Career Research

What You Need to Know
Once you clearly identify your personality, values, interests, and skills, you are better able to set clear, focused goals based on your expectations. You also need to consider the general expectations you believe an employer might have for the position you desire. Then you are armed with a foundation upon which good decisions can be made as you explore the opportunities your research uncovers.

Your Career Goals
In addition to choosing the occupation you want to pursue, you should consider salary and benefits, job location, promotion opportunities, company size, and company type. It is important that you know what you value and what kind of reward is most important in a job, i.e., money, benefits, security, creative authority, hours, etc.

“Goals are dreams we convert to plans and take action to fulfill.”
~ Zig Ziglar
List your top three occupation choices.
1. __________________________________________
2. __________________________________________
3. __________________________________________

Minimum acceptable annual salary:
Establish a realistic number based on your minimum monthly expenses, savings goals and your spending habits.
$ __________

Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Required</th>
<th>Desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care</td>
<td></td>
<td></td>
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<tr>
<td>Medical Coverage</td>
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<tr>
<td>Dental</td>
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<td>Tax Saver</td>
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<td>Flexible Spending Accounts</td>
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<tr>
<td>Wellness Program</td>
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<tr>
<td>Long Term Disability</td>
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<tr>
<td>Life insurance</td>
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<tr>
<td>401[k] plan</td>
<td></td>
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<tr>
<td>Childcare assistance</td>
<td></td>
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<tr>
<td>Dependent care support</td>
<td></td>
<td></td>
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<tr>
<td>Employee assistance program [EAP]</td>
<td></td>
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<tr>
<td>Flextime</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid time off [PTO] bank</td>
<td></td>
<td></td>
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<tr>
<td>Retirement benefits</td>
<td></td>
<td></td>
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<tr>
<td>Stock ownership plans</td>
<td></td>
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<tr>
<td>Tuition/education</td>
<td></td>
<td></td>
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<tr>
<td>reimbursement</td>
<td></td>
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<tr>
<td>Professional development</td>
<td></td>
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<tr>
<td>Car allowance/</td>
<td></td>
<td></td>
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<tr>
<td>company car</td>
<td></td>
<td></td>
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<tr>
<td>Signing bonus</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

List your preferred location.
[urban, suburban or rural; any specific cities or states]
1. __________________________________________
2. __________________________________________
3. __________________________________________

Identify company type/industry.
[manufacturing, finance, health, retail, service, etc.]
1. __________________________________________
2. __________________________________________
3. __________________________________________

List type of work environment.
[large corporation, small business, government agency, non-profit organization, etc.]
1. __________________________________________
2. __________________________________________
3. __________________________________________

Employer Expectations

You also need to consider your job search from an employer’s perspective. In addition to the required job skills, employers usually want to hire people with at least 5 basic qualities:

1. Dedication to the company
2. Strong work ethic
3. Professional or clean-cut image
4. Positive attitude
5. Trustworthiness
Qualities Worksheet 2-2

Complete a list of the top 15 qualities [traits and values] you believe employers will be seeking in a job applicant specifically for your career field.

Qualities employers are looking for:
1. Dedication to the company
2. Strong work ethic
3. Professional or clean-cut image
4. Positive attitude
5. Trustworthiness
6. ______________________________________________________________________
7. ______________________________________________________________________
8. ______________________________________________________________________
9. ______________________________________________________________________
10. _____________________________________________________________________
11. _____________________________________________________________________
12. _____________________________________________________________________
13. _____________________________________________________________________
14. _____________________________________________________________________
15. _____________________________________________________________________

Using your self-assessments [Worksheet 1-1, 1-2, & 1-3,] list your top 10 traits and values. Then describe a way you can promote them.

<table>
<thead>
<tr>
<th>Trait/Value</th>
<th>How to Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teamwork</td>
<td>Served on a hand-picked team charged with improving efficiency. Recommendations resulted in a 14% reduction in down-time on production floor.</td>
</tr>
</tbody>
</table>

1. ____________
   ________________________________________________________
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2. ____________
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3. ____________
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Identifying Employment Opportunities

Now that you know what you want for your career goals you need to develop a list of where the jobs are and who are the employers to research.

