Unit Three: Implementing a Strategic Career Plan

Chapter 11
Launching an Employment Campaign
Presentation Overview

- Nature of job campaigns
- History of job hunting methods
- Employment for college graduates
- Employers’ view of job campaigns
- Job hunting myths
- CIP perspective on job hunting
## What is a job campaign?

- Doing a personal assessment
- Identifying goals/objectives
- Targeting potential employers
- Considering alternative work settings/ways of working
- Preparing letters and resumes

<table>
<thead>
<tr>
<th>• Contacting employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interviewing with employers</td>
</tr>
<tr>
<td>• Making onsite visits</td>
</tr>
<tr>
<td>• Maintaining a record-keeping system</td>
</tr>
<tr>
<td>• Evaluating offers</td>
</tr>
<tr>
<td>• Choosing the best offer</td>
</tr>
</tbody>
</table>
Job Campaigns

• Importance of an *active approach*—what does this mean?
• What are some life events that can lead to persons starting a job campaign?
• How is job hunting like having a “job?”
• Time commitment needed
History of Job-Hunting Methods

- Frank Parsons
- Best & worse ways to job hunt
- Networking & the “hidden job market”
- *What Color is Your Parachute?*
- Internet’s impact on job hunting
- Research on job hunting—what have we learned from this?
Employment for College Graduates

- Jobs and well-being
- Where jobs are found—visibility of small vs. large employers
- Staffing services industry
  - Deciding about working in this industry—see Table 11.1
  - Tips for job hunting in staffing services industry—see Table 11.2
Employment for College Graduates

• Factors in college job search success

• Majors, jobs, and salaries—what does the research say?

• Importance of skills valued by employers
  • how might this information relate to your transferable skills?
Employer Recruiting & Hiring Strategies

• Understand recruiting strategies used by employers
• Challenges faced by employers
• Using campus resources to be successful in one’s job campaign
• Know candidate characteristics valued by employers
Employer Views of Your Job Campaign

- Gain Experience
- Create Connections
- First Impressions
- Be a Professional
- Be Prepared
- Be Persistent
- Be Realistic, Open-Minded, & Flexible

How many of these can you check off?
Four Job Hunting Myths

• “Wallflower Syndrome”
• “Lone Ranger Syndrome”
• “Looking Under the Light”
• “I’ll Do Anything”

Avoid these by using a more proactive job hunting approach
Self-Knowledge

- values
- interests
- skills

How does your **self-knowledge** relate to the types of jobs you will seek?

What other aspects of self-knowledge might be important in job hunting?

Share examples of these
Options Knowledge

• Knowledge of specific employers:
  • job titles
  • employment classifications & industrial categories

See Table 3.3
CIP Perspective on Job Hunting

Options Knowledge

• How do geographic preferences impact your options?
• How do potential employment options affect the following:
  • future education?
  • leisure?
  • family?
CASVE Cycle in the Job Campaign

Communication

• Awareness of a “gap”
• Internal and external cues—what are some of these?
CASVE Cycle in the Job Campaign

Communication

• Awareness of a “gap”
• Internal and external cues—what are some of these?
CASVE Cycle in the Job Campaign

Analysis

• Reflecting on self- and option knowledge

• Understanding how you make important decisions related to employment

• Influence of self-talk on the job search
CASVE Cycle in the Job Campaign

Synthesis

• Expanding and narrowing employment options
• What resources can help you **expand** your list of possible employers?
• What factors will you use to **narrow** that list?
CASVE Cycle in the Job Campaign

Valuing

• Prioritizing employment options
• Consider self-knowledge and employment preferences
• Weigh costs and benefits to self, significant others, cultural group, community, society at large
• **Ranking options**—may be job targets or job offers
CASVE Cycle in the Job Campaign

**Execution**

- Actions taken to pursue employment or implement employment choice
- Developing job search tools
- Develop record-keeping system
- If executing job offer choice, completing remaining steps in hiring process
Thoughts in the Job Campaign

Self-Talk
• How might negative self-talk impact your job campaign?

Self-Awareness
• Awareness of how well you are executing job hunting tasks, your feelings, thoughts, behaviors
• Reactions from friends and significant others

Monitoring and Control
• Knowing next steps in the job campaign
• When to move on and when to ask for help

What are some tips to help the job search process go better?
Summary

• Steps in an active job campaign
• Importance of understanding what employers want
• Consider how CIP Pyramid and CASVE cycle can be used in your job search