



Unit Three:

**Implementing a Strategic
Career Plan**

Chapter 11:

**Launching an Employment
Campaign**

Presentation Overview

- The nature of job campaigns
- History of job hunting methods
- Employment for college graduates
- Employer's views on the job campaign
- Job hunting myths
- CIP perspective on job hunting

What is a Job Campaign

- **Doing a personal assessment**
- **Identifying goals and job objectives**
- **Targeting potential employers**
- **Considering alternative work settings and ways of working**
- **Preparing letters & resume(s)**
- **Contacting employers**
- **Interviewing with employers**
- **Making on-site visits**
- **Maintaining a record-keeping system**
- **Evaluating employment offers and choosing the best offer**

“Gap” Statements...

That can precipitate launching an employment campaign:

- **“I’m about to finish school and I need to get a job.”**
- **“This job is going nowhere. I need to find an employer who will give me the opportunity to get into management.”**
- **“With a new baby, I don’t want to work full-time, but I need to earn some money. I really want to find a part-time job and good child care.”**

What makes job hunting hard?

- **complex & ambiguous cues**
- **overwhelming amount of information**
- **uncertainty of the outcome**
- **solutions present new problems**



History of Job Hunting

- Frank Parsons
- The Great Depression
- Studies of job hunting methods
- Networking
- *What Color Is Your Parachute?*
- Job clubs
- Internet
- One-Stop Career Centers
- Role of internships



Employment for College Graduates

- Jobs and well-being
- Where jobs are found
 - Small/Medium sized businesses
- The job creation process
 - Grand Recession 2007-2009
- The relationship between majors and jobs
 - Employers hire people not majors



Employment for College Graduates

- Employer hiring strategies
 - Internship programs—top method used by employers (71%) to fill positions & social media is used by 36%
- Importance of social/emotional competence in hiring
- Jobs in the staffing services industry
 - 20% of employers use temp jobs to screen for permanent employees
- Jobs vacancies at the top

Employers Tips for a Winning Job Campaign

- Gain Experience
- Create Connections
- First Impressions Count
- Be a Professional
- Be Prepared & Persistent
- Be Realistic, Open-minded, & Flexible

