WALDEN UNIVERSITY
CAREER EXPLORATION
MAY 17, 2018

CAPTIONING PROVIDED BY:
CAPTIONACCESS
contact@captionaccess.com
www.captionaccess.com

* * * * *

This is being provided in a rough-draft format. Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings.
KATY PEPER: Hello everyone. I am Katy Peper, a member of your own Career Services Advising team. As we wait for others to join us, let's take a minute and test the questions box. Let me know where you are logging in from today. Columbia, South Carolina. Tennessee. Waterloo, Iowa. Los Angeles, California. New York. New Jersey. It looks like we have a variety of places represented.

So, the Career Services Center team is located in Minneapolis, Minnesota. It's warm here today. Our Center aspires to be a cutting edge, global Career Services Center preparing Walden students and alumni for career transition over a lifetime. To achieve this, we educate to advise and coach on strategies to proactively manage your career.

Before we officially begin the program, let's visit your GoToWebinar Control Panel. As you can see on your control panel, you have a choice of audio modes. If you choose telephone, a telephone access code and PIN will auto populate for you to call in. If you choose mic and speakers you can listen through your computer speakers. You will be muted during the session to minimize background noise. This webinar will be recorded. So, let's formally start the webinar.

From Walden University's Career Services Center, welcome to Career Exploration. I am Katy Peper, a member of your Walden Career Services Advising Team.

Are you looking for new tools to identify career options in your current or future field? Seeking to uncover job opportunities working inside or tips to boost your job search effort? Then this program is for you. Today will we will help you take your career management to the next level.

Our objectives are to gain tools to research careers, employers and jobs, and learn how to use proactive strategies such as social media and networking to uncover new opportunities. Today's session will be informal. For the first few minutes, we will review resources and strategies to help you research key information as part of your overall job search and career management strategy. We will then spend the majority of our time
answering your specific questions. If I don't fully answer your question during today's session, I recommend that you schedule an appointment to speak one-on-one with a career advisor. You can schedule a career advising appointment through your myWalden portal.

So why is researching careers and jobs important to your career success? Why is it not enough to simply post your resume on a general site such as Monster or Career Builder and wait for employers to contact you?

Career development guru Richard Bolles reminds us of our new reality: "Changes in technology, society and the world of work itself have called for changes in how we go about the job hunt."

Remember that knowledge is power. The more insider information you can gain through your research, the more tools you have to show employers you can solve their problems and add value. This gives you an edge over other applicants.

Before we share our career research strategies, let's get some feedback. What is your favorite career exploration strategy? What sites or resources help to uncover valuable information during your career search or management? Please share your responses using the questions box.

LinkedIn, that's a great one. Indeed, that's a great tool. It looks like a lot of people say Indeed, yes, it's a great job search function. The company website, absolutely.

So today we will focus on several key strategies to help you get the inside scoop on careers and jobs and employers.

We will cover career exploration resources on the Career Services website and specific resources by college. We will go over searching by sector, we will look at some helpful
library resources, tap into social media tools such as LinkedIn and twitter and finally, learn how to reach out to our network through informational meetings.

To help us get started, let's first take a look at the Career Services Center website.

Did you know that Walden's Career Services Center website offers a very robust Resources tab with hundreds of links to career and job sites? The Resources tab is your toolbox for career related information based on your interest area. The drop-down menu provides a list of topics including career exploration, resources by college, sectors, field experience and volunteerism, doctoral resources and special interest groups. Let's take a closer look at the Career Exploration area.

Here you will find links to company, industry and career research sites, job banks and potential careers. Visit "What can I do with this major?" to access lists of job titles followed by types of employers and strategies on how to break in to specific fields.

The Industry and Career Research page helps you explore career options, salaries and future outlook for a variety of fields.

Let's take a closer look at two key resources from this page. The Occupational Outlook Handbook and ONET OnLine. Let's say I'm interested in becoming a financial analyst. By reviewing the Occupational Outlook Handbook, I can learn about the major duties financial analysts perform. I can research environments where they work such as banks, credit institutions and financial institutions. I can prepare myself for the future by identifying the education, certifications, licenses, skills needed for this career. I can also research job outlook inspiration. For example, OOH tells me [indiscernible] by 2024. I can also explore salary ranges for my field and I can [indiscernible] expand my options.

