Finding Your Own Job 101

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This guide includes a number of links to various online resources, which were valid at the time of printing. Since links are often modified, we invite our readers to consult our online version for the latest URL updates.
# WORKSHOP OUTLINE

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INTRODUCTION

WORKSHOP LEADERS
- Professional development specialist and CO-OP program coordinator

WORKSHOP GUIDELINES
- Sign the attendance sheet
- Play an active role
- Respect others

The results you get directly reflect the effort you put in.

WHY OFFER THIS WORKSHOP?
- Empower students
- Develop highly effective networking and job search skills

Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.
– Chinese Proverb

LEARNING OBJECTIVES

Learn how to conduct an effective job search by:
- Clearly identifying what you want through a process of reflection and research
- Knowing how to search and target employers by understanding their needs and their recruitment methods

Learn how to network:
- With contacts
- With potential employers
- By learning how to identify and target potential employers by understanding their needs and their recruitment methods

Understand how we can help you
- With personalized job search strategy appointments
- By helping you identify potential employers and giving you information about how to call them
- By doing role-play exercises with you to help you overcome barriers to cold calling

NOTES
LOGISTICS

FINDING A JOB IS A FULL-TIME JOB

What you’ll need to succeed:
- A job search action plan or “learning contract”
- A proactive attitude
- Flexibility
- Courage, patience, commitment and determination

PASSIVE VS. PROACTIVE JOB SEARCH

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<tr>
<th>OUTDATED JOB SEARCH</th>
<th>UPDATED JOB SEARCH</th>
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<tr>
<td>Passive job search</td>
<td>Proactive job search</td>
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<td>Self-centered approach</td>
<td>Employer-centered approach</td>
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<td>Primarily focuses on writing and distributing resumés and</td>
<td>Focuses on entire job search process with self-assessment</td>
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<td>letters in response to job listings</td>
<td>and goal-setting playing important foundation roles</td>
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<td>Develops traditional chronological resumé stressing</td>
<td>Develops performance-oriented resumé stressing accomplishments and including an</td>
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<td>employment dates and focusing on duties and</td>
<td>objective and summary of qualifications</td>
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<td>responsibilities</td>
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<td>Brief cover letter politely repeats the contents of</td>
<td>Cover letter expresses personality and includes a follow-up statement</td>
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<td>resumé</td>
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<tr>
<td>Major job search activities involve responding to</td>
<td>Research, networking and follow-up play critical roles</td>
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<td>classified ads with a resumé and cover letter</td>
<td>throughout the job search process</td>
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<td>Prepares answers to anticipated interview questions</td>
<td>Provides preparation for both answering and asking</td>
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<td>questions during the interview</td>
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<tr>
<td>Waits to hear from employers</td>
<td>Uses effective follow-up techniques</td>
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<tr>
<td>Primarily a paper writing and mailing exercise</td>
<td>Focuses on e-mail, telephone and face-to-face communications</td>
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<td>Job search tends to be spontaneous and serendipitous</td>
<td>Planning and preparation play key roles throughout the job search</td>
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<td>Myth-based job search</td>
<td>Reality-based job search</td>
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<td>Little use of Internet beyond checking online job</td>
<td>Fully integrates the Internet into the job search, with special emphasis on</td>
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<td>postings and posting resumés online</td>
<td>conducting research and networking</td>
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From Campus Career Center’s The Job Hunting Guide by Ron and Caryl Krannich, Ph.Ds
FINDING A JOB IN THE HIDDEN JOB MARKET

The job market is saturated with opportunities. Look in any newspaper or type “jobs” into an online search engine and you’ll be overwhelmed with postings. Unfortunately, applying for these jobs tends to lead to dead ends. Why? When applying for advertised jobs there’s lots of competition and little opportunity for you to stand out from the crowd. The solution is to tap into the hidden job market.

The hidden job market is all around us. The trouble is it’s not immediately apparent. In the hidden job market, jobs are not listed in the newspaper or posted online, they can’t be found at career services or by going to placement agencies. So how do you find them? They are found by connecting with people.

Connecting with people in order to find a job takes planning and strategy. An effective strategy involves five key steps: (1) developing a job search script, (2) connecting with friends, relatives and secondary contacts, (3) communicating directly with employers, (4) connecting with people through professional associations, personal activities and volunteerism, and finally (5) tracking your search activity so that you remain strategic and organized.
HOW DO EMPLOYERS HIRE?

*Hidden job market*

Roughly 80% of positions available at any point in time are not advertised.

**WHY?**
- Advertising is not the most cost-effective strategy for recruiting qualified candidates.
- Candidates who are referred represent less risk.
- Employers prefer active job seekers as opposed to passive ones.
- Employers may not have the time to fill the position.

*Common recruitment methods*

**a) Internal**
- Vacancies occur through promotions, maternity leave, temporary assignments, normal attrition (retirements and regular turnover).
- Networking: referrals by employees, word of mouth.
- Non-permanent staff (i.e., contract, summer, and part-time staff or volunteers).
- Posting ads on their intranet site or on bulletin boards (may consider external applications if no one is qualified internally).

**b) External**
- Unsolicited applications.
- Networking with family, friends, and acquaintances.
- Networking through professional associations and posting ads on their website.
- Advertising on the organization’s website.
- Attending career and job fairs.
- Special recruitment programs (new grads from post-secondary institutions, CO-OPs and internships, summer employment programs, diversity programs).
- Using a third party recruiter (temporary employment agencies, headhunters).
- Advertising in newspapers, job search websites, radio, and TV ads (20% of jobs available).

*Exception:* Positions that have a high turnover rate (sales, clerical) require skills that are in short supply or require extensive experience have better chances of being advertised.

*Note:* Remember that some positions are advertised but have already been filled unofficially.
ACTIVITY: CAREER PATH

Purpose:
To identify the kind of work you seek as clearly as possible.

Rationale:
Taking the time to reflect on your career goals will allow you to be focused in your job search and maximize your efforts.

Activity:
1. Complete all sections below.
2. Be ready to share and discuss with the group.

CAREERS/OCCUPATIONS
List all the job titles or careers in which you are interested. If you are unsure about job titles, list the kind of work you would like (e.g. tasks or job duties).

GEOGRAPHIC LOCATION
List all the cities or areas where you are willing to work.

SECTORS
Circle the industry sectors that interest you.

