Welcome and thank you for attending today's webinar:

Research and career information and jobs.

Our main presenter is associate director for career services, DINA.
And I will be your monitor tomorrow.

We would like to start by introducing you to our team.

The career services center aspires to be a cutting-edge center preparing learners to learn over a lifetime.

We educate coaches and environmental learners.

To introduce our staff briefly, DINA is on the top left. And we have PRAEKE, bottom right. They serve all students in AUR programs. They have a wide variety of backgrounds including teaching and psychology and management. They're a terrific advising staff, and we're very fortunate to have them.

So that said, let's go ahead and move to the next slide.

So today's webinar is the first part of a four-part series. As part of a series, we're also offering résumé writing, networking, and interviewing skills.

The purpose of today's skills is to focus on
specific topics of job is much and open it up to conversation.

And of course, pose questions.

The reason is that the first topic is because knowing how to research career information, whether it's labor market trends or job opportunities, it is a very important part of a job is much. So the next slide.

So before you start your job is much, you want to make sure that you give priority and sole attention to your physical and mental health and well-being especially if you have been out of the work for a period of time.

One in four Americans experience expression while employed. There are resources through mental health America.

So with this information, I would like to hand this over to DINA who will cover our objectives.

>> Thank you, so whether you're exploring options in your field or engaged in an active job is much, this session will provide you the tools to expand your
career research activity.

We'll cover how to research career options in your field and learn how to get the insights on jobs and employers.

So to get us started, let's launch a poll to find out who is joining us here today.

So, what brought you here today?

Are you currently unemployed and looking for a job? Are you employed and looking for new opportunities? Are you concerned about your job security or maybe feeling stuck about your job search and would like to hear from others?

So let's take a look and see who is joining us here today.

So I will take a couple more seconds for those of you who haven't had a chance to make your selection yet or maybe you're just joining our program here today.

Okay.

And it looks like most of the results are in.

So I'm going to go ahead and close the poll and share the results with you.
So it looks like 64% said I am employed and looking for new opportunities.

So many people are looking for advancements and promotion opportunities and 29% are unemployed and looking for a job.

And 4% say you're looking for the future and concerned about job security and 4% said I'm feeling stuck in my job search and would like help from others.

Let's research career options, employers, and jobs.

So to conduct a career research, you want to assess your skills, experience, interests, and strengths.

Skills assessment is an important strategy.

It allows you to uncover opportunities that are right for you.

And as you consider your self assessment, consider these important questions: What skills do you bring to the workplace?

Writing, research, communication, technical skills?

What prior paid or maybe unpaid have you gained through the years?

What training have you completed?

What are your interest or hobbies or what you're
best known for?

What do you contribute at work, at home, or maybe in your community?

Are you caring, collaborative, communicative?

By taking time, you can bring focus and clarity to your career research.

If you'd like to access additional self-assessment tools, visit the self-knowledge page and complete the interest, skills, and strengths assessment you'll find on this page.

So why is researching important to your overall career success?

In other words, why it's not enough to simply post your résumé and wait for employers to contact you.

Richard BOLLES reminds us of our new reality.

Changes in technology, society, and the world itself have called for changes in ways we go about the job hunt.

According to BOLLES, the success rate of posting a résumé on a generic website is 4% or less.

However, he also says that if you take proactive steps to research and reach out to employers, your
chances of success increase to somewhere to 75 and
86%.
So remember that knowledge is power.
The power insider information you can gain through
your research, the more tools you have to show
employers how you can solve their problems and add
value.
And this gives you an edge over others.
So let's reflect on the following questions.
What resources have you used to research career
options?
Please submit your responses in the box, and Lisa
will help field our responses.
So we'll give it a minute for questions to come in.
Word of mouth.
Okay.
Internships.
Where you've been.
Great responses.
Excellent.

Okay.
A really good job.
Indeed.
4 Use social media sites for networking, excellent.
5 Occupational outlook hand book, but that is a great
6 site for career, industry, and research.
7 There's networking.
8 Linkedin, okay.
9 Great.
10 So MONSTER.com.
11 Glassdoor is a great site to see salary information
12 and get insider tips.
13 Right.
14 And what I am hearing are a lot of strategies that
15 involve talking to people.
16 So some involve specific websites, but it's also
17 through networking that many of our career tips come
18 out of networking.
19 So thank you for all of you who typed in and for
20 sharing this information.
21 And let's get started then by visiting the career
22 services website to explore the resources we have
23 available for your career-related research.
24 You can access the career service's center website
25 via my Walden portal by clicking on the academics
So if you haven't visited our website before, we strongly encourage you to visit our site after our session here today.

