

30 Ways Job Search – Starting Now!

1. **Engage in your education:** Ultimately YOU are responsible for what you learn!
2. **Take full advantage of college:** Go to things! Get involved! If you only go to class, you leave half of what you paid for on the table.
3. **Get good grades:** Because this is a rare opportunity in life to focus on learning!
4. **Get to know faculty, supervisors, coaches:** Because it is not who you know, but who knows you well enough to refer you to opportunities.
5. **Take risks:** Make mistakes in college where there are safety nets. Better to make them here than later when it may cost you a career.
6. **Try new things:** You may not like everything, but you will be able to say “been there, done that” a lot!
7. **Practice difficult skills:** Justify, persuade, speak in public, write, edit, analyze, negotiate, mediate, initiate, know and use technology, work with a team, lead a team, evaluate, assess, recommend, manage a project, motivate, manage time and resources, navigate across boundaries, embrace diversity, embrace change, etc.
8. **Write a victory log:** This is a journal of your peak experiences – those times when you feel really good about what you did or accomplished. You will need this to be able offer specific examples of your past experience and successes (the best predictor of future success is past experience and success).
9. **Identify your career interests:** Strong Interest Inventory, personality assessments, Strengths, etc. are great tools.
10. **Attend career events:** Attend events on and off campus where there are professionals talking about careers (Gustavus Careers Possible, Nobel Lunch, Government Job and Internship Fair, Pathways to Careers, MN Private Colleges Job and Internship Fair, Gustavus Internship Fair, Gustavus Health Professions Fair). Every time you attend such an event you will learn more about careers and gain confidence in meeting and interacting with employers.
11. **Identify your personal brand:** What happens because of you? What are you known for?
12. **Develop a positive professional personal brand:** Everyone will Google you, so manage what they will see! manage your security settings, professional photos, etc.
13. **Learn to use social media for career management:** start by “liking,” following Gustavus Career Development – a great way to practice and get great career info too!
 - a. Facebook: check security settings, photos, etc.; “like” organizations/employers/people who you are interested in working with or learning about
 - b. LinkedIn: create profile, join Gustavus alumni group, see Learning Center, see career paths of other Gusties, see the Skills section, see the Jobs section
 - c. Twitter: follow organizations/employers/people you are interested in, start by just reading what others are saying, as you get comfortable, make comments or re-tweet, as you gain confidence tweet your own messages
 - d. Pinterest: follow organizations/employers/people of interest to you
 - e. Blogs: find blogs on topics or by people of interest to you
14. **Get experience!** Classes with projects or consulting components, student employment, summer jobs, information interviews, job shadows, career explorations, internships, research, study away, community service, service learning, clubs/organizations, leadership, teams/groups.
15. **Join professional associations:** Join associations connected to your career interests, student memberships are much less expensive than professional memberships: These organizations have great opportunities to learn career/industry specific information, meet people who are willing to provide information interviews, job shadows, internships and hire for career positions, attend meetings and conferences, volunteer to work on a committee, read the

website for info and job postings, put membership on your résumé, find out if they offer scholarships of any type

16. **Identify careers of interest to you:** www.iseek.org, www.explorehealthcareers.com, Spotlight on Careers are great places to start.
17. **Explore job titles of interest to you:** www.indeed.com, www.simplyhired.com, www.idealists.org, www.usajobs.gov, www.minnesotanonprofits.org are all great places to get started reading job titles and position descriptions.
18. **Go to employer websites:** When you know employers you are interested in go to their website and look at position openings. This is the best place to get information on positions and application processes.
19. **Connect with employers on-line:** Again, Facebook, Twitter, LinkedIn are great places to start connecting with employers. Go to Gustavus group on LinkedIn and find alums working at employers of interest to you. Connect with them to learn about opportunities (this is called networking!).
20. **Create a résumé:** This is more difficult to think about doing than it is to do!
21. **Learn to write a cover letter:** Demonstrate that you know how to write a business letter! Another tool to show how you connect with the position for which you are applying.
22. **Develop a language to talk about yourself:** This is one of the most difficult things for new grads to do. By the time you graduate, have a list of 150 positive skills and qualities you have to offer. More words help you to be more articulate. If you can't talk about it, it doesn't count. Focus on what you demonstrated and gained – not just what you liked.
23. **Learn to interview:** Use InterviewStream to learn how to interview and record practice interviews (email to anyone you like for feedback), got to www.bettertalking.com to prepare for phone interviews. You could send your recorded response to “Tell me about yourself” to employers as an intro to your résumé.
24. **Be a candidate:** apply on-line, attend internship and/or job fairs, send letter of application and résumé, follow up with call or email asking: Did they get it? Do they need anything else? When will they make a decision?
25. **Participate in campus recruiting:** Use GustieJobs to find position notices, to submit résumés to employers, to schedule campus interviews, to attend employer info sessions
26. **Learn how to be effective at career events:** attend the Gustavus Fair Prep Party and Networking events to be effective as a candidate at career events
27. **Go to job/internship fairs:** Prepare for these events so that you can get the most from them: MN Non-Profit/Government Job and Internship Fair, MN Private Colleges Job and Internship Fair, MN Education Job Fair, MN Private Colleges Virtual Career Fairs.
28. **Network:** tell everyone you know that you are looking and what you are looking for, ask them to refer possible jobs and/or employers to you, ask them to forward your résumé to others who may be interested in hiring you, ask for names of others for you to talk with, ask them for websites you should be looking at, ask them for employers you should be looking at, ask if you can say that they referred you to the employer, say thank you for all the help and let them know when it works!, link on LinkedIn.
29. **Be professional:** Learn and use professional behavior, attend etiquette dinners on campus, attend campus events to watch and learn how others do it!
30. **Be persistent!** It takes time to find the right fit! So plan on it! Job search takes at least as much time as a full Gustavus course.