

GOALS

- Discuss strategies to find and apply for jobs in the Internet age.
- Explain how to prepare a resume and a cover letter.
- Describe successful job application and interview strategies.

KEY TERMS

- contact, p. 21
- social network, p. 21
- job shadowing, p. 22
- headhunter, p. 24
- temp agency, p. 24
- resume, p. 25
- references, p. 27
- cover letter, p. 28
- job application, p. 29
- job interview, p. 29
- follow-up, p. 31

How Can You Find Job Openings?

There are many ways to find out about job openings in the Internet age. In the past, many people found jobs by reading about them in the newspaper and mailing in their applications. Today, many applicants find out about job openings through contacts, networking sites, company websites, and online career and employment sites. A **contact** is a person you know, such as a relative or friend. You may have met this person just recently, or you may have known him or her all of your life.

Many job openings are never advertised. They are filled from within the company or with people who are privately told about the job opening.

contact a person you know, such as a relative or friend

GETTING STARTED

While you are in school, you can start building your social network. A **social network** is a group of friends and acquaintances who keep in contact and share information. Many people today belong to online social networking sites, such as Facebook, MySpace, LinkedIn, Twitter, and personal blogs. At these sites, you are able to exchange information with others, post messages, and keep in contact over time.

If you are seeking a job in a field where you have no contacts, try to get to know people who can tell you about openings. Ask if they have a web page or blog and stay in touch. Start by letting others know about your skill set that makes you a unique and desirable employee.

If you are working, even on a part-time or volunteer basis, keep others informed and talk to them often. This includes coworkers,



How can you learn about job openings that aren't advertised?

social network a group of friends and acquaintances who keep in contact and share information



Success Skills

USING SOCIAL NETWORKING SITES

Using the Internet for social networking has many advantages for job seekers, such as a wide range of sources for job information, up-to-the-minute knowledge, and rapid response to job openings. But it can also be a risky place if you are not careful. Here are some do's and don'ts for using Internet social networking sites.

Do:

- Be courteous and thoughtful
- Be appreciative when you get good information
- Follow through and do your best when others recommend you
- Share information that benefits others
- Proofread very carefully before posting information
- Read your postings from others' points of view

Don't:

- Criticize or be negative about others
- Complain about your job, employer, or others
- Swear, use slang, or poor language
- Neglect others when they ask for your help
- Post information that could lead others to think poorly of you
- Brag or seem arrogant or thoughtless

Think Critically

1. If someone googled your name, what would they find? Why do employers care about what applicants and employees post on their social networks?
2. What social networking sites do you use? What kinds of information should you avoid sharing on these sites?

customers, and business professionals you will meet in the course of your employment. Share information with them as well as gather it for yourself.

It's a good idea to join student groups and community organizations. Here you will meet people who can introduce or refer you to other people.

Job Shadowing

If you would like to get to know people in a particular type of job, but you have no contacts, you might consider job shadowing. **Job shadowing** is spending time observing a worker in a type of job that interests you. Many employers will let you come and visit in this manner, as long as you do not disrupt the work being done. You can see how activities are performed in a typical day. The contacts you make while job shadowing can give you the inside track on finding out about future job openings.

job shadowing spending time observing a worker in a type of job that interests you

Cooperative Work Experience

Many schools have programs to assist students in preparing for careers, making career choices, and securing part-time or full-time work. One such program is called *cooperative work experience*, where students attend classes part of the day and then go to a job that provides supervised work. Students receive credit for the on-the-job skills they learn.

School Counselors, Teachers, and Placement Centers

School counselors and teachers are often good sources of job opportunity information. They are often asked by employers to recommend students for specific job openings. *Placement centers* also help students find jobs. Their services are usually offered free of charge. Placement centers post job openings at the school and provide information to qualified students so they can apply. Be sure to check at your school to see what kind of assistance may be available.