So what specific resources are available on our website to explore career options? Let's take a closer look.

The resources tab is your career research toolbox. It has resources organized by sections including career exploration, by college, by sector, field experience, and special interest areas.

I'd like to start with a career exploration page and highlight a few areas from the career research area. Two helpful resources featured here is the occupational outlook handbook and ONET.

And this is a wonderful site.

So DINA, what information can one find through these sites?

Okay.

So let's use an example.

Let's say I'm interested in becoming a financial analyst.
I can learn about the job duties.

I can research environments where they work, such as brokerage firms, banks, and credit unions.

I can prepare myself for the future by identifying the education licenses, certificates needed for this career.

I can also access job outlook information.

So for instance, occupational outlook handbook tells me that the expected growth is 16% by 2022.

I can research salaries for my field and explore related occupations to expand my options.

ONET is another one for career options.

You can use it for industry research, and it offers bright outlook occupation.

So if you don't know where to start, these two sites can really help generate many insightful tips on your career options and career fields.

And another resource is: What can I do with this major, which lists areas of employment, types of employers, and strategies to increase marketability for a variety of majors and degrees.
So what if I'm interested in the field of information management systems? What can I do with this major? Help me with that.

What I do with this major tells me the potential areas of employment are network, database, and web administration, systems development, technical support, education and training and consulting. Each of these includes a list of job titles followed by types of employers and strategies on how to break into specific areas. Next, let's go to the main resources tab and explore resources by college. From the resources tab, select by college and click on the specific area of interest. Now, as an example, if you select social and behavioral sciences, you will be directed to job banks, and linkedin groups related to this specific area of interest. Professional associations are for students and
20 professionals and for them to learn more about your
21 field.
22 So for instance, the American society of public
23 administration -- or ASPS -- offers information to
24 learn more about public service careers.
25 Explore the professional associations in your

1 current or target fields and ask yourself: What
2 career information can you find on these sites?
3 Next, let's take a look at the WaldenU.EDU websites.
4 did you know that this list career options for a
5 variety of Walden programs?
6 So here's career options for the human and social
7 services MS program.
8 The key is to utilize multiple tools to drill down
9 potential career options based on your experience,
10 interest, and degree program
11
12 >> So these are great.
13 There's a lot of them.
14 Any other way you suggest that one research careers?
15
16
17 >> Well, Lisa, there is really no better way to gain
insights than to talk to professionals who work in your future role. And this was mentioned by our audience earlier. What skills do you need to become marketable? Ask for advise on your next steps. With that information, you’re able to target the right information for you. And the knowledge you gain from your career research can help you start carving out your unique career path. So with that, we will start with researching employers and we will start with our next poll. So let me go ahead and select our poll. What primary method have you used to research employers? So is it talking to people, through social media sites? Is it researching company websites library research or other so I'm going to give a minute here for all of you is on select your responses. What is your favorite strategy for researching employers?
And I'll just give it a more -- and it looks like most of our responses are in. So I'm going to close the poll and share the results with you. So 59% said researching company websites. So that's a great way to gain insider information into the organization you're targeting. Find out what the mission is, what the vision is, the culture, finding out who works in various departments, and other information regarding the organizations that you are targeting.

19% said talk to people. So tap into your network. And 19% also said social media. So really, the online networking and the offline networking strategies are popular. Okay. 0% for library research. Not the most popular, but maybe we can generate a few resources here today to help you maximize that option. And also, 4% said other. So thank you for those contributions.
And I'm going to go ahead and take us to our next topic. So in our next section here, we will cover general resources and the career service's center website, then focus on specific resources by sledge. We will also go over searching by corporate, government, and non-profit sector, and next, we will look at some helpful library resources. And finally, we'll focus on social media tools: Linkedin, Facebook, and Twitter.

So on the career resources tab, in the career exploration area, we have a number of large job boards.

Simplyhire.com are large aggregate job boards. These sites pull postings from a number of other sites. So when students are in job is much mode, they often think immediately from searching these boards, but it's possible that hundreds of people may be applying. So keep in mind that this method does not have a high degree of success.
So we recommend that you spend no more than approximately 10% of your time searching these large job boards.

>> So what activities should folks engage in for the remaining 90%?

>> That's a great question.

