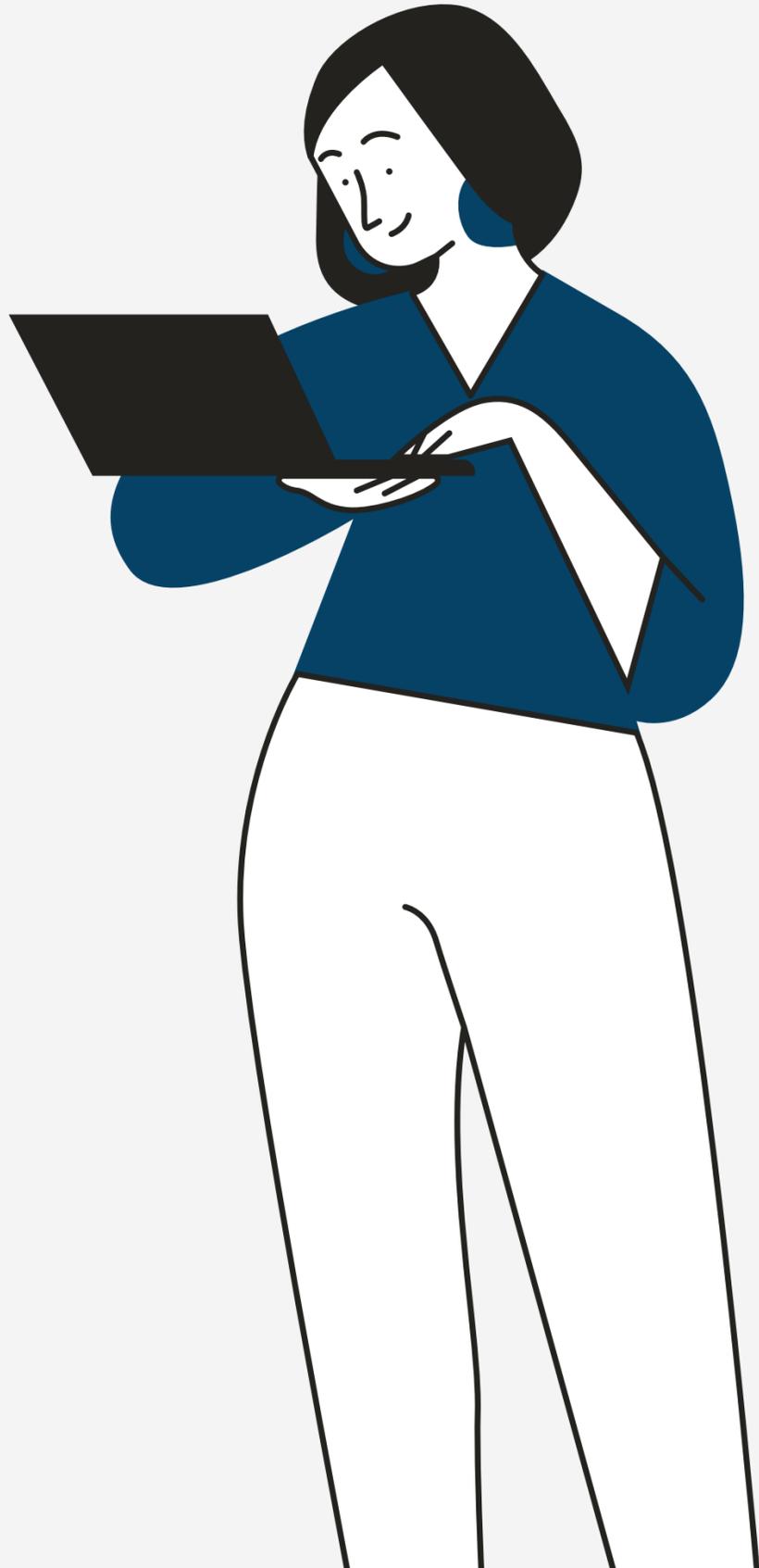


PROJECT MANAGING THE JOB SEARCH

In this workshop we'll share some actionable tips for streamlining the job and internship search process while maintaining quality!





The job or internship search is a process. You have to tailor your documents to each role, and it's a good idea to apply for as many opportunities as possible to increase your chances of landing a position.

We will share tips for how to efficiently project manage this process - while putting your best foot forward for each and every role!

