

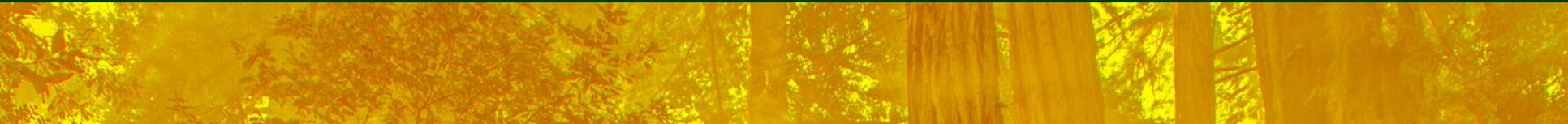


Unit Three: Implementing a Strategic Career Plan

Chapter 11 Launching an Employment Campaign

Presentation Overview

- Nature of job campaigns
- History of job hunting methods
- Employment for college graduates
- Employers' view of job campaigns
- Job hunting myths
- CIP perspective on job hunting



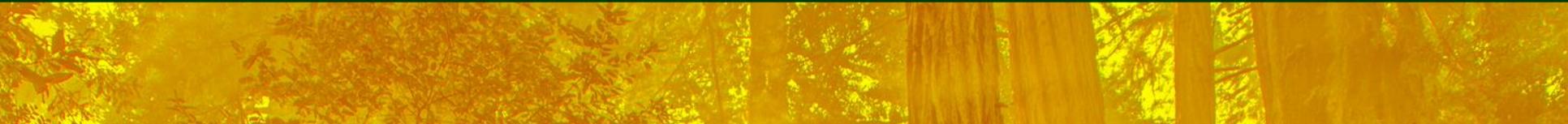
What is a job campaign?

- Doing a personal assessment
- Identifying goals/objectives
- Targeting potential employers
- Considering alternative work settings/ways of working
- Preparing letters and resumes
- Contacting employers
- Interviewing with employers
- Making onsite visits
- Maintaining a record-keeping system
- Evaluating offers
- Choosing the best offer



Job Campaigns

- Importance of an *active approach*—what does this mean?
- What are some life events that can lead to persons starting a job campaign?
- How is job hunting like having a “job?”
- Time commitment needed



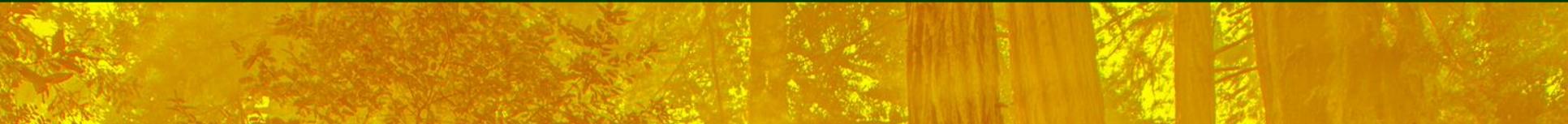
History of Job-Hunting Methods

- Frank Parsons
- Best & worse ways to job hunt
- Networking & the “hidden job market”
- *What Color is Your Parachute?*
- Internet’s impact on job hunting
- Research on job hunting—what have we learned from this?



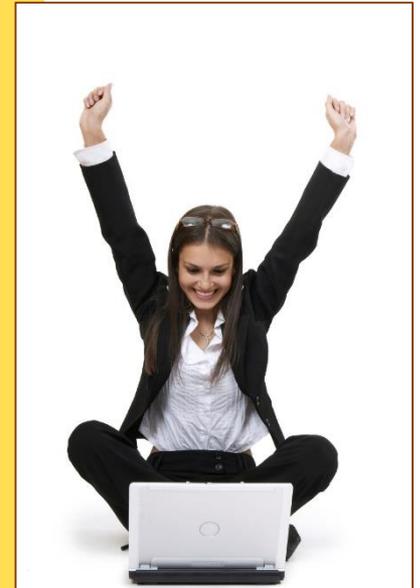
Employment for College Graduates

- Jobs and well-being
- Where jobs are found—visibility of small vs. large employers
- Staffing services industry
 - Deciding about working in this industry—see **Table 11.1**
 - Tips for job hunting in staffing services industry—see **Table 11.2**



