



6.0.1 Online Job Search Student Manual

Online Job Search is a two to four hour course that will provide you with strategies to conduct an effective online job search. You will learn how to access job sites on the web, use job search engines, and fill out online applications. The course also includes a self-evaluation of skills and tips on how to guard your privacy during the job search.

- Identify the steps for an effective job search
- Evaluate career interests and abilities
- Research job market
- Discuss the impact of technology on the job search
- Evaluate job search engine strategies
- Complete sample online application

Introduction

Finding a new job can be a challenge for just about everyone. There's a lot more to it than looking in the classified section of the newspaper, hoping to find your dream job. Today, the internet plays a major role in the job search, from developing a network of professional contacts to submitting job applications via email. What's more, the majority of entry-level positions in the United States are now **only** posted online!

Knowing how to use the internet effectively is now a required skill for all jobseekers. Our hope is that this guide will teach you the skills to become a successful job hunter in the 21st century.

Follow your instructor's presentation to complete the questions below:

What are the reasons for a job search?

.....

How did you (or someone you know) get a job in the past?

.....

How has the internet changed the job hunt process?

.....

What does a modern job hunter need?

1. Internet access: Having reliable access to a computer and the internet is crucial since so much of the job search is now conducted online. You will need access to the internet to do research about companies, keep in touch with your network by email, find openings on job boards, and submit online job applications. If you don't have a computer or internet at home, your local library may be able to help.

2. Professional E-mail address: Email is a fast and effective way to build your online network and communicate with potential employers. Before you start making online connections, make sure that you have a "professional" email address. Don't use a goofy nickname as your email address! That could give a potential employer a negative impression of you. Imagine that you are an employer and you receive two job applications from the following email addresses:

Steve.Gobs@gmail.com

fUnkyyyb0Y68@hotmail.com

Circle the email address that appears more professional to you!

If you are looking for a new job while presently employed, do not use the email address from your current job. You could get into trouble for using

company resources to look for a new job. The best way is to create a free personal email account with an email provider such as **Gmail** or **Yahoo**.

Finally, make sure you always employ proper **email etiquette** when searching for a job. Always include an explanatory subject line, choose a plain styled font like Times New Roman, and keep your messages brief and direct. There is a computer class available called **Introduction to Email** that will help you with email etiquette.

- 3. Resume:** A resume is like an advertisement for your job skills. Spend a considerable amount of time working on creating a strong resume that highlights your skills and qualifications. Also, think of your resume as a living document: every time you submit your resume, you should tweak it to match the position you want. For a detailed guide on how to make an effective resume, there is a **Resume Writing** class available.
- 4. Organizational System:** It is very important to stay organized during the job search. To do that, you will need a **calendar**, a **job search journal**, and a **contact list**. Every time you complete a job-search task such as submitting an application or contacting a potential employer, record the details in your job search journal. Many of these organizational tools are incorporated into email programs, making them very convenient to use during the online job search.
- 5. Time:** A job hunt takes a lot of time: researching companies, preparing cover letters and resumes, and developing your professional network. Try to make the best use of your time and set a daily routine of job hunting tasks. Treat the job search like it was your job—even though you aren't getting paid for it.
- 6. Positive attitude:** Remember that finding a job is not something that happens overnight. It may take several months before the right opportunity comes along, and for many, this process can be difficult and draining. However, it is

very important to maintain a positive attitude throughout the entire job search process. Here are just a few ways to help you stay uplifted during the job search:

- Set realistic small goals, such as taking a class to gain a new skill. Remember to record meeting these small goals in your job search journal. Seeing the progress you are making will validate the time effort you put into the job search.
- Try to turn any setbacks into learning opportunities that will make you a stronger job-seeker. Remind yourself that there are always jobs available.
- Having the support of family and friends during the job search can help you from getting discouraged and losing focus of your goals.

