<table>
<thead>
<tr>
<th>Strategies &amp; Tools</th>
<th>What it is</th>
<th>How it helps</th>
<th>Advice</th>
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<tr>
<td><strong>Handshake</strong></td>
<td>Handshake is a CSU specific tool that allows you to get connected to available career opportunities, on-campus events, and recruiters who are specifically looking for you.</td>
<td>As a student or alumni, you have a unique log-in that allows you to manage your profile, search for positions and companies, and access application materials all in one place. You have the opportunity to connect with employers who are explicitly targeting CSU students/ alumni, and participate in on-campus interviews.</td>
<td>Keep your profile up to date, upload your resume (early), and sign-up for your preferred communication channel to get messages from the system. Connect with a career counselor for any questions on strategically utilizing Handshake.</td>
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<tr>
<td><strong>On-campus Interviews</strong></td>
<td>While utilizing Handshake, you have access to employers who are targeting students and alumni for on-campus interview opportunities – the recruiter comes to you!</td>
<td>On-campus interviewing provides you with access to companies who actively recruit CSU students and alumni, and opportunities to apply and interview for positions without leaving the comfort of campus.</td>
<td>Note: Not all companies or industries hold on-campus interviews (or even recruit on-campus). It is critical to pair your on-campus application/interview activities with off-campus searching.</td>
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<td><strong>Recruiting Events/ Career Fairs</strong></td>
<td>On and off-campus events promoted through the CMC, where recruiters from companies across industries connect with students/alumni to share opportunities and identify potential candidates.</td>
<td>A great opportunity to connect with multiple recruiters IN PERSON and in one location to build your network, make an impression, and pursue opportunities.</td>
<td>Plan ahead and be strategic! Research companies attending the event, prepare your resume, and always follow-up with all new connections to thank them for their time and continue the conversation.</td>
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<td><strong>Networking</strong></td>
<td>Networking is your opportunity to connect with everyone you can, in a strategic way, within your field/industry/company of interest. Networking allows you to gain information about job/internship opportunities and share your credentials.</td>
<td>This is one of the TOP strategies to identify potential opportunities and learn about your field of interest. Through building relationships and making connections, you get the inside scoop on positions becoming available and strategies for making yourself stand out.</td>
<td>Take time and put effort into building your network. Networking is a process that requires you to organize and follow-up with your connections. Remember– networking opportunities are EVERYWHERE!</td>
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<td><strong>Informational Interviews</strong></td>
<td>An opportunity to gain information about jobs/careers that you are interested in from professionals who are actively working in those positions. You do this by asking a professional for time to connect (in person, via Skype, via phone) for an informational interview.</td>
<td>Utilizing this tool, you will build your network within your field of interest, learn about different career paths, and build long-term relationships that can open doors to future opportunities.</td>
<td>When identifying contacts, who do you already know AND who do THEY know? Build as many relationships as you can, while paying attention to quality. After the interview, be sure to think about the relationship and always follow-up – stay organized and manage your connections.</td>
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<tr>
<td><strong>LinkedIn</strong></td>
<td>The world’s largest FREE business-oriented social networking site, where professionals from around the globe gain information about current trends, market themselves, build connections, and link with career opportunities.</td>
<td>LinkedIn allows you to strengthen and extend your existing network, identify job/internship opportunities, and strategically promote yourself as a qualified candidate.</td>
<td>Spend time building and continually managing your profile and pay careful attention to your online presence. Social media is all about your personal brand– what image are you portraying? Don’t forget to utilize CSU’s alumni network!</td>
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## Internship & Job Search Strategies Guide

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<td><strong>Target Company Search</strong></td>
<td>Through identifying a list of organizations that you are interested in, you can develop a list of companies that you are MOST excited about and build a strategy for getting connected.</td>
<td>This is a strategic and pro-active approach to finding your company and career fit, instead of simply waiting for a company to post a position. After identifying your target companies, build a plan for making contact and identifying opportunities.</td>
<td>Utilize your resources to understand which companies do what you are looking to do. Log into Beyond-B School through Handshake to check-out Steve Dalton’s <em>Target the Right Employers: Four Steps to Build Your List Fast and The 2-hour Job Search</em>.</td>
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<td><strong>Professional Associations</strong></td>
<td>Associations are a connected group of practitioners within a given field or industry who seek to further contribute to and/or learn about that field. They tend to be made up of engaged and involved professionals.</td>
<td>Many associations provide a “careers” section on their website with links to opportunities within the field, as well as networking events and resources to get connected.</td>
<td>Ask faculty or connections within your field of interest for recommended professional associations, both at a local and national level. Check-out recommended associations in the CMC Career Resource Library under Professional Development.</td>
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<td><strong>GoinGlobal</strong></td>
<td>An online tool providing global career seekers with comprehensive career information for opportunities around the world.</td>
<td>Access extensive career guides from over 40 countries, link to job and internship postings from around the world, gain information about H-1B visas and employer sponsors, and access a “Key Employer” directory with over 400,000 country-specific company and industry profiles.</td>
<td>Take your time to explore the extensive resources that this tool has to offer. Pay attention to the unique hiring and application expectations of each country that you plan to apply within.</td>
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<tr>
<td><strong>Online Search Engines</strong></td>
<td>Online job search engines, such as Indeed, Simply Hired, Monster, and others allow you to scan job openings posted to the public through company websites and/or job postings.</td>
<td>Scanning sites can allow you to identify positions, companies and industries of interest, as well as identifying if your target companies are hiring and what positions they are hiring for.</td>
<td>Be aware of how much time you are spending looking in online search engines, as this is NOT the most targeted approach. Connect with a career counselor regarding recommended sites and how to be strategic using online search engines.</td>
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<tr>
<td><strong>Employment Agencies</strong></td>
<td>As an organization that matches employees with employers, community and national agencies can be found around the country.</td>
<td>They help you to identify available employment opportunities and local businesses searching for candidates.</td>
<td>Watch for associated fees for services. Ask yourself, can I get what they offer through other resources without having to pay?</td>
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Internship & Job Search – Action Plan

Week of ____________________, 20_____

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Notes:

Goals for Next Week: ________________________________________________________________
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# Internship & Job Search – Action Plan *SAMPLE*

**Week of September XX, 20XX**

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<th>Sunday</th>
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**Goals:**

- Spend 1 hour on Handshake to identify job postings using Advanced Search
- Apply to 2 positions on Handshake

**Notes:**

- 

**Goals:**

- Identify and call 2 people to set up informational interviews

**Notes:**

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**Goals:**

- Online research for company at Thursday COB Employer Mixer
- Update resume for mixer

**Notes:**

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**Goals:**

- Stop by CMC during drop-in hours for resume review
- Do final prep for mixer

**Notes:**

- 

**Goals:**

- Attend Employer Mixer at 5:30 pm

**Notes:**

- 

**Goals:**

- Send thank you notes to employer reps

**Notes:**

- 

**Goals:**

- Send LinkedIn connection requests to 10 CSU alumni/group members

**Notes:**

- 

**Goals for Next Week:**

1) Apply to additional job postings on Handshake
2) Use LinkedIn’s Network/Alumni tool to identify other companies of interest and possible Informational Interview connections
3) Create a list of target companies to research/network with