CHECKING WEBSITES

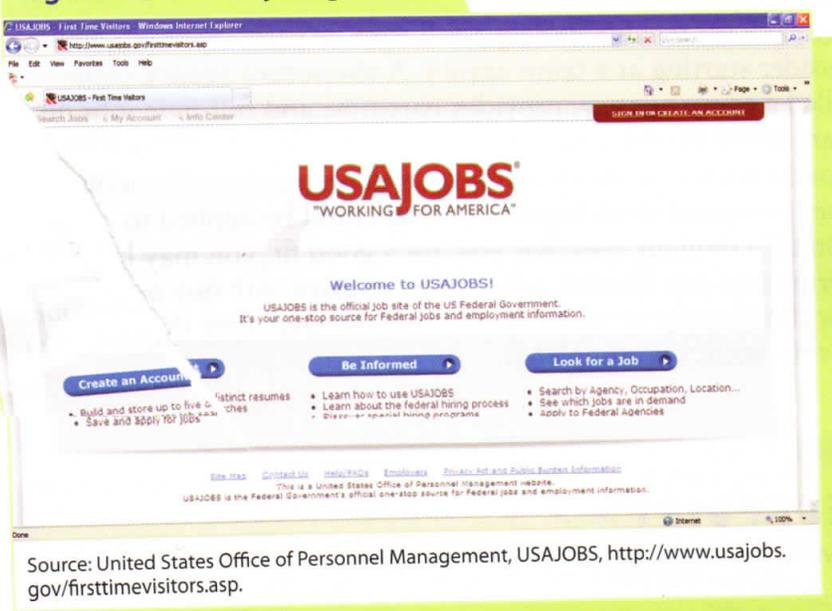
Many businesses maintain websites that list job openings. You can usually find these at the “human resources” link at the business’s home page. The job openings often contain a job description that lists job qualifications, timelines for applying, starting dates, and pay rates. These sites are updated frequently, so it is important to check back often. You may be able to apply for jobs online.

You can also find job postings at websites such as Jobdango, Cooljobs.com, Yahoo! HotJobs, Monster, CareerBuilder, craigslist, and Resumeblaster.com. Many local newspapers also have websites with searchable job listings. If you want to work for the government, you can learn about jobs through websites such as USA Jobs shown in Figure 1-3.1

JOB SCOUTS

Technology is changing the way people find jobs. When you are ready to begin working, you may want to use a job scout to help you find openings. A *job scout* (also called a *job agent*) is a type of computer program known as an intelligent agent. The program completes tasks using rules or options you set. In the case of a job scout, its task is to search the Internet to find job listings and to return those listings to you. The rules you set

Figure 1-3.1 USAjobs.gov



Source: United States Office of Personnel Management, USAJOBS, <http://www.usajobs.gov/firsttimevisitors.asp>.

might state the type of job and the location of the job (city or state). You may choose to have the job listings sent to you daily or weekly. Using a job scout can help you find a job that will allow you to build financial security.

EMPLOYMENT AGENCIES

All major cities have public and private employment agencies. *Employment agencies* help job seekers find a job for which they are qualified. They also help employers locate the best job applicants for their openings. Private employment agencies may or may not charge a fee for their services. Some agencies charge a fee to the employer. Others divide the fee between the employer and the new employee. Fees vary from agency to agency, so you should compare prices.

A **headhunter** is a type of employment specialist who seeks out highly qualified people to fill upper-level positions for an employer.

For example, if a company needs a new manager or vice president, it may use a headhunter to recruit an executive with the skills and experience needed rather than advertise the job opening and go through an open interview process.



How do employment agencies help fill job openings?

State Employment Offices

The state employment office also helps people find jobs. It does not charge fees because it is a government agency. There you can also find information about job-training and assistance programs, such as YES (Youth Employment Services), Youth Corps, Civil Service (both state and federal), and other government-sponsored programs. You may qualify for one or more of these types of work programs.