7. Networking

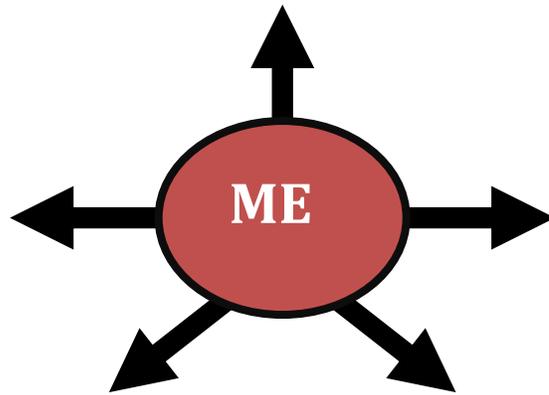
Your network (who you know and who they know) is the key to finding a new job. According to US Bureau of Labor Statistics, **around 70% of all jobs are found through networking**. This means that most jobs are not advertised in the newspaper or on online job boards. Rather, there is a “hidden job market” where openings are filled through word of mouth and professional recommendations.

So what exactly is **networking**?

Networking means **making connections with other people**. It's not unreasonable to say that everyone already has a network—even if they don't realize it yet. Your network includes:

- Family
- Friends
- Recreational groups
- Former teachers and classmates
- Current and former co-workers
- Church and social organizations

Take a moment and write down at least five people in your personal network:



How can your network help you with your career goals?

.....
.....

Think about how to approach people in your network for help. Be prepared and have a goal in mind, but don't directly ask for a job. Be creative and reconnect with someone you haven't talked to in a long time. Consider HOW you contact someone in your network:

.....
.....

How can you increase the size of your network?

.....
.....

PUTTING THE “NET” IN NETWORKING

Today the internet can help you expand your network all over the world. You can use the internet to make new contacts and maintain existing ones, communicate rapidly via email, and market your skills and qualifications. Here are just a few ways that the internet can be used for networking:

- **Social media:** Sites like **Facebook** and **LinkedIn** are the perfect places to start building your online network. You can connect with countless people who have similar career interests with just a few clicks. **But be careful what you put online!** Employers now check sites like Facebook when they are investigating job applicants—so don't ever post anything embarrassing on your profile (even if you aren't using it to find a new job).
- **Personal blog/website:** A career-minded personal website can be used as a virtual resume and business card. It's a great way to showcase your talents, especially if you want to work in a creative field like design or writing.
- **Email:** Email is a useful networking tool that makes keeping in touch with people from all around the world easy. Periodically keep in touch with people in your contact list to maintain and develop your relationship. Again, remember to use proper netiquette!

Finally know that whenever you tap into your network, your friends and acquaintances are kindly offering their time and energy to help you. Always show your gratitude, and remember to return the favor when they seek you out for advice!

Job Search Steps

We will be going through the 5 steps for an effective Job Search! Each step has an activity for you to complete.

STEP #1: SELF ASSESSMENT

Before you find the job of your dreams, you have to know exactly what you want from that job. The first step to an effective job search is completing a complete assessment of your interests, beliefs, abilities, experience, and needs.

6.0.2 Career Self-Assessment appears below. Your instructor will review this with you and then you will complete the information.

Part 1: Intrinsic Assessment - Rate importance of each trait from 1 (not important) to 5 (very important).

Values	Rate Importance
High salary	
Helping people/society	
Prestigious job title	
Competing with others	
Leadership/management role	
Creative expression	
Prefer challenging work	
Control of schedule?	
Winning/Success	
Recognition from others	

Interests	Rate Importance
Spending time outdoors	
Using your hands and tools to build things	
Taking care of plants or animals	
Participating in athletic activities	
Working with numbers	
Playing musical instruments	
Learning new things	
Creative hobbies like painting or writing	
Teaching people new skills?	
Solving problems?	

Personality	Rate Importance
Working independently	
Working in groups	
Interacting with the public	
Performing repetitive tasks	
Work under pressure	
Well-organized	
Managing other people	
Coping with negative outcomes	
Flexibility	
Following established procedures	

Part Two: Extrinsic Assessment – Rate your technical and interpersonal skills.
 Then list your experience and financial needs.

