Job Searching from Home During COVID-19

Office of Career Planning & Professional Development
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The Graduate Center, room 3300.08
Webinar Housekeeping
Audio and Questions

Open and close your control panel

Join audio:
- Choose **Mic & Speakers** to use VoIP
- Choose **Telephone** and dial using the information provided

Submit questions and comments via the Questions panel

**Note:** Today’s presentation is being recorded and will be provided within 48 hours along with slides, handouts, and resources.
Recording!

- This presentation is being recorded
- We will send the recording, the presentation slides, handouts, and resources to everyone this afternoon
- The recording will be available for listening on our website
About the Office of Career Planning and Professional Development (OCP&PD)

We serve all students and alumni who are current students or have graduated from the CUNY Graduate Center; our services include:

- **One-on-one career advising sessions** (typically 50 minutes) focused on job search, career concerns, and career self-assessment

- **Workshops and webinars** highlighting career development and job search basics (e.g., writing a CV or resume, the nuts and bolts of the academic job search)

- **Career events** featuring alumni and others from various industries, such as big data, government, and community colleges, to name a few

- **Website** with information and blog posts on a variety of career-related topics, including faculty and non-academic job search advice, information on specific career fields, etc.
OCP&PD Career Resources

Recorded Webinars
A library of approximately 16 previous webinars available for listening – *examples include*:

- Preparing for the Academic Job Market
- How to Network and Build Your Connections
- Mastering the Job Interview

Alumni Aloud Podcast
Interviews with alumni in various fields who share their career journeys and tips for the job search – *examples include*:

- Art History at MoMA
- Economics and Sociology at IBM
- Biology at U.S. Fish and Wildlife

Find at: [https://careerplan.commons.gc.cuny.edu/services](https://careerplan.commons.gc.cuny.edu/services)
OCP&PD Career Resources

Versatile PhD
A popular online resource for students/graduates thinking about careers outside of academia – includes:

– PhD Career Finder
– Community Panel Discussions
– Membership Directory
– Job Listings

Vault Career Guides
An online resource featuring downloadable career guides on a variety of industries from investment banking to library careers

Find at: https://careerplan.commons.gc.cuny.edu/tools
OCP&PD Email Lists

Sign Up for Our Email Lists!
Get news about jobs, funding opportunities, upcoming events, and more directly from the GC Office of Career Planning and Professional Development

Find at: https://careerplan.commons.gc.cuny.edu/services
Webinar Agenda

• Note about today’s circumstances
• Addressing the challenges and advantages of job searching from home
• Updating your job search plan and materials
• Networking and informational interviewing
• Finding the jobs
The Challenges

• Distractions
• Procrastination
• Lack of a schedule
• Setting boundaries
• Knowing your most productive times
• Keeping track of your efforts
How to Do It

- Set up a dedicated home work space
- Don’t work on a couch or bed
- Communicate with other people in your home
- Trade hours with others
- Get ready for the day
- Get dressed
- Establish a routine
How to Do It (2)

• Understand procrastination and how to manage
• Devote set amounts of time to the job search
• Set realistic daily and weekly goals
• Keep track of job applications and networking efforts
The Advantages

• Easier to arrange informational interviews
• Easier for introverts
• Extra time to work on and tailor job applications
Job Search Preparation
Skills & Accomplishments

Exercise:

• Record each of your past experiences
• What skills did you use & gain from each experience?
• What did you “accomplish” during each experience?
• What skills did you use to reach the accomplishment?
• Make a final list of all your skills
## SKILLS & ACCOMPLISHMENTS EXERCISE

<table>
<thead>
<tr>
<th>Past Jobs, Projects, &amp; Professional Opportunities</th>
<th>Skills</th>
<th>Accomplishments</th>
<th>Other Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>This can include academic projects and roles, jobs, internships, volunteer opportunities, side projects, and so on.</td>
<td>What skills did you use during this experience? Look back at your resume/CV and a skills list to help you.</td>
<td>What accomplishments did you realize during this experience? What are you proud of? What action did you take that had a result? What were you praised for or recognized for? Think about performance reviews or feedback from supervisors, advisors, etc.</td>
<td>What skills did you use to reach this accomplishment?</td>
</tr>
</tbody>
</table>
Know Your Field

Exercise:

• Collect 3-5 job postings
• Highlight the desired skills, knowledge, and experiences
• List the repeated skills, knowledge, and experiences
• Record the skills, knowledge, and experiences
• Circle any matches
• Identify any gaps
FIELD AND INDUSTRY RESEARCH EXERCISE

1. Collect 3-5 job postings that interest you; if you have interests in more than one type of field/position, collect 2-3 postings per area
2. Highlight or circle the desired skills, knowledge, and experiences listed in each job posting; you will find these in both the description of the job as well as the “preferred qualifications” section
3. In the first column below, list the skills, knowledge, and experiences you highlighted in the job postings
4. In the second column, list the skills, knowledge, experiences, and keywords that show up in all or several of the listings.
5. In the third column, record the skills and experiences that you have; revisit the list you created from Skills and Accomplishments exercise
6. Going back to the second column, circle any skills, knowledge, and experiences that you have listed in the third column
7. Finally, in the fourth column, identify any gaps of skills, knowledge and experiences – what is not circled in the second column?