You want to engage in proactive job search strategies. This may involve looking into niche job boards in your field or job boards listed on professional associations for your field. Searching linkedin jobs, networking through professional associations, we mentioned informational interviews, reading articles and newspapers and news letters for potential opportunities, and visiting websites that target a organization. These are just some of the strategies that you can use to engage in a more proactive job search.
>> So is there any other feedback out there, maybe from our audience or -- Lisa, if you have additional strategies to share?

>> I really liked the networking piece and attending professional meetings in order to uncover opportunities that are not advertised. Really, the informational interview piece is my top resource I’d recommend

>> Absolutely. And I would agree. And I think all of our center staff who are actively involved in networking can stay on top of current trends in the career development field.

So think in terms of who do you want to connect with in your current or future field that can give you insider tips and information to help you with your next career move.
Excellent.

And in addition, before we move on, I also wanted to point out that the national career fair sites -- site here, listed here, allows you to search for career fairs in your geographical area.

And recently, I've worked with a student who attended a career fair and really prepared for that career fair, put together and customized his résumé and practiced his communication skills, and ended up landing a can through 12 teaching position.

So career fairs are definitely great ways to meet employers.

And with that, let's move on to our next topic.

So the resources tab, by college area, you can also explore professional associations related to your field along with providing career information.

They often post jobs.

And they have job banks.

So what is the professional associations in my current or target field, and how can I tap into their resources?

Here's an example of well-known management related associations such as the American management
association, society for human resource management,
and American marketing association.

And there are also international and global
associations out there.

Two examples are the international association of
business communicators and the international
leadership association.

So if you're not sure what associations to target,
this is the resources tab because we have a list of
these professional associations by college.

And that can help you get started and save you time.

And we highly recommend that you join and become
active in one professional association in your
field.

If you belong to a national association, consider
joining the regional or state chapter as well
because joining special interest or state affiliates
of a professional association can help you meet more
people locally and really focus on your networking
efforts.

And also, in the by college section, there's a list
of niche job boards that you can find there.

So for example, if I'm in accounting, I can view job
listings for my field in accounting jobs today.

Or if I am in human resources, I can view jobs listed in HR jobs.

So check out niche job banks in your field.

And if you are searching for a position in higher education, you can search niche job sites such as higheredjobs.com, so we have a list of those on our website as well.

Sign up for their alert to get job postings for the types of positions that you're targeting and start reviewing them for key qualifications.

Also, under the resources tab, you can remain by sector.

And in the corporate sector, you can search resources such as business journal, fortune, hot tippics, current challenges in your fields new initiatives in your field.

You may not be interested in construction, but think about the growth that impacts opportunities in other areas.

So for example, construction companies and their suppliers may be hiring human resources professionals, accountants, or supply chain experts.
Though, if you are interested in government positions, you will find a number of great sites on here by sector as well.

I'll search for public health in Maryland, it yielded 139 results.

See how many interesting opportunities come up in your area.

And if you are interested in working for a non-profit or finding a volunteer position to help you gain some experience, there are a number of helpful websites.

Two popular sites are guidestar and EU dealist.

We searched for a program coordinator position without entering a specific location and received over 10,000 results.

I also want to point out that you can search for local opportunities, but you could also search for virtual opportunities.

Two great resources that I'd like to take a look at next are in the Walden library.

And the Walden library gives you access to hoover's database and the chronicles of higher education.

They contain 40,000 pieces of information on public
and private companies.

And here it is for Atlanta, Georgia, and received over 70 results.

Research their vision and products.

This can help you tailor your CV and help you prepare for interviews.

This has relevant articles and job postings.

Okay.

Now, let's switch gears and move on to social media tools.

And several of you have already mentioned linked in.

So for those of you not on linkedin, we hope you consider that after today's program and also joining the Walden career service's linkedin group.

Linkedin is the top online professional networking site with 380 million members worldwide.

You can research and follow companies, search for jobs, and you have the opportunity to be found by recruiters.

So here, we take a closer look at a job search result on linkin for a human resources position.

When we searched for human resources in a keyword
A couple of years ago when we did the same search, we got only 10,000 results. So this shows the growth in LinkedIn and in the job markets. I could also narrow my search by company or by location and zip code.