PROJECT MANAGING THE SEARCH



- Organizing Your Search Process
- Tailoring Your Documents
- Revise Your Social Media
- Networking During the Search
- Building a Community of Searchers
- Staying on Top of Trends!

ORGANIZING THE SEARCH

How many jobs or internships should I apply for?

It's a good job search strategy to identify and apply for as many relevant opportunities as you can. The reason? Pretty obvious—the more you can apply for, the better your chances of getting an interview. And the experience of pursuing multiple opportunities builds valuable research, project management, application and interviewing skills. Not a bad thing!

ORGANIZING YOUR INTERNSHIP & JOB SEARCH



Landing that job or internship can be a numbers game. You'll want to take an organized approach to keep track of all the details—here's how.

It's a good job search strategy to identify and apply for as many relevant opportunities as you can. The reason? Pretty obvious—the more you can apply for, the better your chances of getting an interview. And the experience of pursuing multiple opportunities builds valuable research, project management, application and interviewing skills. Not a bad thing!



It's a process

Identifying opportunities, assembling your materials and submitting your applications is a process that takes time, and requires an organized, step-by-step approach.

- 1 DO YOUR RESEARCH**
Search the web for opportunities. Use this as a chance to become informed on typical titles, common keywords, requirements and desired skills.
- 2 CONNECT!**
Reach out and network with people and professionals who can provide insights on career paths and opportunities in your area—or areas—of interest.
- 3 TAILOR YOUR DOCUMENTS**
Create and customize your application documents for each position. Highlight the mix of skills, experience and passions that make you, you.
- 4 APPLY!**
Apply to any and all opportunities that appeal to you. Managing multiple applications and positions is a challenge—stay organized!

Interest Level

Rating your level of interest will help you prioritize your applications.

Deadline

Most job postings have a rolling deadline, so it's to your benefit to apply sooner rather than later!

Status

In this area, you can track date submitted as well as any progress towards an offer.

Interest Level	Job Title	Employer	Posting Date	Deadline	Status	Link	Type of Role

Posting Date

Jobs that have been posted for a long time have a higher chance of closing or being already filled, so this date will help you decide which applications to work on first.

Link

While you might find a role on a jobs platform, when possible, it's a good idea to apply on the employer's website.

Type of Role

Label the type of role (example: "nonprofit social media"—or "museum PR") so you can quickly identify similar roles and use the related documents as a template.

TAILORING YOUR DOCUMENTS

Why tailor your resume and cover letter for each role?

Hiring managers often rely on software to select the best candidates by scanning for keywords in resumes, cover letters and even LinkedIn profiles.

If your materials lack the keywords they're looking for, you may get overlooked.

250

The average corporate job gets 250 applications

98%

98% of Fortune 500 companies use applicant tracking systems that scan for keywords.

30%

Only 30% of job applications are read!

TAILORING YOUR DOCUMENTS

Step 1: Identify how your background and skills align with the role.

Take a look at the job description. Look for keywords that related to the types of experience and skills the employer is looking for. Highlight and write down the likely keywords.

Step 2: Incorporate the keywords into your resume and cover letter.

Look for opportunities to use keyword language in your accomplishment statements, your skills section, and throughout your cover letter.

TAILORING YOUR RESUME AND COVER LETTER

In today's highly competitive job market, customizing both your resume and cover letter to each individual position will differentiate you from other applicants and demonstrate that you are the ideal fit for the opportunity. This is often the difference between getting an interview and being passed over.

250+ MANY OPEN POSITIONS RECEIVE OVER 250 APPLICATIONS

Why tailor?
Hiring managers often rely on software to select the best candidates by scanning for keywords in resumes, cover letters and even LinkedIn profiles. Other employers look for keywords manually. If your materials lack the keywords they're looking for, you may get overlooked.

Here's how to do it: keywords.
Tailoring your resume and cover letter is all about including the right keywords. How do you do that? It's a simple two-step process.

Step 1
Identify how your background and skills align with the role.

Take a look at the job description. The keywords that relate to you will be pretty obvious. They will relate to things like:

- Wording used to describe the business and position
- Skills required
- Types of experience the employer is looking for

PRO TIP!

Remember, the "Type of Role" we referenced earlier?