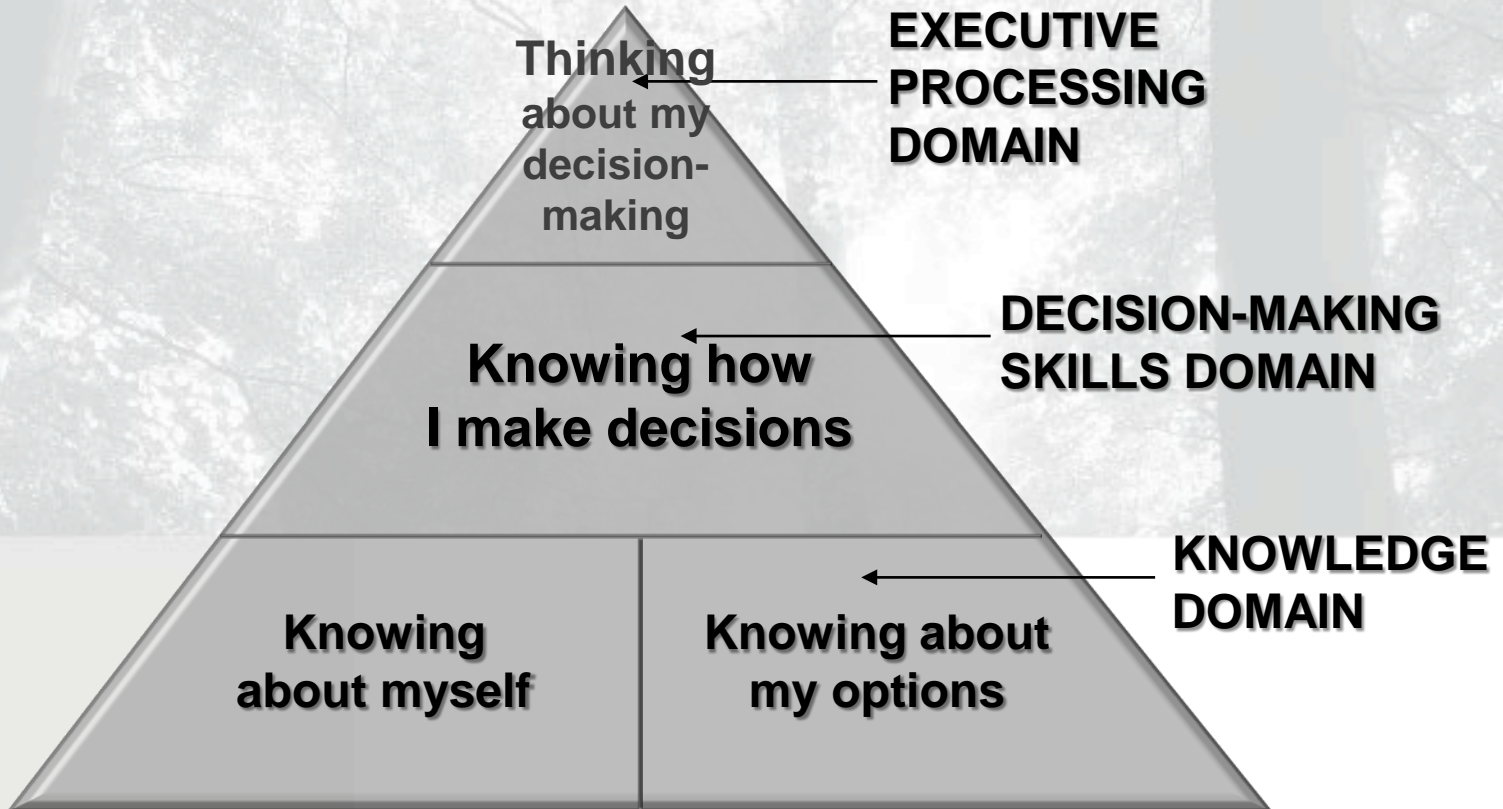


4 Job Hunting Myths

- **Wallflower Syndrome**
- **Lone Ranger Syndrome**
- **Looking Under the Light**
- **I'll Do Anything**



CIP Approach to Job Hunting



Self-Knowledge

▪ Values

- what work settings and employers will allow you to satisfy your values

▪ Interests

- what type of position will allow you to engage in work activities you enjoy

▪ Skills

- what type of position seeks your skills

Other Personal Factors Important in Job Hunting

- **What are my employment preferences?**
 - hours of work
 - travel requirements
 - physical demands
- **What is my family situation?**
 - desire to live close to family members
 - employment opportunities for significant others
 - existence of family business

Other Personal Factors Important in Job Hunting

- **What are my job target(s)?**
 - What job families, work settings, and occupational titles interest me?
 - Where in the world do I want to work?
 - Who employs people doing what I want to do?



What do you want to do in a job?

Consider these categories

- Job families
- Work settings
- Occupational titles

[11-0000 Management Occupations](#)

[13-0000 Business and Financial Operations Occupations](#)

[15-0000 Computer and Mathematical Occupations](#)

[17-0000 Architecture and Engineering Occupations](#)

[19-0000 Life, Physical, and Social Science Occupations](#)

[21-0000 Community and Social Services Occupations](#)

[23-0000 Legal Occupations](#)

[25-0000 Education, Training, and Library Occupations](#)

[27-0000 Arts, Design, Entertainment, Sports, and Media Occupations](#)

[29-0000 Healthcare Practitioners and Technical Occupations](#)

[31-0000 Healthcare Support Occupations](#)

[33-0000 Protective Service Occupations](#)

[35-0000 Food Preparation and Serving Related Occupations](#)

[37-0000 Building and Grounds Cleaning and Maintenance Occupations](#)

[39-0000 Personal Care and Service Occupations](#)

[41-0000 Sales and Related Occupations](#)

[43-0000 Office and Administrative Support Occupations](#)

Sample Job Families

- Advertising
- Banking
- Communications
- Fashion
- Education
- Economics
- Health care
- Hospitality
- Human services
- Insurance
- Law
- Marketing
- Politics
- Public administration
- Real estate
- Telecommunications
- Travel

Some Sample Work Settings

- **Business/Industry**
- **Government**
- **Education**
- **Non-profit**
- **Professions**
- **Private enterprise**



What do you want to do?

Example of setting a job target:

- **Job Family**
 - fund raising
- **Work Setting**
 - university
- **Occupational Title**
 - development officer



Knowledge of Employment Options Includes:

- **Specific data about an organization's structure and culture.**
- **How occupations vary across industries.**
- **Information about geographic location.**

Knowledge of Employment Options

- **Specific job titles**
- **Knowledge of employment classifications**
- **Existence of particular jobs in certain geographic locations**