And if I find a company I'm interested in, I can search for the company's profile and website for future research. LinkedIn also tells me who I am connected to at the company or the organization so I can reach out to them for informational interviews. So it's a very effective networking tool, but also a very effective career research tool. One of the most powerful features is the ability to join groups related to your professional interests. Here is an example for criminal justice groups. We have 246 results. Notice the group searching for careers. This is an interesting group if you are interested in this topic. Or a group called criminal justice students and
17 graduates for networking purposes.
18 So if you belong to a professional association, you
19 want to check to see if they have a linkedin group.
20 Job openings are often announced in a linkedin group
21 before they are posted in a general job site.
22 And you can use linkedin to search for companies,
23 government agencies, and non-profit organizations.
24 Their profiles may provide information about open
25 positions, insights into the organization's culture,
26 and you can see your first and your second degree
27 connections to the company.
28 You can also choose to follow the company so that
29 you are on top of the trends and hot topics that are
30 happening for that particular employer.
31 And along with linked in, Twitter is another popular
32 social media site that is being used more and more
33 for career research.
34 It allows you to communicate with others and receive
35 updated real time through small bits of data called
36 tweets.
37 Hashtags allow you to receive related data.
38 So for instance, if you enter words like jobs or job
postings or recruiters after the hashtag symbol,

that Twitter will generate leads for you.

It generates directors and the ability to connect
with other experts, recruiters and hiring managers.

So many companies also have Twitter pages where you
can learn more about employees and their challenges.

So you can get a lot of tips using this social media
tool.

And now that we've explored a wide range of
resources for exploration and management,
let's return back to the career service's center
website for a few additional resources.

So back on the career service's center website, I
want to point out that we have over 80 archived
webinars related to career management, career
opportunities, and the psychology, vert
opportunities, navigating the federal hiring
process.

This is just a few of the webinar recordings related
to career opportunities and job search.

So check out our archived webinar.

We are confident there are many programs of interest
to you.
And you can find these in the archived webinars button that is accessed through our homepage. So I also want to point out that we have webinars on how to use LinkedIn. So if you’d like to get started or maybe you are on LinkedIn but you haven’t been very active, we have a whole series you can watch. And we have topics on how to craft an effective résumé, how to create your CV which is an academic style résumé, and how to use the opt ma'am résumé system to name just a few. And we hope today we have generated great resources for you. Lisa, do we have any questions coming in >> Yes, a few questions related to teaching online. I know you mentioned the webinars. Are there any you want to call out in the archived webinars or resources? Other things you might want to mention?
>> Sure, well, I mentioned earlier to sign up for higheredjobs.com.

It is one of the most popular sights for jobs. I mentioned the career service's website. Click on webinars, and we have a whole page dedicated to doctoral careers.

So the page is called doctoral webinar series, and it includes webinars on getting a job on higher ed, the scoop on hiring, building your academic reputation in higher ed, and also related webinars to help you become more marketable.

For instance, we have a webinar on getting involved in professional associations and giving presentations at conferences, and we have another webinar on getting published.

We have, I believe, about 8 webinar topics on the series that can help you get started.

>> Great.

Thank you.

And do you have any advise for looking for a job? A different state?
It's hard to network when one lives out of state

>> And that is true.

When you are moving to a new location, you have to reestablish your network.

So there are a few resources and tips I would like to suggest.

First of all, under the archived webinars, if you go to the special interest area, we have a webinar on strategies for successful relocation.

And Lisa is actually the person who led that webinar program and she has her own story and experience with relocation and expertise in this area.

So I would highly recommend that webinar.

In addition to that, you want to connect as much as possible to individuals in that area.

I mentioned several times a professional associations during today's program, but finding a local or state affiliate and getting actively involved -- even before you relocate.

And Lisa, would you have some additional tips regarding relocation?
The website for looking up employment rates and specific information about the place you're relocating to, also the chamber of commerce might be helpful. And I also recommend for you to schedule time in your future vocation to make a special trip where there's a big conference to try to meet people in person. I am spent a week in the Twin Cities where I just maxed out the weekend and attended as many in-person meetings and that was really helpful. So I highly recommend if you can do that to make that happen.

And I would also say meetup.com is a great site. It is a site where you can connect with individuals face to face in your local area based on common interests. So that's a way that you can also get connected.
Great.

So another question -- actually, it's a similar question, just different areas.

So someone is asking about opportunities of public health and in project management, and in psychology, can you give an overview of the best way to research specific career fields is?

>> Sure.

And we talked a lot about the resources tab.

That is your career research toolbox.

So I would visit our website and click on career -- click on the career service's resource tab in there.

So select your area by college, and there you'll find professional associations, linked in groups, and also job opportunities and job banks.

So that would be a really good starting point, and again, the resources tab career exploration tab is a great place to get started.

Now, if you really feel like you want individualized attention and feedback and guidance, you can career a career advising appointment and we will work with
you individually on your degree-related needs and
look at specific resources that might be a good fit
based on your circumstances.
So to schedule, you can visit my Walden portal and
click on schedule an appointment and reserve an
appointment with one of our career service's center
staff.