Temp Agencies

If you initially have trouble finding a full-time or permanent job, you might consider starting at a temp agency. A temporary agency, commonly called a **temp agency**, provides part-time and full-time jobs on a temporary basis. Working in a temporary job gives you a chance to make a good impression on an employer and to expand your network. It also gives you good work experience that could be applied to other jobs. When the company sees that you are a good fit, you may be offered a permanent job. In such a case, the company will buy out your contract with the temp agency. Or, you may be hired after the contract with the temp agency is completed.

headhunter an employment specialist who seeks out highly qualified people to fill upper-level positions for an employer

temp agency an employment agency that provides part-time and full-time jobs on a temporary basis

CHECKPOINT ▶▶▶

List five sources of job opening information.

How Do You Prepare to Get a Job?

The first step toward getting a job is to prepare and have a resume, as shown in Figure 1-3.2. A **resume** is also known as a personal data sheet or a *vita*. It describes your work experience, education, skills, interests, and other qualifications (your skill set) that qualify you for a job opening. Different styles of resumes can be viewed at online career sites.

resume a summary of your work experience, education, skills, and interests that qualify you for a job opening

Figure 1-3.2 Resume

Anisa Newkirk
162 NW Marshall Street
Portland, OR 97209-4323
(971) 555-4021
anisan@internet.com

CAREER OBJECTIVE

To assist with animal training for service dog programs in the local area; desire to work with dogs on emergency and trauma response teams.

EDUCATION

Hoover High School, Portland, Oregon (graduate 2009)
GPA 3.3, Dean's List two years

Relevant Course Work: Biology Environmental Science Public Speaking and Forensics	Relevant Skills: Work well with animals American Sign Language (ASL) Excel (spreadsheets) Word (word processing)
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Extracurricular Activities:
Volunteer: Red Cross Emergency Response
Debate Team (two years)
Member: National Honor Society (two years)
Athletics: Tennis and volleyball

EXPERIENCE

Volunteer, Noah Animal Hospital, Portland, Oregon (one year)
Worked with injured animals, gave them food and medication; worked at the all-night emergency room, took data from animal owners; assisted veterinary staff with medical procedures.

Caregiver, County Animal Shelter (two summers)
Cared for animals; made calls to help find them new homes.

Pet Sitter/Dog Walker (two years)
Provided care for dogs, cats, rabbits, birds, and snakes while owners were away on vacation; provided daily dog walking services.

REFERENCES

Provided gladly on request.

GENERAL RESUME GUIDELINES

When preparing a resume, there are no set rules. You should choose the style that best presents your strengths. Here are some general guidelines:

- Have a “master resume” which lists everything you have ever done. Include every job, every award, every skill, every bit of information you have.
- Tailor each resume you prepare to include the information that will best match your skill set to those skills listed in the job opening.
- Keep each tailored resume to one page. List important information in the top third of the page. It will be the first thing reviewers see, and it should grab their attention.
- Keep the resume simple, attractive, and easy to read. Carefully choose your use of fonts, boldfacing, italics, spacing, and other style elements. If your resume will be submitted electronically, avoid using formatting that might change or look different when the file is opened in a different computer operating system.
- Proofread thoroughly. It must be error-free—no keying errors, spelling errors, or grammar mistakes.
- For hard copies, avoid bright colors, odd sizes, and stained or discolored paper.

The content of your resume should include your name, address, telephone number, and e-mail address. Omit personal information such as age or ethnic background. Including a career objective is optional. After your resume gets fuller, you may wish to drop it. If used, keep it short, direct, forward-looking, and specific. Avoid statements like “any kind of work.”

List your high school and any other schools you have attended, starting with the most recent. You may include areas of study, grade point average, honors, specific courses that might apply to a job opening, and other positive facts such as your involvement in extracurricular activities.

List jobs you have held, both paid and unpaid. Describe the work you have done, including the names and addresses of employers. Emphasize skills you learned and responsibilities you held. Point out any experience you may have that directly relates to the job for which you are applying.

List references to fill the space, giving their names, titles, addresses, and phone numbers. E-mail addresses can also be used. Or, if your resume is already full, just state that references “will be provided on request.” Then prepare a page of references to take with you to a job interview, or to use for a job application, in case you are asked.

