

Career Fair and Job Search Success

Career Fair Learning Outcomes

- ▶ You will learn what employers expect at a career fair
- ▶ You will learn how to prepare
- ▶ You will learn to present yourself
 - How to dress for a fair
 - How to create an elevator speech
- ▶ You will learn how to follow up after the fair

What employers want to see:

- ▶ Confidence and enthusiasm
- ▶ Focus and organization
- ▶ Clear, strong message about
 - What you are looking for
 - What skills and experience you bring
- ▶ Ability to engage the employer so they see you fitting into the company as a competent, effective employee.
- ▶ Another take on employer view

Preparation is key

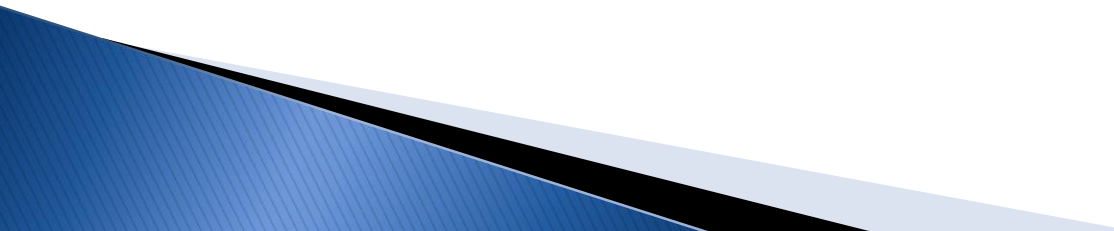
- ▶ Prepare your resume. Check it!!!
- ▶ Plan: review the list of companies
- ▶ Research companies you want to see. How?
 - Find companies open to international students
 - Learn what the company does
 - Read job descriptions
 - Consider the match: what you have that they want
- ▶ Decide which companies are most important to you: prioritize

Prepare Your 30/60 Second Commercial = Elevator Speech

- ▶ I am _____, a student in _____. (field)
- ▶ I am interested in the _____ position at _____ (co-op? full time?)
- ▶ I have the _____ skills and experience that your job description says you are looking for
- ▶ _____ (the company) interests me because _____
- ▶ Find a way to make yourself memorable if you can!
 - My last employer said “ _____ ”
 - I am _____

▶ Try InterviewStream to practice

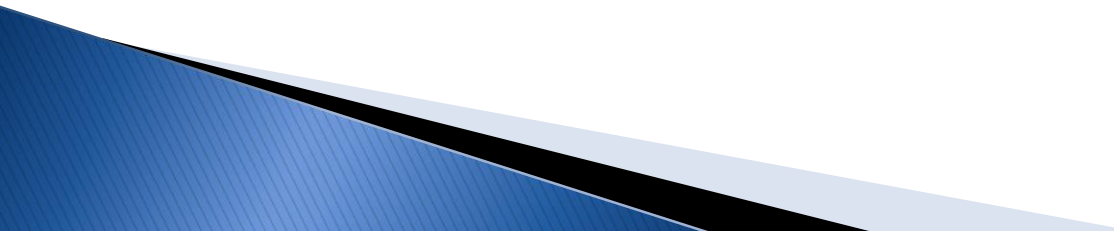
Practice the Elevator Speech

- ▶ Take a few minutes to construct your elevator speech (also called a 60 second commercial, or a pitch)
 - ▶ Find a partner
 - ▶ Deliver your speeches to each other
 - ▶ What did your partner do well?
 - ▶ What could your partner improve on?
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How to Dress

- ▶ Suit or jacket and pants, shirt with a collar, tie for men
- ▶ Neat hair
- ▶ Suit, or jacket or sweater and skirt or pants, shirt/blouse with conservative neckline for women
- ▶ No jeans or athletic or open toed shoes
- ▶ No backpacks. Use a portfolio or briefcase
- ▶ No strong smells: smoke, food, perfume/aftershave