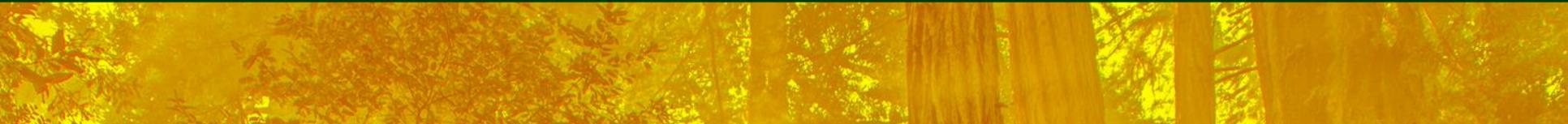
Employment for College Graduates

- Factors in college job search success
- Majors, jobs, and salaries—what does the research say?
- Importance of skills valued by employers
 - how might this information relate to your transferable skills?



Employer Recruiting & Hiring Strategies

- Understand recruiting strategies used by employers
- Challenges faced by employers
- Using campus resources to be successful in one's job campaign
- Know candidate characteristics valued by employers



Employer Views of Your Job Campaign

How many of these can you check off?

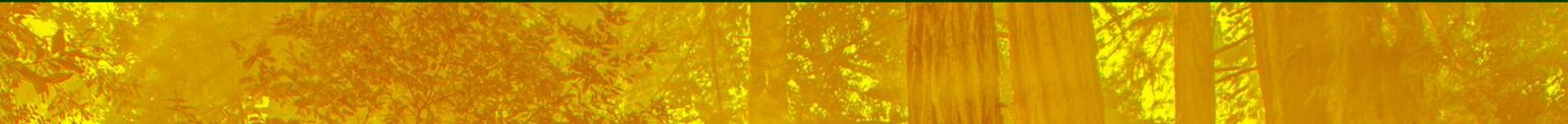
- ✓ Gain Experience
- ✓ Create Connections
- ✓ First Impressions
- ✓ Be a Professional
- ✓ Be Prepared
- ✓ Be Persistent
- ✓ Be Realistic, Open-Minded, & Flexible

Four Job Hunting Myths

- “Wallflower Syndrome”
- “Lone Ranger Syndrome”
- “Looking Under the Light”
- “I’ll Do Anything”



Avoid these
by using a
more
proactive
job hunting
approach



CIP Perspective on Job Hunting

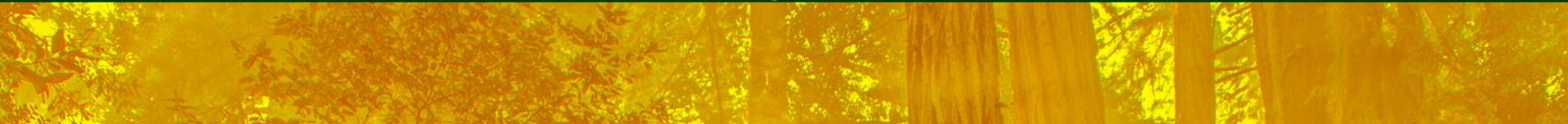
Self-Knowledge

- values
- interests
- skills

How does your **self-knowledge** relate to the types of jobs you will seek?

What others aspects of self-knowledge might be important in job hunting?