SCANNABLE RESUMES

Some employers use scanners and software to search for key words and phrases that match skills required in their job descriptions. They can scan hard copy as well as electronic resumes. The scan determines which resumes will be considered further.

A *scannable resume* is designed for easy reading by a scanner and contains key words from the career or job opening. To improve your chances for selection, use words that match job opening words, and use a simple, standard font. Keep it to a standard page size with headings no larger than a 14-point font. Avoid any fancy fonts, italic, underlining,

condensed type, shading, shadows, columns, boxes, graphics, and horizontal or vertical lines.

REFERENCES

References are people who have known you for several months to a year or longer and are willing to provide information about your skills, character, and achievements. They should be over 18 years of age and not related to you. The best references are teachers, former and current employers, advisers, counselors, coaches, and adults in business. Be sure to ask permission before listing someone as a reference.

A *reference letter* is a statement of your character, abilities, and experiences that is written by someone who can be relied on to give a sincere report. It is helpful to gather and keep reference letters. Even though they may not be current, they reflect a pattern in your life. Figure 1-3.3 is an example of a reference letter.

references people who have known you and can provide information about your skills, character, and achievements

Figure 1-3.3 Reference Letter

FARWEST TRUCK CENTER

402 First Street, NW
Eugene, OR 97402-2143

June 4, 20--

To Whom It May Concern

Re: Maribel Boswell

I have known Maribel for the past three years. She was an employee in our customer service division. Maribel began work here as an intern. She was an excellent employee, so at the end of her internship we hired her on a temporary basis. That temporary job lasted three years until Maribel moved away.

Maribel proved to be energetic and competent. She learned quickly and was a valuable member of our team. She took great pride in her work. She was able to work well independently and as a team member.

Without reservation, I can recommend Maribel to you as a potential employee. I would gladly hire her again if she were to move back to our area.

If you have any further questions, please do not hesitate to call me.

Sincerely

Harry Chen

Harry Chen
Manager

cover letter a letter that accompanies a resume, introducing the applicant to a prospective employer

THE COVER LETTER

Whether you are submitting a hard copy, sending a resume by e-mail, or posting a resume at a website, you should also include a cover letter, as shown in Figure 1-3.4. Also known as an *application letter*, the **cover letter** serves to introduce you to a prospective employer. It gives you a chance to briefly explain or “sell” your qualifications and to make a good first impression.

The **cover letter should be short and direct**. In the first paragraph, you should identify your purpose—why you are writing. Be specific; tell the employer what you want (to be considered for an opening). The second or middle paragraph should point out some key **qualification or skill that makes you unique**. Express interest in the company. Your tone should be enthusiastic, upbeat, and friendly. The final or closing paragraph should wrap up the letter in a **friendly but direct manner**. Be direct; ask for an interview and specify when you are available.

Figure 1-3.4 Cover Letter

1274 Grant Avenue
Portland, OR 97224
becarter@internet.com
June 15, 20--

Mr. Jackson Phillips, Manager
Star Gaze Museum
4484 Grand Avenue
Portland, OR 97201

Dear Mr. Phillips

In response to the opening posted on your website, please consider me an applicant for the summer tour guide position at your downtown location.

As you can see from my resume, I have volunteered as a host or guide for several special events in the past. I enjoy learning new information, making presentations, interacting with people, and helping others learn new facts and ideas. Your posting indicates that you need someone to work on weekends and to be on call for extra duties. I am available and eager to work on weekends and have a flexible weekday schedule that will allow me to fit in extra duties as needs may arise.

I am available now and would love to begin work as soon as possible. You can reach me at (971) 555-3344 every day after 2 p.m. I look forward to hearing from you about an interview and discussing the tour guide position with you.

Sincerely

Brandon Carter

Brandon Carter

Enclosure: Resume

CHECKPOINT >>>

List the information found on a resume.

How Do You Make Yourself Stand Out?

After you have found out about job openings, you must begin the process of selling yourself as the most desirable job applicant. You must show the employer that your unique skill set is just what is needed. The job application and interview can separate you from your competition.