Type of Role

Label the type of role (example: "nonprofit social media"—or "museum PR") so you can quickly identify similar roles and use the related documents as a template.

You will save a **LOT** of time by labeling each opportunity carefully in your search spreadsheet so you can easily adapt a previous resume or cover letter that matches the new role you're applying to.

policy research

community outreach

fundraising and events

data and policy research

community outreach



REVISE YOUR SOCIAL MEDIA

Your online brand is an extension of your resume and cover letter!

Most networking (more soon on that) starts online. Also, many employers browse their applicant's various social media profiles to get a more dimensional picture of who they are!

Once you've decided what kind of role you want to seek, check in with your social media accounts to see if they "project" interest and skills in the industry you're targeting.

SOCIAL MEDIA & YOUR PROFESSIONAL BRAND



Social media is more than social. In fact, social platforms can be a very effective way to build your brand and advance your career.

Social media is a viable means for expanding your professional network and finding job openings. Studies are showing that an increasing number of people—one study says 48%—used social media platforms as a way to search for their current job.



Here are a few ways you can harness the power of social media to advance your career:

1 CLEAN UP YOUR SEARCH RESULTS

Search your name periodically to see what comes up, especially in advance of submitting job applications. You can be sure that some prospective employers will. If you don't particularly like the search results, update your LinkedIn profile and other social media accounts regularly to raise their rank.

Be sure to set privacy settings as appropriate!

2 GET THE WORD OUT

If you're job hunting, posting on social media is a good way to let people know. Something like this: *"I'm currently looking for a job in public relations, either at an agency or in-house. Let me know if you know of anyone hiring."* Including a link to your resume will make it easier for a potential referral source to understand the specifics of your background and advocate for you.

! Posting your job search on social media is risky if you're currently employed—there's always a chance that word will get to your current employer, which at minimum would create an awkward conversation with your boss!

Spotlight on: LinkedIn

How do I edit my LinkedIn if I'm open minded or still exploring different kinds of roles?

The "About" section of LinkedIn is your opportunity to share who you are, what motivates you, what you're skilled at, and what your goals are.

Many job and internship applicants are open to different roles, but they craft a LinkedIn headline and summary that works as an "umbrella" for the kind of work they want to do.



LINKEDIN BASICS

LinkedIn is one of the most effective places to create and manage your online brand. There's no better forum for presenting a summary of your background and building your professional network.

What can you do on LinkedIn?

- ✓ TELL YOUR STORY
- ✓ CONNECT TO OTHERS
- ✓ RESEARCH INFORMATION

YOUR LINKEDIN PROFILE IS NOT A RESUME.

While both the resume and your LinkedIn profile share your experience, skills, and accomplishments, they have different functions and different conventions. Your LinkedIn profile allows you unique opportunities to showcase your brand and to be active in the world's largest professional social networking platform.

Photo
Choose a clear, friendly and appropriately professional image.

Headline
Your headline doesn't have to be your name, job title and company. You can use that space to succinctly (5-6 words max) showcase your value proposition and goals.

Summary
This is your opportunity to share who you are, what motivates you, what you're skilled at, and what your goals are.

Example Profile:
Lavonn Powell · 3rd
Emerging UX and design research professional
Greater Chicago Area · 1 connection · Contact info
About: I use data to tell stories, design experiences, and make change in the world. I am passionate about the power of research to shape and enhance the human experience, and I am excited to work at the intersection of technology and radical empathy.

NETWORKING DURING THE SEARCH

It's easy to forget the importance of this step!

Coronavirus has dramatically impacted the job search process for students, forcing them to get creative when it comes to building contacts and breaking into their field.

An astounding 85% of jobs are filled by networking of some sort, according to a survey (pre-pandemic) of 3,000 people by consultant Lou Adler and LinkedIn.

NETWORKING 101



Have you heard the old saying, "It's not what you know, it's who you know?" It's as true as ever.

Developing and continuously expanding your professional network is a crucial aspect of exploring, launching and advancing your career.



TAP INTO DEPAUL'S ASK NETWORK

DePaul created the Alumni Sharing Knowledge (ASK) Network to help students connect with university alumni for career advice and insight. Here, you can search for and connect with alumni, set up conversations with alumni mentors, join discussion forums, and participate in group chats. It's easy to join—visit depaulasknetwork.com to learn more.