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<th>Government sector</th>
<th>Para-public sector</th>
<th>Private sector for profit</th>
<th>Private sector non-profit</th>
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<td>- Universities and colleges</td>
<td>- Corporations</td>
<td>- NGOs</td>
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<td>- Companies</td>
<td>- Charities</td>
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<td>- Hospitals &amp; emergency services</td>
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<td>- Public utilities</td>
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<td>- Associations</td>
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JOB SEARCH STRATEGY RESOURCES

You must be able to clearly articulate why an employer should hire you. This will be easier if you are able to demonstrate:

- What you have to offer (your skills and experience)
- That you understand their needs (discovered through research and information interviewing) and have a genuine interest in their organization
- The benefits of hiring through CO-OP

Approaching employers

- The common and unsuccessful approach “What’s in it for me?”
  - Avoid “I’m looking for a CO-OP job” and “Do you hire CO-OP students?”
- The effective approach: “What’s in it for the employer?”
  - Be a “detective” (ask questions, gather information).
  - Learn about their challenges and needs and you may identify hidden opportunities.
  - Then, propose your own work term based on what you have learned.
  - Be ready to answer the following questions: What do you have to offer? Why should they hire you?

Increasing your net resources

A proactive and creative approach will set you apart from your competition.

Networking

- Networking is the act of communicating with people in order to exchange information. It can be done in person, by telephone or by e-mail with people you know and even strangers.
- It’s one of the most effective job search strategies; although it can take more time to land a job than through some other strategies. However, the advantage is that you’ll likely locate opportunities that would never have been advertised through other methods.

Who else can I network with?

- Friends and family
- Colleagues and supervisors (current and former)
- Classmates and professors
- Members of professional associations, student clubs, business chambers
- Members of social groups, community clubs, sports activities
- Family doctor, dentist, hairdresser, pharmacist, etc.

LinkedIn

WHY LINKEDIN?

Easy way to connect with people and to engage them in a discussion.

What should you have on your profile:

- Professional picture
- Work term and school experience

Once you have a profile:

Join the group Régime coop uOttawa | uOttawa CO-OP Programs
http://www.linkedin.com/groups?home=&gid=3712379&trk=my_groups-tile-grp
Why students should get LinkedIn

We know that you have probably heard of LinkedIn. You might even have an account but just don’t see the point in investing time in it. Some people have never heard of LinkedIn, or if they have, they wait until after graduation to join. I was the same way until I saw the value and power that LinkedIn offers!

With over 7 million members in Canada and about 230 million worldwide, the business opportunities that LinkedIn provides are huge. According to Forbes, “LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today.”

Now some might say that they “already have a resumé” or “I’ll give the employer more once they call me for an interview.” These are valid points, but LinkedIn lets you do what you can’t do on a resumé, which is to showcase your personality and everything else you do in your life. It shows employers your impact in the business world, your networking skills. Even if you’ve never had job experience, it shows employers that you take more initiative than others who simply give in their resumé.
Through this presentation I will be comparing your CO-OP interview period to a movie launch. You are the main actor in the film and your goal is to have your movie become a sellout.

You want fans to rave about you, quote your lines in their Facebook profile picture captions. You want to become known and respected in the acting industry!

Think about what this means as a CO-OP student: your goal is to have many interviews, you want to leave a positive impression on employers, you want to become known and respected for what you do and be successful in your own industry. In the eyes of the employer, your résumé is your movie trailer, what we see on TV that leaves us in suspense and makes us want to see the film!

Your résumé is very important because it’s what piques employers’ curiosity about you. They wonder if they should interview you to know more about you. Some employers only need that minute to decide “I want to interview this person” or “I want to go see that movie.” But for most people, it is after the word of mouth, after the critics’ ratings or after seeing the extended trailer that they decide to watch the movie. LinkedIn, in this case, would be the extended trailer to your résumé, giving your audience that something more about you that makes them want to jump and say “I HAVE to go see this movie!” “I HAVE to interview this person!” With this in mind, here are 10 key pointers on creating your extended trailer and becoming box office magic for employers:
Build your professional network: The best time to start is while you're studying! Start by linking to classmates who are in your program, as they can provide future business referrals. Connecting to professors ensures that you will stay in contact with them after you graduate.

Extend your résumé: Although certain employers like one-page résumés, most of them like to know more about you before meeting you. LinkedIn provides a place to have more in-depth information than what a short résumé can ever hope to provide. It's your extended trailer, which employers watch more and more every day. Put a link to your LinkedIn profile on your résumé!

Prepare for interviews: Review the profile of the person who will interview you, if the information is available. Having this background information during the interview will help impress the interviewer. Most companies are also active on LinkedIn!

Learn from others' career paths: Scan profiles of people who are already working in your profession. See what they've done throughout their career to become successful. This will give you a better idea of how you want to make your successful career path and apply for the right jobs.

Search for jobs / research companies: LinkedIn can help you find jobs that aren't in the Navigator. It also tells you how many people in your network or group work at a company. These people can help you get the job that you are interested in!

Get job email alerts: Set up email alerts to receive notification of recommended jobs. Students and jobseekers can see the notifications on their homepage as soon as they log into their LinkedIn accounts.

Make connections with conference attendees: LinkedIn is the perfect place to maintain a connection with new acquaintances you meet at conferences.

Find international jobs: Since LinkedIn is a global networking platform, it's very easy for you to network with overseas employers. You can connect with all the major international employers and find jobs in foreign countries.

Join a group: LinkedIn automatically shows you groups you may want to join based on the information in your profile. Post thoughtful comments so group members can get to know

Share updates: If you land a new job, or you add an experience, a cause you're supporting or even a new photo, the automatic notification setting gets others' attention and awareness. You will then be top of mind when they learn about job possibilities that fit your qualifications.

10 key pointers on creating your extended trailer: LinkedIn
With the current economy, youth unemployment rates are high. Sometimes hundreds of people compete for a single job opening. If you follow these 10 ways to use LinkedIn, you’ll be a step ahead of your competition. You’ll have a better network of associates. You’ll have insider information about people in your career area. You’ll have knowledge about a wide variety of companies. You’ll land the job of your dreams faster and with more help by having a LinkedIn page.