THE JOB APPLICATION

To apply for a job, you will most likely have to fill out a job application (also called an *employment application*). A **job application** is a form (either electronic or on paper) that asks you basic questions about your background, such as your work history (names, dates, places), education, skills, and references.

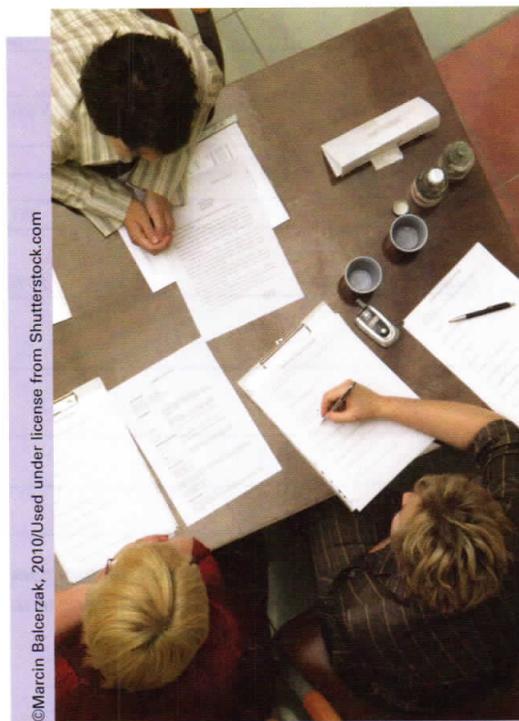
When completing a job application by hand, write neatly using a blue or black ink pen that does not skip or blot. Stay within the space provided. Fill in all the blanks. When you cannot answer a question or it isn't applicable, use the abbreviation N/A or a line (-----) to show that you have not ignored the question. Be truthful and give complete answers. Have all the needed information with you, including the names of references with their job titles, addresses, phone numbers, and e-mail addresses. When possible, take the job application form home with you and fill it out carefully at your leisure. Proofread very carefully, checking every word. Keep a copy of the form you submit.

When completing a job application online, follow the same rules. Select a standard font and proofread. You cannot rely on spell checking tools to catch all spelling and grammar errors. Be sure to print a copy for your own records. Figure 1-3.5 is a sample job application form.

THE JOB INTERVIEW

The next step is the **job interview**, a face-to-face meeting with a potential employer to discuss a job opening.

job application a form that asks basic questions about the applicant's background, such as work history, education, skills, and references



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Why is a job application important?

job interview a face-to-face meeting with a potential employer to discuss a job opening

Figure 1-3.5 Job Application

EMPLOYMENT APPLICATION

Date: 7/15/20-- Job you are applying for: Clerk/Office Assistant Full Time Part Time

Social Security Number: Provided at employment

First Name: Terrell Middle Initial: B. Last Name: Adams

Mailing Address: 234 Maple Street City: Eugene State: OR ZIP: 97401

Home Phone: (503) 555-2000 Work Phone: () --

Have you worked for this company before? Yes No From: --- To: --- What location? ---

Your name at that time: --- Position when you left: ---

If you are under 18, give your birthdate: --/--/-- and work permit number (if applicable): ---

Date available for work: 7/15/20--

Please indicate the hours that you are available to work on each of these days.

(Hours)	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
From	8	1	1	1	1	1	8
To	8	8	8	8	8	8	8