Technical Skills	Skill Level	Examples
Computer/Software		
Other Languages		
Drawing/Painting		
Writing		
Public Speaking		
Personal care		
Repair and Maintenance		
Installation		
Troubleshooting		
Other		

Interpersonal Skills	Strong	Medium	Weak
Detail Oriented			
Coordination/Make decisions			
Logic/Critical Thinking			
Teaching/Instruction/Advising			
Negotiation/Persuasion			
Time management			
Work without supervision			
Improve procedures			
Find opportunities to help			
Solve problems/Resolve conflict			
Customer service skills			
Work as a team			
Communicate information clearly			

Identify problems			
Empathize/Sensitive to feelings			
Respect others			
Listen to others			

Experience

Education	Work Experience	Volunteer/Other

Financial Needs

(Double click the table to enter amounts)

Of course, once again nothing beats interacting with a real live person! Visiting a company, interviewing a current employee, or volunteering can give you a great sense of a job's responsibilities, expectations and environment.

6.0.3 Career Profile Activity appears below. Your instructor will go over this activity with you first and then you will complete the information using a career of your choice.

The Occupational Outlook Handbook is a valuable tool that allows you to easily find information about thousands of careers.

DIRECTIONS: Choose a job to search for on the Occupational Outlook Handbook web site (<http://www.bls.gov/ooh/>). After you read about the job, fill out **Career Profile** form below.

Career Profile

Career Name:

Average Salary:

Job Duties:

**Educational
Requirements:**

Work Environment:

Projected Growth:

Similar Occupations:

STEP #3: CAREER OBJECTIVE

After the research phase you hopefully have a good understanding of where in the job market you might do well. Now you can start developing a **career objective**. Examples of career objectives:

- *“I want a career as a health care technician in a small hospital”*
- *“Since I am artistic and like working with computers, I want to design web sites for a local media company”*
- *“Because I want to work with children, I want to change careers and become an elementary school teacher”*
- *“I love cooking and working in fast paced environments, so I want to own my own restaurant”*

After you create your career objective, you can begin to develop a plan to reach it. Use these questions as a guideline to develop small, realistic goals that will be like stepping stones to your career objective:

- Skills: What skills does the job require? What skills do I have? What do I have to do to get those skills?
- Sacrifices: Do I need to invest money in education? Will I have to take night or weekend classes? Am I willing to relocate?
- Network: Who do I need to talk to/meet Do I know someone who can help me?
- Physical stuff: targeted resumes, portfolio, calendar, business card, cover letter, references

6.0.4 Career Objective Activity appears below. Your instructor will go over this activity with you first. Then you will complete the information using the career you have researched.

Career Objective:.....
.....

Potential Connections and Networking Opportunities: *Do I know anyone in this field? Where can I go to volunteer or meet people in this field?*

.....
.....

Create goals that are S.M.A.R.T. (Specific, Measurable, Attainable, Realistic and Timely) and outline below.

Goal 1:

Step 1:

Step 2:

Step 3:

Goal 2:

Step 1:

Step 2:

Step 3:

What strategies will I use to stay motivated and on-task?

.....
.....
.....

Above activity adapted from: <http://www.gcflearnfree.org/careerplanning/3.3>

STEP #4: FIND JOB OPENINGS AND APPLY

Finding job openings requires creative thinking. If you only rely on one approach, you will likely find yourself with limited opportunities. However, using too many approaches will stretch you too thin, keeping you from developing quality targeted applications. Take a look at the following methods and pick three to four that best suit your career objective and strengths.

Network

Remember the percentage of jobs created through networking? 70%! Employers want to be sure that the employees they hire are outstanding and can add value to their companies. And personal recommendations from trusted sources are still the best way to find those great employees. That means networking is an essential activity for all job seekers. Take every opportunity you can to cultivate your network—even after you start your new job.

Online Job Boards

Online job boards seem to advertise unlimited jobs, and thousands of new openings are added every day. Most feature powerful searching tools, letting you narrow down your job search to very specific criteria, such as location, job title, and salary. You can also post your resume directly to the job board for employers to peruse.

However, relying on these big online job boards can limit your opportunities. While it would be nice to simply type in your dream career and immediately get a job offer with a few clicks, the reality is that these big boards are typically swamped by thousands of applicants all competing for the same jobs.