It’s important to remember that LinkedIn is your professional face to the business world. Make sure it’s the best it can be. You’re creating your own personal brand, and this is your sales letter to future employers and to the world. Put in the extra time, build your profile and make yourself a superstar!
COLD CALLING

This is a technique whereby you contact people that you do not know. You need to start by identifying potential employers, then creating a "cold calling script."

To identify potential employers, look at:

- Employer directories, for example, WorkCabin: www.workcabin.ca
- The Yellow Pages: http://360.yellowpages.ca/en?camp_id=ppc&gclid=CPz1kJ329awCFc7AKgod8X7ESA
- The Book of Lists (Ottawa Business Journal): www.pressdisplay.com/pressdisplay/viewer.aspx (you must purchase this resource or access it at the library)
- The SASS/Career Services website for potential employers: www.sass.uOttawa.ca/careers/studies/index.php
- Ottawa's e-Blue Book of Community Resources (Social Sciences): http://ottawa.cioc.ca/?UseCICVw=13
- And search the Internet for potential employers in your field by entering the type of organization in the search bar

OTHER WAYS OF IDENTIFYING POTENTIAL EMPLOYERS

- Attend on- and off-campus conferences, presentations or seminars and network.
- Sign up for free company or industry newsletters (print and online).
- Read industry publications (i.e. Ottawa Tech Industry Guide) that often have articles on companies that are growing and even advertise positions.
- Volunteer for an organization, a campus club, a cause or a professor.
- Focus a class project on an organization and interview key people there.
- Join a professional association as a student member (conferences, mentorship programs, job postings, create or lead a student chapter).
- Get involved in special events (i.e. undergrad business games, fundraising events sponsored by organizations, etc.).
- Attend social events and network.
- Find contact names by reading articles in newspapers, publications or on the Internet. Then conduct an informational interview to enlarge your network.
**ACTIVITY: INTRODUCTORY SCRIPT FOR COLD CALLING**

**Purpose:**
To quickly and clearly articulate your past, present and future.

**Rationale:**
Being able to describe who you are and why you are speaking with someone opens up opportunities for jobs.

**Activity:**

**Part 1 – Individually**
- Fill out the introductory script outline.

**Part 2 – In groups of three**
- Say your script aloud.
- Give feedback on each individual’s script.
- Modify your script as required.

**Part 3 – As a larger group**
- Be prepared to discuss the question: “What are some of the problems and challenges with using an introductory script?”

**Part 4 – On your own time**
- Use the Script with your friends, relatives and secondary contacts, when applying directly to companies and with the people you meet through professional associations, personal activities and volunteerism.

Your name and current education – 10 seconds or less

Relevant past work experience – 10 seconds or less

Three strengths – 10 seconds or less

I’m focusing my career search on... – 15 seconds or less

The reason I am speaking with you is I’m looking for ideas, advice and/or information on... – 10 seconds or less

Note: Notice that you are not asking for a job. The direct request is not as effective as the open question: “Do you have any ideas/advice/information?”

***Feel free to email this if it seems a better option for you but follow up with a telephone call!***
WARM CALLING

Warm calling is less challenging as you are calling someone you have been referred to by someone you already know. To facilitate the process, you can use the name of the person who referred you when calling the third party.

Challenges

Getting past the "gatekeeper."

The receptionist, or "gatekeeper," as he/she is sometimes called, is there to screen calls. You will need some strategies to get past the receptionist so you can speak with an employer or with somebody who does the type of work that you would like to do someday.

Do this by conducting thorough research, and coming up with various questions that you would like to ask the employer (the term “employer” refers to anyone you speak to at a company, organization, or government department that you’re interested in). Make sure your questions are detailed enough that the gatekeeper cannot answer them.

Ask the receptionist if he/she can transfer you to the person you’d like to speak with, or perhaps make an appointment for you to see that person. Either way, make sure to treat the receptionist with the utmost respect so that he/she is willing to assist you.

Another thing you might try is to call the office early in the morning or a little later in the evening (after regular office hours) so that the person you want to speak to might answer the phone him/herself.

GOAL OF COLD AND WARM CALLING: INFORMATIONAL INTERVIEWS

You probably know—as a CO-OP student and a job seeker—that it can be very difficult to land a job. Despite having a solid resumé, strong interview skills, and tremendous determination, it is still really difficult to get that job. The reason: there is a lot of competition. It can take sending out 200 resumés to get one interview. It only takes an average of 15 or 20 informational interviews to get a job offer. That’s why informational interviewing is such an important job search strategy. It is also very dynamic—it keeps you out there in the field meeting people and learning about the labour market, (specific trends, issues and challenges relevant to your field) and limits the amount of time you spend at home on the couch or in front of your computer in your pyjamas!

It is much more interesting to job search this way rather than sit at home and send out tons of resumés, and wait for somebody to call you. If you are looking for work this way, you can expect to wait a very long time before getting a job offer. So, be active and proactive, and not only will you get more job offers, you will be able to be more selective in what you accept, as you will know so much more about each organization.

Once you are able to convince someone to meet with you (this, too, can be very challenging), you’ll need to do your final preparations for the informational interview.

During the informational interview, you can ask any questions you like. Remember, this is not a job interview, therefore, the types of questions you can ask are very different. For instance, you might ask about the starting salary, challenges the organization is facing, what people like and dislike about the organization, the corporate culture, what personality traits they look for in their candidates, and anything else that you’re interested in knowing.

Asking the employer about his/her own career path can be interesting as well, and reveal options that you may not have considered.
You can ask him/her to look at your résumé and critique it, and ask what types of questions might be asked should you be fortunate enough to get an interview. This is your opportunity to get some inside information. Always keep in mind the competition that you might be facing, and try to neutralize that competition by getting an inside scoop. This is an opportunity for you to learn more about an organization that you want to work for; on the other hand, you might also find, after the informational interview, that the organization is not all you thought it was. So, no matter what, it’s a valuable tool to help you in your job search.

The term “informational interviewing” was coined by Richard Nelson Bolles, author of the best-selling career guide *What Color Is Your Parachute?* Bolles sees informational interviewing as a way of “trying on jobs to see if they fit you.”

Most people don’t do this and can find themselves in a job that they really don’t know much about. Why not learn about the organization and the position before you even apply?