Share
examples of
these



CIP Perspective on Job Hunting

Options Knowledge

- Knowledge of specific employers:
 - job titles
 - employment classifications & industrial categories

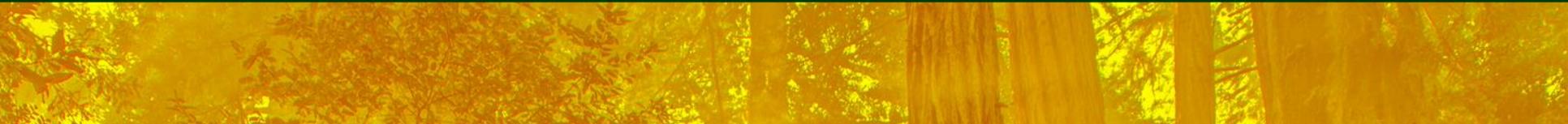
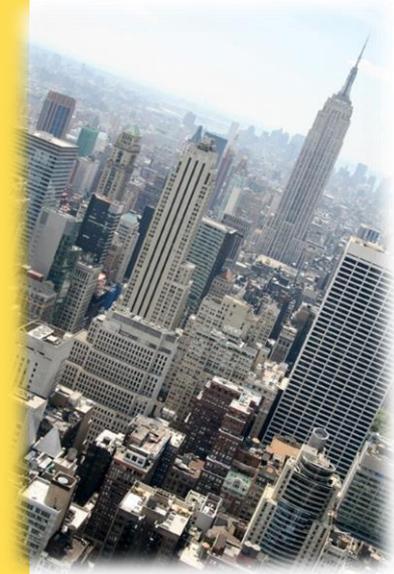
11	Agriculture, Forestry, Fishing and Hunting
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)
92	Public Administration

See Table 3.3

CIP Perspective on Job Hunting

Options Knowledge

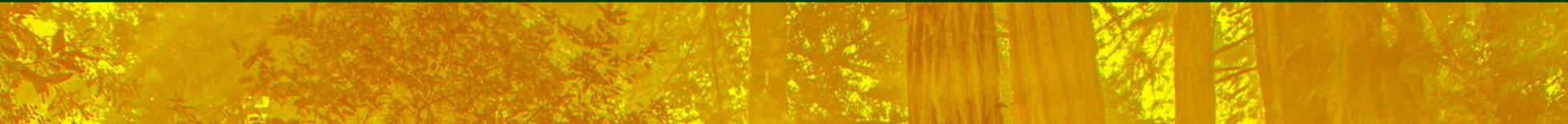
- How do **geographic preferences** impact your options?
- How do potential employment options affect the following:
 - future education?
 - leisure?
 - family?



CASVE Cycle in the Job Campaign

Communication

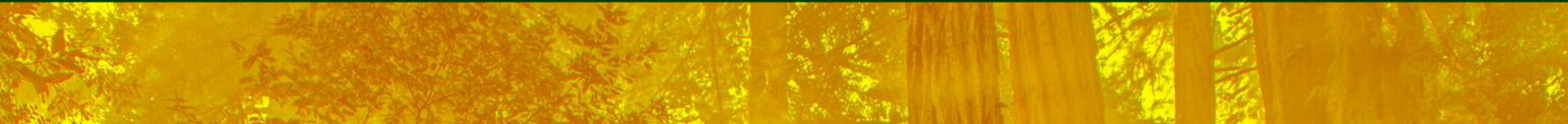
- Awareness of a “gap”
- Internal and external cues—
what are some of these?



CASVE Cycle in the Job Campaign

Communication

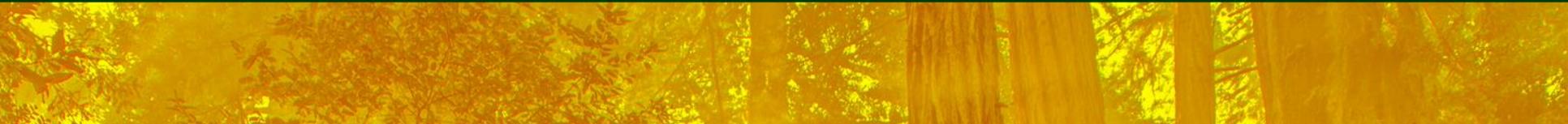
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CASVE Cycle in the Job Campaign