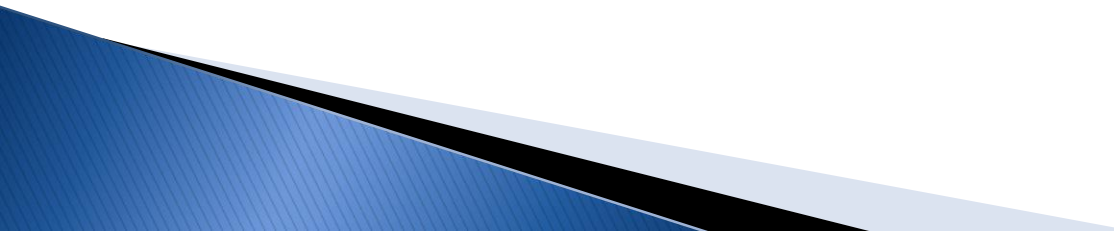
At the fair

- ▶ Turn off your cellphone!
 - ▶ Be independent
 - ▶ Observe! Watch confident looking students; watch employers
 - ▶ Pay attention and listen to people ahead of you in line
 - ▶ Ask for recruiters' business card or name – for follow up later
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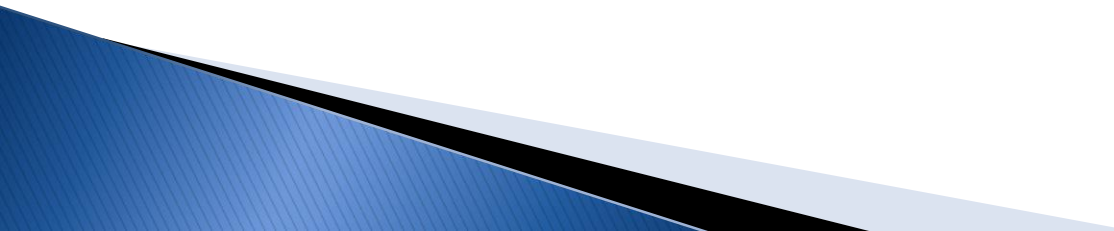
How to Approach an Employer

- The handshake
- Eye contact
- Distance
- Formality
- Smile!
- Introduce yourself with your elevator speech
- Thank the person
- Getting it right!

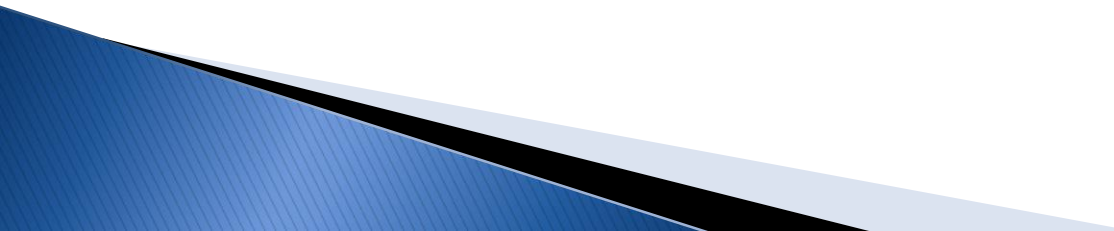
After the Fair: Follow up

- ▶ Send a thank you email mentioning something about your conversation, or thanking the recruiter. Mention positions you are applying for on-line. You may attach a resume.
 - ▶ You must apply on-line at the company website for positions that interest you
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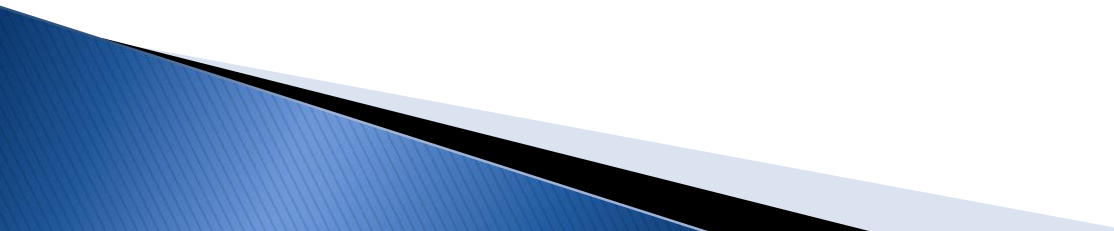
Job Search Learning Outcomes

- ▶ You will know job search success factors for international students
 - ▶ You will be able to identify three ways to network and know its value in a search
 - ▶ You will know how to research to find target companies
 - ▶ You will identify new resources for searching
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Job Search: the broader view