Benefits of doing informational interviews:
- get insider information about the organization
- learn more about career options
- gain information about a job that you could never get from a job description
- make personal contacts with potential employers (network)
- learn about challenges the employers are facing
- learn about the hidden job market (employment opportunities that are not advertised), and also about other opportunities in the organization that would fit your skills and experience, and that you might not have thought about before
- find out where there might be “holes,” so to speak, in the organization to see how you might be able to fill the voids
- gain confidence by speaking with people at various organizations
- learn more about what you need to expand upon should you get an interview
- start with lists of people you already know: friends, fellow students, current or former co-workers, supervisors, neighbours

**ROLE PLAYS**

Three volunteers: One employer, one receptionist and one job seeker
Read your scenario and practice!
Write down your questions and concerns and make sure to ask about the challenges you identify.
ACTIVITY: PEOPLE YOU KNOW

Purpose:
To generate a list of people you know. These are your primary contacts.

Rationale:
We often overlook the people closest to us when job searching.

Activity:
Part 1 – Individually
- List two to three people you know.
- List their contact details.
- Note the date/time when you will contact them.

Part 2 – On your own time
- Brainstorm an extensive list of people you know. Do not edit yourself. Write a list that includes everyone you know from your dog sitter to your mom’s best friend!
- Note the contact details and set a date to connect with each person.
- Contact everyone on your list and use the Job Search Script to gather information, ideas and advice.
- Follow through with the next steps as suggested by your primary contacts.

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<th>Ideas, information or advice provided</th>
<th>Next steps</th>
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From here, expand to people that these people know (include in this list anyone who should know you or anyone you want to get to know (based on your research)). Practice approaching people/potential employers that you don’t know. Use employer directories, professional associations, the Yellow Pages, the Internet, networking events that you attended, etc. There is no end to the resources you can use to identify potential employers.
ACTIVITY: COMPANIES THAT SHOULD KNOW YOU

Purpose:
To generate a list of employers that would be interested in your skills.

Rationale:
When connecting directly with employers you eliminate competition and increase your chances of securing a job.

Activity:
Part 1 – Individually
- List two to three companies you know you would like to work for.
- If possible at this stage, write down contact details.
- Write down why you are interested in working there.
- Note the date/time when you will contact them directly.

Part 2 – On your own time
- Research companies that would be interested in your skills and abilities. Read the newspaper, check the Internet, go to Career Services (www.sass.uOttawa.ca) and speak with friends, relatives and contacts to create a list of companies.
- Refine the list to a total of 25 companies. Select this final list of 25 companies based on their location, your skill match, your values or whatever criteria are important to you.
- Call each company. Use your "cold calling script."
- Follow up with the next steps.

<table>
<thead>
<tr>
<th>Date</th>
<th>Company</th>
<th>Contact details</th>
<th>Why you’re interested in working there</th>
<th>Next steps</th>
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ACTIVITY: INCREASING YOUR NET

Purpose:
To create a larger group of people that you can connect with.

Rationale:
By increasing the amount of people you know, you increase your access to the hidden job market.

Activity:
Part 1 – Individually
- List one field-related organization or association that you are aware of.
- List one organization, association, group or team that relates to your interests.
- List one organization, association or group that would be interested in your volunteer services.

Note: Whenever possible choose groups that attract working professionals. While student groups are important when job searching, it is to your advantage to connect with employed people.

Part 2 – On your own time
- Research possible places to network with professional, personal and quasi-professional groups. Note: Many ideas can be gathered when using your Cold Calling Script with friends, relatives, secondary contacts and employers.
- Join the groups that best match your interests and skills.
- Attend events and meetings. Get involved.
- Use your Cold Calling Script with the people you meet.

Professional
- Organizations or associations that relate to your education and/or career goals. For example, IEEE.

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<tr>
<th>Name</th>
<th>Contact details</th>
<th>Event dates</th>
<th>Ideas, info, advice gained</th>
<th>Next steps</th>
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Personal
- Organizations, associations, groups or teams that relate to your interests. For example, The Running Room.

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<th>Contact details</th>
<th>Event dates</th>
<th>Ideas, info, advice gained</th>
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Quasi-professional
- Organizations, associations or groups that would be interested in your volunteer services. For example, the Canadian Cancer Society.

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<th>Name</th>
<th>Contact details</th>
<th>Event dates</th>
<th>Ideas, info, advice gained</th>
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GUIDELINES WHEN CALLING PEOPLE

- **Don’t ask for a job:** If you do this over the phone, you may just be transferred to Human Resources wherein lies the visible job market comprising 10-15% of actual available positions.
- **Prepare ahead of time:** Make sure that you sound like you know what you’re talking about. Don’t get caught not knowing basic and certain important information.
- **Schedule the informational interview over the phone, if possible.** This may be intimidating but it is the most effective way. If you email them, they may answer, but it is easier to ignore an email than a phone call.
- **Prepare your questions for the employer** based on information you found on their website, or obtained from an employer directory or from one of your contacts. Make sure your questions are relevant, smart, and demonstrate your interest. Be ready to ask your questions when you call, as the employer may only have time for you at that precise moment.

GOING TO THE INFORMATIONAL INTERVIEW

- **Dress up.** Dress as though for a real job interview, because it may turn into one. If, during your informational interview, the employer asks you lots of questions and takes you around the office to meet the other employees, you may just find yourself with a job offer.
- **Take notes** during the informational interview and remember to listen more than you talk. Ask your questions, then let the employer answer and elaborate as much as possible. Try and see how you might fit into this organization if it interests you.
- **Bring your resumé** for them to critique and comment on.

**Employer-centered approach: questions to ask at the informational interview**

- What are the challenges you (or your organization) are currently facing? Does this impact your staffing needs?
- How does your organization usually fill positions? Are there ever any positions that are not filled this way?
- While researching your website, I noticed that you have a Human Resources department. Is the recruitment process centralized or decentralized? How involved are managers in the process?
- Did you know that there is a subsidy program to offset the cost of wages only available for employers who hire a post-secondary CO-OP student? (science and engineering fields only)
- Which positions have a high turnover rate? Why?
- Which positions are harder to fill? Why?
- Are there any projects that you simply don’t have the time to do?
- Are you interested in someone with xyz skills/experience?
- What are the qualities you are seeking in potential candidates?
- What is the starting salary for a potential candidate like myself?
- What can I do to improve my chances of getting a job here as a CO-OP student or when I graduate?
- Can you give me an overview of how the work in your department flows? For instance, are there peak periods and down times?
- Would you be interested in further discussing your situation with a CO-OP program coordinator from the University of Ottawa CO-OP Programs?