Analysis

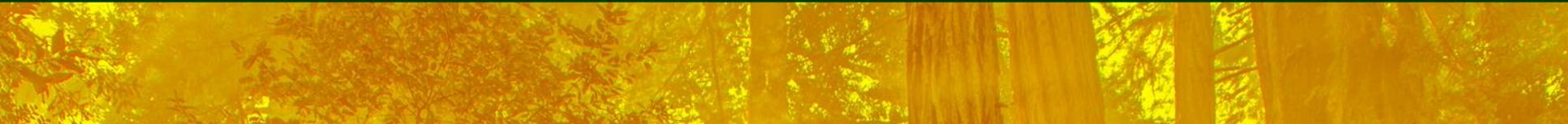
- Reflecting on self- and option knowledge
- Understanding how you make important decisions related to employment
- Influence of self-talk on the job search



CASVE Cycle in the Job Campaign

Synthesis

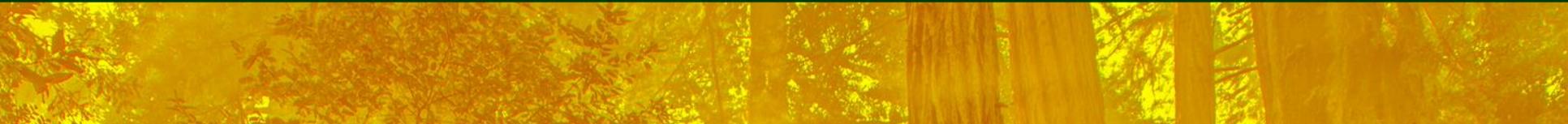
- Expanding and narrowing employment options
- What resources can help you **expand** your list of possible employers?
- What factors will you use to **narrow** that list?



CASVE Cycle in the Job Campaign

Valuing

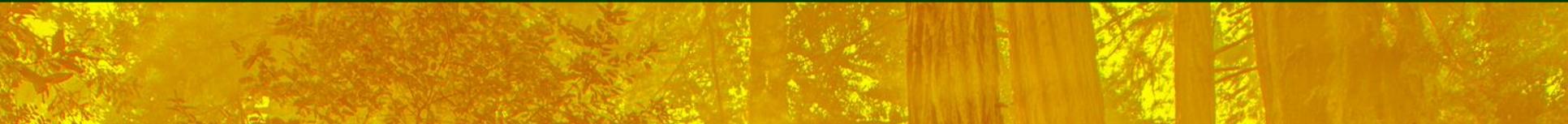
- Prioritizing employment options
- Consider self-knowledge and employment preferences
- Weigh **costs and benefits** to self, significant others, cultural group, community, society at large
- **Ranking options**—may be job targets or job offers



CASVE Cycle in the Job Campaign

Execution

- Actions taken to pursue employment or implement employment choice
- Developing job search tools
- Develop record-keeping system
- If executing job offer choice, completing remaining steps in hiring process



Thoughts in the Job Campaign

Self-Talk

- How might negative self-talk impact your job campaign?

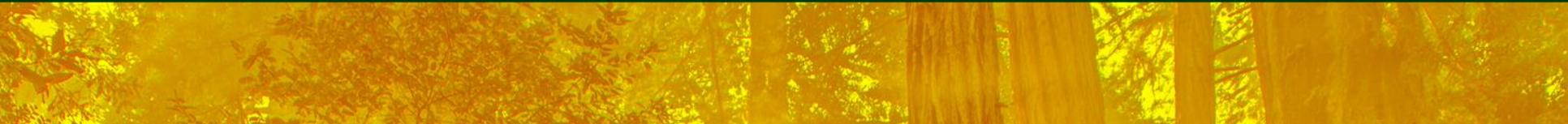
Self-Awareness

- Awareness of how well you are executing job hunting tasks, your feelings, thoughts, behaviors
- Reactions from friends and significant others

Monitoring and Control

- Knowing next steps in the job campaign
- When to move on and when to ask for help

What are some tips to help the job search process go better?



Summary

- Steps in an active job campaign
- Importance of understanding what employers want
- Consider how CIP Pyramid and CASVE cycle can be used in your job search

