

NETWORKING 101

WORKBOOK

2012-2013



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Networking 101: 2012-2013

Produced by the Co-operative Education Programs of the
University of Ottawa
100 Thomas More, 4th floor
Ottawa ON K1N 6N5

Telephone: 613.562.5741
E-mail: coop@uOttawa.ca
Website: www.coop.uOttawa.ca

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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.

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INTRODUCTION

WORKSHOP LEADERS

- Professional development specialist and CO-OP program coordinator

WORKSHOP GUIDELINES

- Arrive on time
- 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

OUTDATED JOB SEARCH	UPDATED JOB SEARCH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

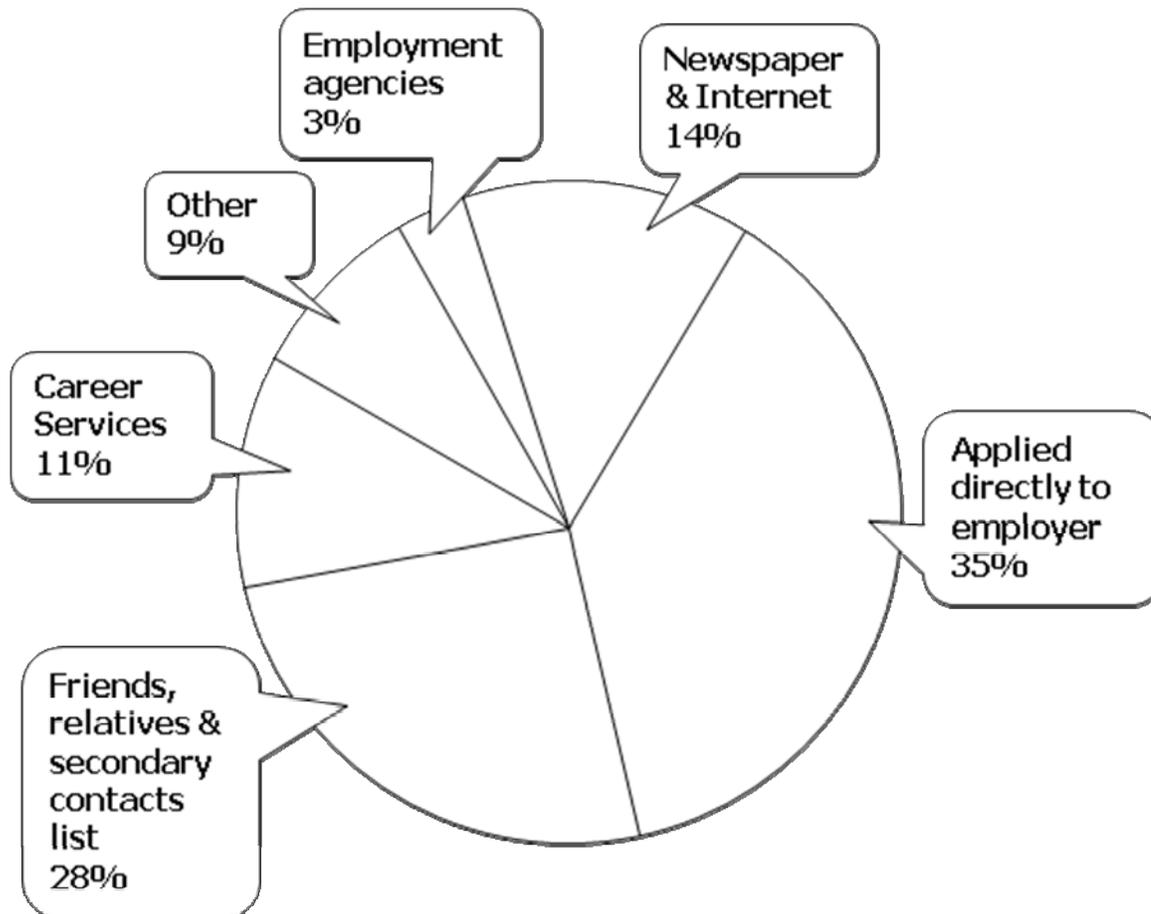
From Campus Career Center’s The Job Hunting Guide by Ron and Caryl Krannich, Ph.Ds

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 leaves, temporary assignments, normal attrition (retirements and regular turnover).
- Networking: referrals by employees, word of mouth.
- Non-permanent staff (i.e. on 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.

Government sector

- Federal
- Provincial
- Municipal

Para-public sector

- Universities and colleges
- School boards
- Hospitals & emergency services
- Crown corporations & agencies
- Public utilities

Private sector for profit

- Corporations
- Companies

Private sector non-profit

- NGOs
- Charities
- Foundations
- Institutes
- Associations

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.