The list of potential questions is endless: remember to ask questions that interest you and show the employer that you have done your research to begin with. Remember to draft insightful questions, as they will generate information that can give you a head start on getting a job there!
**ADDITIONAL TIPS**

- Network: on the phone and in person. If you call a potential employer and he/she cannot talk to you, ask him/her to refer you to somebody else, either in his/her organization or at another. Also ask if you can call back at a later time.
- In person: do the same. After you have finished your informational interview (it is your responsibility to keep an eye on the time and to never go over the agreed-upon time, unless the employer suggests it), ask that person to refer you to others who might be able to help you, either in his/her organization or at another.
- Send a thank-you note by email right after the informational interview. This is a very brief statement of your appreciation for the person’s time, information and any referrals given to you. Send your thank-you note as soon as possible.

***Always remember: The goal of this meeting is not to ask if there are positions available but instead to learn about the organization, industry trends, career paths and required skills or experience.***
ACTIVITY: SPOT THE RESUMÉ DIFFERENCES

Purpose:
To identify the differences between a CO-OP resumé and a professional resumé.

Rationale:
By identifying the differences, you will be able to transform your resumé into a professional resumé as needed: for finding your own job or as a new grad.

Activity:
Part 1 – Individually
• Find and circle the differences between the resumés.

Part 2 – As a group
• Be prepared to share and discuss your findings with the group.

CO-OP resumé

Your name

EDUCATION

Fall 2012 - Present
Bachelor of Arts, Environmental Studies, CO-OP option
University of Ottawa, ON
• Presently in second year
• Admission scholarship from the University of Ottawa
• Scholarship for studying in French "Bourse de la francophonie"

SKILLS

Research and Analysis
• Collected specimens during a field study in the Old Chelsea stream to examine the correlation between the abundance and diversity of macroinvertebrates and the state of their habitat
• Identified different macroinvertebrates and types of vegetation, using a corresponding image chart
• Observed and measured several physical parameters during field work: surface water speed, water depth and width, soil type, vegetation cover, water temperature, dissolved oxygen level, pH level, habitat type and condition of the river’s edge
• Analyzed data collected in the field by using spreadsheets and the appropriate statistical methods to clearly demonstrate the results
• Developed the ability to evaluate hypotheses using concrete data collected in the field
• Analyzed and measured vegetation in several different sites of the Gatineau Provincial Park using transect techniques to describe and quantify the secondary succession model in abandoned fields of ecosystems in mixed temperate forests
• Gained experience in techniques such as melting point, crystallization and recrystallization, extraction, chromatography, distillation and drying organic solutions

Scientific
• Advanced understanding of mathematic, physics and chemistry
• Ability to lead a laboratory and knowledge of basic tools
• Capacity to read and interpret maps and use basic GIS tools Capacity to perform field analysis; study and interpretation of the environment, geography and geology
• Good skills in basic geographic and geologic drawing
• Ability to identify certain minerals and rocks
• Excellent and varied skills of fieldwork

Communication
• LANGUAGES: Bilingual in English and French
• WRITTEN SKILLS: Wrote reports, memos and other documents for a Technical Writing class
• Wrote and edited essays and comparative pieces for Philosophy and Political Science classes
• ORAL SKILLS: Participated in numerous public speaking contests in English and French

Computers
GIS-ARC/Info
• Excellent understanding of basic traditional and numerical cartography and GIS
• Ability to create various maps using GPS and other data

Microsoft Office
• Microsoft Word, PowerPoint and Excel

Internet
• Able to conduct quick and efficient Internet research

WORK EXPERIENCE

May-August 2014 Analyst
Office Z, Ottawa, ON
• Acquired skills to extract data from particular database such as Microsoft Access
• Performed data analysis in order to write a report
• Modified and created web pages with software such as WebSolution Achieved the revision of documents prior to publication
• Learned to better manage time and deadlines in order to finish tasks on time

May-September 2012 Receptionist and Clerk
Office X, Ottawa, Ontario
• Demonstrated leadership by training new staff
• Showed good initiative and team spirit by helping other co-workers in need
• Developed computer knowledge by conducting intensive Internet searches and by updating the system database
• Demonstrated a calm composure and self-control when faced with stressful and demanding situations
• Improved time-management skills while dealing with strict deadlines

ADDITIONAL INFORMATION

Interests
• Participated in a theatre class and acted in many plays
• Rode horses during all of high school and volunteered at a farm as a summer camp guide for children

REFERENCES

Michelle Labelle
Manager
Office X, Ottawa, Ontario
(613) 123-4567 ext. 890
mlabelle@officex.ca
Audrey Stewart
Immediate Supervisor
Office Z, Ottawa, ON
(613) 123-4567 ext. 890
astew@officez.ca
Professional résumé

1234 Any Road
Ottawa, Ontario K1A 1A1
Tel.: 613-222-1111
yourname@uOttawa.ca

CAREER OBJECTIVE

To work with a non-governmental organization where experience in professional communications and proven ability to work with a team are required.

PROFILE

- Currently in fourth year of BA Honours in Communication
- One year experience in field of communications
- Strong research and writing skills for both print and Web
- Academic interest in international development issues
- Passionately committed to community service
- Strong time management and organizational skills
- Proficient with Microsoft Word, PowerPoint, Excel, Outlook, SPSS, Adobe Photoshop
- Proficient with social media: Facebook, Twitter, LinkedIn
- Bilingual: English - French

EDUCATION

University of Ottawa, ON
Bachelor of Arts, Honours with Specialization in Communication, Co-op Program
- Presently in fourth year
- International exchange to Scotland 2013

WORK EXPERIENCE

Natural Resources Canada, Ottawa, ON
Writer
- Conducted usability test of department’s Intranet: consulted experts, developed method, tested employees, analyzed data, and recommended changes
- Researching departmental issues, interviewed employees, and wrote articles in style appropriate for the Web
- Photographed events and individuals for articles, posters, and photo journals
- Demonstrated ability to work as a team while developing social media strategy
- Checked Intranet updates to control quality of facts and layout
- Laid out and posted text and images to the Intranet in coordination with Web team