“Procrastination is one of the most common and deadliest of diseases and its toll on success and happiness is heavy.”
~ Wayne Gretzky
Use the following resources to list at least 15 companies that meet your initial career goals from Career Worksheet 2-1. It makes no difference whether the companies are currently hiring.

**Your own knowledge of the area**
1. 
2. 
3. 

**Indiana Workforce Development**
1. 
2. 
3. 

**Friends and family**
1. 
2. 
3. 

**Librarians at your local library**
1. 
2. 
3. 

**Faculty**
1. 
2. 
3. 

**Hoover’s 2,500 Top Employers**
1. 
2. 
3. 

**Telephone directory**
1. 
2. 
3. 

**Chamber of Commerce member listing**
1. 
2. 
3. 

**Harris Industrial Index**
1. 
2. 
3. 

* Harris Industrial Index provides information for all companies and industries; large/small, public/private, including complete contact information, line of business and whether they are growing or shrinking.

** Indiana Workforce Development is a free job matching service operated by the state that links you to job opportunities across Indiana.

*** Hoover’s 2,500 Top Employers provides deep financial information about America’s top 4,700 companies.
World Wide Web Resources

The Internet has become an essential tool in a job search. Firms post job openings on home pages, and job seekers post their résumés in hopes of catching the attention of an employer. Additionally, local newspapers publish their classified ads online, and state employment agencies make their job openings available to all. Therefore, it is to your advantage to use the Internet and World Wide Web [WWW] in your career search.

This is not a guide on how to use a computer or how to use the Internet. Instead, we will focus on where to look on the Internet for the job openings you seek. A brief description follows each address. Since there are too many job-related Web pages to list all of them, we have included some of the most relevant and helpful sources.

Internet Search Engines

A search engine actively scans Web pages on the Internet and organizes the information so it can be searched. Think of it as an index to the Internet. You can use it to look up company home pages, job listings, or information pertaining to your career field.

http://google.com
http://www.infoseek.com
http://yahoo.com
http://www.metacrawler.com
http://altavista.digital.com

“We find no real satisfaction or happiness in life without obstacles to conquer and goals to achieve.”
~ Maxwell Maltz
WWW Job Search Sites

http://www.laf.ivytech.edu/career_services
JobZone is Ivy Tech’s Web site where employers can reach Ivy Tech students and graduates who are seeking employment opportunities. Companies may list current openings and receive résumés of qualified Ivy Tech applicants through this system. Students and alumni may register résumés and apply for positions for which they qualify.

http://www.acinet.org/acinet
Comprehensive source of occupational and economic information to help you make informed career decisions.

http://www.careerbuilder.com
Career Builder is the world’s largest recruiting network, combining over 27 leading career Web sites and over 40 databases for “quick” searches.

http://www.careerpath.com
Locate employment ads from other major newspapers.

http://www.careers.wsj.com/
This is an excellent site for career research and job search.

http://www.careershop.com/
Search jobs, post résumés, personal job shopper.

http://www.ceweekly.wa.com
Contract technical employment.

http://www.earthworks-jobs.com
Find out about jobs in oil, energy, geoscience, environmental science, and geography.

http://www.hiredjobs.com
Find information on higher education positions.

http://www.jconline.com
Scan the Journal and Courier [newspaper] Web site for access to classifieds.

http://www.job-search-engine.com/
Juju is an info-mediary that searches the top USA and Canadian job boards and brings back composite results of how many employment openings match your query. Saves you hours of searching through the job boards and career fairs individually.

http://www.jobs.nih.gov
Learn about government positions in the Health & Human Services Department.

http://www.jobweb.com
This online magazine is designed to help undergraduates plan careers.

http://www.jobweb.org/resources/library
Find job-search information and guidance [National Association of Colleges and Employers].

http://learnmoreindiana.org
Indiana career and post-secondary advancement center provides career profiles for over 450 professions, an interactive career interest checklist, job outlook information, career areas to explore, tips on finding and getting a job, apprenticeships, and much more.

http://www.monsterjobs.com
This site is a very good virtual career fair listing over 55,000 jobs.

http://www.sbaonline.sba.gov
This Small Business Administration site provides information on their programs.

http://www.usajobs.com
This is the official job site of the Federal Government.
Researching Companies

There are two main reasons to research a company: to gain knowledge that demonstrates to the firm that you are genuinely interested in working for them, and to find information that will help you to make an informed decision about accepting employment. Through your research you may discover that a “great” company has been operating at a loss annually for the last five years. Or you may learn that a local manufacturer is the number one producer in the world.

