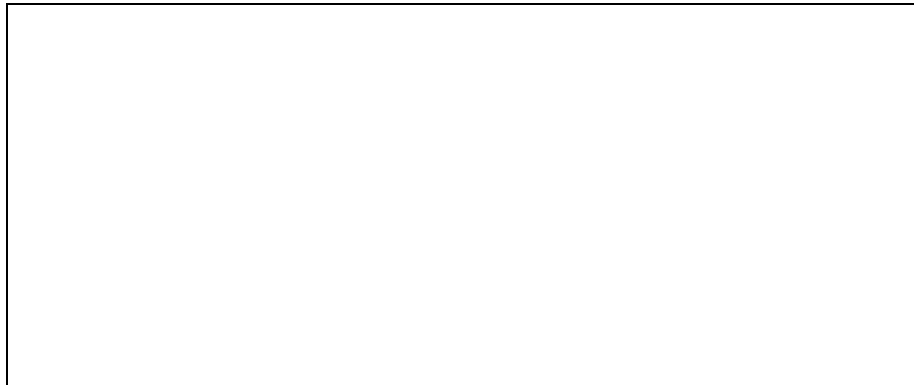
Text Activity #13: Informational Interview Questions (*Activity 13-10*)

Create five information interview questions.

Although there are many questions that could be asked, remind students these are questions about careers, hiring, and the culture of the company. The following is a list of some questions that could be asked.

- What is your job like?
- Why did this type of work interest you, and how did you get started?
- Can you suggest some ways a student could obtain this necessary experience?
- What are the most important personal satisfactions and dissatisfactions connected with your occupation? What part of this job do you personally find most satisfying? Most challenging? What do you like and not like about working in this industry?
- Why did you decide to work for this company?
- How does your company differ from its competitors?
- Are you optimistic about the company's future and your future with the company?
- What does the company do to contribute to its employees' professional development?
- What sorts of changes are occurring in your occupation?
- What are the skills that are most important for a position in this field?
- How would you describe the working atmosphere and the people with whom you work?
- What are the major rewards aside from extrinsic rewards such as money, fringe benefits, travel, etc.?
- Does your work relate to any experiences or studies you had in college?
- What courses have proved to be the most valuable to you in your work? What would you recommend for me?
- Do you have any advice for someone interested in this field/job? Are there any written materials you suggest I read? Which trade/professional journals and organizations would help me learn more about this field?
- What kinds of experience, paid or unpaid, would you encourage for anybody pursuing a career in this field?

Additional Activity #1: School Career Center

Research both the school's career center and/or online resources, costs, and if possible take a free assessment online?

Additional Activity #2: Discussion Questions

1. Discuss the importance of doing a targeted job search.

2. Identify the need for a job search portfolio.

3. Discuss who you will include on your network list.

Self-Quiz

Matching Key Terms: In the blank column match the key term to the definition using the identifying number.

Key Terms	Answer	Definitions
Cost of living		1. When a job seeker meets with a business professional to learn about a specific career, company, or industry
Electronic job search portfolio		2. The process of identifying key interests and skills built career goals
Informational interviews		3. Average cost of basic necessities such as housing, food, and clothing for a specific geographic area
Job search portfolio		4. A written testimony from another person that states that a job candidate is credible
Letters of recommendation		5. The act of creating professional relationships
Network list		6. Action verbs that describe your accomplishments in a lively and specific way
Networking		7. The process of discovering positions for which you are qualified in addition to identifying specific companies for which you would like to work
Power words		8. A computerized folder that contains electronic copies of all job search documents
Professional network		9. An easily accessible list of all professional network contacts' names, industries, addresses, and phone numbers
Self-discovery		10. A collection of paperwork needed for a job searche
Targeted job search		11. A group of relationships that are established primarily for business purposes

Self-Quiz Answer Key

Key Terms	Answer	Definitions
Cost of living	3	1. When a job seeker meets with a business professional to learn about a specific career, company, or industry
Electronic job search portfolio	8	2. The process of identifying key interests and skills built career goals
Informational interviews	1	3. Average cost of basic necessities such as housing, food, and clothing for a specific geographic area
Job search portfolio	10	4. A written testimony from another person that states that a job candidate is credible
Letters of recommendation	4	5. The act of creating professional relationships
Network list	9	6. Action verbs that describe your accomplishments in a lively and specific way
Networking	5	7. The process of discovering positions for which you are qualified in addition to identifying specific companies for which you would like to work
Power words	7	8. A computerized folder that contains electronic copies of all job search documents
Professional network	11	9. An easily accessible list of all professional network contacts' names, industries, addresses, and phone numbers
Self-discovery	2	10. A collection of paperwork needed for a job searche
Targeted job search	7	11. A group of relationships that are established primarily for business purposes

JOB SEARCH SKILLS
ASSIGNMENT SHEET

Assignment	Points	Notes
Read Chapter 13		
Exercise 13-1		
Exercise 13-2		
Exercise 13-3		
Topic Situation: Network		
Topic Situation: Research Online Job Offers		
Self-Quiz		
Think Like A Boss #1		
Think Like A Boss #2		
Activity 13-1		
Activity 13-2		
Activity 13-3		
Activity 13-4		
Activity 13-5		
Activity 13-6		
Activity 13-7		
Activity 13-8		
Activity 13-9		
Activity 13-10		