Are you looking at fall as a time for new beginnings in your career? If you’re looking for a job, or a career change, it’s time to ramp up your job search, and make a new start! Here are some suggestions.

**Graduate School Fair.**
Thinking of furthering your education? Join us on Wed Oct 19 from 11-1 at the Gordon Field House, to meet with over 70 graduate schools. The complete list is on Job Zone.

**On-Campus Recruiting.**
As RIT Alumni, you are eligible to participate on on-campus recruiting; check Job Zone for interview schedules, and apply as applicable.

**Alumni LinkedIn Group.**
Be sure to join the Official RIT Alumni LinkedIn group, to get information on events, network with other alumni, and see jobs posted specifically for RIT alumni.

**Programs.** Check our calendar of programs and events - [http://www.rit.edu/emcs/ce/alumni-career-programs-and-events](http://www.rit.edu/emcs/ce/alumni-career-programs-and-events), and RSVP to attend job search and career related programs just for RIT alumni. If you’re not in the Rochester area, you can view online presentations on job search topics, and be sure to attend our webinar on Nov. 14 – *Top Ten Tips for Job Search Success!*

**Join a Professional Association.** Find an industry association for your field and join a local chapter – then be active, network, consider taking a leadership role.

**Join a Job Search Group.** A great way to make connections, get feedback and share professional resources – the RIT Alumni Job Club is a good place to start. See our calendar for monthly meeting dates.

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**Share Your Expertise – Be a Webinar Star**

RIT alumni have accumulated a wealth of knowledge and wisdom. We’re looking for alumni interested in sharing their expertise with other alumni and current students in a new way.

If you’d like to help other alumni in their job search, we’d love to give you the opportunity. We’re rolling out a series of webinars, to reach alumni all across the country, and are looking for alumni partners. Whether you have general career advice, industry-specific information, motivational tips, or other targeted resources (such as for older job seekers), a webinar allows you to assist RIT alumni from the comfort of your home computer.

If you’re interested in presenting a webinar, please contact Kris Stehler, [kwsoce@rit.edu](mailto:kwsoce@rit.edu), to discuss a topic and work out the timeframe. We look forward to working with you!
When preparing for a job search, you'll need to secure and manage the references that you provide to prospective employers. Here are some guidelines.

**Have 5-10 available.** This way, you can pick the most appropriate references for each job you apply to.

**Always ask first.** Don't assume – ask if people are willing to be a reference, and especially if they're willing to provide a positive reference for you.

**Provide a mix of supervisors and co-workers.** You want people who can speak to your skills and accomplishments, relevant to your industry, field, and the job to which you are applying.

**Keep them informed** on your latest skills and accomplishments, so they can pass along the information, and let them know when you have an interview so they may be prepared for a call.

**Groom your references.** Ask what they plan to say about you in advance. You want to make sure references are telling employers what you think they are.

**Only use those** who will best sell you to employers, who will be enthusiastic and glowing about you, and best highlight your achievements and potential for success.

**Include recommendation letters** as part of your application package, if appropriate.

Continue to manage your references to make sure they're an asset, not a detriment, to your job search. They can be the difference between an offer and a rejection!

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### RIT Library Resources for Finding Employers

As an RIT alumna/us, you have access to RIT library resources, that you can use in your job search. Gain access in person, with your alumni ID (which you can get from the Registrar’s office), or remotely here – [www.alumniconnections.c om/rit/](http://www.alumniconnections.com/rit/). Here are some of the resources the library offers.

**Directory of Executive Recruiters**, available in print in the Reference Collection, or in electronic format (call or email for access username/ID).


**Hoovers Database (in library use only).** Searchable directory of businesses in US and internationally, company profiles with some contact info, screening tool called Build A List.

**Reference USA (in library use only).** Searchable directory of businesses in US, small company profiles with limited contact info, screening tool called Build A List.

**Local Business News in Databases.** D&C in ProQuest newspapers, Rochester Business Journal in ABI/INFORM Dataline (both available in library and online).


