



Geographic Job Search

◆ Ready Resource 42

Career Services

Locating a position in a specific geographical area will require a large quantity of research. Listed below are resources that will be helpful to you in all aspects of your job search.

Direct Employer Contact-Direct contact is essential for a geographic job search. Direct contact takes planning and preparation. The first step is to list potential employers. As your job search progresses, you will continually add to this list. The local public library is a priceless resource in this effort. The library is an excellent place to identify potential employers and prepare your job search strategy. Specific publications to review include the phone book, Chamber of Commerce listings, employer profiles, industry guides and newspapers. Additional sources of information include local schools and community agencies.

Additional directories and publications that may be specific geographical areas include:

- The Job Bank Series
- Thomas Register
- The Career Guide - Dun's Employment Opportunities Directory

Once you have your list, develop a strategy to approach each employer. There are many approaches available and you will want to vary them depending upon the circumstances and your preferences. You can fill out an application, send a resume, call the employer directly, or arrange for an informational interview.

Networking-Networking plays a very important role in conducting a geographic job search. If you are unclear how to begin networking, schedule an appointment with your college career coordinator. You should also talk with your advisor and other faculty members to see whom they may know. Remember to use your own network of family,

friends, parents; in other words, people you know and respect and who have your best interests at heart. You never know – your cousin Sue's husband's sister who graduated from FHSU may be able to give you some solid information about a company or position.

Professional Associations or Groups-Many people belong to one or more professional associations. If you never joined the professional organization related to your field of study, or your membership has expired, this might be a good time to become active. These organizations will often have a membership directory for the geographic location you are interested in. You will also be able to find out when the next professional group will meet. This is an excellent source of networking. The association may also provide placement assistance to members or may host career fairs at conferences.

Want Ads-Be familiar with the newspapers in cities where you want to work. Find out which sections carry the want ads and on what days they appear. You can subscribe to these papers or purchase them at local bookstores. Publications with want ads from all over the country include:

- The National Business Employment Weekly has a compilation of the previous week's want ads from the regional editions of The Wall Street Journal, plus its own want ads.
- National Ad Search is a weekly tabloid that has a compilation of want ads from 75 key newspapers across the U.S.
- Want ads also may appear in professional and trade publications.

Private Placement Agencies-Employment agencies come in all shapes, sizes and prices. Some specialize in very specific occupational areas. Many employers have exclusive arrangements with employment agencies and they can be an excellent resource for job leads. If you are interested in the services of an agency, investigate them carefully. Determine what they will do for you and how much it will cost. You should utilize those agencies with no fee when possible.

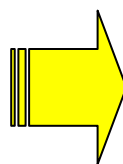
Public Employment Agencies-All states have a Department of Labor or a Bureau of Employment Security with offices located in major cities. They list job openings from many employers, including professional positions. Many offer workshops in resume writing, job search skills and interviewing techniques. These offices may also provide career counseling. In addition, they offer a computerized job bank, listing openings from around the country. All services are free.

College Career Services Offices-Most colleges on campus have Career Services Offices that will be able to assist you with a long distance job search. Career Services will be happy to give you a letter of reciprocity to a college or university in the geographic area you have chosen. This will allow you to utilize services in that specific geographical area.

Alumni Associations-The FHSU Alumni office is an excellent resource for developing job leads. You can develop geographic job leads from the membership list of the Alumni Association. Their phone number is 628-4422.

Job Fairs-Job fairs may give you the opportunity to find out what jobs are available in the geographic area you have selected. Even if there is no immediate opening, job fairs give you the opportunity to gather important information about the participating companies, to inquire about future job openings for which you qualify, and to get the name and number of a company representative for later follow-up. Check with the local Chamber of Commerce or leading newspaper to find out a schedule of upcoming job fairs.

Location-You might want to do some research about your future home. Find a source such as the Places Rated Almanac, which ranks 343 metropolitan areas and compares living costs, job outlook, housing, transportation, education, health care, crime, the arts, recreation and climate. You may even want to consider subscribing to the local Sunday paper or going to the library to scan their vast collection of newspapers from across the country. Not only will there be articles about the area, but also information about employers and actual job listings.



Persistence and follow-up are the keys to a successful geographically specific job search. If you are serious about employment, plan your follow-up. There is no such thing as a wasted effort and the only dead lead is the one you chose to eliminate. Situations change and the employer who is not hiring today may be looking for someone with your qualifications in the future.