CAREER AREA/FIELD: ___________________________

<table>
<thead>
<tr>
<th>DESIRED SKILLS, KNOWLEDGE, AND EXPERIENCES FROM POSTINGS</th>
<th>REPEATED SKILLS, KNOWLEDGE, AND EXPERIENCES</th>
<th>MY SKILLS AND EXPERIENCES</th>
<th>GAP ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record the skills, knowledge, and experiences that are highlighted in your collection of job postings.</td>
<td>List only the skills, knowledge, experiences, and keywords that are repeated among all or several of the postings.</td>
<td>Revisit the list you made from the Skills and Accomplishments exercise and record that here.</td>
<td>What skills and experiences do you not have yet and would like to gain?</td>
</tr>
</tbody>
</table>
Speak to People

• Reach out to professionals
• Prepare a list of questions to ask
• Connect on LinkedIn
Address Skill Gaps

- Massive Open Online Courses (MOOCs)
  - **Coursera** – wide variety, university level, certificates
  - **edX** – wide variety, university level, certificates
  - **Udemy** – wide variety, lean toward IT and business focus
  - **Udacity** – technology focus (*data science), nanodegree
  - **CodeCademy** – coding/IT
  - **LinkedIn Learning** – business focus, certifications
  - **Skillshare** – 4 main areas: creative arts, technology, business, lifestyle; real life projects
  - **CreativeLive** – creative focus

- Books
- Experiential Learning
Update Plan and Materials
Job Search Plan

Create a Job Search Plan:

• Identify your targets
• Come up with a job search system
• Determine how much time you have per week
• Write out your specific job search goals
  • Check online job postings and apply to positions
  • Identify people to reach out to in connection to positions
  • Conduct 4 informational interviews
• For each goal, determine specific tasks you must complete
Update Materials

- Resume
- Cover letter
- LinkedIn profile
- Portfolio or work examples
- Elevator pitch
- Business cards
- References
Resume Tips

• Tailor your resume to the types of jobs
• Consider using categories
• Possibly include other sections:
  • *Relevant coursework, projects and a summary statement*
• Use strong action verbs and accomplishments
• The one or two page choice
Cover Letter Tips

• Address the job description
• Address to “Dear Hiring Manager” or “Dear Search Committee”
• Give examples and tell a story
• Avoid talking about your own needs
• One page only
Optimize Your LinkedIn Profile

- Reach "All-Star" status for profile completion
- Incorporate keywords for your field (see exercise)
- Focus especially on optimizing these sections:
  - Headline
  - About
  - Experience
  - Skills & Endorsements
- Notice who is reaching out to you
Practice Interviewing

• Schedule a virtual mock interview appointment: https://careerplan.commons.gc.cuny.edu/services

• Practice on own or remotely with a friend

• LinkedIn Interview Preparation tool: 26 common interview questions with tips and video clips (see Jobs Tab)

• Recorded webinars on interviewing: https://careerplan.commons.gc.cuny.edu/services/webinars
  • *Mastering the Job Interview (for Non-Academic Jobs)*
  • *How to Ace the Job Interview from Home*
Additional Information

Update Your Resume, Cover Letter, and LI Profile

- Schedule a virtual appointment: https://careerplan.commons.gc.cuny.edu/services
- Blog posts: https://careerplan.commons.gc.cuny.edu/blog/category/documents/
- Recorded webinars: https://careerplan.commons.gc.cuny.edu/services/webinars
  - Creating a Resume that Stands Out
  - Creating a Cover Letter that Stands Out
  - LinkedIn 101: Getting to Know the Basics
- Upcoming webinars on LinkedIn
  - Stand Out Online: Optimizing Your LinkedIn Profile
  - Putting LinkedIn to Work: Job Searching, Networking, and Personal Branding
  
https://careerplan.commons.gc.cuny.edu/events
Networking
Networking

• Build and maintain long-term relationships
• Best method for landing jobs
• Start with who you know
  • Professors, classmates, alumni, past colleagues and supervisors, friends, family members
  • LinkedIn connections
• Expand your network
  • Conduct informational interviews
  • Get introduced to others
Informational Interviewing

