

Personalize The Job Search

Take a look at a typical job search scenario in a competitive job market: You've recently sent your resume to an organization that advertised an opening. You're excited about this opportunity because it seems perfect for you. You have relevant skills and experience and have spent days presenting these on your resume and cover letter. You know you could be successful in this position. So you wait anxiously with much optimism.

Meanwhile, the recruiter

is sitting in her office with over 100 pieces of cotton-bond paper (resumes), each having only subtle differences in color, style, and typed content. With this large number of resumes, she executes a quick, 20-second scan of each resume to dwindle down the stack. The months and years of acquiring relevant knowledge and practical experience through courses, full-time and part-time jobs, extracurricular activities and internships, along with the hours spent producing your

resume, results in a 20-second scan of your piece of cotton-bond paper.

Was this a thorough examination of your potential? Did the recruiter get a chance to explore your skills and experience and learn about your ambition and excitement for this job? Did they really get to know the person behind that piece of paper?

The job search process is impersonal by nature. Think about it. The recruiter's first impression or assessment of you is usually based on the words on a fancy piece of paper. Your resume and cover letter are being analyzed - not your enthusiasm, communication skills, positive attitude, self-confidence, interpersonal skills, or sense of humor. You must create situations where you, the whole person, are assessed and evaluated.

Networking is the key to putting a face to your resume, providing you the ultimate way to present yourself as the ideal candidate.

Social networking sites, such as Facebook and Twitter, are networks that you

already have established with personal contacts. When you are looking for a job, post about it. You never know who may see your status update or tweet and know someone, who knows someone, who is hiring.

Another avenue to explore is professional networking. Like social networks, professional networks allow you to connect with others and help you gather needed information on majors, career options, or a particular company

LionLink, one of Penn State's professional networking programs, is available to help you jump start your network and connect you with Penn State alumni. Whether you are exploring majors or preparing to enter the job-market for the first time, LionLink can help you:

- Network with successful Penn State alumni who are willing to share career information and advice
- Gain valuable insight about job opportunities in your career field, companies you are interested in working for, specific job responsibilities, and job search techniques;
- Increase the number of

people you know in your career field.

Currently, there are more than 2,000 career coaches in more than 200 industries. All LionLink career coaches are Penn State alumni and have volunteered to participate in LionLink. They are eager to talk to students just like you and share their career information and advice. To get started, log on at: www.psualumcareer.com/career/

LinkedIn is another professional networking tool, allowing you to connect with others who share your interests or career goals. But LinkedIn isn't just "the professional Facebook." Connections here are meaningful and engage in providing referrals and establishing relationships. Check out the job boards for opportunities of interest to you. Join groups that relate to your interests and career aspirations. Participate in discussions that will enhance your understanding and establish you as an expert in your field.

To fully tap into the capacity of LinkedIn, visit the Learning Center at learn.linkedin.com/students.



diversityCHAT
speed networking

Mix and mingle with recruiters in advance of the fair to connect with employers interested in diversity hiring!

Monday, September 13, 2010

HUB-Robeson Center
3:30- 5:30 p.m.



- Meet many of the employers who will be at Fall Career Days
- Exchange business cards* with employers
- Network to get an inside look at diversity in the workplace
- Enjoy hot & cold hors d'oeuvres

*Pre-registered students will be given business cards to distribute to employers



Students **MUST** pre-register for this event

To pre-register, visit

www.fairs.sa.psu.edu/fall

Join the Penn State Career Connection

Penn State Career Services' own group on Linked In - one of the most respected online professional networking sites

- Build a professional online presence
- Connect with employers and uncover job opportunities
- Identify real people working in your fields of interest
- Participate in discussions relevant to your career goals
- Learn life-long networking skills



For more information on how to use social media professionally, go to: studentaffairs.psu.edu/career/cic/online.shtml