

# JOB SEARCH GUIDE

Naropa University  
Career Services

Whether you are a current student looking for work to supplement your time at Naropa, a senior preparing for life after Naropa, or an alum changing careers, the job search process can elicit a mix of emotions from anxiety to excitement. Career Services created this guide to help you begin to develop effective job search strategies as you enter or transition in the “world of work.”

## The Time Factor

If you are an alum working full-time or a current student juggling coursework, warrior exams, senior projects, theses, and simply enjoying your final year at Naropa, you may not have allotted for “conducting a job search” in your busy schedule. Before we get to the nuts and bolts of searching for jobs, it is important to realize the job search usually takes a good amount of time and preparation and often times feels like a job in and of itself. While Career Services can’t get you a job, we have several resources to help you develop successful job search strategies.

Beyond the search itself, there are other things that contribute to the time factor. Below are some questions to consider as you begin your search. If you answer “yes” to these questions, you are ahead of the game. If you answer “no,” Career Services has several resources to get you to “yes.” Check out the Career Services’ website ([www.naropa.edu/careerservices](http://www.naropa.edu/careerservices)), or contact the career services coordinator for more information:

- Do you know what you want to do?
- Do you have an updated resume?
- Have you interviewed prior to this search?

Let’s continue by exploring these questions a little more in-depth.

### *Do you know what you want to do?*

Some readers may know exactly what they want to do while others may find this question a bit restricting. Nonetheless, it is difficult to focus your job search and secure employment without having some idea of what you want to do or areas of interest to you. If you want help exploring this question, please contact the career services coordinator.

### *Do you have an updated resume?*

Whether you are seeking full-time or part-time employment, an internship, or temporary position, an updated resume is important to have on hand. Employers and internship providers will want you to demonstrate your unique skills, experiences, and qualifications as they relate to the position for which you are applying, all of which you can do on a resume.

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Additionally, they may ask you to submit a cover letter or letter of interest. Both a resume and cover letter take time to write well, and once you have updated versions it makes the application process much smoother. For more information on these important documents, contact Career Services and visit the resources available to you on the Career Services' website, such as the **Resume and Cover Letter Writing Guide** and **Web Resources**.

### ***Have you interviewed for a position before?***

A cover letter and resume rarely (if ever) get you a job, but if written well, they can get you an interview. An interview is a chance for you to continue to market your skills, experiences, and qualifications but is also simply a conversation and exchange of information between you and the person interviewing you to determine if you are a right fit for the position and if the organization is a right fit for you. Practice helps, and the career services coordinator would be happy to conduct a mock interview with you. You can also find more information about interviewing through the online **Interviewing and Post-Interview Correspondence Guide**.

## **Job Search Strategies and Resources**

Now that you've addressed the time factor, determined the path(s) of interest to you, updated or written your resume, and scheduled time to practice interviewing, it's time to turn to job search strategies and resources, which is probably why you opened and are reading this document in the first place. In this section, we explore several job search strategies and resources, recommending you take multiple approaches to diversify your search process in order to find the right fit for you. We start with the often dreaded word...networking.

### ***Networking: Connecting with Others***

Are you familiar with the phrase, "It's not what you know, but who you know?" While it might be a bit of an overstatement, think back to how you acquired some of the jobs you've held. Did you learn about the employment opportunities from someone else? The people (e.g., family, friends, partners, faculty, staff, former colleagues, mentors) you know may very well influence your job search.

With the development of online networking sites like Facebook and, better yet, LinkedIn ([www.linkedin.com](http://www.linkedin.com)), chances are you likely have a very large network of people to which you are connected or could be connected. One strategy to use in your search is to let the people in your network know you are seeking employment; you never know what opportunities they may know about or with whom they may be able to connect you. To identify people in your network, you may choose to simply brainstorm a list. Here are some tips when contacting others:

- Tell your contacts the areas of interest to you and the types of positions in which you have interest.
- Briefly outline the skills you have to offer.
- Ask your contacts to get back with you regarding the job openings they hear about.
- Ask your contacts to tell others about your job interests.
- Check back with your contacts on a regular basis (information taken and adapted from *CollegeInColorado.org*)

You can also build your network by attending events such as the fairs hosted by Career Services or the larger community or by conducting informational interviews with professionals or alumni. An informational interview is a meeting you arrange with a person who currently works in a position of interest to you. It resembles a low-stress conversation where you have an opportunity to gather data you will need to make career decisions. It also allows you to receive advice for your upcoming transition such as other job search strategies and field information. To identify professionals, you might talk with a friend, colleague, faculty member, Naropa's alumni relations officer or the career services coordinator.

### ***Job Advertisement: Responding to Position Postings***

Responding to job advertisements is probably the most traditional way of searching for a job. An advantage to applying directly to an advertisement is that you know exactly what an organization is looking for in candidates.

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This also means you can focus your cover letter and resume on the specific needs of the organization. Job advertisements appear through many mediums, which we'll review now:

### *Print*

A very traditional place to find job postings is through print advertisements such as the classifieds ads in a local newspaper, magazine, or other area publication. Today, many of these “print” resources can also be found online. Simply search online for newspapers in the geographic area of interest to you, and you will likely find a website with a classifieds section.

### *Naropa Student Employment and Alumni Listservs and On-campus Job Board*

Naropa University hosts two listservs (student-employment.scholarship and alumni) through which Career Services posts employment and internship opportunities. Career Services sends postings to the listservs once or twice a week. We also post positions on the job board outside of the Student Affairs offices in the Administration Building on the Arapahoe Campus.