Additionally, it is much more difficult to make personal contact with a company this way. Despite this, online job boards are still valuable resources for career information and can give you the sense of what kind of jobs are currently in demand. Here a few of the major online job boards:

- monster.com
- indeed.com
- careerbuilder.com

Specialized Online Job Boards

An alternative approach is using job boards dedicated to a certain industry or geographic location. There are job boards that specialize in government jobs, jobs for recent college graduates, non-profit jobs, and much more.

idealist.org - specializes in non-profit jobs and volunteer opportunities

workintexas.com - advertises job opportunities in Texas

craigslist.org - features jobs from local employers, but beware of scams

experienceworks.org – helps Texan seniors find jobs

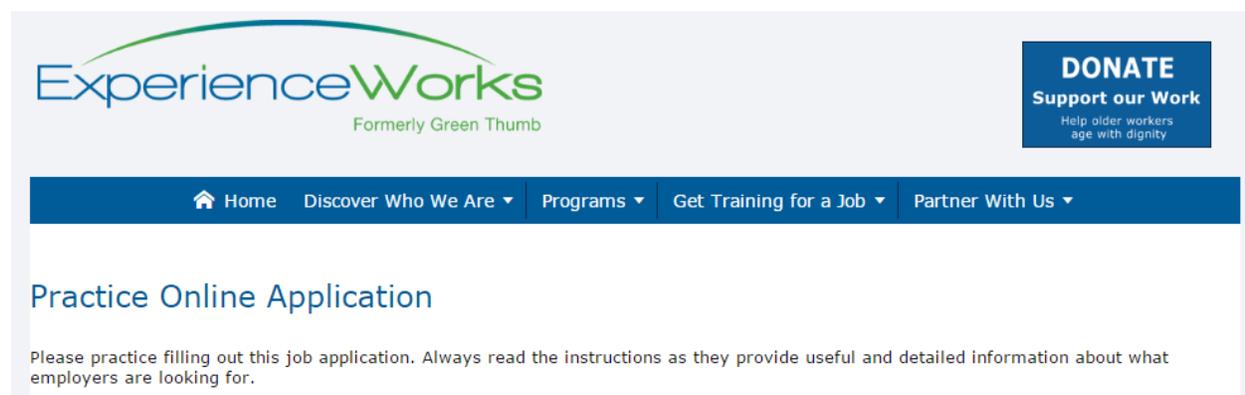
Sign up for e-mail job alerts

Many job boards allow you to sign up for job notices sent directly to your email. This is a good way to find out and apply to openings as soon as they become available.

Directly apply to a company

6.0.5 Online Job Application Practice. Locate 6.0.1 Job Search Student Manual in your Student Folder and scroll down to page 16. **Ctrl + Click** on the link below to practice creating and submitting an online job application.

http://www.experienceworks.org/site/PageServer?pagename=Practice_Online_application



The screenshot shows the ExperienceWorks website. At the top left is the logo for ExperienceWorks, with the tagline 'Formerly Green Thumb'. At the top right is a blue 'DONATE' button with the text 'Support our Work' and 'Help older workers age with dignity'. Below the logo is a navigation bar with links: Home, Discover Who We Are, Programs, Get Training for a Job, and Partner With Us. The main heading is 'Practice Online Application'. Below the heading is a paragraph: 'Please practice filling out this job application. Always read the instructions as they provide useful and detailed information about what employers are looking for.'

STEP #5: FOLLOW-UP

After you submit an application, you aren't finished yet! You need to follow up by calling or emailing a representative of the company.

Finally, keep an organization log. Write down the name of the company and other contact info and date applied.

6.0.6 Job Search Journal is a document that you can use to track your job applications. An example of this journal appears below:

Date Applied	Company	Position	Contact	Phone	Email	Follow Up Date	Notes
<i>EXAMPLE</i> 11/04/2012	<i>Texas State Library</i>	<i>Library Assistant</i>	<i>Christy McCoy</i>	<i>(512) 555-0356</i>	<i>cmccoy@tsl.state.tx.us</i>	<i>11/19/2016</i>	<i>Submitted resume and cover letter</i>