

# **SOURCES OF EMPLOYERS AND POTENTIAL EMPLOYMENT**

When researching potential employers explore every one of the following methods. You cannot afford to overlook any source. Gather information, developing contacts within the established networks of both small and large companies. Be aware that companies with fewer than 100 employees generate over 50% of new job opportunities.

**Internships, part-time jobs, and volunteer positions** – often lead to future job placements. These positions often build networks in which you get to know people in various settings who do hiring or know of possible openings. It is *strongly recommended* that college students obtain a position, whether paid or voluntary, which allows for “hands-on” experience in the field.

**Talk to your department’s instructors** – They often are aware of job opportunities.

**Do informational interviews** – Make appointments with people in your field who hold positions similar to your career desires. Ask them to describe the pathway they followed to obtain their position.

**Employment Agencies** – Many corporations rely on agencies to review resumes and conduct screening interviews.

**Temporary Employment Agencies** – Many employers fill their lower and mid-level positions through temporary agencies. They avoid paying benefits and are able to try a number of people on a given job until they find one that they want to offer the position to permanently.

**Chambers of Commerce** – Contact chambers of commerce for information and names of businesses in the area in which you want to work. Ask for the names of growing companies and those involved in the industry of your choice. If available, request a copy of the chamber’s membership directory or find one in a library or on their website.

**Newspapers** – Read not only the help wanted columns of the newspaper, but also the business section. Learn about developments in your field as well as company successes, expansions and relocations.

**Libraries** – A good library will have employer directories, trade journals and professional magazines. Some recommended materials for your research are Standard & Poor’s publications, Dun and Bradstreet reference books, Thomas Register company profiles, Job Bank books, and state specific industrial directories.

**Business Yellow Pages** – Search the Yellow Pages for specific businesses.

**Industry Vendors** – To identify vendors for the industry in which you are interested, review ads in journals. Ask those vendors which companies are growing and which need people with your background and experience.

**Professional Associations** – Research the professional associations in your desired profession. Call or write to them to inquire about local chapter meetings and conferences you could attend. Sometimes job notices are posted in these websites.

**Company Literature** – Send for company annual reports, brochures, catalogs, press releases and other pertinent materials to research a potential company.

**Your Personal Network** – The people around you can be the greatest source of information and advice. The best way to locate a hidden job is through networking – the referral of a friend or business acquaintance. In fact, companies trust the recommendations of their employees so much that some pay a bonus to an employee who recommends someone who’s hired and remains working at the firm for a stated period of time (say six months). Older job seekers probably have more opportunities for this kind of referral than younger job seekers. This method is most fruitful when you’re looking for the same kind of position in the same business or industry you’ve work in before.