Did You Know?

This is how **UCR STUDENTS** reported finding their first job after college.

<table>
<thead>
<tr>
<th>Source of Job</th>
<th>%</th>
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<tbody>
<tr>
<td>Advancement/Promotion</td>
<td>4%</td>
</tr>
<tr>
<td>Career Center</td>
<td>18%</td>
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<td>Direct Contact with Employer</td>
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</tr>
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<td>Online or Print</td>
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<td>Other</td>
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<tr>
<td>Social Media</td>
<td>2%</td>
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More than 80% of students who had full time jobs before graduation connected face-to-face with employers?
Recruiters are using Google and LinkedIn searches to find talent (70% report that they have rejected candidates because of the information they found).

#HireHighlanders  #UCRCareerReady
Within the next 5 years, 18% of baby boomers will retire which leaves room for career opportunities!

#HireHighlanders  #UCRCareerReady
UCRIVERSIDE Career Center

GET CONNECTED

#HireHighlanders
#UCRCareerReady

Visit Us On Social Media!
Connect. Inspire. Empower.

Where are the Jobs: Job Search Strategies

#UCRCareerReady
Agenda

• Activity: What’s Your Job Search Strategy?
• The Job Market and Hiring Process
• Assess Your Job Search
• Search and Apply
What’s Your Job Search Strategy?

Give yourself point(s) if you...

- Actively search for jobs online and apply = 1 point
- Attend career fairs and info sessions to network = 3 points
- Use social media such as LinkedIn for job search, joining groups, following employers = 2 points
- Activate your network circles sharing you are a job seeker = 2 points
- Do informational interviews to learn about professions = 3 points

Total = 11 points
Current Job Market

- Competitive
- More time, more work required
- Job Search: almost like a full-time job
- Process starts long before graduation
- Goal: Stand out from the rest
Hiring Process – Visual Perspective

100’s/1,000’s received

Resumes electronically scanned

1-3 Invited to interview
## How UCR Students are Securing Jobs

### Source of Job

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2015-2016 Annual Report
Assess Your Job Search

Self-Assess

What is important to you in your career?

Research Marketplace

What do you know about your career of interest?

Activate Your Network

Who do you already know? Who do you want to get to know?
1. Self-assessment

- What is important to you in your career?
  - Take a Career Assessment
    - Focus 2, Myers Briggs Type Indicator, Strong Interest Inventory, Career Leader
- What kinds of opportunities align with your priorities?
  - Job function, location, industry/company, etc.
- Keep an open mind:
  - Function
  - Industry
  - Company/organization
- Prioritize your personal needs
2. Research Marketplace

• Take time to understand the realities. They may differ from your expectations.
  ➢ Book of lists, chambers of commerce
  ➢ Industry Journals, Mass Media

www.bls.gov/ooh/

www.careers.ucr.edu/

www.onetonline.org/

www.glassdoor.com

www.wetfeet.com/
3. Activate Your Network

- Take an inventory of your network
  - How can they help?
- Reach out
  - Be specific about desired outcomes
- Expand your network
  - Ask for referrals
  - Informational Interviews
  - LinkedIn.com
  - Alumni Center
  - Professional associations
  - Local networking groups (Young Professionals)
# Where to Search

<table>
<thead>
<tr>
<th>UCR Career Center</th>
<th>Online Sources</th>
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<tr>
<td>• SCOTLink: SCOTJobs, NACELink, Career Shift</td>
<td>• Direct Contact with Employers</td>
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<tr>
<td>• On Campus Interviews (OCI)</td>
<td>• National Job Sites</td>
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<tr>
<td>• Employer Information Sessions</td>
<td>• Industry Specific Sites</td>
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<tr>
<td>• Employer Coffee Chats</td>
<td>• Company Specific Sites</td>
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<tr>
<td>• Job Discovery Series</td>
<td>• Association Sites</td>
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<tr>
<td>• Annual Career Fairs</td>
<td>• International Sites</td>
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<tr>
<td></td>
<td>• Government Sites</td>
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<tr>
<td></td>
<td>• Social Media: LinkedIn, Twitter, Facebook</td>
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</table>
Beware of Job Fraud

Learn the red flags to look out for in your job search.

They're Asking You to Shop for Them
A position in which you are offered income in exchange for the use of your bank account. Typically, you are asked to deposit a check (sometimes for thousands of dollars) and then purchase gift cards and other times, keeping a portion for yourself.

You Have to Send Them Money
Be wary if a potential employer asks you to send them payments by wire service or courier.

The Job Sounds too Good to Be True
Be skeptical if a potential employer offers a large salary for very little work — especially those that promise thousands of dollars of income per month with little or no experience required.

They Won't Meet You in Person
Make sure there is some face-to-face interaction with the hiring manager and that communication is not done strictly over phone or email before accepting the job.

You Can't Verify Their Information
Google the employer to see if an active webpage exists. Make sure your contact’s email uses a company domain, not a personal domain like Gmail. If still in doubt, call the contact on the main company number. If unable to speak directly to contact, do not proceed in applying.