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&qclid=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 Government Electronic Employer Directory (Google GEDS): <http://sage-geds.tpsgc-pwgsc.gc.ca/cgi-bin/direct500/eng/TE?FN=index.htm>
- 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: COLD CALLING SCRIPT

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 cold calling script outline.

Part 2 – In groups of three

- Say your script aloud.
- Give feedback on each individual’s script.
- Modify your own 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 a cold calling script?”

Part 4 – On your own time

- Use the Cold Calling 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.

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?”

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.

Role play

Three volunteers: One employer, one receptionist and one job seeker

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 resúmes 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 tonnes of resúmes, 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 resumé 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

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.

Date	Name	Contact details	Ideas, information or advice provided	Next steps

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: 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.

Name	Contact details	Event dates	Ideas, info, advice gained	Next steps

Personal

- Organizations, associations, groups or teams that relate to your interests. For example, The Running Room.

Name	Contact details	Event dates	Ideas, info, advice gained	Next steps

Quasi-professional

- Organizations, associations or groups that would be interested in your volunteer services. For example, the Canadian Cancer Society.

Name	Contact details	Event dates	Ideas, info, advice gained	Next steps

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 resum  and a professional resum .

Rationale:

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

Activity:

Part 1 – Individually

- Find and circle the differences between the resum s.

Part 2 – As a group

- Be prepared to share and discuss your findings with the group.

CO-OP resum 

Your name

EDUCATION

Fall 2004 -
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

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

September 2003 -
Present

Receptionist and Clerk

Office X, Ottawa, Ontario

- Demonstrated leadership by training new staff
- Demonstrated 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

Ms. Labelle is my direct supervisor.

Professional resumé

Your name

1234 Any Road
Ottawa, Ontario K1A 1A1

Tel.: 613-222-1111
yourname@uOttawa.ca

OBJECTIVE

To apply my technical and interpersonal abilities for the position of X within company name

PROFILE

- Highly analytical and detail oriented
- Strong leader as well as a productive team player
- Familiar with GPS and other sampling tools in geography
- Excellent communication, management, and organizational skills
- Fluent in English and French, both written and spoken

EDUCATION

Bachelor of arts, environmental studies, CO-OP option

Fall 2004-Present

University of Ottawa, Ontario

- Presently in second year
- Admission scholarship from the University of Ottawa
- Scholarship for studying in French "Bourse de la francophonie"

RESEARCH AND ANALYTICAL SKILLS

- Collected specimens during a field study in the Old Chelsea stream to examine the correlation between the abundance of 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

COMMUNICATION SKILLS

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

Your name _____

613-222-1111 _____

P. 2

COMPUTER SKILLS

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**Receptionist and Clerk**

Sept. 2003-Present

Office X, Ottawa, Ontario

- Demonstrated leadership by training new staff
- Developed 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

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 AVAILABLE UPON REQUEST

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 resumé!

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 resúmes 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.
- Career objective (optional – between your contact info and your skills section).

This section is not available in a CO-OP resumé. If you choose to use this, 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, 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
- Resumé 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:

- 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
www.sass.uOttawa.ca/en/personal

Career Services
UCU 312
613.562.5806
www.careers.uOttawa.ca

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 48 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.

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

Sample thank you letter

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 (site visit, 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.
- 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 front desk 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
- 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 a cold calling 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 cold calling 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 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: _____

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

Signature of learner: _____

Signature of specialist: _____

SAMPLE LIST OF RESOURCES AND STRATEGIES

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

Sources

Berger, N., O'Donnell, J. & Caffarella, R. (2004). Learning contracts. In M. W. Galbraith *Adult Learning Methods: A Guide for Effective Instruction*, 3rd Ed., Krieger Publishing Company: FL. pp.289-319.

O'Donnell, J. & Caffarella, R. (1998). Learning contracts. In M. W. Galbraith *Adult Learning Methods: A Guide for Effective Instruction*, 2nd Ed., Krieger Publishing Company: FL. pp.275-301.

ADDITIONAL RESOURCES

JOB SEARCH ACTIVITIES

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

- SASS "What can I do with my studies?": www.sass.uOttawa.ca/careers/studies/index.php
- Working in Canada: www.workinginCanada.gc.ca/report-eng.do?action=search_occupation
- Explore occupations, industries/sectors and labour trends: <http://workinonet.ca/>
- National Occupational Classification: www5.hrsdc.gc.ca/noc/english/noc/2006/html/NOCBulletin.html

Research by geographic location

- www.ottawaregion.com/sitemap.asp
- For other cities, 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

- www.councils.org/en/ (click on List of councils for links to national and provincial sectors)
- 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.

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

Job search websites

- Search by geographical location, industry or job type.
- Some sites contain links to employers (by alphabetical name).
<http://company.monster.ca/>
www.workopolis.com/content/resource/research.html (search in the FastTrack section)

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 (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.



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