

# The Job Search

## A Research Project

### Why Research?

- To create a list of prospective employers for strategic job search
- To enhance resume and cover letter preparation
- To prepare for an interview

### What should you learn?

- recent changes in the organization
- products and services offered by the organization
- whether the organization is publicly or privately owned
- location of the headquarters the employees' overall morale
- if the company is national or international
- the organization's structure and divisions
- the culture of the organization
- the size of the organization
- the organization's financial status
- the employer's mission and purpose
- the history of the organization
- potential employers in the industry
- the organization's level of commitment to their ideals and goals
- if the organization has recently reorganized, downsized, or been acquired

### How do I research?

#### Electronic Resources

##### *Employer Websites*

Employer websites offer fast and easy information in your job research. Need help finding a company site? Use a keyword search on a search engine like yahoo.com.

##### Online Employer Directories

These directories report company financial statistics, parent companies, location(s), and other industry-related information.

- Hoovers.com
- Companiesonline.com
- Sachamber.org
- Sahcc.org (San Antonio Hispanic Chamber of Commerce)
- Northsachamber.com (North San Antonio Chamber of Commerce)
- Wetfeet.com
- Corporateinformation.com

##### *Databases*

Electronic databases hold enormous amounts of information and are available either through the Coates Library, which is also accessible online at: <http://lib.trinity.edu/>. Electronic databases can help you find newspaper, magazine, or journal articles written about or including information on your company or organization of interest. Newspaper and journal articles can supply information not always provided by the organization itself. Some databases are:

- Academic Search Premier
- Business Source Premier
- ERIC by EBSCO
- Infotrac

## **Print Resources**

### *Directories, Magazines, and Journals*

Statistical information on an organization's financial status is prominent in print resources and helps to determine the financial stability of an organization.

- America's Corporate
- The Book of Lists Series\*
- The Job Bank Series\*
- Families Hoover's Reference Books\*
- San Antonio Business Journal and other journals\*
- Standard and Poor's Corporation Descriptions

\*available in the Career Services Resource Library

## **Personnel**

### *Human Resources (HR)*

The Human Resources department in any organization will answer questions you may have about the hiring process. Contact the HR office and clarify two questions (1) How to find out about vacancies, and (2) What is their best advice for you about getting a job there?

### *Informational Interview*

The informational interview helps jobseekers gain knowledge about an organization, industry, or position, and to understand its culture and atmosphere.

### *Direct Contact*

An alternative to the more formal means of contact is to visit the organization and talk to employees in a casual manner to discuss questions you may have. Ask the first person you meet: Is this a good place to work, and how do you get in the door?

### *Networking*

A network contact can be a friend, acquaintance, or even a Trinity graduate. This person can be your best opportunity to get the information you're seeking. Speak with a career adviser about launching a networking campaign regarding your area of interest. Possible network resources include:

- Family, friends, fellow students, organizations
- Career Fairs
- Professional and social associations or organizations which can be found at [www.yahoo.com/Economy/Organization/Professional](http://www.yahoo.com/Economy/Organization/Professional), [www.associationcentral.com](http://www.associationcentral.com), or in the book National Associations of the United States at the Coates Library
- Networking handout available in Career Services

## **Who can help me with my research?**

Visit the Career Services staff to go over research strategies and tips on finding helpful information. We can also take you around the office and guide you through the various resources and services that Career Services offers.