The RIT librarians are happy to assist with your resource search and answer questions.
Research: An Essential Step in Your Job Search

Once you’ve done self-assessment and determined the elements of your personal brand (see last quarter’s newsletter), you’re ready to conduct career and job research. This research should include several areas, listed below.

**Career and Occupational Information.** Find careers that match your interests and skills by using the Occupational Outlook Handbook or O*Net Online.

**Employment Trends.** Find out the projections for careers in your areas of interest by checking out the Career Guide to Industries.

**Professional Associations.** Get connected with other professionals in your field by joining an association; find applicable ones through the ASAE Gateway to Associations Directory, or the Career Resource Library.

**Salary Information.** Find out as much information on salary ranges for your targeted position and field so that you’re prepared going into an interview. These sites can help – Salary.com, and Occupational Employment Statistics.

Also research key influencers, recruiters, and leaders in your field of interest. A good way to do this is to include social media tools in your online research. LinkedIn allows you to search industry recruiters, companies, industries, and the people in them, as well as join groups to connect with like-minded professionals. Twitter lets you find and follow industry leaders with whom you can then develop a more in depth connection.

VisualCV.com

VisualCV.com allows you to build an engaging online resume, combining audio, visual, and digital elements on a web page that you control. By setting up a VisualCV, you are “showing” rather than “telling” your skills, highlights and accomplishments.

Once your VisualCV is set up, you can share information publicly or privately, send your URL to employers, recruiters and colleagues, and even post a link to your VisualCV site on job posting sites. You can put your VisualCV link on your social media pages, including LinkedIn and Facebook, so that more of your contacts can see your credentials.

Using VisualCV allows you to stand out from the competition, which may give you the edge you need!

www.visualcv.com
10 Ways to Find a Job on Facebook

You may not have thought about using Facebook in your job search, but with 750 million users, Facebook is a viable option for networking, and connecting people who work at companies you’re targeting. Here are some ways to use Facebook to find a job.

1. **Reach out to your network.** Everyone you know should know you’re looking for a job. Make a professional looking Facebook page that gives a good overview of your career goals, and make as many connections as you can.

2. **Branchout** ([www.branchout.com](http://www.branchout.com)). An application for Facebook that allows users to leverage their social network for professional development.

3. **BeKnown** ([www.beknown.com/landing](http://www.beknown.com/landing)). From Monster, this app has evolved from a mobile application, and allows you to leverage your social network and generates job leads from Monster.

4. **InTheDoor** ([www.inthedoor.com](http://www.inthedoor.com)). An app that allows you to see where your Facebook contacts work and the jobs available at those companies.

5. **Inside Job** ([www.myinsidejobs.com](http://www.myinsidejobs.com)). An app for business networking on Facebook; allows you to search for jobs, and find other people who use Inside Job who work at companies at which you want to work.

6. **Facebook Marketplace** ([http://apps.facebook.com/marketplace/](http://apps.facebook.com/marketplace/)). You can use the Facebook Marketplace to view items for sale from other users, as well as find places to live, and even jobs. You can set up automated searches with results sent to your email.

7. **Cachinko** ([www.cachinko.com/App](http://www.cachinko.com/App)). An app that pulls jobs from multiple sources and allows you to create a profile indicating the type of job you’re targeting, using key words.

8. **Startwire** ([www.startwire.com](http://www.startwire.com)). Available for both your Facebook and LinkedIn accounts, this app provides feedback on applications you’ve made to companies, with information you provide to Startwire. Startwire also recommends jobs based on your profile and application history, and offers tips for your job search.

9. **Simply Hired** ([www.simplyhired.com](http://www.simplyhired.com)). A job search database that allows you to sign in using your Facebook account, and browse jobs at your friends’/contacts’ companies, leveraging your connections.

10. **Bright** ([www.bright.com](http://www.bright.com)). An app that allows you to search for jobs (from Careerbuilder), and lets you know where your Facebook friends work so you can make connections at targeted companies.