>> Great.

And we have a question about a specific situation
where she is looking to transition to administration
work.
And I think taking DINA's advice and scheduling with
a career advisor would be good for that

>> Absolutely.

And everyone's situation is different.
So we will take a closer look at your skills and
qualifications and be able to generate more
specialized resources for you

>> Great.
And okay -- Georgia, I'm applying for state government jobs. I have been placed in the top 15 candidates, but it takes months to be called in.

Am I doing something wrong? The states take a long time, why is that?

>> Uh-huh. And I think for state or government or federal employment, I heard it takes three to six months for employers to get back to you, even if they're interested because they have a full process that they go through and it may be a lengthy process.

Now, we do have an excellent webinar called navigating the federal hiring process and I would take a look at that webinar because there are some really great tips to help you navigate federal jobs or, you know, state and -- government -- employment as well.

And also, the resources tab, we mentioned by sector, but we also have a whole area for government employment.
And although that section also listed job banks, it also lists many great tips on how to navigate the federal hiring process. So that's what I would recommend.

Great.

And a question: How do you overcome the issue of a lack of experience in the job search?

Okay.

And we really encourage all of our students who we work with to gain experience while you're a student to increase your marketability. So if you don't have the paid experience, you may want to consider also volunteering to gain experience. So we have a webinar on strategic volunteering that you can start out with. And then if you go to the are ours tab and click on field -- click on field experience and volunteerism
area, click on the tab, we have a list of volunteers. And we mentioned idealist, volunteermatch.org, and many others. Non-profits are looking for help. And volunteering strategically when you're maximizing your skills and building your skills make you more marketable for your role can be a great way to gain that experience.

And to schedule unemployment, we can look at your situation individually as well.

>> Great, any advise on accessing consulting opportunities?

We just did a webinar on that topic.

>> Yes, we just did a great webinar. That program we can find under archived webinars under the doctoral webinars. We feature student success stories, and we have a couple of students starting their own businesses or growing their businesses. So there's a lot of great tips on our website, and
again, we can offer tips to individual careers.

>> Any specific advise that you might have for career changers?

>> Career changers, network, network, network.

You want to connect with people in your future field.

And we talked earlier about informational meetings and interviews.
Talk to as many people as you can who are currently working in your future role.
Also, join professional associations and partner up with someone to do a presentation or lead a roundtable discussion.
This way, you are -- become visible in your professional community.
People start knowing who you are and so when you're in career transition, you really want to establish a new network of professionals.
And of course, we talked about volunteering to gain experience or consulting work to gain experience or freelance work or part-time type of work to help you gain that experience to make that transition.

>> Great.

Thank you.

Okay.

One more question.

How would you let a hiring manager know that you're willing to relocate when you're not in the area where the job is located?

I would probably -- you could mention that in the cover letter and mention that you're open to relocation. However, you know, it is -- you know, you could say that you are looking for positions in a particular area and you came across this opportunity and focus more on not what you want to gain, but also focus on how you can add value to the employer.
So you can briefly address it, but then -- for the reminder of your cover letter, really focus on your qualifications and how they match the skills the position is looking for.

>> Great.

And I think that's it for questions.

Thanks

>> Thank you, Lisa.

All right.

So let's go ahead and finish up today's program.

And as we wrap up, here are a few additional resources you may want.

We have resources to help you with job search, career exploration, researching employers, and other helpful tips and sites.

So keep this in mind.

Also, that the program itself, the webinar will be archived within a week for your reference.

And a short recap of the career service's site we highlighted in today's webinar.
We talked about the resources to be in the top navigation, the archived webinars button where we have our gallery of webinar topics for you to explore.

We mentioned the optimal résumé system, which is our self-guided career management system. It allows you to build résumés and cover letters and career portfolios and even convert your career portfolio into a website format and have an interview prep function to help you practice interview skims.

So if you haven't checked it out, I recommend you do so and to register is free and you can use any of the module.

And then we also encourage you to -- after today's session -- to visit our site and join the center's linked in group. And we have interesting discussions and resources on our group.

I mentioned linkedin, but we also have Twitter. Subscribe to the YouTube channels.
Read Walden student success stories and use the feature on our optimal résumé system. There are instructional webinars on how to use optimal résumé. You can also access everything from our website or email us directly at career services at WaldenU.EDU. And as we wrap up, we want to leave you with this final thought who said that rain puts a hole in stone because of its constancy, not its force. Just keep knocking on doors until the right one opens. We encourage you to be proactive and in your job search.