- To join the **students-employment.scholarship listserv**, send an email with no subject and no message to [join-students-employment.scholarship@listserv.naropa.edu](mailto:join-students-employment.scholarship@listserv.naropa.edu), and you are finished! To leave the listserv, simply send an email with no subject and no message to [leave-students-employment.scholarship@listserv.naropa.edu](mailto:leave-students-employment.scholarship@listserv.naropa.edu).
- To join the **alumni listserv**, send an email with no subject and no message to [join-alumni@listserv.naropa.edu](mailto:join-alumni@listserv.naropa.edu), and you are finished! To leave the listserv, simply send an email with no subject and no message to [leave-alumni@listserv.naropa.edu](mailto:leave-alumni@listserv.naropa.edu).

### *Internet*

The internet has made the process of identifying job advertisements a lot easier for job seekers. However, it may seem overwhelming with the number of job search sites that exist. To make it a bit more manageable, it might be helpful to view the internet search as happening in two different ways: 1) through centralized job boards and 2) through organization websites.

The first domain of the internet search occurs through job boards, which are sites that serve as a central location for you to search for job advertisements from several organizations, like a one-stop-shop. These sites are convenient because they allow you to conduct specific searches based on your interests and job search priorities (e.g., location). However, since anyone can post on such sites (e.g., Craigslist), as a job seeker, you may have to scrutinize the postings to avoid scams. For a list of job search sites, visit the **Web Resources** section of the Career Services' website.

The second way to search for postings via the internet is to visit an organization's website directly and search for job advertisements. Organizations usually list ads under sections that might be called “Employment,” “Jobs,” or “Careers.” The nice thing about searching for advertisements through this strategy is that you can apply directly to the company rather than through a job board site. However, you will need to identify organizations first in order to visit their sites. For ways to do this, please refer to the next section called *Direct Contact: Identifying Organizations*.

### ***Direct Contact: Identifying Organizations***

A third strategy you may choose to employ is to identify organizations/prospective employers for which you would like to work and contact them directly by sending them a cover letter and your resume. You want to avoid sending generic cover letters and resumes to 100s of organizations and instead intentionally connect with a reasonable number of potential employers.

It's best to address your cover letter to a specific person such as the director or human resources manager. To identify someone, you could search the staff section of the organization's website, and if that fails pick up the phone and call to inquire who the most appropriate person is for you to contact.

Finally, you will want to tailor your cover letter and resume to each organization, letting them know your sincere interest in what they do and demonstrating how your skills, experiences, and qualifications would benefit them. Here is a list of ideas and a worksheet (taken and adapted from *CollegeInColorado.org*) about where and how to identify organizations:

- **Yellow Pages (print and online at [www.yellowpages.com](http://www.yellowpages.com))** To search use geographic area and "key words" related to the industries and organizations in which you are interested.
- **Newspapers and Magazines** Review the business and economic sections and note companies and other organizations that are being written about or are advertising products/services related to your job interests.
- **Trade and Professional Journals** Subscribe to, borrow, or check at the library for trade and professional journals related to your job interests. Many may have job listings, and you can also identify companies which advertise in the publication or are written about in articles.
- **Chamber of Commerce** Often chambers will have a membership directory listed on their website, which you can "key word" search.
- **The Library** Your local library likely can provide a wealth of information related to your job search, including listings of potential employers - organized by industry, geographically, or alphabetically. You may want to ask specifically for: Encyclopedia of Associations, Dun's Guides, or National Trade and Professional Associations of the United States.

### ***Identify Potential Employers Worksheet***

*(Use this worksheet to record information about potential employers and to track your job search activities.)*

Company/Organization	Contact Person
Address	Phone
Position(s) Available	
Results/Referral	Interview Date & Time
Date of Call Back	
Application Complete: <input type="checkbox"/>	Cover Letter and Resume Sent: <input type="checkbox"/>

### ***Professional and Trade Associations: Connecting with Professionals***

Many professions develop associations to support and share interests among individual members who work in the field. We previously covered networking, and joining a part professional association is a great tool for building your network. You could do this by attending regional or national meetings. They often have student membership options, so you do not have to be a professional to be a part of the group. Additionally, associations may have career and job search resources online to boost recruitment in a particular field, so the advantage of joining an association may be two fold: 1) for networking and 2) for job search support.

### ***Employment Agencies: Using a Third Party***

You may know of or have used employment agencies, which are organizations that fill job vacancies for client organizations. You might have also heard of temporary employment agencies, which help client organizations fill temporary job vacancies. An advantage to an organization using a temporary agency is that it can test employees out for a short time. Yet, it can also be a way for you to get your foot in the door.

Agencies usually either charge the clients or the job seekers a fee for utilizing their services, so you need to be certain you know what you are signing up for if you use an agency in your search. You may even want to check out the agency through the local Better Business Bureau to see if any complaints have been filed against them.

## **The Follow Up**

As you conduct your job search, it is good practice to keep track of all of the positions for which you have applied and when you applied, so you can professionally and tactfully follow up on them. By following up, you can check to ensure an organization received your application materials, reiterate your enthusiasm in applying, and inquire about where they are in the search process. It's appropriate to follow up one to two weeks after submitting your materials. However, if the job posting specifically states, "No phone calls please," you should respect the organization's wishes. Remember to track your follow up with organizations as well as any correspondence (e.g., phone calls, emails, letters) they have with you.

Visit the **Job Search** section on the Career Services' website ([www.naropa.edu/careerservices](http://www.naropa.edu/careerservices)) as you commence your search. If you have any questions or would like to discuss your job search with someone, please contact the career services coordinator at 303.245.4863 or at [ssteward@naropa.edu](mailto:ssteward@naropa.edu).

## **Resources**

CollegeInColorado.org  
Luther College Career Center: [career.luther.edu](http://career.luther.edu)