

# 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. Presented below are some of the most popular strategies for the job search as well as benefits, challenges, and tips.

STRATEGY/TOOLS	BENEFITS	CHALLENGES	TIPS
<b>CAREER FAIRS</b> Attend career fairs sponsored by Career Services and academic colleges	Opportunity to meet with a number of recruiters in person and in one location; Build networking contacts	Not all fields and areas of study are equally represented; Students with very specific career goals may benefit from seeking field-specific or geographically-specific fairs	Plan ahead and research companies attending; Follow up to learn about opportunities in your area of interest
<b>ON-CAMPUS INTERVIEWING</b> Add the OCI option to your Nittany Lion Career Network account, view the orientation session on ANGEL and search for jobs from employers interviewing on campus.	Primary way in which companies recruit for business and technical positions; Employers are specifically seeking Penn State students to fill employment openings	Not all industries use on-campus interviewing as a recruitment strategy	Check job listings on a weekly basis paying close attention to deadlines
<b>NITTANY LION CAREER NETWORK</b> Update your personal and academic information, upload a resume, search for job postings and leads/prospects postings, find details on information sessions and more.	Access to a wide variety of jobs posted by employers who are not coming on campus to interview	Not all fields and areas of study are equally represented	Check job postings regularly as they come in on a daily/weekly basis
<b>NETWORKING</b> Talk to everyone you know to develop a list of contacts; Ask for information on jobs/companies and circulate your resume	One of the top job search strategies to identify potential job opportunities and learn more about a position, company, or industry	Takes time and effort to build your network; Requires skill in organizing contacts and following through on recommendations received	Join online networking programs: LionLink, or Penn State Career Connection, the Career Services LinkedIn group; Check with your college/department for contacts.
<b>TARGETED SEARCH</b> Identify the types of organizations you would like to work for, develop a targeted list, and research companies	Allows you to be more proactive and take charge of your search, instead of waiting for companies to post positions	Takes investment of time to research and tailor your resume/cover letter to the organization and the position	Use resources such as CareerBeam, your local Chamber of Commerce, and employer directories
<b>INTERNET</b> Scan job openings on various job search and employer websites	May help you identify types of positions available	Overwhelming number of sites and positions to sift through; May not receive responses	Check listing of recommended sites in this <i>Guide</i>
<b>PROFESSIONAL ASSOCIATIONS</b> Research professional associations related to your career interests, as most provide a "career opportunities" section on their website	A source of networking information and career opportunities; Build contacts with individuals who share your professional interests	Entry-level positions may be limited; May need to belong to association to access job postings	Ask faculty to suggest professional associations to research; Use Career Information Center resources to identify top associations
<b>EMPLOYMENT AGENCIES</b> Inquire whether these agencies offer experiences in your career areas	Helpful in identifying local businesses and employment opportunities	May have fees associated with the employment services	Research each agency before signing any contract; Talk to others who have used employment agencies