Industry Canada, Toronto, ON
Communications Officer
- Monitored media daily for relevant articles in French and English, summarized quickly and succinctly, and tracked information for analysis
- Acted as federal liaison for organization and delivery of public events: provided support to municipal partners; coordinated dates of events; wrote news releases, speaking notes, Message Event Proposals, and post-event reports
- Composed creative spotlight articles about major projects for internal newsletter
- Participated and shared updates in weekly team meetings
Tel.: 613-222-1111  yourname@uOttawa.ca

Canada Public Service Agency, Ottawa, ON
Communications Officer
- Acted as member of core team that organized all-staff conference for 500 attendees: brainstormed concept, wrote promotional messages and instructions to all employees, coordinated presentations of branch representatives, assisted with logistics, set-up and tear-down event
- Composed and edited messages for Intranet in French and English, with special attention to detail  Paid attention to detail when
- Coordinated internal communication projects: consulted with clients to identify needs, developed suitable messaging, collaborated with web team to create sites

Citizenship and Immigration Canada, Ottawa, ON
Program Assistant
- Managed daily administration of the Immigrant Investor Program: created and reviewed official documents, drew information from confidential databases, maintained tracking sheets, and corresponded regularly with stakeholders
- Contributed to the development of Entrepreneur Program policy by researching issues of concern for new immigrants

County of Carleton Law Association, Ottawa, ON
Shelver and Filer (part-time)
- Organized books and updated publications in legal library
- Demonstrated trustworthiness and responsibility in monitoring own performance
- Developed skills in performing tasks requiring accuracy

Salvion Learning Center, Ottawa, ON
English Tutor (part-time)
- Developed inter-personal communication skills by interacting with both young children and parents
- Acquired excellent time and priority management in the fast-paced environment
- Developed good work habits and an appreciation of the work-place

VOLUNTEER EXPERIENCE

Just Food, Ottawa, ON
Web Communications Coordinator
- Wrote and edited articles for local non-profit agency on nutrition and health related topics

Oxfam Canada, Ottawa, ON
Campaign Outreach Volunteer
- Approached individuals with information and tried to gain their support for Oxfam initiatives
- Helped organize various events
- Created marketing materials: brochures, posters, and videos for events

INTERESTS

Athletics, Travel, Music, Photography, International Affairs

REFERENCES

Available upon request.
PROFESSIONAL RESUMÉ TYPES

There are several types of professional resumés. Depending on your specific situation, you can choose a chronological, a skills-based/functional or a combination style.

**Chronological resumé**
A chronological resumé should be written in reverse format with your most recent work experience showing first, your most recent education first, etc. Use the reverse chronological resumé when you have relevant experience in your field. The focus goes into describing work experience. Employers typically value this type of resumé most.

**Skills-based resumé**
A skills-based or functional style of resumé shows off your valuable skills when you do not have relevant work experience. The focus goes into elaborating on the skills you have that are pertinent to the job being sought, and simply lists jobs you have held.

**Combination style resumé**
A combination style resumé combines both formats to create a unique document. It shows off not only your work experience but also the valuable skills you possess related to the position you are applying for. By using this style, you are able to highlight your skills while also providing the employer with the chronological history of work experience he/she prefers.
COVER LETTERS

The cover letter demonstrates to the employer that you have read the posting carefully and that you are truly interested in that particular job. Resumés need to be accompanied by cover letters when it is specified in the CO-OP process, and should always accompany a resumé in a professional job search. Many employers will not even look at a resumé that does not come with a cover letter.

[Date]

[Ms. Mr. Dr.] [Employer’s first name] [Employer’s last name]
[Employer’s job title]
[Employer’s business address]

Dear [Ms. Mr. Dr.] [Employer’s last name]:

When I read about the ____________ position offered through the University of Ottawa COOP Navigator, I felt it was a great fit with my education, skills and work experience. I am interested in your company because ________________. I will be available for a 4-month CO-OP term from (dates) ________________.

The ________________ program at the University of Ottawa has enabled me to ________________. During my last term I _________________. These valuable experiences combined with my past employment have afforded me the opportunity to:

• Develop _____________________________________,
• Work with _________________________
• Observe and participate in ________________,
• Assist with ________________, and
• Complete ____________________________________.

Through my _______________ courses I have had the opportunity to ____________ and ____________.

My assignments and projects included ___________ and _____________. These experiences also provided me with extensive exposure to ________________.

I look forward to putting my experience and education into practice with _______________. I can be reached at [your number] or [your e-mail]. Thank you for your consideration.

Sincerely,

[Handwritten signature]
[Your name] and e-mail / telephone number
Enclosure
NETWORKING TIPS

**Use a professional business card**
Before you start looking for work, create a business card for yourself. This is as simple as listing your name, field of study, and a few words that describe you, such as personality traits, on one side, and your address, phone number and email address on the other side. This is a very professional way to look for work. This way, when you ask somebody for their card, you can give them yours. And because it’s a business-sized card, it fits easily into a pocket, unlike a résumé!

**Follow the 80/20 rule**
Make sure that when you are networking, you listen 80% of the time and talk only 20% of the time.

This way, you can gain a lot of information about an organization and your field. And remember, people like to talk about their careers and how they were given the opportunity to get where they are.

**Remember names**
Although it can be difficult to do, try to remember people’s names so that the next time you meet, you will be able to address them by their name. Of course, getting their business card helps as well.

**Ask open-ended questions**
Ask questions that cannot be answered with a simple yes or no. This allows you to gather lots of information from an individual. Open-ended questions help you build relationships faster because you share more information.

**Stop apologizing**
Try to realize before you start networking how much you have to offer to potential employers. Too often, people think that they are bothering others when asking for information or advice, when in reality you’re simply sharing with somebody else. Remember the facts of the hidden job market: 85% of jobs are not advertised, so while you are chatting with somebody, he/she may well be considering you for a position with his/her organization. You may see a shift from you asking a lot of questions to him/her asking you a lot of questions as well.

**Be yourself**
You don’t need to be anyone different than yourself to be successful at networking. In fact, you will have more success this way. The key is to know who you are, what you’re looking for, and how a particular person might be able to help you.

**Follow up**
Following up with people is also a great technique. Once you’ve met with someone and learned about them and their organization, sending them a quick follow-up email is a great way to keep you in their minds. If anyone helps you with a job lead or a referral, send them a thank-you note by email right away. Again, this is a great way to keep you in their mind.