SETUP A LINKEDIN ACCOUNT

LinkedIn is the premier professional networking site, with nearly 600 million members and counting, including over 130,000 DePaul alumni! It's a perfect place to tell your brand story, connect with others and research career pathways and employers. In addition, hiring managers and recruiters are increasingly using this platform to source talent.

SCHEDULE INFORMATIONAL INTERVIEWS

Informational interviews can be an incredibly productive, no-pressure way to learn about a field, explore career paths and build your network of contacts.

JOIN PROFESSIONAL ORGANIZATIONS

Virtually every field has one or more professional associations formed to facilitate networking, support knowledge sharing and advance industry interests.

REV UP YOUR SOCIAL MEDIA

Social media is another venue for building your brand and professional network. Join industry conversations, develop industry contacts, connect with employers and get the word out about your job search.

Networking for Introverts

For some people, the idea of reaching out to a stranger for a career conversation sounds painful or impossible. If this describes you, don't worry! Successful networking does not require you to pretend to be someone other than yourself. If you're authentic and move out of your comfort zone in baby steps, you'll build confidence and comfort in networking environments.

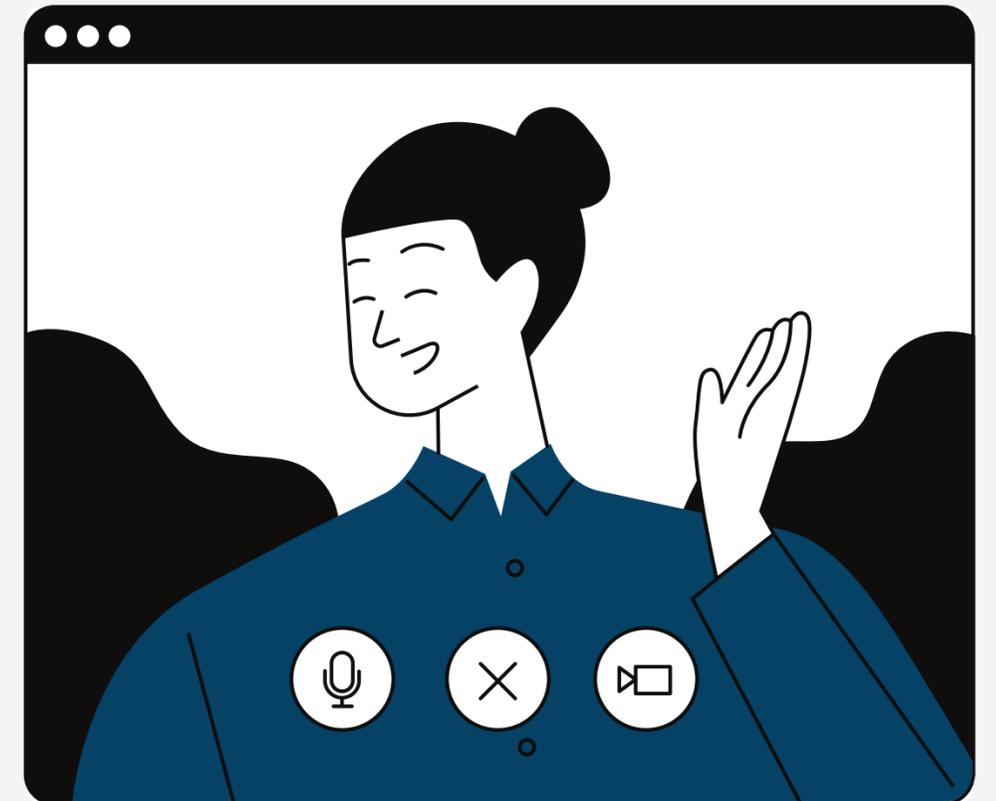
NETWORKING DURING THE SEARCH

Start with people you know!

You might be surprised who your aunt knows from her first year in college - or what the neighbor's son does now!

Don't be afraid to reach out to someone you don't know!