START WITH CURRENT OR LAST EMPLOYER—INCLUDE MONTH AND YEAR IN DATES

FROM	COMPANY	POSITION HELD	BEGINNING PAY	MIN. WAGE
Mo. 9 Yr. 09	Video Image Plus	Accounting Clerk		
TO	STREET and NUMBER	CITY and STATE	ENDING PAY	MIN. WAGE
Mo. 2 Yr. 10	1121 West 18 th , Springfield, OR 97477			
SUPERVISOR'S NAME		TITLE	REASON FOR LEAVING	
Jewel Clark		CWE Coordinator	end of program	
FROM	COMPANY	POSITION HELD	BEGINNING PAY	MIN. WAGE
Mo. 9 Yr. 08	Madison High School	Office Assistant		Volunteer
TO	STREET and NUMBER	CITY and STATE	ENDING PAY	MIN. WAGE
Mo. 6 Yr. 09	Eugene, OR 97401			Volunteer
SUPERVISOR'S NAME		TITLE	REASON FOR LEAVING	
Andy Williamson		Office Manager	end of year	
FROM	COMPANY	POSITION HELD	BEGINNING PAY	MIN. WAGE
Mo. 6 Yr. 04	Register-Guard	Newspaper Carrier		Commission
TO	STREET and NUMBER	CITY and STATE	ENDING PAY	MIN. WAGE
Mo. 9 Yr. 06	Eugene, OR 97401			Commission
SUPERVISOR'S NAME		TITLE	REASON FOR LEAVING	
Mary Adamson		Supervisor	to go to school	

MAY WE CONTACT YOUR PRESENT EMPLOYER? Yes No

SCHOOL NAME	ADDRESS	FROM	TO	DEGREE/DIPLOMA
HIGH SCHOOL				DIPLOMA <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Madison High School	Eugene, OR 97401	2006	2010	TYPE:
BUSINESS/VOCATION SCHOOL				DIPLOMA <input type="checkbox"/> Yes <input type="checkbox"/> No
				TYPE:
COMMUNITY COLLEGE/UNIVERSITY				DIPLOMA <input type="checkbox"/> Yes <input type="checkbox"/> No
				TYPE:
UNDERGRADUATE COURSEWORK EMPHASIS				CUM GPA
GRADUATE COURSEWORK EMPHASIS				CUM GPA

I understand that any offer of employment is conditioned upon the satisfactory completion of this verification process and that the company will hire only those individuals who are legally authorized to work in the United States and who present acceptable proof of their lawful employment status and identity.

Terrell B. Adams

SIGN HERE

7/15/20--

DATE

During your interview, the employer will likely have a copy of your resume, cover letter, job application, and reference letters. The interviewer may ask you about information on any of these documents or about any other job-related matters. Prepare for the job interview so you will impress the interviewer. Here are some general guidelines:

- Review your resume so you are familiar with everything you have stated about yourself.
- Rehearse open-ended questions where you talk about yourself. Be ready for questions such as, “Tell me about yourself,” or “Why do you want to work for us?” Talk about your skill set and how it relates to the job opening. Practice your interviewing skills with a friend or family member.
- Lean forward, listen carefully, and show the interviewer you are interested and enthusiastic about the job opening.
- Arrive **on time**, or about ten minutes early. Dress appropriately, as you would if you were already on the job (or one notch better).
- Always **go alone**. Do not take a friend or relative.
- Appear self-confident and relaxed. Do not show tension or stress. Avoid eating or drinking, except water if it helps keep you calm.
- Be courteous, using “please” and “thank you.”
- Think **before you speak**. Speak slowly and clearly. Use good grammar and avoid slang.
- Look directly at your interviewer(s), making eye contact frequently. Smile often and **show confidence**.
- Watch for clues that you should talk more or less.
- Do company research so you can speak intelligently about the company and ask meaningful questions. It is common for the interviewer to ask you what questions you might have about the company—make them impressive!

After the interview, you may wish to do some type of follow-up.

Follow-up is contact with the prospective employer after the interview but before a person is actually hired for the opening. When it could be days or even weeks before a decision is made or announced, it could be in your best interest to remind the employer of your interest and enthusiasm.

A thank-you letter is one form of follow-up. The *thank-you letter* shows appreciation for the time taken to interview you. It also reminds the employer of your interest. When writing a thank-you letter, keep it short and direct. You might enclose a letter of reference or remind the interviewer of a special skill or aptitude that you have. Make sure it is error-free, friendly, and appreciative.

Other forms of follow-up include a phone call or a drop-in visit where you would inquire about the status of the job opening. Be sure to dress like you already have the job. Be courteous and friendly.

follow-up contact with a prospective employer after the interview but before a person is hired for the opening

CHECKPOINT ▶ ▶ ▶

List five things you should do to have a successful job interview.