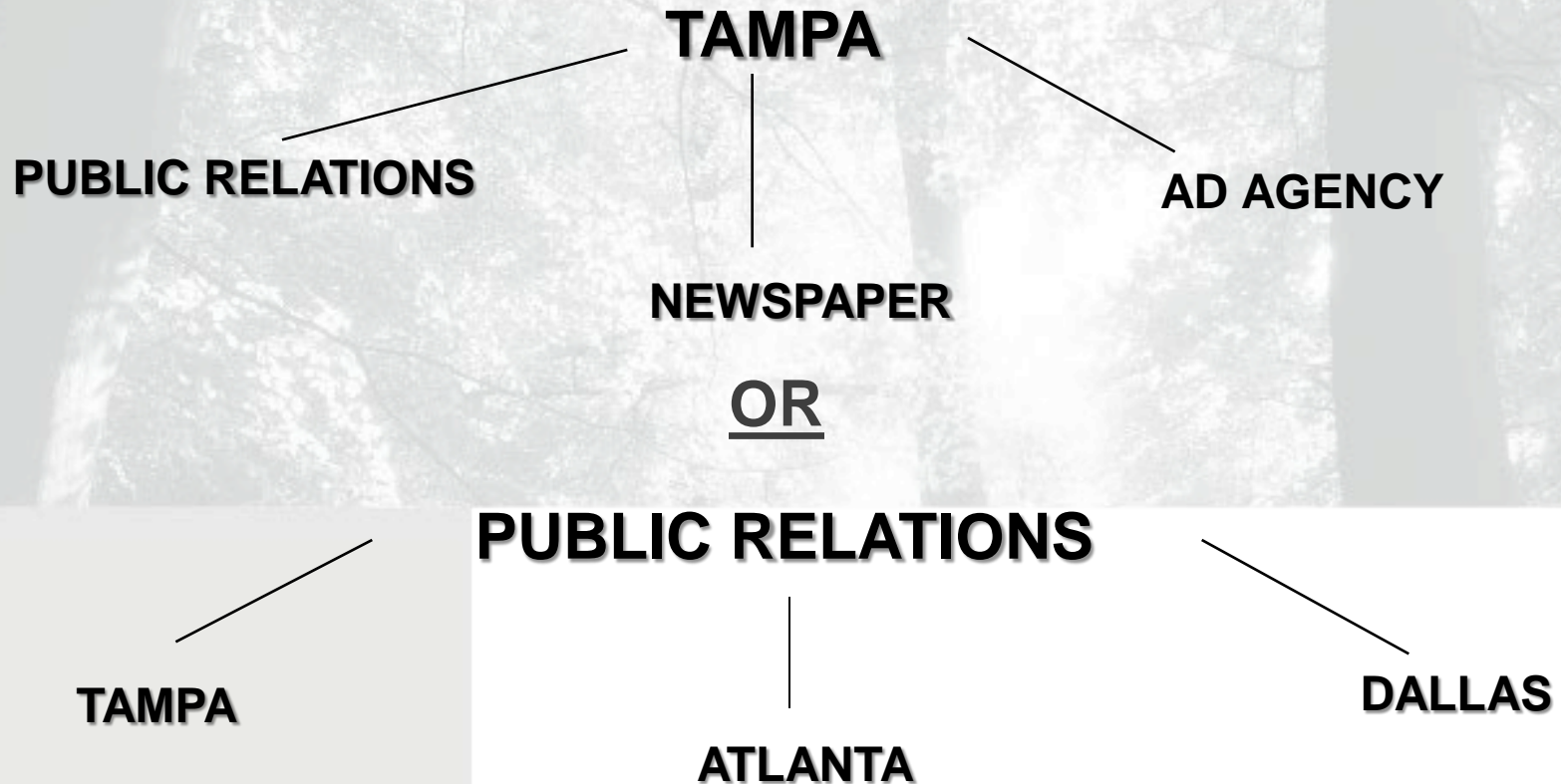
Where do you want to work?

