Job Search Kick-Off

Bren School Career Development Program | Fall 2013
Job Search Steps

Explore/Network
Develop a professional and effective resume
Polish interviewing skills
Target/Focus
Talk
Apply
Interview
Negotiate
Accept offer

Remember that each of these steps takes time. If you want to get placed prior to graduation, you should start this process now!
How long does the average job search take?

4.5 Months!
Diversified Approach

Study—one method
(51 out of 100 gave up)
vs. several methods
(31 out of 100 gave up)

Internet

Survey: 4-10% find jobs via the internet—Is the internet useful?
Where do people commonly apply for jobs?

What are some less competitive avenues?

Highly-publicized avenues
(online announcements, email distributions, classifieds, job boards)

Through connections
(contact, networks, referrals)
Networking is the key!

**Bren Community**
- Group Project clients
- Faculty
- Alumni Network
- Networking Opportunities (Speakers, AEP, Conferences)
- Corporate Partners

**Your Circle**
- Family
- Friends
- Referrals
- Internship contacts
- Past employers
- Undergrad networks

**Job Announcements**
- Classifieds/Web
- jobpostings@bren

**Target Firms**
- Letter
- Call
Finding Employment in a Weak Market (in any market!)
Break out of the box and create more boxes

12 students/Al Michaels

Richard Bolles—Bad News/Good News
Recession rewards and punishes job seekers
Environmental Field/Bren Education/Career Skills

Competition – Battle – Challenge - Fun

Job to find a job

Attention to detail more than ever

Not being hired/getting eliminated

Musical chairs
Three Box Approach

Box 1 = Ideal!
Or close to ideal!

Box 2 = Closely related, but not ideal

- **FLEXIBLE**
  (sector, location, level, division, salary)
- **VERY MARKETABLE**
  (sets you up for Box 1 in 1-2 years)
- **TECHNICAL SKILLS**
  (GIS, LCA, software, EIR, monitoring, water sampling, modeling, compliance)

Box 3 = Back-Up Jobs

- Past employers
- Fellowships
- Internships
- Temporary jobs
- Peace Corps
- Part-time jobs
- Other environmental jobs
Incentive
Deadlines – Flexible boxes!
Often depends on Box 3
A solid Box 2 or 3 really helps
Know your (life/career) goals
Know your comfort level
Set your timeline goals
Resume
Deal with issues – e.g., gaps (intentional)
Interview - prepare! (Boldt Book)
Sell yourself - play the game
Are you willing to do this?

Maintenance-free employees
Until formal offer is extended and accepted, you are still being screened!
Get the offer!
Stay in touch even if you don’t get the offer
Step back and reflect
First impression

Make sure the customer touches the product

People who have bought from you before are the best prospects

Best time of the month for getting it read

Get people to talk about you

Work smart, not hard (reflect)

Look like you are their kind of person

Ask for the business or nail down the next step

Last impression
Try not to get frustrated or down
Average search is 19.8 weeks
Salesperson
Self-Esteem/Confidence
Surround yourself with support
Don’t believe everything you hear
Side projects (Extension, AEP, volunteer)
Seek help early
Time off—Be prepared/understand risks
Bren Services (September – December)
Mentor—Ask for advice
Job Search Mistakes

- Not handling rejection effectively
- Not thoroughly knowing the company and position before accepting an offer
- Not taking a step in a particular career direction
- Not following up properly
- Not selling yourself effectively
- Not being flexible
- Not seeking help
- Not conducting a quality search
• Sitting on one opportunity and not moving forward
• Not talking with us about multiple offers, about stalling, and/or about salary negotiations
• Email mistakes to Dave and Kristen
  *Subject, timeline, phone number*
• Forgetting to revise résumé
  *Wrong organization, Not targeted*
• Not preparing for a 3-6 month job search – nothing
• Not following up
  *Not checking in*
• Forgetting to send a thank you note
• Failing to recognize hiring trends
  *Taking off the summer may be a risk*

These mistakes seem to happen every year!
Google search yourself

Kristen Robinson

Kristen Robinson
kristen robinson jewelry
kristen robinson darcy
kristen robinson yahoo

Kristen Robinson

Kristen Robinson's journey is an online journal documenting my artistic, writing and life experiences.
ICE RESin - Where I'm Teaching - Online Classes - Art Camp

Bren School - People - Kristen Robinson - Santa Barbara
www.bren.ucsb.edu › People
As Assistant Director of Career Development and Alumni Relations for the Bren School, Kristen works closely with Bren students, providing exceptional tailored ...

