JOB SEARCH STRATEGY -- THE 30/70 PLAN

Thirty percent of your time should be focused on applying for positions through job postings. Seventy percent of your time should be focused on NETWORKING!

I. THE TOOLS – Create a Powerful Resume, Cover & Interest Letters & Thank You Letters

II. IDENTIFY & RESEARCH COMPANIES: Some possible sources to help you –

- Visit the CSUB Center for Community Engagement & Career Education to identify companies
- The Yellow Pages
- The Best Companies to Work for list - http://www.quintcareers.com/best_places_to_work.html
- Business Week’s Top 50 Companies to Launch Your Career list
- Professional Associations / Professional Publications / Referrals from Faculty & Staff / Friends & Family
- Join LinkedIn, an on-line professional networking system, www.linkedin.com

Develop a list of 20 – 30 companies. Ultimately, you may need a list of 100 or more companies.

III. NETWORKING 101

- Start with your list of 20 – 30 companies. Use Excel or some other tracking mechanism to manage your work!
- Research each company and understand what they do. Take notes about what is happening at each company.
- Begin making contact via email, phone or by visiting! Remember, Your Goal with Networking is to Make Friends! Networking is about making connections that might lead to a job.
- If you are able to establish a contact at the company and you have a conversation – even a short conversation, follow up with a thank you message via email.
- After your initial conversation, keep track of the company. Visit the company website and “Google” the company weekly to see what’s happening. If you notice something interesting, (e.g., the company received a new contract, or the company received grant funding to do something in the community, etc.), email or phone your company contact and congratulate that person on the positive news! Flattery demonstrates your continued interest in the company!
- Mention your interest in job shadowing or volunteering at the company. Volunteering is a great way to demonstrate your skills and interest in the organization! (Watch the movie, “Pursuit of Happyness,” for inspiration!)

IV. SUBMITTING YOUR RESUME

- Submit your RESUME and LETTER to your contact. If you haven’t been able to establish a contact, send your resume and letter to the general company address AND electronically via email/web.
- If you have identified a specific job posting, reference it in your COVER LETTER and indicate you are applying for that job. (Follow ALL company application submission procedures.)
- If you have NOT identified a specific job posting but are interested in the company – You should prepare an INTEREST LETTER noting why you are interested and what relevant skills you have to offer.
- Wait three business days for a response. If you don’t receive a response - call or email and indicate that you want to be sure your resume and cover/interest letter have been received. Remind the person you communicate with of your interest in the company.
- Continue communicating with the company periodically. (See keep track of the company.) Remember, when you notice new activities or initiatives /media releases, etc., contact the company and impress them with your knowledge!

V. RECORD YOUR JOB SEARCH ACTIVITY! To maintain control you must keep track!

Please review the sample Networking / Job Search Communication Plan & Tracking System.
COMMUNICATION SUGGESTIONS

Based on your e-mail, telephone and possible “in person” networking, you should eventually get a response from the company. Some of the more common company responses are underlined and in “quotations” ~ followed by some suggestions on how you can reply.

“WE’RE NOT HIRING”

Thank You!
Will my Credentials Remain On File?

I am very interested in this field –
Is it possible to speak with someone in the company

(If Yes, See “Connect You to Decision Mkr.”)
(If No, ask if they might refer you to a company within the industry that might be hiring and/or willing to discuss opportunities.)

“ADDED YOUR CREDENTIALS TO OUR FILES”

Thank you! Is there anything else you need from me?

Might it be possible to speak with someone in the XXX Department as I have a few questions about the company?

(If Yes, See “Connect You to Decision Mkr.”)
(If No, follow company application procedures. Perhaps ask for a referral if appropriate.)

“CREDSIALS FORWARDED TO DEPT”
(typically smaller/mid size co.)

Thank you!

Might it be possible to speak with someone in the XXX Department as I have a few questions about the company?

(If Yes, See “Connect You to Decision Mkr.”)
(If No, follow company application process.)

“CONNECT YOU TO DECISION MKR.”
(typically smaller/mid size co.)

Thank you!

Before you interact with the decision maker
Be Knowledgeable about the Company!
Ask Relevant Questions about the company.
Be Prepared to Share your Relevant Skills.

No posted position: treat the conversation as an opportunity to gather information and carefully ask about employment.

• Remember to keep track of the company after your initial conversation. Visit the company website and Google the company weekly to find out what’s new!

• If you find yourself unsure about the next follow-up, (a reason to contact the company), seek help from a career services professional for creative ideas on the next step.

• Continue with the plan until you have gone as far as you can with the company.

• Never completely remove a company from your list.

• Perhaps pursuing the company at a later time might yield results.

Schedule an Appointment with the Center for Community Engagement & Career Education to GET STARTED!