If a person is unable to chat with you or meet with you at the current time, following up is a great way to make this happen at a later date. Following up is one of the main strategies used by successful job seekers.

Remember how many resumés it takes to get a job? Keep in mind how many applications you have to submit before you get an interview. When you’re networking, you can expect to be rejected on a regular basis. But, try not to take this rejection personally. Just keep on going until you succeed.

**LinkedIn**
Use LinkedIn as a networking tool for yourself. If you’re not already using this valuable resource, sign up to the CO-OP LinkedIn page as a start. Many of us are linked there, so you can access people in our network as a start.

You can also use Facebook as a networking tool but be careful, as employers are increasingly checking Facebook profiles to get information about potential candidates. You want to be very careful of what is visible on your public profile.
RESOURCES AND TIPS

Resumé tips

• Use your CO-OP resumé (content) to create a 2-page document in Word or WordPerfect.
• You can’t copy your resumé into Word (lose formatting).

Resumé differences

• Don’t forget to add your full contact information (address, phone, email) at the top of your resumé and on each page.
• Career objective (optional – between your contact info and your skills section).

Note: The objective section is currently not available in a CO-OP resumé. If you choose to add an objective to your professional resume, make it as specific as possible (i.e. the job title of the position you are applying for including any reference numbers listed on the job description). If there is no position listed, tell them what kind of work you’re targeting.

Here are a few examples:

A public relations position focused on developing and implementing programs, organizing people and events, and communicating positive ideas and images. Effective in public speaking and in managing publicity/promotional campaigns.

A position as a General Sales Representative with a pharmaceutical company that will use my chemistry background and abilities to work on a self-directed basis in managing a marketing territory.

A position in banking where skills in sales, accounts management and customer relations will result in a high retention rate of current clients and a rapid increase in new customers.

Entry-level position in investment research and analysis. Interests and skills include securities analysis, financial planning and portfolio management. Long-range goal: Chartered Financial Planner.

Ending your resumé:

References available upon request.

It is assumed that you will provide references if they are requested, usually at the interview, so this line is optional. References should be typed on a separate page and brought with you to the interview. Provide them only if they are requested.
HOW WE CAN HELP YOU

WE CAN HELP YOU WITH:
- Identifying potential employers
- Role-playing cold calls
- Résumé and cover letter reviews
- Mock interviews
- Sending faxes or making long-distance phone calls for interviews (no cost to the employer or yourself)

CO-OP PROGRAM COORDINATORS:
- PDS meet with students first then if more information is required students may meet with CPC.
- Have current knowledge of the actual labour market and industry trends and understand the various needs and requirements of employers.
- Have insider knowledge about the organization you’re targeting.
- Can give you additional pointers and support on how to approach employers successfully.
- Verify that the person you want to contact is not already in our database. If the person you are considering contacting is not in our database, then you are welcome to contact them directly.
- They will be able to tell you if certain employers have hired our students in the past and contact them on your behalf to determine if they would be interested in your application.
- They will give you CO-OP information packages that you can give to prospective employers. Don’t forget to familiarize yourself with the information inside!
- Able to help you “close the deal” by following up with an employer who is interested and has questions about CO-OP.
- Any job posting that is received as a result of your efforts will not be open to other students. You will be the only one considered for this job.
- Can sympathize with you and give you support when you get rejections and no replies.

WHY CAN’T I CONTACT A PERSON IN OUR DATABASE?
- Employers may feel bombarded by the number of attempts from the University of Ottawa (and other schools) when individual students approach them. This will not entice them to hire you.
- That contact may have told us that they aren’t hiring for the next semester.

OTHER ON-CAMPUS RESOURCES

Take advantage of free career counselling services on campus. Services include career tests (some career tests carry small fees), group sessions and individual appointments.

Counselling and Coaching Service
100 Marie Curie, 4th floor
613.562.5200

Career Centre, Telfer School of Management
Desmarais Building
55, Laurier Avenue East
Room 1111
613.562.5656
www3.management.uOttawa.ca/careercentre
INTERVIEW AND THANK YOU LETTER TIPS

INTERVIEWS – DIFFERENCES WITH CO-OP

- Everything you have learned about interviews will be useful.
- The ending is different if you want the job. Follow this process after asking your questions:
  - Reiterate interest in the position.
  - What is the next step in the recruitment process?
  - If I haven’t heard from you in xyz days, may I follow up with you?
  - May I have your business card?

Once you have a business card in hand (or have their contact information), write a thank you note and send it within 24 hours. It is very effective because:
- It demonstrates your business etiquette.
- It may be used as a deciding factor when there are equally qualified candidates.
- Very few people follow up this way.

**Sample thank you letter**

Mr. John Appleby  
Investment Director  
Pendulum Investments  
910 Banking Corner, Suite 12  
Toronto, Ontario M3P 5L2

Dear Mr. Appleby:

Thank you for taking the time to discuss the insurance broker position at Pendulum Investments with me. After our meeting, it was clear to me that my background and skills coincide well with your needs and the culture of your organization.

I really appreciate that you took so much time to acquaint me with the company. It is no wonder that Pendulum Investments retains its employees for so long. I feel I could learn a great deal from you and would certainly enjoy working with you.

In addition to my qualifications and experience, I will bring excellent work habits and judgment to this position. With the countless demands on your time, I’m sure that you need people who can be trusted to carry out their responsibilities with minimal supervision.

I look forward to hearing from you concerning your hiring decision. Again, thank you for your time and consideration.

Sincerely,

John Oakley  
johnoakley@hotmail.ca
GETTING YOUR JOB APPROVED

CONGRATULATIONS!

You've found a job you want to accept. Here's what you’ll need to do:

- Inform the employer of CO-OP requirements (mid-term evaluation, employer evaluation form) and make sure they are OK with this.
- Ask the employer to email or fax a job offer with duration of employment and a short job description to coop@uottawa.ca.
- Fill out an “Employer Contact Information” sheet.
- If the job is approved and you are still available, you will be matched (if you’re participating in the placement process, communicate with the CO-OP staff for more instructions).