Kristen Robinson | LinkedIn
www.linkedin.com/in/kristenrobinson
San Francisco Bay Area - SVP Global Human Resources at Yahoo!
View Kristen Robinson's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Kristen Robinson discover ...

Kristen Robinson | Design
kristenrobinson.com/
Kristen Robinson, set designer MFA Yale School of Drama: Set Design Princess Grace Theater Fellowship, 2013, Pierre Cardin Award Winner ...

Kristen Robinson | Life Is In The Details by kristenrobinson - Etsy
www.etsy.com/shop/kristenrobinson
★★★★★ Rating: 5 - 73 reviews
Welcome to my creative house. My artwork, jewelry, paper goods and baubles are inspired by the simple beauty that surrounds us each day. Many of.

Images for kristen robinson - Report images
Learn to manage what employers can find about you online

Facebook – make your profile private or create a “professional” profile

LinkedIn – employers will check this, so make sure your profile sells you
Have you ever rejected a candidate because of what you saw about them on a social networking site?

- Yes: 69%
- No: 26%
- I don’t use those sites to screen prospective employees: 5%

Why have you rejected those candidates?

- Posted inappropriate photos: 11%
- Posted inappropriate comments: 11%
- Posted content about them drinking: 9%
- Posted content about them using drugs: 10%
- Posted negative comments about a previous employer: 11%
- Demonstrated poor communication skills: 11%
- Made discriminatory comments: 10%
- Lied about their qualifications: 13%
- Shared confidential information from a previous employer: 7%
- Never rejected a candidate because of information on a social networking site: 7%

MESM 2013
Initial Job Placement Stats
Of our MESM 2013 graduates:

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<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Placed</td>
<td>73%</td>
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<tr>
<td>Interviewing</td>
<td>8%</td>
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<tr>
<td>Looking</td>
<td>8%</td>
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<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Unknown</td>
<td>4%</td>
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</tbody>
</table>

[Diagram showing icons related to jobs and sustainability]
Initial placement by sector

- Consulting: 38%
- Corporate: 15%
- Government: 10%
- Non-Profit: 7%
- Other: 7%
- Research/Education: 23%
Who have they gone to work for?
How did they hear about their jobs?
Of our survey respondents...
  - 32%  Personal contact
  - 29%  Other Bren School contact
  - 23%  Career Services email
  - 16%  Company website/internet posting

How many years of experience did they have?
Of our survey respondents...
  - 57%  had 0-1 years of experience
  - 35%  had 2-4 years of experience
  - 4%    had 5-8 years of experience
  - 4%    had 9+ years of experience

When did they start their job searches?
Of our survey respondents...
  - 56%  started their searches in Spring quarter or after graduation
Geographic Distribution for Initial Placements

California: 76%
Out-of-State: 16%
International: 8%
<table>
<thead>
<tr>
<th>Sector</th>
<th>High</th>
<th>Low</th>
<th>Average</th>
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<tbody>
<tr>
<td>Consulting</td>
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<tr>
<td>Corporate</td>
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<td>Government</td>
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<td>Research/Edu</td>
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<td>51,696</td>
</tr>
</tbody>
</table>
What percentage of 2013 grads landed their “Box 1” job?

- 60%
- 36%
- 4%
You are in demand!

Confidence
Top degree
Interdisciplinary background
Group Project Experience
Job search skills
Networking Support system
Thank you for participating today.

Any questions?