• What is an informational interview?
• One of the most effective forms of networking
• Typically brief (20 – 30 minutes)
• May happen in person or over the phone
• Beneficial for:
  • Developing relationships in field
  • Learn about industry, occupation, organization
  • Consider your fit with career
  • Practice a form of interviewing
  • Be referred to other professionals
Finding Professionals

• Start with who you know
• Record of alumni from program
• LinkedIn:
  • Alumni Tool
  • General search
  • Company pages
Informational Interview Outreach

Dear Joe Smith:

I came across your profile in the CUNY Graduate Center group on LinkedIn, and noticed we have a similar background in terms of degree, school attended, and interests. I am currently a GC doctoral student in Art History, and I am interested in eventually applying my research, writing, and museum experience to a cultural institution, such as the one where you work. I have been following [name of organization] and am impressed with the work that your group has accomplished [perhaps something specific about a particular project].

If you’d be willing, I would love to schedule a brief (20-30 minute) virtual meeting with you to talk about the industry, your experiences, and your career path. Of course if there is anything I can do for you I would be more than happy to do so.

Thank you very much for considering this request, and I hope to talk to you soon.

Sincerely,
Emily Seamone
Post Info Interview

- Thank you note
- Send connection request on LinkedIn
- Check-in after following advice
- Check-in when see a job opportunity or after apply to one
- Strategically keep in touch
Finding the Jobs
Finding the Jobs

Job Search Methods:

1. Networking (60-90%)
   - https://www.livecareer.com/quintessential/networking-resources

2. Online job postings (5-20%)
   - Indeed.com, LinkedIn, Idealist.org, Higheredjobs.com, USAjobs.gov

3. Recruiters/headhunters/career fairs (5-20%)
   - https://www.livecareer.com/quintessential/recruiter-directories
2. Online Job Postings

- **GC Connect**
  
  https://careerplan.commons.gc.cuny.edu/services/appointments

- **General Job Websites**
  - Indeed.com
  - LinkedIn

- **Industry-specific Job Websites**
  - Professional association websites
  - Niche websites: Higheredjobs.com, USAJobs.gov, Idealist.org, NYFA.org

- **Company Websites**

- **Department Emails**
  - Includes links to postings
Other Job Websites
# Job Websites: Finding Jobs Beyond Academia

## Resources for Finding Jobs in Academia

- Faculty Positions at Colleges and Universities
- Positions at CUNY and Other Area Institutions
- Non-Faculty Positions at Colleges and Universities

## Resources for Finding Jobs beyond Academia

- General Search Engines and Resources
- Arts, Archaeology, Museums, and Libraries
- Consulting, Finance, and General Business
- Government and Politics
- K-12 Education
- Nonprofits
- Social Services and Health Care
- Writing, Editing, and Publishing

## Upcoming Events

**Information Session with NYC Department of Small Business Services**
- Wednesday, February 26, 2020
- 3:00 pm - 4:30 pm

**How to Find the Right Internship for You (Webinar)**
- Thursday, February 27, 2020
- 12:00 pm - 1:00 pm

[All Events](#)
Company Websites

- Devise a list of organizations that interest you
- Conduct searches to identify additional ones
- Visit websites and search for jobs
3. Recruiters & Career Fairs

• Recruiters
  • Conduct searches on LinkedIn: [COMPANY NAME] and recruiter
  • View job posting – who posted?

• Career Fairs
  • Some are changing to virtual career fairs
  • Meet company representatives and recruiters
  • Follow-up with a thank you email
Dear Jane Smith:

I hope this message finds you well. Your organization’s name came up recently during my research for internship opportunities.

I am currently a student in the M.S. Program in Data Analysis and Visualization at the CUNY Graduate Center. Through my studies as well as past work experience, I have gained skills in project management, advanced data analysis methods, and visualization tools. In addition, I have experience using R and Python to analyze real-world datasets.

I am currently looking for job opportunities where I can apply my education and experience in data analysis and visualization to help a socially driven organization such as [Recruiter’s company name] grow and meet its goals. I am reaching out to you at this time to inquire about positions at [Recruiter’s company name]. I welcome the opportunity to discuss such possibilities and how my skill set could contribute to the success of your organization.

Please feel free to take a look at my LinkedIn profile, or if you prefer, I can send you my resume. Should you have any questions, I can be reached at the number and email address listed below.

Thank you,
[First and Last Name]
[Also include contact information]
Webinar Summary

- Working with the challenges and advantages of job searching from home
- Preparing for your job search
- Creating a job search plan and updating your resume, cover letter, and LinkedIn profile
- Seeking out people to network with and conduct informational interviews
- Finding jobs also through online postings, recruiters, and career fairs
QUESTIONS?