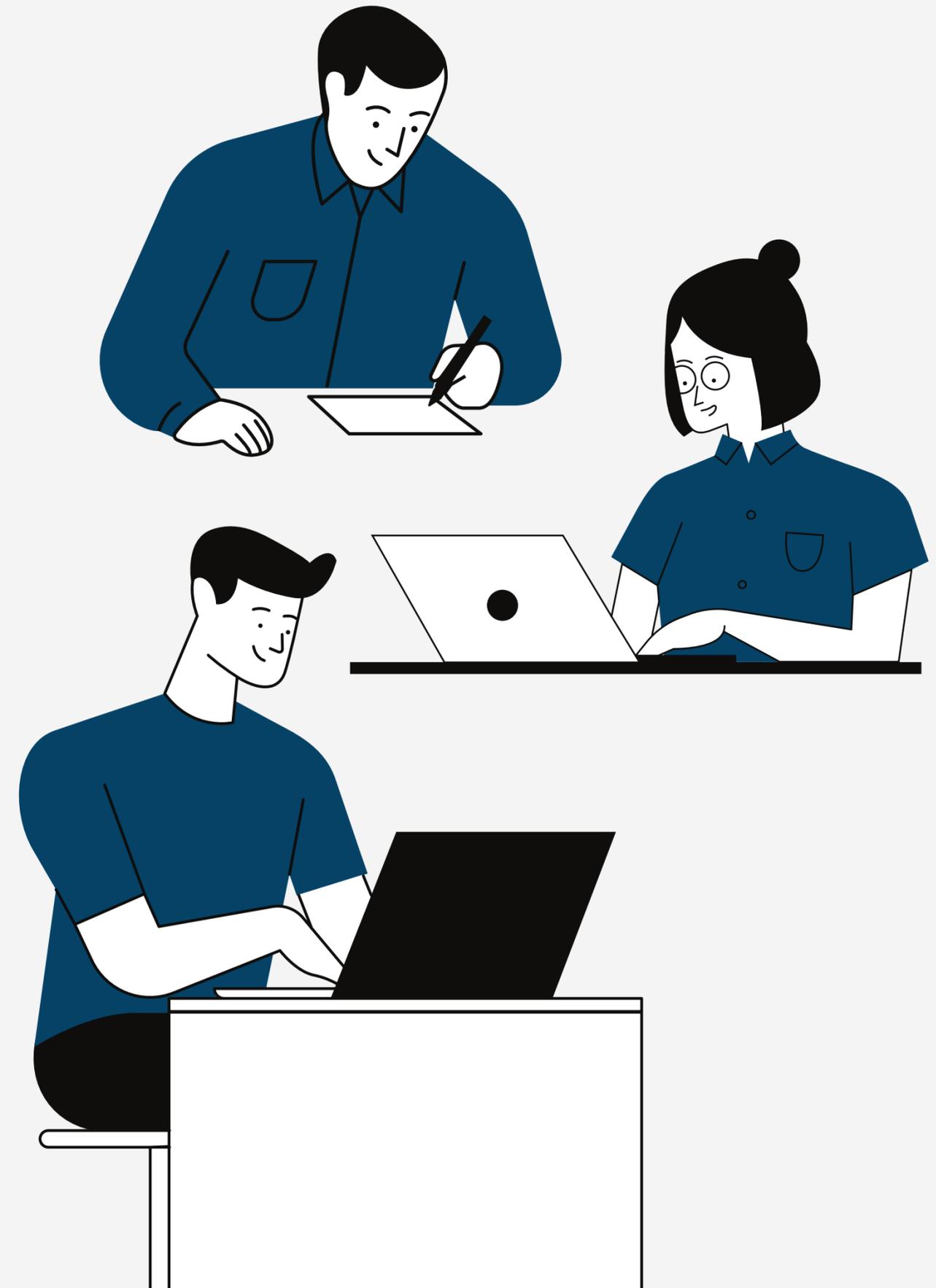
Search LinkedIn and ASK (the Alumni Sharing Knowledge platform) to find alumni who are working in fields you're interested in!



BUILDING A COMMUNITY OF SEARCHERS

Launching a job search in a time of economic instability can be intimidating and exhausting!

Remember that this is part of a career journey and your resilience is a transferable skill you bring to any role. Connect with peers who are in the same boat as you. They can help you stay accountable and energized in your search.



STAYING ON TOP OF TRENDS!