CHECKLIST

- Create a professional resumé in Word, WordPerfect, PDF or text format
- Establish a list of employers according to selection criteria (type of employer, size, industrial sector, location, etc.)
- Establish a list of contacts: family, friends, colleagues; discuss job search and get leads
- Use LinkedIn to develop contacts and leads-start with joining the CO-OP groups
- Book a meeting with a professional development specialist to discuss job search and to get helpful tips and hints
- Create a cover letter, carefully adapting it to each job you apply for
- Create an introductory script
- Attend networking functions: professional associations, job fairs, etc.
- Participate in a mock interview
- Send cold emails and make cold calls to potential employers or referrals to request informational interviews, and use your introductory script
- Send resumé and cover letter by email, mail or fax to potential employers, contacts, etc.
- Follow up on all your applications (by phone/email) within one week
- Participate in lots of information meetings and interviews
- Send thank-you letters within 24 hours
- Contact CO-OP Office ASAP with all the information when a job is found

GOOD LUCK!

ADDITIONAL HELP

Do you need help with your job search?

To make an appointment, contact the CO-OP Office:
613.562.5741
coop@uOttawa.ca
APPENDIX

FINDING YOUR OWN JOB: A LEARNING CONTRACT

Finding your own CO-OP job is an exciting experience because it puts you at the centre of your career. You decide what you want and how you’re going to get it. However, being in the driver’s seat can be challenging especially when you are new to developing and managing your own career.

Establishing a learning contract is an effective way to find your own job because it’s like creating a map and bringing a guide along on your journey. A learning contract shifts you from the role of “passive receiver of content to being an active planner in the learning process” (O’Donnell & Caffarella 1998, p. 295). At the same time, a learning contract ensures clear objectives, resources, strategies, and check points.

Sample finding your own job learning contract

Name of learner: 
Name of professional development specialist: 
Date: 

<table>
<thead>
<tr>
<th>Learner’s objectives (What I propose to learn and do.)</th>
<th>Learning strategies and resources (What resources, strategies and experiences I will use to learn and do this.)</th>
<th>Evidence of accomplishment (How I will know I have learned or done this.)</th>
<th>Evaluation of learning (How I will know I have learned or accomplished this.)</th>
<th>Time schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define and clarify my career goal</td>
<td>Complete Networking 101 workbook materials and activities</td>
<td>Individual consultation appointment</td>
<td>Active and continuous communication with the professional development specialist (PDS)</td>
<td>October 15</td>
</tr>
<tr>
<td>Identify companies as potential employers</td>
<td>Brainstorm Research on the Internet Find potential networking events</td>
<td>List of brainstorm ideas List of companies from Internet research Actual attendance at networking event</td>
<td>Active and continuous communication with the PDS</td>
<td>October 20</td>
</tr>
<tr>
<td>Create list of employers interested in my employment candidacy</td>
<td>Create a narrow and targeted list of potential employers</td>
<td>“Warm calls” made “Warm emails” written and sent</td>
<td>Active and continuous communication with the PDS</td>
<td>October 25</td>
</tr>
<tr>
<td>Write targeted cover letters</td>
<td>Research and practise how to create a “targeted” letter</td>
<td>Submit completed cover letter to PDS for review</td>
<td>Cover letter reviewed and approved by PDS</td>
<td>October 30</td>
</tr>
</tbody>
</table>

Signature of learner: 

Signature of specialist: 

## SAMPLE LIST OF RESOURCES AND STRATEGIES

<table>
<thead>
<tr>
<th>Resources</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professors/professional development specialist/CO-OP program coordinator</td>
<td>Reading</td>
</tr>
<tr>
<td>Other learners</td>
<td>Researching and documenting</td>
</tr>
<tr>
<td>Work supervisors</td>
<td>Preparing for activities (for example, networking event)</td>
</tr>
<tr>
<td>Subject matter experts</td>
<td>Attending a professional association event</td>
</tr>
<tr>
<td>Books</td>
<td>Conducting information interviews</td>
</tr>
<tr>
<td>Journal and magazine articles</td>
<td>Skill practice exercises (for example, mock interview)</td>
</tr>
<tr>
<td>Feedback</td>
<td>Writing of materials (for example, resumé)</td>
</tr>
</tbody>
</table>

### Sources

ADDITIONAL RESOURCES

CAREER RESEARCH RESOURCES

Career development is a life-long process of exploring and gathering information. This enables you to synthesize, gain competence, make decisions, set goals and take action. The key to success is:

- Knowing who you are and what you have to offer (self-assessment)
- Identifying what you want (researching careers and occupations)
- Creating an action plan (course selection, developing required skills, gaining experience)
- Conducting an effective job search

Invest in your career now by taking the time to learn about yourself and your options before you graduate. It will be time well spent!

Research careers/occupations

Research by geographic location
- [http://labourmarketottawa.ca/market-general.php](http://labourmarketottawa.ca/market-general.php)
- Or, try Googling the city name with keywords such as Labour Market Key Industry or Economic Development (for example: "Toronto Labour Market")
- Many Job search websites can be searched by city

Industry/sector websites
- Try a keyword search using the following example: "Manufacturing Industry Canada"

Employer guides and career magazines
- The Canada Student Employment Guide
- The Career Directory
- Who's Hiring
- Trade Directories (ex. Canadian Manufacturing – Ontario)
- Job Postings Magazine
- Career Options in Business, Arts and Sciences
- Career Options in Hi-tech and Engineering, etc.
- The Book of Lists
- Government Employer Directory (GEDS)

Professional associations
- The Directory of Associations in Canada (available at Career Services)
- Consult "What can I do with my studies?" which lists professional associations by program: [www.sass.uOttawa.ca/careers/studies/index.php](http://www.sass.uOttawa.ca/careers/studies/index.php)

Job search websites
- Search by geographical location, industry or job type.
- Some sites contain links to employers (by alphabetical name).
  - [http://company.monster.ca/](http://company.monster.ca/)

Career and job fairs
- Employers who recruit graduating students from the University of Ottawa often have summer employment and/or CO-OP opportunities. Consult the following website for more information: [www.careers.uOttawa.ca](http://www.careers.uOttawa.ca) (click on Career Fairs) and attend these events.
- Other career and job fairs (advertised through newspapers, radio and TV ads and magazines).
- Attend a great number of networking events organized by your faculty or the University. In addition to career fairs, student associations and faculties are organizing all kinds of events, such as luncheon meetings and conferences, cocktail parties, launches, etc. These will be ideal opportunities to increase your networking.