Job Search Kick-Off

Bren School Career Development Program | Fall 2012
Job Search Steps

- Explore/Network
- Develop a professional and effective résumé
- Polish interviewing skills
- Target/Focus
- Talk (spread the word, approach speakers, reach out to old contacts)
- Apply (cover letter, applications, cold call)
- 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!
Average Job Search

- So, how long does the average job search take?
  - 4.5 Months!
- Is it too early to start applying for jobs now?
- What other things going on in your 2nd year could affect your job search?
  - Group Projects - students fell behind
  - Burn out
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?

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

What are some less competitive avenues?

Through connections (contacts, networks, referrals)
# Diversified Approach: 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
MESM 2011 & MESM 2012: Initial Job Placement Stats
Snapshot OF MESM Class of 2011 Placement

4-month mark:
- 72 out of 94 members of the Class of 2011 were employed (89% of survey respondents, 77% of the class)
- 9 students were still seeking employment
- 13 students had not yet responded to our initial 4-month follow-up survey.

Job Search/Offers:
- 48% indicated that they didn’t make their job search a priority until spring quarter or after graduation
- 29% said they received at least 1 other job offer

Geographic Distribution:
- 66% of respondents were placed in CA, 33% placed out-of-state, and 1% placed internationally

Placement Sector:
- Consulting - 21%
- Corporate - 21%
- Government - 22%
- Non-Profit - 18%
- Research/Education - 15%
- Other - 3%

Reported Salaries:
High = $110k
Avg = $51,937
Low = $30k

Boxes:
- Box 1: 67%
- Box 2: 28%
- Box 3: 5%

88% of respondents were “Very Satisfied (6)” or “Satisfied (5)” with their job locations.
MESM 2012 - Placed Graduates

How many are placed?
- 59/77 MESM 2012 graduates are placed (about 77%)
- Of those 59, 34 received their offers by the end of June (44% of the class)
- 93% of those placed are in full-time jobs

How many received more than 1 job offer?
Of our respondents...
- 27% received at least one other job offer (some received 2 or 3 job offers!)

What was the geographical distribution?
- 74% stayed in CA
- 17% are placed out-of-state
- 9% are working internationally
How did they hear about their jobs?
Of our respondents...
- 37% Personal contact
- 29% Other Bren School contact
- 22% Career Services email
- 8% Company website/internet posting

How many years of experience did they have?
Of our survey respondents...
- 21% had 2-4 years of experience
- 79% had 0-1 years of experience

When did they start their job searches?
Of our respondents...
- 61% started their searches in Spring quarter or after graduation
Who are they working for?
Reported salaries for the MESM Class of 2012
What percentage of 2012 grads landed their "Box 1" job?

- Box 1: 61%
- Box 2: 31%
- Box 3: 8%
Remaining MESM 2012 graduates

- 9 of the remaining 18 are interviewing
- 6 we know are still looking
- 3 we aren’t certain of their statuses (waiting to hear a reply to our check in)
Finding Employment in a Weak Market (in any market!)
Change Your Mindset!

- Breaking out of the box and creating more boxes (12 students/Al Michaels)
- Richard Bolles—Bad News/Good News
  - Recession—Rewards/Punishes
  - Environmental Field/Bren Education/Career Skills
- Competition - Battle - Challenge - Fun
- Job to find a job!
- Attention to detail more than ever!
  - Dress, cover letter, resume, logistics, follow up, references, WS, business cards, websites, email addresses, email
- 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, EIIR, monitoring, water compliance)

Box 3 = Back-Up Jobs

- Past Employers
- Fellowships
- Internships
- Temporary jobs
- Peace Corps
- Part-time Jobs
- Other Environmental Jobs

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- Part-time Jobs
- Other Environmental Jobs
Timeline

- 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
Getting Your “Box 1”

- Resumes
- Deal with issues - *i.e., 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!
Getting Your “Box 1” continued

- Get the offer!
- Stay in touch even if you don’t get the offer
- Step back and reflect
  - *Normally a reason why there are no hits or no offers*
Salesperson Approach

- 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)

  Most successful people set daily goals

- Look like you are their kind of person
- Ask for the business or nail down the next step
- Last impression

  Thank you and close or reference something personal
Attitude Check!

- 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

Avoid the Nots!

- 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
Job Search Mistakes

- Sitting on one opportunity and not moving forward
- Not talking with Dave and Kristen about multiple offers, stalling, and/or about salary negotiations
- Email mistakes to Dave and Kristen
  - Subject, timeline, phone number
- Forgetting to revise résumé and cover letter
  - Wrong organization or job title
  - Not targeted
- Not preparing for a 3-6 month job search – nothing and then multiple offers
- 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
Job Search Reminder: Manage Your Online Image

Google search yourself. What comes up?

*If your friends have incriminating pictures of you online, ask them to either “untag” or remove them*

Learn to manage what prospective employers can find about you online

**Facebook** - make your profile private, or create a separate “professional” profile

**LinkedIn** - employers will check this, so make sure your profile sells you
Job Search Reminder:
Manage Your Online Image (cont.)

Have you ever rejected a candidate because of what you saw about them on a social networking site?

- Yes: 69%
- No: 26%
- 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%

Job Search Reminders

- Build in time!
- Get focused
- Change your voicemail message!
- Diversify your approach
- Be creative and flexible
- Be proactive and confident
- Overcome weaknesses
- Log your job search
- Research companies
- Address “time off” issues early
- Package yourself - Lead the employer
- Sell yourself - Put your feet in the employers shoes!!
Interview Reminders

- Practice
- Stories / Specifics
- Attention to detail
- Appearance
- Group Project
- Energy / Enthusiasm
- Research
- Prepare questions
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?