

Career Services Newsletter

University of Maryland University College

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LAND THE JOB AND CAREER YOU'VE ALWAYS WANTED

Job Search Spotlight

Four easy steps for an effective job search

1 The first step in an effective job search is to determine a specific job goal. A specific goal helps you target your job search. People who conduct targeted job searches are likely to find satisfying jobs much faster than the average job seeker.

A common misconception for many job seekers is the idea that the search should be broad and open to several options so that not one potential opportunity is missed. Instead, determine your goal, which will let you focus your search, narrow the competition, and build your confidence to sell yourself as the best-qualified candidate.

To determine your job goal, identify the tasks you enjoy and the skills you have. Next, decide on the industry in which you want to work and the type of products or services with which you want to work. Lastly, identify the type of company, potential work environment, and the geographical location of your dream job.

Once you have completed these tasks, you are ready to craft your specific job goal. Here is an example:

I would like an entry-level position in human resources in the area of employee relations. I would like to work in the hotel/hospitality industry, preferably in a three-star hotel chain that is within a 50-mile radius of my home.

2 The second step in an effective job search is research. One of the most popular and effective places to begin your research is the Internet. Use the four Ws to help you get started.

- **What** kinds of jobs are available? What skills are needed?
- **Who** is hiring? Who has the best compensation package?
- **Where** are the companies or jobs located?
- **Why** do I want to work for this company? In this job? At this location?

CONTINUED ON PAGE 2

The Career Decision Making Process

Gathering & Organizing

Assess your skills and interests
Determine your values and personal qualities
List your accomplishments

Goal Setting

Research careers
Explore work environments
Clarify and define career objectives

Job Hunting

Determine your search strategies
Contacting employers
Write résumé and letters
Interview

▶ JOB SEARCH STEPS

- 1** Determine your goals.
- 2** Do your research.
- 3** Network for opportunities.
- 4** Market yourself.

▶ WHAT'S INSIDE

- Alumni Spotlight: Vanessa Garrett-Ingram
- What can I do with a degree in human resource management?
- Professional Organizations for Human Resource Students
- Working in Human Resources

▶ CONTACT US!

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CAREER SERVICES MISSION STATEMENT In support of the University's mission, Career Services provides quality resources and services to assist UMUC students and alumni worldwide with their career planning and job search needs. From enrollment through graduation to the world of work, our programs and services are designed to reflect the evolving needs of UMUC's talented and diverse adult population.

CONTINUED FROM PAGE 1

Use your favorite search engine or, if you are a student, use the library databases to begin your quest for information.

3 The third step is to network for opportunities. Studies have shown that as many as 80 percent of jobs are found through networking—creating and building relationships with people who can have a positive effect on your career or job search. You can begin to develop your network of contacts in several ways. One way is to make a list of people you know, using the FRANK formula—friends, relatives, acquaintances (from school or work), neighbors, and those you know through your kids, if applicable. You can also build your network by attending networking events sponsored by your school or professional association. Read trade journals and check bulletin boards, newspapers, the phonebook and, of course, the Internet.

4 The fourth and final step is to market yourself. Creating a résumé and cover letter designed to market you for the job you want is vital to your job search. Your résumé should be targeted toward your specific job goal. It should highlight your qualifications for the job for which you are applying; it should not be a summary of your life's work history, showing everything you have done or are capable of doing. It is better to have three targeted résumés than to have one generic one. When

you decide to submit your résumé for a job opportunity, always include a cover letter. Keep your cover letter simple. It should be approximately four paragraphs: an introduction, two paragraphs describing how you are specifically qualified for the position, and a final paragraph that requests a meeting, provides contact information, and thanks the reader for his or her time. ■

Keep your spirits up! The job search process can take several months to several years depending on what you are seeking. It is important to stay positive and remember that the hiring process is two-sided. The company has to believe that you would be a good fit with its culture and environment, and you need to believe that the company has something to offer you. If you stay focused and continue to target jobs that meet your goals and are within your skill set, you will be successful. Remember, Career Services can help you along the way.

