

Evaluating Job Search Methods

There are many ways to look for job opportunities. The most successful job search plan is one in which a variety of search strategies are used. Listed below are some of the most popular job search strategies as well as benefits, challenges, and tips.

Strategy	Benefit	Challenges	Tips
Networking Talk to everyone you know to develop a list of possible contacts. Ask about jobs & companies and circulate your resume.	May learn of unadvertised openings or advice of how to get into certain fields/companies. May result in a courtesy interview.	A contact in itself is not enough to get you a job. You may exhaust all leads without landing a job. Can be quite time consuming.	Follow through on all leads. Keep broadening your network of contacts.
College Career Services On-Campus Recruiting – Meet employers and submit resumes www.collegecentral.com/howard -- Post resume online and apply to jobs Fall & Spring Job Fair – Meet employers and submit resumes	Employers often target college career services offices, so your submission may receive more attention than applying through more public channels. You also get a chance to speak with employers and ask questions about jobs and companies.	Not all industries use college career services as a recruitment strategy.	Check Career Services website for upcoming employer events, and check CollegeCentral job listings on a weekly basis.
Public Job Fairs Visit community or business sponsored job fairs to meet employers and submit resumes.	May get to ask questions about the jobs/companies (great way to gather information). Great way to build networking contacts.	Many employers are happy to talk to you, but they may not accept your resume. You may have to apply online for their jobs.	Plan ahead to research participating companies. Ask questions, gather info, and get a business card to follow-up after you have applied online.
Targeted Search Identify organizations you would like to work for, and research their websites.	Allows you to be more proactive and take charge of your search.	Takes investment of time to research and tailor your resume/cover letter to the organization and the position.	Use resources such as Workforce Center, Chamber of Commerce, the Book of Lists.
World Wide Web Scan job openings on various job search and employer websites.	May help you identify companies and types of positions available (job market trends).	Can be overwhelming in the number of sites and positions. May not receive responses due to the flood of applicants.	Check listing of recommended sites from Career Services.
Professional Associations Research based on your career interests as most provide a “jobs” section on their website.	Provides a great source of networking for info and career opportunities. Can build contacts with others who share your professional interests.	Entry level positions may be limited. May need to belong to the association to access job postings.	Ask faculty to suggest associations to research. Use Career Services resources to identify top associations.
Employment Agencies Inquire whether these agencies offer opportunities in your career areas.	Helpful in identifying local employment opportunities.	May have fees associated with services. May only work with experienced job seekers.	Research agency before signing any contract. Talk to others who have used agency.
Resume Referral Register with national/local referral services. As jobs are listed by employers, the data bank of registrants is searched for matches.	Another way to monitor the job market and get your qualifications to the attention of employers.	Many companies will not post on job boards due to the cost of advertising and the flood of unqualified applicants.	Use in conjunction with other job search strategies.
In-Person Visit Visit companies and submit resumes & applications.	Sometimes you get to meet someone who can tell you more about opportunities.	Requires a great deal of time to make a relatively small number of contacts.	Identify companies that specialize in your field.