ONET OnLine is another great tool for job options, a skill search list and a look up of Bright Outlook Occupations.
What career steps are you currently researching as your next step in your career? Online education and nursing, higher education and possibly consulting, coaching, advocacy, social work, marketing, great.

As you navigate your Walden program by visiting the career exploration area, let's get some more specific in our search and tapping the resources by college.

The By College section of the resources tab direction to professional associations, job banks and LinkedIn groups specifically related to your interest area.

The professional associations of her career resources for students and professionals and special interest groups you can join to network with others and learn more about your field.

Niche job banks are also linked in this section along with LinkedIn groups to help you network with other professionals and gain valuable career information. The By College information area houses the resources you need to elevate your job search to the next level.

Are you interested in the corporate, government or nonprofit sector? Listed here are a few key sites for each sector.

In the corporate sector, you can look in Biz Journals, Business Wire and Fortune for hot topics and current challenges in your field.

If you are interested in a government position, you will find a number of great sites here such as CareerOneStop and USAJobs.gov.

Interested in working for a nonprofit or finding a volunteer position? Two frequently used sites are Guidestar and Idealist.
For more resources by sector, visit the Resources tab and select the Special Interests page.

As you can see, the resources tab is a toolbox of information. Allocate time to review this tab and share your favorite resources with others.

In addition to the Career Services information center website, tap into the Walden Library for in-depth company research. Let's take a look at two specific sites.

Two great resources in the Walden Library are the Business Market Research Collection database and The Chronicle Of Higher Education. The Business Market Research Collection contains research information on 40,000 public-private and private companies and [indiscernible] industries. A search for consulting in the Atlanta, Georgia areas received 770 results.

The next step would be to go to the company website -- which somebody mentioned -- and research their mission, services, clients and products and open positions.

Information about the company can also help you tailor your resume or CVS help you prepare for interviews. For instance, a student we worked with landed a position by researching her potential employer to identify challenges in the area of educational technology. During the interview, she was able to showcase her knowledge of the organization and provide specific examples of how she would meet the employer's challenges, which gave her an edge during the interview.

For those of you searching for higher education positions, I know there are a few, The Chronicle Of Higher Education has relevant articles and job postings.

Now that you have tapped into what our resources are, let's shift our focus to social media sites which offer vast potential for career related research.
Today we will take a look at two social media sites, LinkedIn and Twitter. LinkedIn is the top online professional networking site with over 467 million members worldwide in over 200 countries. It is an excellent tool to connect with other professionals in your area. LinkedIn allows you to research and follow [indiscernible], join professional groups, search for jobs and network with influencers and thought leaders in your current or future field of study. Join LinkedIn and create an eye-catching profile to maximize the use of this very robust site. Stay on top of trends and hot topics in your field, share your knowledge and strengthen your professional networking connections.

Now that we have discussed LinkedIn, how can Twitter help you locate career opportunities? As most of you already know, Twitter allows you to communicate with others and receive updates in real time through small bits of information called tweets.

An effective way to search for career opportunities is using Twitter's hashtags. Hashtags will rely you to receive tweets based on tagged words related to your interest area. For example, you can insert keywords such as jobs, job postings or recruiters after the hashtag symbol and Twitter will generate leads for you.

Twitter offer also offers the ability to connect with hiring experts, [indiscernible] and recruiters. Many websites also have twitter accounts we can learn more about their information, cultures, clients and challenges.

What are the websites can help you gain valuable career information? These sites offer cutting-edge tools to connect you with the right opportunities.

Linked Up is a search engine that posts jobs directly from company websites. Indeed.com, which many of you are familiar with and Simply Hired are job search aggregates that compile listings from numerous job boards. Mashable job site filters include business, marketing, social media and many other career fields. SmartBriefs the newsletter develop info on the latest trends by industry or function. SmartBrief also provides industry specific job boards. Use Glass Door and PayScale to research target
ranges for specific positions. And tap into niche sites such as Higher Ed jobs and Dice to hunt in on your specific interests.

The Walden Career Services Center also offers two powerful career research tools -- iGrad job search and GoinGlobal. iGrad job search is a search engine with US-based jobs and postings. Employers can post positions exclusively for Walden grads and alumni on this system which appeared [indiscernible]. GoinGlobal posts job and in turn listings and provides country specific employer guide resources. If you are looking for global opportunities this system is your key to can pennies and 196 companies around the world. Register for both systems from the Career Services website and get started today.

