Chapter 11:
Launching an Employment Campaign
Presentation Overview

- The nature of job campaigns
- History of job hunting methods
- Employment for college graduates
- Employer’s views on the job campaign
- Job hunting myths
- CIP perspective on job hunting
What is a Job Campaign

• Doing a personal assessment
• Identifying goals and job objectives
• Targeting potential employers
• Considering alternative work settings and ways of working
• Preparing letters & resume(s)

• Contacting employers
• Interviewing with employers
• Making on-site visits
• Maintaining a record-keeping system
• Evaluating employment offers and choosing the best offer
“Gap” Statements...

That can precipitate launching an employment campaign:

• “I’m about to finish school and I need to get a job.”

• “This job is going nowhere. I need to find an employer who will give me the opportunity to get into management.”

• “With a new baby, I don’t want to work full-time, but I need to earn some money. I really want to find a part-time job and good child care.”
What makes job hunting hard?

• complex & ambiguous cues
• overwhelming amount of information
• uncertainty of the outcome
• solutions present new problems
History of Job Hunting

• Frank Parsons
• The Great Depression
• Studies of job hunting methods
• Networking

• Job clubs
• Internet
• One-Stop Career Centers
• Role of internships

• What Color Is Your Parachute?
Employment for College Graduates

- Jobs and well-being
- Where jobs are found
  - Small/Medium sized businesses
- The job creation process
  - Grand Recession 2007-2009
- The relationship between majors and jobs
  - Employers hire people not majors
Employment for College Graduates

- **Employer hiring strategies**
  - Internship programs—top method used by employers (71%) to fill positions & social media is used by 36%

- **Importance of social/emotional competence in hiring**

- **Jobs in the staffing services industry**
  - 20% of employers use temp jobs to screen for permanent employees

- **Jobs vacancies at the top**
Employers Tips for a Winning Job Campaign

- Gain Experience
- Create Connections
- First Impressions Count
- Be a Professional
- Be Prepared & Persistent
- Be Realistic, Open-minded, & Flexible
4 Job Hunting Myths

• Wallflower Syndrome
• Lone Ranger Syndrome
• Looking Under the Light
• I’ll Do Anything
CIP Approach to Job Hunting

- Knowing about myself
- Knowing about my options
- Knowing how I make decisions
- Thinking about my decision-making

DOMAINS:
- EXECUTIVE PROCESSING
- DECISION-MAKING SKILLS
- KNOWLEDGE
Self-Knowledge

- **Values**
  - what work settings and employers will allow you to satisfy your values

- **Interests**
  - what type of position will allow you to engage in work activities you enjoy

- **Skills**
  - what type of position seeks your skills
Other Personal Factors Important in Job Hunting

- What are my employment preferences?
  - hours of work
  - travel requirements
  - physical demands

- What is my family situation?
  - desire to live close to family members
  - employment opportunities for significant others
  - existence of family business
Other Personal Factors Important in Job Hunting

- What are my job target(s)?
  - What job families, work settings, and occupational titles interest me?
  - Where in the world do I want to work?
  - Who employs people doing what I want to do?
What do you want to do in a job?

Consider these categories

• Job families
• Work settings
• Occupational titles

11-0000 Management Occupations
13-0000 Business and Financial Operations Occupations
15-0000 Computer and Mathematical Occupations
17-0000 Architecture and Engineering Occupations
19-0000 Life, Physical, and Social Science Occupations
21-0000 Community and Social Services Occupations
23-0000 Legal Occupations
25-0000 Education, Training, and Library Occupations
27-0000 Arts, Design, Entertainment, Sports, and Media Occupations
29-0000 Healthcare Practitioners and Technical Occupations
31-0000 Healthcare Support Occupations
33-0000 Protective Service Occupations
35-0000 Food Preparation and Serving Related Occupations
37-0000 Building and Grounds Cleaning and Maintenance Occupations
39-0000 Personal Care and Service Occupations
41-0000 Sales and Related Occupations
43-0000 Office and Administrative Support Occupations
Sample Job Families

- Advertising
- Banking
- Communications
- Fashion
- Education
- Economics
- Health care
- Hospitality
- Human services
- Insurance
- Law
- Marketing
- Politics
- Public administration
- Real estate
- Telecommunications
- Travel
Some Sample Work Settings

- Business/Industry
- Government
- Education
- Non-profit
- Professions
- Private enterprise
What do you want to do?

Example of setting a job target:

- Job Family
  - fund raising
- Work Setting
  - university
- Occupational Title
  - development officer
Knowledge of Employment Options Includes:

- Specific data about an organization’s structure and culture.
- How occupations vary across industries.
- Information about geographic location.
Knowledge of Employment Options

- Specific job titles
- Knowledge of employment classifications
- Existence of particular jobs in certain geographic locations
Where do you want to work?

Geographic Considerations

- Anywhere
- International
- National
- Southeast
- Florida
- Tampa
CASVE Cycle & the Job Campaign

Communication
Identifying the problem - the gap

Analysis
Thinking about alternatives

Synthesis
Generating likely alternatives

Valuing
Prioritizing alternatives

Execution
Taking action to narrow the gap

Identifying
Problem - the gap
Communication in the Job Campaign

- **Need to make an employment decision**
  - “I’m graduating and need a job.”
  - “My company is going to lay me off.”
  - “I want to return to work after being at home.”

- **Can include internal and external cues**
Analysis in the Job Campaign

• Using self-knowledge and knowledge of employment options to understand the gap between where you are and where you want to be

• Reflect on what you know and what you’ve learned

• Accurate understanding of self & employment options leads to a more effective job campaign
Synthesis in the Job Campaign

- Expanding and narrowing employment options

- Two methods for expanding:
  - generate a list of potential employers & positions considered in the past
  - use information resources to generate new options (e.g., computer systems, Internet)
Narrowing your employment options

- Consider what you learned in the Analysis phase about your skills, interests, and values.
- Keep only those employers and/or positions that have a reasonable chance of helping you narrow your employment gap.
Valuing in the Job Campaign

• Consider the costs and benefits of each employment option

• Employment options are prioritized (may include specific industries, positions, locations)

• First choice is identified for real world exploration
Execution in the Job Campaign

• Take action to make the transition to employment

• Develop tools for the job campaign
Understanding How Thoughts Influence a Job Campaign

- **Self-Talk**: impact of positive and negative self-talk on job campaign
  - being discouraged
  - fear of rejection
  - not getting needed information
  - procrastination
  - being overwhelmed by negative opinions
Understanding How Thoughts Influence a Job Campaign

Self-Awareness

- awareness of the interaction among thoughts, feelings, and behaviors, and how these impact your job campaign
- reactions and feedback from significant others to your job campaign
Understanding How Thoughts Influence a Job Campaign

- **Control & Monitoring**
  - being able to engage in the next appropriate task in a job campaign
  - judging when a task has been successfully completed, when to move to the next task, or when to ask for help
Final Three Thoughts

1. A job campaign has been likened to having a job where you employ yourself.

2. This chapter introduced CIP and the CASVE Cycle as a way to think about job hunting.

3. A valid Personal Career Theory is essential in developing and implementing a job campaign.