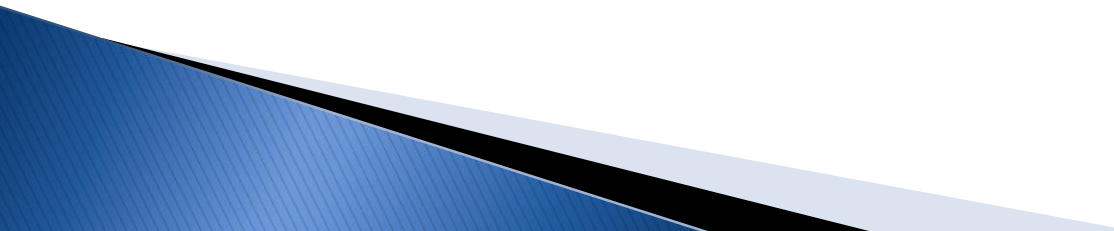
- ▶ Career fairs are only *one* way to meet employers and only *one* small part of any search.
 - ▶ Challenges for international students
 - ▶ Success factors that help you meet them
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Challenges

- ▶ A slow economy
 - ▶ Some employers hire students on F-1's and some don't
 - ▶ Visa status – can you explain yours?
 - ▶ Work experience – get it if you possibly can
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Success Factors:

Keys to doing well

- Understand the basics of American job searching
 - Match skills and experience to job (in applying and interviews)
 - Talk to people—connect—network
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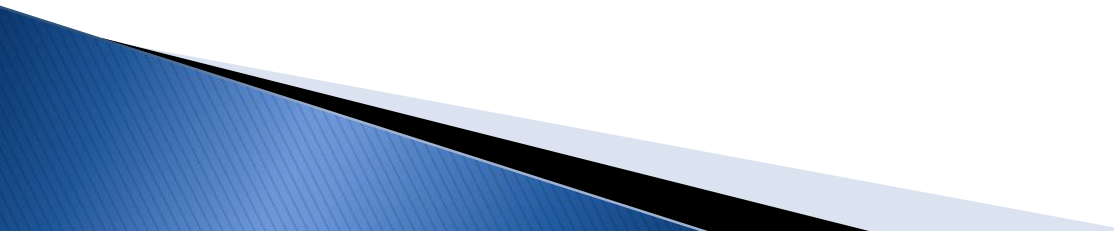
International students who do well ...what do they look like?

- ▶ Communicate comfortably and effectively in “everyday” English
- ▶ Engage others in social and work relationships
 - Actively stay in touch with their network- people they have met, worked with, spoken with
- ▶ Understand key American cultural norms
- ▶ Ask good questions, promote their ideas (and themselves)
- ▶ Are persistent, imaginative and thorough in their searches

The basics: what are they?

- ▶ **Learn the relevant skills** – Read our [website](#) and all the Job Search Guides
- ▶ **Prepare:** materials, research employers, how to present yourself
- ▶ **Position yourself starting now!**
 - Polish and practice your spoken English
 - Observe Americans interacting – learn nuances
 - Join student groups, professional associations, clubs

Match skills and experience to the job

- ▶ Employers hire people for their skills
 - Read job descriptions carefully– make sure your resume reflects your skills accurately and that you show you have what employers want
 - If the match between your skills and experience and what “they” want is not strong, do not apply for that job
 - Focus your energy on jobs where the match is good
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Connecting with people

- ▶ This is called networking – being in touch with others
 - to increase your knowledge of your field, companies, types of jobs
 - to find out about opportunities
 - to get referrals, in some cases
- ▶ Who is in your network?
- ▶ How do you use and expand your network?
 - Resources: Job Search Guides on [Informational Interviewing, LinkedIn](#), alumni of NU, LinkedIn Labs