Now that you have identified career options, explored job postings and research employers, it's time to take your career research off-line.

There is no better way to gain insights into your future field then to talk to professionals who work in your future role. Schedule informational meetings and learn from their experience. Inquire into their career path. What is the typical day like? What additional skills will you need to become marketable? Ask for their advice on your next steps.

As an example, we have worked with a student who joined a professional association in her field of social work. She reached out to another member of the association for an informational interview. This connection resulted in a great internship opportunity.

By researching career information, you are able to start targeting the right opportunities for you. The knowledge you gain from your career research can help you start carving out your unique career path.

Now that we have spent some time discussion career research basics, let's use the remainder of this session to answer your specific questions.
One person asked, "Do you have a suggestion of how to start in higher education?"

That is a great question and we have a ton of resources on our website. There is a Doctoral Resource tab under the Resources tab and that will have a lot of information on how to get started in higher education. One tip would be creating a curriculum vitae or CV. Another would be to start getting some training or teaching experience, so definitely, take a look at those resources. And if you have additional questions, please, feel free to follow-up with us and schedule an appointment so we can do special situation.

One question is, "How do you upload your resume and make an appointment with the Career Services Center?"

Great question. If you are a student, you can make an appointment through your portal under the Help and Support tab and then there will be prompts to upload a resume for that appointment.

If you are an alumni, please just email us at careerservices@mail.waldenu.edu. And I will have that email address here later on the presentation for you.

One question is, "When should you start looking at career information?"

That is a great question. I would start as soon as possible, even if you are just starting your program, that's probably even the best time to start looking at your career, making sure of what steps you need to take it, what your requirements are for your field so that you can start making those connections early. Maybe you need to do an internship, maybe there is a license or certification you will need, especially for different states. So definitely start doing your research as soon as possible so that you have all your information.
One question is, "Roughly how long should one volunteer before seeking employment in the field?"

It kind of depends on your experience. Some people will need to volunteer a little bit longer, some will not. So making those connections, getting involved in the field will definitely help you find employment.

One question is, "Do you offer assistance with the job search engines such as USA Jobs or Indeed, such as registering or applying for jobs?"

We can't apply for you, but if you have questions on how to answer a question on USA Jobs, especially USA Jobs as federal job searches are very different, then definitely reach out to us so that we can help you with any of those questions.

Let's see ... there's a lot of questions coming in. "How do you account for the time you take out -- like three to four years to study for a doctorate degree -- on your resume?"

Let's see ... typically for those questions, you would address them during the interview. They would ask you about that and you would say you wanted to focus on your doctoral degree. So I would not put anything on your resume directly, but address it during the interview.

"What are your suggestions for those who are looking for a total career change?"

It kind of depends on which careers are going from. There are some that are very transferable and some that are very different. I would definitely recommend scheduling a Career Services appointment so that we can look at your specific experience.

"How do you assist with an already completed resume?"
Well, we are always updating resumes with every little bit of information that we have, so even just having a second person look at it would be a great opportunity.

Thank you for your insightful questions. To help us wrap up, as we start to wrap up, we do invite you to watch our archived webinars. Use our web-based resources or schedule a one-on-one appointment with a Career Services Advisor to discuss your specific career goals.

I would also like to point out that the Career Services Center offers archived webinars on over 60 career related topics. A few webinars you may be interested in our Discover Career Services, Getting Started with LinkedIn and Mobilize and Organize Your Job Search.

Finally, we joined we invite you to connect with us by joining the Career Services LinkedIn group, follow us on Facebook and Twitter, subscribe to the YouTube channel, read student success stories on our blog and using the features on the OptimalResume system to create cover letters, resumes, career portfolios and practice your interviewing skills. Access everything from our website or you can email us directly at CareerServices@waldenu.edu.

With that, I would like to wrap up today's session. Thank you for your questions and participation during today's program. If you enjoyed this program, please join us for upcoming webinars, registration information is available on the Career Services Center homepage. And, for information about Walden University programs, including career options, curriculum and future career outlook, visit the website at http://careercenter.WaldenU.edu.

Finally, I would like to share this information from career relations. If you are an alumnus or alumni interested in continuing your career at Walden, we do invite you to contact an enrollment advisor to learn more about a 25% alumni tuition offer. The number to call is 1-844-768-0174.
Thank you everyone for joining us today, please enjoy the rest of your day.

[END OF TRANSCRIPT]