You should learn about the company, industry, products or services, sales, and major competitors. For example, if applying at BioAnalytical Systems, you would want to learn about their annual sales and number of employees, the products they manufacture, their industry in general including major competitors, and the general history of the firm. Sources for this information include:

- Company Annual Reports
- Company Sales Literature
- Company Web site/home pages
- Hoover’s Top 2,500 Employers
- Hoover’s research on-line http://www.hoovers.com
- Wall Street Journal
- Library
- Internet Search Engines

“An investment in knowledge always pays the best interest.”
~ Benjamin Franklin
Company Worksheet 2-3

Company: _____________________________________________________________

History: __________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

Annual Sales: _______ # Employees: _______ Industry Type: _____________

Products/Services:__________________________________________________________
________________________________________________________________________________

Major Competitors: ______________________________________________________

Other Comments: __________________________________________________________
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Questions
Prepare several intelligent questions about the firm from your research findings above. At an appropriate time during an interview or when you are in a networking situation, ask the questions.

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________________________________________________________________________________
Company: _____________________________________________________________

History: _______________________________________________________________

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________________________________________________________________________

Annual Sales: ________ # Employees: _______ Industry Type: _____________

Products/Services:______________________________________________________

________________________________________________________________________

Major Competitors: ____________________________________________________

Other Comments: ______________________________________________________

________________________________________________________________________

________________________________________________________________________

Questions
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Summary
When you began this chapter, you had organized information about you. Now you’ve taken the next step by organizing information about employer desires and how to promote your qualities to meet them, career opportunities, and the companies that offer them.

Want to Know More?
Books
U.S. Department of Labor
The “Occupational Outlook Handbook (OOH)” has been compiled every two years by the U.S. Department of Labor since the 1940s. This is a quality reprint with only one difference—it’s much less expensive!
One reason for the “OOH’s” continued popularity is that there is excellent labor market information throughout the book, plus extensive indexes.
For each job, the “OOH” discusses the nature of the work, working conditions, job outlook, required training and education, earnings, related occupations, and additional information sources, including Web sites. The book is packed with practical, current information, and it is invaluable for anyone doing career research, writing resumes, preparing for interviews, or writing job descriptions.

Additional features include:

◆ Job descriptions are cross-referenced with the more specialized job titles in O*NET at: http://online.onetcenter.org.
◆ Includes interesting photos of workers on the job, plus charts and tables.
◆ Brief overview of trends for major industry and occupational groups.
◆ Organized by clusters of related jobs for easy research.
◆ Job opportunities forecast is based on Bureau of Labor Statistics projections through 2012.

Jobs Rated Almanac: The Best and Worst Jobs
Les Krantz
This up-to-the minute almanac rates the 250 best and worst jobs, ranked by such factors as current salary and future prospects, stress risks, safety and security, environmental conditions, physical demands, career outlooks, travel opportunities, and special perks.

“Only I can change my life. No one can do it for me.” ~ Carol Burnett
Richard Wallace

The complete employment guide to over 20,000 American companies includes:

- Profiles private and public companies
- Addresses, phone numbers, and contact information
- Positions commonly filled
- World Wide Web and e-mail addresses
- Internship information
- Job search advice and interviewing tips
- Index of companies by industry

Careers for Good Samaritans and Other Humanitarian Types
Marjorie Eberts

The only career book to match the right job to your big-hearted personality. The inspiring Careers for Good Samaritans and Other Humanitarian Types encourages you to embrace your individuality by finding the job that matches your character traits. Includes:

- Suggested jobs in a wide range of settings, from the office to the outdoors
- A selection of jobs with different levels of educational requirements
- Advice on competing in hot job markets
- Tips on transforming hobbies into job skills

Online Career Resources

JIST Publishing, Inc.
JIST is an Indianapolis-based publisher helping people help themselves in career and life by publishing practical, self-directed products and training tools that are used in employment training, education, business, counseling, therapy, and school settings.
http://jist.com

Career Lab
Online libraries filled with articles on career direction, strategy and leadership development.
http://www.careerlab.com/jobsearch.htm
http://www.careerlab.com/focus.htm