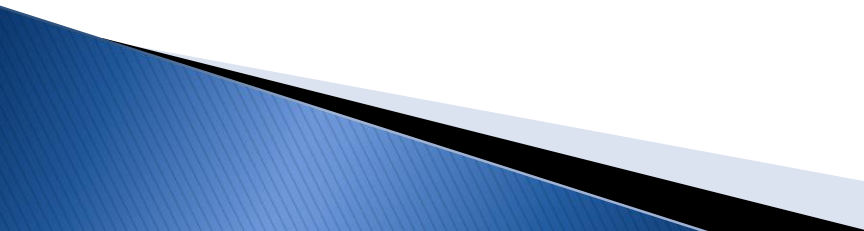
Use LinkedIn to

- ▶ Find companies which hire international students
- ▶ Find other international students for *informational interviews* to
 - Learn from their experience
 - Get their advice
 - Learn what they did that worked and did not work
- ▶ Join groups to find people

Other resources for finding people

- ▶ HuskyNation tab on myNEU – NU Alumni database (coming soon)
- ▶ Professional association meetings
- ▶ Communities of compatriots, religious organizations, neighborhood groups
- ▶ (Linkedin groups)

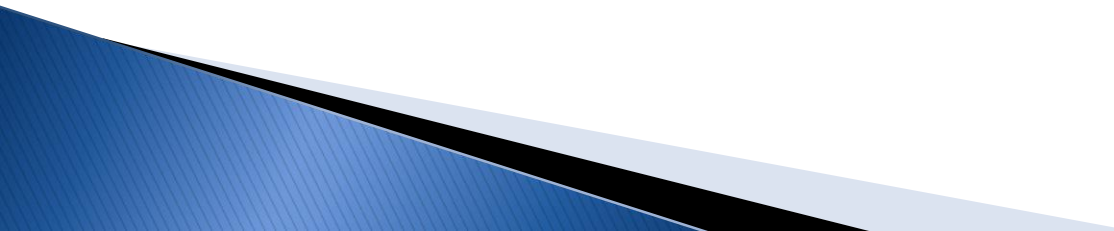
How to get the best/most from your contacts and grow them

- ▶ Informational Interviewing, Networking Etiquette, LinkedIn Guide– see [website](#)
 - ▶ Develop an approach: introduce yourself in email or voicemail; state your follow up plan
 - ▶ Ask a question anyone can say yes to
 - ▶ (Of course you are looking for a job!)
 - ▶ Thank everyone
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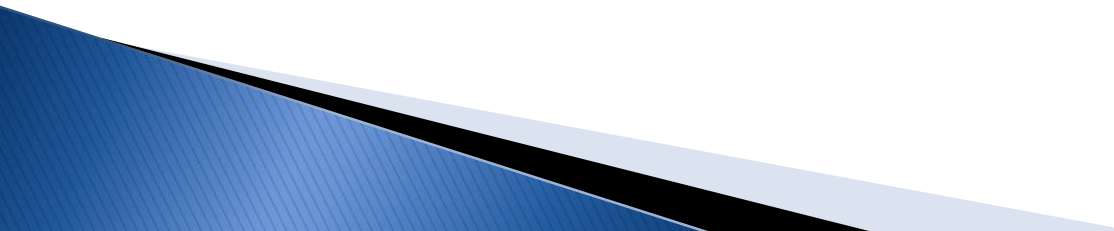
Finding companies and job leads

- ▶ [HuskyCareerLink](#) – jobs and employers
- ▶ Career Fair
- ▶ Companies international alumni work for
- ▶ Business directories – Career Search
- ▶ Going Global (for H-1B lists) (city lists)
- ▶ [Simplyhired.com](#)
- ▶ Dice.com
- ▶ **Not** Monster

What Employers Tell Us Leads to Success for International Students

- ▶ Review job descriptions carefully and apply for jobs that match their skills and experience well.
 - ▶ In interviews, make strong and specific connections between their skills and experience and the expectations of the job
 - ▶ Be prepared!
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What International Student Alumni Say Leads to Success

- ▶ Pursue all possible types of work experience: volunteer jobs, internships and co-op
 - ▶ Develop the habit of engaging others in conversation, which brings them into your network (in school, at work, on co-op etc.)
 - ▶ Be persistent and stay in touch with people
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University Career Services

- ▶ Website and Job Search Guides
- ▶ Weekly Intro to Job Search for International Students – every Tuesday 5–6 pm. Register.
- ▶ Calendar of workshops, employer information sessions
- ▶ On Campus Recruiting –graduating ONLY
- ▶ Walkins 2–4 pm daily 103 ST (PhD – avoid!)
- ▶ Appointments
 - myNEU, Career Services tab