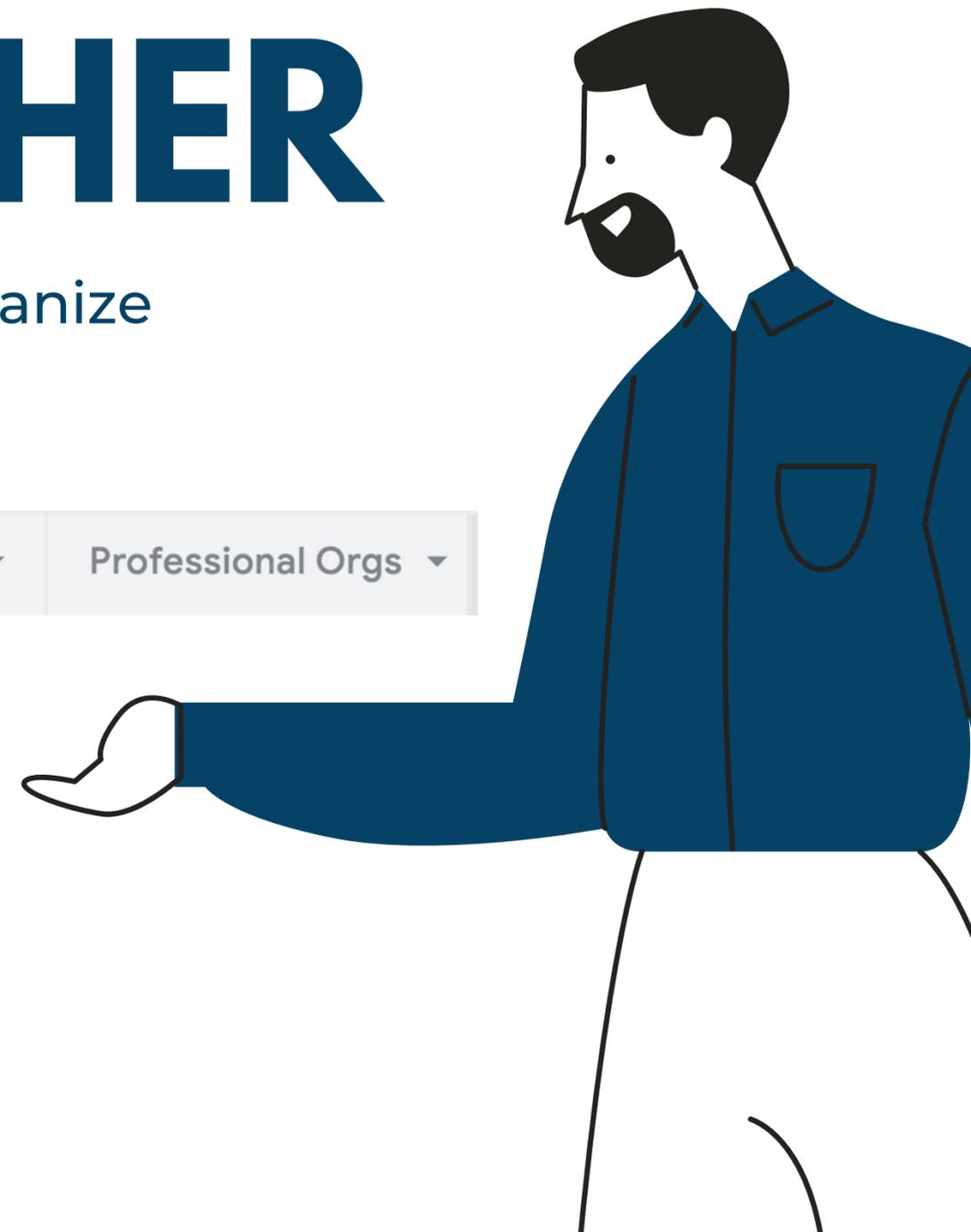
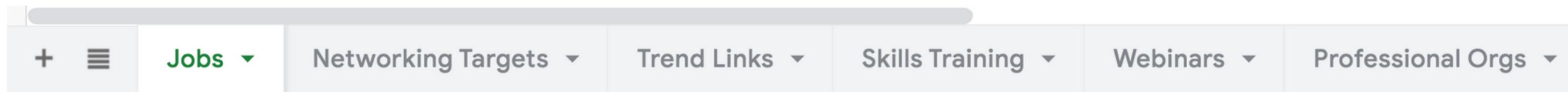
Launching a job search in a time of economic instability can be intimidating and exhausting!

Post and follow on LinkedIn, listen to industry podcasts, watch TedX videos of thought-leaders in your space. Taking small steps like these can make this process more active - less reactive.