They Are Asking for Personal Information
While it's standard to share your full name and contact information with a potential employer, be wary if asked to give credit card, bank account, driver's license, passport or birth certificate information BEFORE you are hired.

The Job They Offer Isn't the One You Applied For
Be wary if a company posts a position and then changes it to something else when they contact you.

You'll Be Working From Home
While there are legitimate opportunities for individuals to work from home, be sure to research the company and position in advance of applying.

If you have questions about fraudulent jobs, please contact (951) 827-3631.
If you are a victim of fraud, please contact UC Police Department at (951) 827-5222.
• Narrow down your search by including key information
  - Keywords
  - Location
  - Industry/Function
  - Position Type

• Identify reliable sources of job postings

• Be proactive!
Search for:
- Occupations
- Contacts
- Companies
- My Campaigns
On Campus Interview

What is it?
Employers come to UCR to interview students
Opportunity to interview for multiple internships and full-time jobs

How?
1. Log in to SCOTLink
2. Upload Resume
3. Sign Up online
On Campus Interview

• Juniors and Graduating Seniors are encouraged to participate!

• Employers choose to interview UCR talent on campus

• Chance to interview for multiple internship and full-time positions

• SCOTLink → SCOTjobs →
Employment Agency

- Temporary and Permanent
- Various fields and Specific fields (e.g. Health Care)
- Work while looking for a permanent job
- Gain experience
- Earn $
- Explore something new

**Tip:**
Avoid agencies that require you to pay fee for them to place you!
Career Fairs

**Fall:**
- Finance, Accounting & Business Job Fair
- Career Expo: Diversity Job Fair
- Science, Technology, Engineering and Math (STEM) Fair
- Graduate & Professional School Information Day
- Law School Info Day

**Winter:**
- Engineering & Technology Job Fair
- Government, Internship & Non-Profit Job Fair
- Education & Teacher Job Fair

**Spring:**
- Spring Job Fair: Career Night
- Health Professions School Info Day
- Last Chance Job Fair

Stand out and shine by engaging and networking face to face with professionals!
**Marketing Associate**

Company Name: **Highlander Pride Company**  
Job Title: **Marketing Associate**  
Location: **Riverside, California 92521**  
Job Category: **Marketing/Advertising/PR**  
Date Posted: **10-15-2017**

**Description:**
Leading National Recruiting Firm has an immediate need for a Marketing Associate to join our growing Marketing Department. We are seeking a college graduate with a degree in Business or Communication, who prides themselves on their excellent writing capabilities and their ability to work independently. A primary responsibility of the Marketing Associate role is interacting with the firm’s Recruiters and writing job advertisements for a wide variety of websites. This position also reports to and supports the Marketing Manager with digital advertising and branding campaigns, as well as social media. The ideal candidate will demonstrate willingness and excellent judgment as you independently manage a wide range of administrative and project-related duties that have an immediate and long-lasting impact on our branding, growth, and operations. The Marketing Position needs a proactive, “big thinker” who is a committed team player. This is an opportunity to join a dynamic and engaging team and grow your marketing careers as a Marketing Associate with a leading firm.

**Requirements:**
- Bachelor’s degree required
- 1+ year corporate experience
- Project management skills; the ability to manage a process thoroughly from start to finish
- Excellent communication skills, both written and oral
- Meticulously organized and detail-oriented, able to quickly change gears
- Must thrive in a fast-paced, high pressure environment

**Duties include:**
- Writing, tracking and posting a high volume of online ads for immediate release
- Updating division websites and job posting boards
- Contributing to the analytical reporting for all ad-related reports
- Assisting with the creation, ordering, and distribution of marketing and advertising materials

Please submit your resume and a writing sample for immediate consideration. Only qualified candidates will be contacted.

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http://www.simplyhired.com
Get Organized!

### Job Search Log

<table>
<thead>
<tr>
<th>Date</th>
<th>Contact Name Phone &amp; Email</th>
<th>Company Address</th>
<th>Referral Source</th>
<th>Activity/Key Items Learned</th>
<th>Follow-up/Thank You</th>
<th>Next Step</th>
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Follow Up

• 1 to 2 weeks after you apply

• Contact employer via email or by phone

• Key information to include:
  o Date you applied
  o Job title
  o Attach resume for their review
  o Contact information

Exception:
If the employer stated not to contact them, do not contact them
Job Search Goal Setting

Pick one job search strategy you plan to implement...

- Actively search for jobs online and apply
- Attend career fairs and info sessions to network
- Use social media such as LinkedIn for job search, joining groups, following employers
- Activate your network circles sharing you are a job seeker
- Do informational interviews to learn about professions
**Hours:**
Mon. - Fri. 8 am to 5 pm except Wed. 9 am to 5 pm

**Drop-In Hours:**
Mon. - Thurs. 10 am-3pm
Fri. 10 am-12 pm