

Unit Three: Implementing a Strategic Career Plan

Chapter 11 Launching an Employment Campaign



A vertical photograph of a forest path with tall trees and sunlight filtering through the canopy, positioned on the left side of the slide.

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
- Contacting employers
- Interviewing with employers
- Making onsite visits
- Maintaining a record keeping systems
- Evaluating offers and choosing the best offer



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?



History of Job Hunting

- Frank Parsons
- The Great Depression
- Job clubs
- Hidden job market
- Networking
- *What Color is Your Parachute?*
- Internet
- Research on job hunting



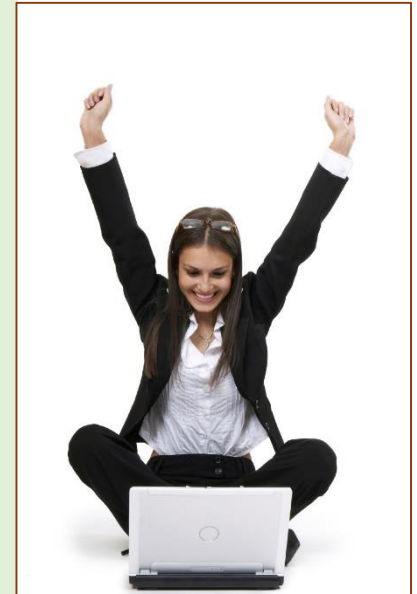


Employment for College Graduates

- Jobs and well-being
- Where jobs are found—visibility of small vs. large employers
- Job creation process
- Staffing services industry
 - Deciding about working in this industry—see **Table 11.1**

Employment for College Graduates

- Factors in college job search success
- Majors and jobs—what does the research say?
- Employer hiring strategies
- Social and emotional competence (SEC) in hiring—**how might this relate to your transferable skills?**



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Employers View 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?

4 Job Hunting Myths

- “Wallflower Syndrome”
- “Lone Range Syndrome”
- “Looking Under the Light”
- “I’ll Do Anything”

Avoid these by using a more proactive approach to job hunting



A vertical strip on the left side of the slide shows a forest scene with tall trees and sunlight filtering through the canopy.

CIP Perspective on Job Hunting

Self-Knowledge

- values
- interests
- skills

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

What others aspects of self-knowledge might be important to your job search?

Share
examples of
these

CIP Perspective on Job Hunting

Options Knowledge

- Knowledge of specific employers:
 - job titles
 - employment classifications

Select an occupation by occupation group

Search for an occupation by clicking "+" or by clicking the occupation group title.

Occupation Groups

- + [Architecture and Engineering Occupations](#)
- + [Arts, Design, Entertainment, Sports, and Media Occ](#)
- + [Building & Grounds Cleaning & Maintenance Occup.](#)
- + [Business and Financial Operations Occupations](#)
- + [Community and Social Services Occupations](#)
- + [Computer and Mathematical Occupations](#)
- + [Construction and Extraction Occupations](#)
- + [Education, Training, and Library Occupations](#)
- + [Farming, Fishing, and Forestry Occupations](#)
- + [Food Preparation and Serving Related Occupations](#)
- + [Healthcare Practitioners and Technical Occupations](#)
- + [Healthcare Support Occupations](#)
- + [Installation, Maintenance, and Repair Occupations](#)
- + [Legal Occupations](#)
- + [Life, Physical, and Social Science Occupations](#)
- + [Management Occupations](#)
- + [Military Specific Occupations](#)
- + [Office and Administrative Support Occupations](#)
- + [Personal Care and Service Occupations](#)
- + [Production Occupations](#)
- + [Protective Service Occupations](#)
- + [Sales and Related Occupations](#)
- + [Transportation and Material Moving Occupations](#)

CIP Perspective on Job Hunting

Options Knowledge

- How do **geographic preferences** impact your options?
- How do potential employment options affect 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

Analysis

- Reflecting on self-knowledge and option knowledge
- Understanding how you make important decisions related to employment
- Impact 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 other 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
- Developing job search tools
- Develop record-keeping system





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

Control and Monitoring

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



Final Thoughts

- Best jobs don't always go to the best qualified but to the *best job hunters*---what does this mean?
- Importance of understanding what employers want
- Consider how CIP Pyramid and CASVE cycle can be used in your job search