

## Ship Alumni Career E-Newsletter January 2011 Edition

Happy New Year!

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### Employer Perspective

*This month the Employer Perspective takes a different twist. We are not having an employer address career questions, issues or hot topics, instead we are covering job searching. After reading, if you want additional information please contact the alumni office at [alumni@ship.edu](mailto:alumni@ship.edu) or 717-477-1218.*

### **Accessing the Hidden Job Market**

Experts agree that about **80%** of all jobs are filled without employer advertising. These positions are filled by candidates who come to an employer's attention through recommendations from employees, referrals from trusted associates, or direct contact with the candidate. Successful hidden job market candidates are able to connect with the employer's network. Does this mean the employer knows them? Not necessarily. But the candidate comes "pre-recommended" by someone the employer trusts.

### **How do you access the Hidden Job Market?**

#### **1. Networking**

- Your current contacts, or those people you meet through your contacts can help you learn about positions, projects, or needs at companies that will not be formally announced. Employers are constantly on the lookout for suitable candidates to replace departing, retiring or inefficient workers. Using the people you know and the people they know will help you find the employers who need your skills. Your contacts can help get your resume to the top of the pile to be reviewed.
- Shippensburg University Alumni can also be very helpful! Talking with people who are in the career field you want to work in can get you started on learning where the jobs are. In addition, they can help solidify your resume for that career field.
- Meet more people for networking through professional organizations. Professional organizations are a great way to expand your personal network and meet people interested in the same career fields as you.
- Get in touch with former bosses, faculty members, internship supervisors, etc. They can often be helpful when conducting a job search. The more people who know what you are looking for and have a copy of your resume, the more interviews you will get.
- Use your local Chamber of Commerce. They have an excellent business directory for your list below and also offer "networking" happy hour events. You can find your Chamber of Commerce at <http://www.chamberofcommerce.com>

#### **2. Direct Contact of Companies**

Go back to your list of companies that you want to work for and contact them. Call and find out who the hiring person is and send them your cover letter and resume inquiring about potential job opportunities.

**Keys to be effective:**

- Address your resume and cover letter to the hiring person
- Indicate in your cover letter how you can benefit their company (this will require some research)
- Follow up with a phone call after you mailed out your resume and cover letter- try to get an appointment to see someone.
- If they have nothing open at this time, stay in touch with them. You never know when they might have something come open.

**Sign Up NOW!**

**S.O.S: Shippensburg Occupation Seminar for Recent Alumni**

**Did you set sail from Ship without a destination? Learn how to effectively chart your career course!**

**March 24, 2011**

Registration & Dinner: 5:30 pm

Event: 6:15-9:00 pm

\$20.00 per person

**Members First Federal Credit Union, Mechanicsburg, PA**

Download the registration form at [www.ship.edu/alumni](http://www.ship.edu/alumni). All registrations are due March 14<sup>th</sup> at the latest.

Information on Branding Yourself for Success, learning about your skills, strengths and abilities as well as what jobs exist with your skills. Learn from a panel of alumni who have “been there, done that” and struggled with their career path but are now successful in their careers. Finally, have your resume reviewed and interview tips offered by local employers and other alumni.

Space is **limited!** Download your registration form at [www.ship.edu/alumni](http://www.ship.edu/alumni) or call 717-477-1218 to receive one via email.

**Alumni Resume Boot camp & Mock Interview Day coming!**

Several alumni and students received internships, jobs and great networking connections from last year’s program. Take advantage of it!

**Resume Bootcamp: Wednesday, February 2, 2011** (11am-3pm) Tuscarora Room  
(Reisner Dining Hall)

***Brief Description:*** Employers will be on-site offering resume critiques to current students and alumni. Participation in person is most effective so you can network with employers, however, if you can’t make it that day, you can email your resume to receive a critique.

**“Mock” Interview Day: Wednesday, February 23, 2011** ( 10am-4pm) Tuscarora Room  
(Reisner Dining Hall)

***Brief Description:*** Employers will be on-site offering practice interviews to students/alumni who register. Employers will submit a sample entry level job posting to us, and students/alumni will “apply” to the position. You may sign up to interview with 2 separate employers. Last year, a

few alumni/students walked away with internships and full time job leads because of the networking!

Sign up by emailing [alumni@ship.edu](mailto:alumni@ship.edu) or calling our office at 717-477-1218. Can't attend in person? We can provide a limited number of alumni with resume reviews and mock interviews by employers through alternative methods. Be sure to ask when contacting us.

### **Job Fairs 2011**

**\* CVC Job/Internship Fair:** Holiday Inn, Frederick, MD

**Wednesday, February 9, 2011** (10am-3pm)

For more information, visit: <http://www.cumberlandvalleyconsortium.com>

**Lehigh Valley Collegiate Career Expo:** Holiday Inn Fogelsville, PA, Routes 100 and 22 near Allentown, PA

**Wednesday, February 16, 2011** (12-4:30pm)

**Cost: \$5.00 fee (cash only please)**

Visit the Expo website for updated lists of employers: [www.LVCCE.org](http://www.LVCCE.org)

Professional dress required of all candidates. Please consult your career center or LVCCE website for advice.

**\*CPEC Job/Internship Fair:** The Radisson, Camp Hill, PA

**Thursday, February 17, 2011** (10am-3pm)

For more information, visit: <http://www.cpec.info>

**\*Government & Human Services Job Fair:** Shippensburg University, Shippensburg, PA

**Monday, February 28, 2011** (1-4pm)

For more information, visit [www.collegecentral.com/shipghsfair](http://www.collegecentral.com/shipghsfair)

**\*Shippensburg University Education Job Fair:** Shippensburg University, Shippensburg, PA  
Friday, March 11, 2011 (10am-2pm)

For more information, visit <http://www.collegecentral.com/shipedfair>

\*Ship career representative will be in attendance.

### **Recent Job Posting**

Many new positions were posted during the last month. Check them out on the College Central Website.

*Highlighted posting:*

Aerotek, Chambersburg, PA, Recruiter

Environmental Service Laboratories, Inc., Indiana, PA, Water Supply Specialist

WITF, Harrisburg, PA, Major Gifts Officers

To find out more about these jobs and other positions, log onto [www.collegecentral.com/ship](http://www.collegecentral.com/ship) and search for postings. If you don't have a college central alumni account, please click [http://www.ship.edu/Alumni/ACES/Alumni\\_Guide\\_Sheet/](http://www.ship.edu/Alumni/ACES/Alumni_Guide_Sheet/) and read the hints and tips for alumni on searching the database