PRO-TIP: PUT IT ALL TOGETHER

Creating a spreadsheet (with the tabs below) can help you organize your search, resources, connections, and jobs.



CAREER LIBRARY



The DePaul Career Center recently created a library of 50+ handouts and 14 two-minute videos focused on every career readiness topic, ranging from resume basics to exploration to building your brand!

INFORMATIONAL INTERVIEWS

Informational interviews are a low-pressure, highly productive way to learn about a field, get career advice, build your network and hone your interviewing skills. Reach out! It's easy and fun.

Informational interviews are an opportunity for you to talk with professionals about their career path, profession, organization and industry. These conversations can take place via phone or email, but it's much more fruitful when conducted in person.

Follow these simple steps to get started:

Step 1

LOCATE THE PEOPLE YOU WANT TO MEET

Search for emerging, mid-career and established professionals in roles or organizations that interest you. Recent graduates that are emerging in their careers have first hand knowledge about existing pathways. Mid-level and advanced professionals have large networks and can share their views about how industries are changing.

- Definitely consider targeting DePaul alumni. They are often the most open to speaking with students and recent graduates of their alma mater.
- If you're still in school, DePaul faculty are an excellent place to start—ask your professors if they know of any contacts in your field of interest.
- DePaul's ASK (Alumni Sharing Knowledge) network and LinkedIn are excellent places to find professionals whose pathways align with your passions.
- Don't be afraid to be bold—is there a well-known person in your field of interest whose perspective would be helpful, interesting or inspiring? Reach out to them! You have nothing to lose and much to gain—the worst that could happen is you get a "no."

GRADUATE SCHOOL 101

In many fields, earning a graduate degree or certificate is a benefit and competitive advantage. In some, it's necessary for advancement.

Getting accepted into your preferred program requires research, differentiation and extreme project management skills. Here are some tips:

Selecting the right institution and program

Chances are, you'll want to apply to multiple programs to maximize your options. Which are the right ones? There are a number of factors to consider.

- 1 Faculty** Your relationship with faculty will be a huge factor in the educational experience. Learn the names, departmental positions and academic credentials of the professor or professors you'd be working with.
- 2 Resources** Research can require significant out-of-pocket costs. Find out if there are resources available at the institution that can reduce these costs.
- 3 Community/Location** Take a look at the on-campus and off-campus communities. Is the on-campus culture—faculty access, social life, etc.—what you're looking for? Does the local area have the amenities you want and need? Is it in a city or a small college town? Does the program offer online courses? How would these factors contribute to your quality of life?
- 4 Cost/Funding** The tuition and fees will be an obvious consideration, but you should also take into account living expenses, which can vary widely by region. What sort of stipends and funding programs are available? What are the work requirements?
- 5 Career Outcomes** What are the career outcomes for program alumni and how does the program support students and alumni in professional development?

PERSONAL IDENTITY AND YOUR BRAND

Your identity, whether based on your gender, sexual orientation, ethnicity, culture, faith, or another element of your background, is fundamental to who you are. Deciding when and/or how to integrate your identity into your brand and job search can be a meaningful part of navigating your professional life.

In the Career Center, we often work with students and alumni who ask about the risks and benefits of sharing personal details about their identities. Whether it's a recent alum who is non-binary, or a single mother who returned to school to complete her degree after spending years caring for her children, every individual has the power to shape a specific and compelling authentic professional identity that includes (or does not include) personal information.

While we understand that identities are intersecting and not binary, below are some general tips that we hope are helpful in navigating discussions around career development.

Connect who you are to what you do.

If your identity or background links to why you have selected a career path or professional interest, you can differentiate yourself from other applicants with a "why statement," which illustrates your personal commitment to that role or career. For example, in a cover letter, you might include a statement like this:

"As a first generation college student navigating the opaque space of higher education without the insights of parents or a network of college-educated adults, I am passionate about providing support to under-resourced students, helping them succeed academically and thrive socially."

"I am particularly interested in this role because I recently returned to college to complete my degree in Health Sciences after providing care for my disabled sister for five years. This experience taught me the value of a holistic approach to caregiving, and I am eager to use these skills to enhance the patient experience at Good Samaritan."