For more information on writing effective résumés and cover letters, visit www.umuc.edu/careerservices/jobsearch. If you would like a career counselor to review your résumé and/or cover letter, contact Career Services and one of our counselors will be happy to assist you.

► **CAREER SERVICES HAS RESOURCES FOR:**

- Current students
- Students with disabilities
- Alumni
- Employers
- Faculty members
- Staff members

► **MORE INFORMATION**

Visit the Career Services Web page at www.umuc.edu/careerservices.



ALUMNI SPOTLIGHT: Vanessa Garrett-Ingram

See what UMUC human resource management alumna and the state of Maryland's director of human resources, Vanessa Garrett-Ingram, has to say about UMUC and her career path in this interview.

CAREER SERVICES: Why did you choose to major in human resource management?

VANESSA: I wanted a position that would allow me to help people to advance and achieve their goals.

CAREER SERVICES: How did you get started in your career?

VANESSA: I started as a personnel coordinator for a state agency. This position encouraged me to seek avenues to enhance my career. This led me to UMUC to further my education.

CAREER SERVICES: What job search strategies do you find work best?

VANESSA: Identify what you want to do, research companies that could meet your objectives, and be persistent.

CAREER SERVICES: What advice would you offer to current human resource students?

VANESSA: Seek out internships that will help you advance in human resources. It's a wonderful field to be in. Enjoy it! ■

What can I do with a degree in human resource management?

Human resource management is an increasingly important career field. Organization leaders understand that management of their human capital is a critical factor in their organization's health. Human resource departments make significant contributions to the bottom line and overall success of their companies.

Areas that fall under human resources include

- Compensation and benefits
- Recruitment, selection, and placement
- Human Resources Information Systems (HRIS)
- Equal employment opportunity
- Organizational development
- Training and career development
- Employee and labor relations
- Occupational safety and security
- Diversity issues

Those in entry-level positions are human resource assistants or coordinators and have a broad spectrum of responsibilities. Their duties are typically administrative and support the work of the department. Those who have a bit more experience are considered generalists or specialists. Specialist positions usually require technical knowledge and skills in a specific area of human resources such as recruiting, training and development, and compensation. Some larger organizations offer entry-level positions in specialty areas such as recruiting, training and development, and compensation and benefits. ■

Career Services has all kinds of resources to help you pick a major or certificate program, plan your career, and land a job! Visit www.umuc.edu/careerservices to learn more.

Professional Organizations for Human Resource Students

Society for Human Resource Professionals (SHRM)

The Society for Human Resource Professionals (SHRM), the world's largest association devoted to human resource management, is committed to serving the HR Leaders of Tomorrow™ by providing aspiring human resource professionals with the education, tools, and career information they need to advance in the profession and build strong and active chapters. To learn more, visit www.shrm.org. If you plan to join, fill out the application on the Web with UMUC's chapter number, 5578. Then e-mail Shelley Hintz at shintz@umuc.edu to request to be added to the UMUC SHRM study group.

National Association of African Americans in Human Resources (NAAHR)

The National Association of African Americans in Human Resources (NAAHR) is a not-for-profit organization that provides a national forum where black and African American human resource professionals and those aligned with NAAHR goals can share, gain information, and provide leadership on issues that affect their careers and the global workforce. To learn more about becoming a member, visit www.naaahr.org/membership. ■

Working in Human Resources

Because human resources can be a difficult field to enter, it is important to develop a network of contacts as early as possible. Transitioning into human resources from another field can be even more challenging because most of the mid-to upper-level jobs require industry experience in addition to a degree.

For those who are already working in the field, an advanced degree in human resources along with certifications can drive career growth and development. UMUC offers a certificate program and a master's degree in addition to a bachelor's degree in human resources.

Remember that you are responsible for your career management and growth, and take advantage of the many resources available to assist you. ■

Strategies for Success in Human Resources

- ◆ Build a network
- ◆ Research the industries and areas available
- ◆ Choose a direction
- ◆ Gain experience through internships and coursework
- ◆ Develop transferable skills in business, computers, human relations, etc.