CSUB Center for Community Engagement & Career Education
102 CAF, 9001 Stockdale Highway
Bakersfield, CA 93311
(661) 654-3033, www.csub.edu/cece
<table>
<thead>
<tr>
<th>Name of Company</th>
<th>Core Focus &amp; Interesting Points</th>
<th>Initial Communication Date &amp; Summary</th>
<th>Contact Person</th>
<th>Results of Communication</th>
<th>Follow Up</th>
<th>Continuous Research</th>
<th>Action</th>
<th>Results</th>
<th>Follow Up</th>
<th>Results</th>
<th>Continued Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>XYZ Company</td>
<td>Marketing Firm, Lead mktg. firm in the region, provide services for top 10 growing companies in the area</td>
<td>12/19/09 - Identified myself as CSUB student, mentioned my current career exploration and accomplishments on company's website, etc.</td>
<td>Ms. Jane Doe</td>
<td>Positive, asked for resume, encouraged me to keep in contact</td>
<td>Send Resume &amp; thank you message via email, 12/20/09</td>
<td>Weekly monitor website and google the company for information, articles, etc.</td>
<td>1/15/10 - Called Ms. Doe to congratulate company on recent award noted in newspaper, also discussed job shadowing</td>
<td>2/11/10 - Job Shadowed a marketing manager, learned so much! Corrected questions about projects and volunteered to assist!</td>
<td>2/22/10 - Sent thank you email to mkt. mngr. reminded her of my interest to volunteer with project</td>
<td>2/27/10 - Received word from Ms. Doe that the mkt. mngr. can use my help 5 hours per week!</td>
<td>5/10/10 - Attending conference w/ mkt. mngr. (mentor) and hired as a paid intern, building relevant skills!</td>
</tr>
<tr>
<td>ABC Services</td>
<td>Helping Profession, work with special needs children and youth, honored locally for contributions to community, specialists in the area, provide community training</td>
<td>5/6/10 - Emailed resume and interest letter to organization</td>
<td>5/11/10 - Mr. John Doe</td>
<td>By 5/10/10 - No Reply</td>
<td>5/10/10 - Phoned organization to request acknowledgement that resume was received</td>
<td>5/10/10 - Informed that my resume was placed on file, &quot;we're not hiring right now&quot;. Thanked the receptionist and indicated that I'm actually exploring career options and would like to ask a few questions of a program coordinator to understand the field a bit better. &quot;Okay, not available right now, call tomorrow&quot;</td>
<td>5/11/10 - Called and spoke with Mr. Doe, program coordinator, asked about job shadowing or volunteer opportunities</td>
<td>5/12/100 - Sent thank you message to Mr. Doe via email</td>
<td>6/0/10 - Participate in volunteer training, begin volunteer work on 6/20/10 with 10 hours per week</td>
<td>6/20/10 - Contributed to community, specialists in the state, provide community training</td>
<td>12/10/10 - Now a member of an active community group, meeting more contacts, aggressively applying for jobs through contacts</td>
</tr>
<tr>
<td>MNP Incorporated</td>
<td>Agricultural Products, export products across the U.S. and internationally, leading producer of organic juice drinks in the country, significant community outreach and support</td>
<td>3/7/2010 - Emailed resume and cover letter to company</td>
<td>By 3/12/10 - No Reply</td>
<td>3/12/10 - Phone company to request acknowledgement that resume was received and was told to go to the website to submit all materials, asked to speak with someone in the food science department to ask a few questions, &quot;no&quot;</td>
<td>3/12/10 - Submitted all materials via the website</td>
<td>4/12/10 - No response from company</td>
<td>Visit the website and google the company weekly, you find out that the company will be in your city to sponsor an event</td>
<td>5/15/10 - Attend the event and speak with a company representative, flatter the person with what you know about the company and ask for a business card</td>
<td>5/15/10 - Send email thank you for your interest in the company</td>
<td>5/16/10 - Send email thank you for your interest in the company</td>
<td>5/16/10 - The manager takes note of your obvious interest and initiative, sends your name to the regional manager with a request to review your resume</td>
</tr>
<tr>
<td>TUV Company</td>
<td>Retail, ranked as a top 50 company for college graduates to launch a career, leading retailer in the country, community centered, exceptional growth potential</td>
<td>1/15/10 - Emailed resume and cover letter to company</td>
<td>By 1/22/10 - No Reply</td>
<td>1/22/10 - Send second email to request acknowledgement that resume was received, no reply within 3 days. 1/25/10 - Phone the company</td>
<td>1/25/10 - &quot;Yes, resume has been received and added to our resume database.&quot; &quot;Is it possible to speak with someone in college recruiting?&quot; - &quot;No, everything happens on the website. Just wait and if your experience and education fits, we'll contact you.&quot;</td>
<td>4/12/10 - No response from company</td>
<td>Visit the website and google the company weekly. Your research pays off! You notice a major accomplishment and you contact the manager to congratulate</td>
<td>5/12/10 - Visit the website and google the company weekly. Your research pays off! You notice a major accomplishment and you contact the manager to congratulate</td>
<td>5/15/10 - The manager takes note of your obvious interest and initiative, sends your name to the regional manager with a request to review your resume</td>
<td>5/16/10 - Send email thank you for your interest in the company</td>
<td>5/30/10 - Regional manager contacts you to schedule an interview</td>
</tr>
</tbody>
</table>

*Italicized text = company response*