Geographic Considerations

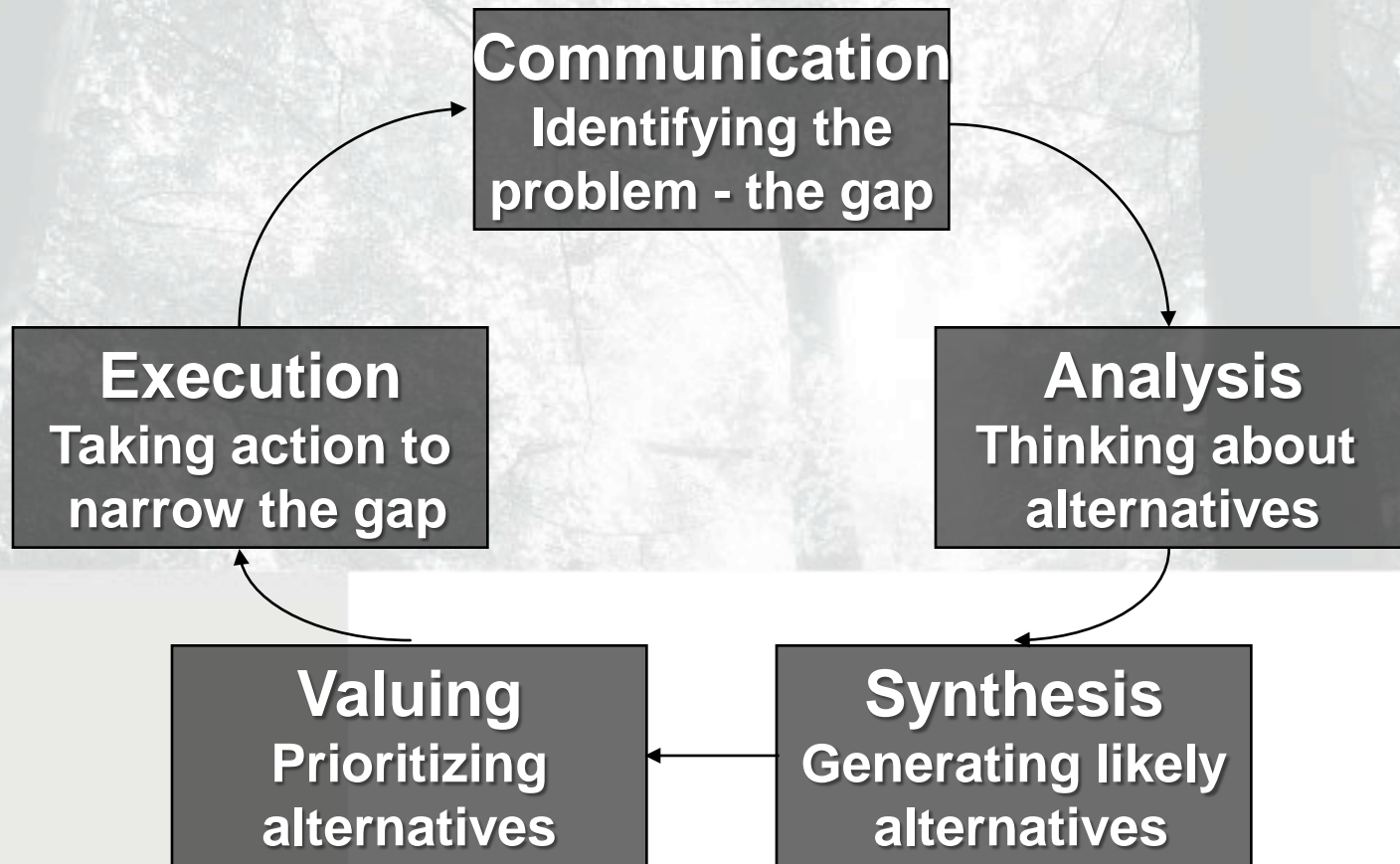
- Anywhere
- International
- National
- Southeast
- Florida
- Tampa



Expand Location or Job Target



CASVE Cycle & the Job Campaign



Communication in the Job Campaign

- **Need to make an employment decision**
 - **“I’m graduating and need a job.”**
 - **“My company is going to lay me off.”**
 - **“I want to return to work after being at home.”**

- **Can include internal and external cues**

Analysis in the Job Campaign

- Using self-knowledge and knowledge of employment options to understand the gap between where you are and where you want to be
- Reflect on what you know and what you've learned
- Accurate understanding of self & employment options leads to a more effective job campaign

Synthesis in the Job Campaign

- **Expanding and narrowing employment options**
- **Two methods for expanding:**
 - generate a list of potential employers & positions considered in the past
 - use information resources to generate new options (e.g., computer systems, Internet)

Synthesis in the Job Campaign

- **Narrowing your employment options**
 - Consider what you learned in the Analysis phase about your skills, interests, and values
 - Keep only those employers and/or positions that have a reasonable chance of helping you narrow your employment gap

Valuing in the Job Campaign

- Consider the costs and benefits of each employment option
- Employment options are prioritized (may include specific industries, positions, locations)
- First choice is identified for real world exploration



Execution in the Job Campaign

- **Take action to make the transition to employment**
- **Develop tools for the job campaign**



Understanding How Thoughts Influence a Job Campaign

- **Self-Talk: impact of positive and negative self-talk on job campaign**
 - being discouraged
 - fear of rejection
 - not getting needed information
 - procrastination
 - being overwhelmed by negative opinions

Understanding How Thoughts Influence a Job Campaign

▪ Self-Awareness

- awareness of the interaction among thoughts, feelings, and behaviors, and how these impact your job campaign
- reactions and feedback from significant others to your job campaign

Understanding How Thoughts Influence a Job Campaign

▪ Control & Monitoring

- being able to engage in the next appropriate task in a job campaign
- judging when a task has been successfully completed, when to move to the next task, or when to ask for help

Final Three Thoughts

- 1. A job campaign has been likened to having a job where you employ yourself.**
- 2. This chapter introduced CIP and the CASVE Cycle as a way to think about job hunting.**
- 3. A valid Personal Career Theory is essential in developing and implementing a job campaign.**