DRESS FOR SUCCESS

You never get a second chance to make a first impression. That's why it's important to put careful thought into how you dress for job interviews and meetings with business contacts.

It's all part of your personal brand. It's the package you present—your qualifications, your preparation and, yes, your style—when you meet someone who can help advance your career. You know you're a person with great potential. Follow these simple guidelines to make sure you look the part!

General Guidelines

Dress codes in the workplace have relaxed considerably in recent years, which can make it tougher, not easier, to decide what to wear. While it's definitely better to over-dress than under-dress, looking too formal for an interview can suggest that you're not a good fit for the culture. That said, here are some general guidelines:

- Clothes should be in good condition, fit correctly, and be clean and lint free
- Wear dress shoes that are comfortable and clean
- Hair should be well groomed
- Fragrance—a light touch is better
- Bring essentials only—a professional bag, briefcase or portfolio
- Cellphone off!

HOW TO RESEARCH EMPLOYER DRESS CODES

If you have an interview or it's your first day and you're unsure what to wear, here are a couple of ways to get an idea of what staff wears on an everyday basis.

- Check out their social media accounts Many employers post images of employees at work or at business functions. Look for everyday-type images (not dressy corporate events) to get a sense of the culture. Be sure to look for staff in functions similar to yours, as some teams' dress codes vary.
- Call the hiring manager or HR department You can ask explicit questions about an employer's dress code. Questions like: "How formal is the dress code?" or "Do most interviewees wear a suit?"

WORKING REMOTELY: THE BASICS

Working from home is common now, and with the pandemic, it's even more so. The number of remote roles has increased by 173 percent since 2005, and most experts expect this trend to accelerate. This is the future of work.

Here are a few tips to help you ensure that working remotely is productive and successful:

- Set up your workspace for success. Whether it's a home office, a commercial co-working space, or a table in a coffee house, your workspace has a lot to do with your effectiveness. Make sure your space:
 - Is comfortable and ergonomically sound
 - Is quiet and able to accommodate phone conversations or video conferencing without distractions
 - Gives you room to move around—cramped quarters can increase fatigue!
- Get the right equipment. Make sure you have the right tools and technology to do your job well:
 - A computer with a camera.
 - A reliable internet connection—nothing is more disruptive to a video meeting than a connection that drops.
 - Remote-work software
 - LinkedIn Learning is an excellent source for technology tutorials and tips, including entire courses, to support remote-work success.

SOFTWARE SUGGESTIONS

Video conferencing/screen sharing: Zoom, Skype, GoToMeeting, JoinMe or others

Communication: Slack or others

Project Management: Asana, Trello, Mondays

Cloud Computing/team sharing: Basecamp, Google Drive, Microsoft Teams, Box

Check it out here: go.depaul.edu/careerlibrary

SKILLS LABS

THURSDAYS @ 4!

Join us for our weekly 30 minute skills-based sessions. Anyone who RSVPs on Handshake will get a recording of the session with supplemental materials!

SKILLS LAB



Designing
**HIGH IMPACT
PRESENTATIONS**



SKILLS LAB



Intro to...
**CREATING
A WEBSITE**



SKILLS LAB



Intro to...
**SOCIAL
MEDIA
BASICS**



SKILLS LAB



Introduction to
**REMOTE
TECHNOLOGY
TOOLS**



SKILLS LAB



**NAVIGATING
KEYWORDS
AND APPLICANT
TRACKING
SYSTEMS**



SKILLS LAB



Introduction to
**PROJECT
MANAGEMENT**



SKILLS LAB



Introduction to
**SURVEY
DESIGN**



SKILLS LAB



Introduction to
**DIGITAL
DESIGN
TOOLS**



SKILLS LAB



Creative
**RESUME
DESIGN**



INTERNSHIP PLUS

The Internship Plus program was established to support DePaul University students participating in unpaid internships that demonstrate financial need. This program awards up to \$2500 in financial assistance to eligible undergraduate students working in a quarter-long unpaid internship.

PRO TIP:

You can approach an employer (especially a non-profit you're passionate about) and tell them you're applying for internship funding, and ask them if they are willing to host you - should you receive funding.

This is what we call a "create your own internship" opportunity!



APPLICATIONS OPEN

- October 30, 2020

APPLICATIONS DUE

- November 30, 2020

Find more information [HERE!](#)



**WE'RE HERE
FOR YOU!**