Our Spring Career Fair is Wednesday, March 30th, from 11-4 in the Gordon Field House. The event is free and open to RIT students and alumni only, and you must have an RIT alumni ID or resume to enter.

While a majority of the recruiters may be looking for students and entry level hires, the fair provides an opportunity to connect with prospective employers, and is worth checking out.

Here are some tips to help you prepare for and navigate the fair:

**Set your goals:** try to get information on the company, and jobs at your level, as well as the appropriate company contact information.

**Marketing tools:** bring targeted resumes and cover letters, along with samples of your work, recommendations, business cards, and other creative tools such as CDs.

**Make a connection:** research your targeted companies before the fair, and build a rapport with the representative, again trying to get the appropriate department contact information for later follow up.

**Emphasize your skills:** transferable skills and core competencies, as well as qualities found in experienced workers, including loyalty and dedication, commitment to quality work, solid performance record, someone who can be counted on in a crisis, and experience in the industry.

**Plan your visit:** search the attending companies on RIT Job Zone and target the ones you want to talk with at the fair.

See you at the fair!

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**Interns Over 40 Website**

Here’s a good resource for more experience job seekers. From the Interns Over 40 site:

“Welcome to Interns Over 40. We know that a career transition can be overwhelming at any age. But for those of us over 40 it takes on a particular challenge. One that takes you into a world where our acquired skills are not always valued at the level we have grown accustomed to. So before I sound like “chicken little”, the “sky is not falling”. What we try to provide at Interns over 40 is guidance. Guidance that helps you make better decisions.”

On this site, you’ll find career transition articles, videos, and advice, as well as job listings by industry.

[http://internsover40.blogspot.com](http://internsover40.blogspot.com)
The job search process can be frustrating, especially when you don't see tangible results. Though it can be difficult at times, maintaining a positive attitude can give you the stamina to succeed in your job search. Here are some tips to stay motivated:

**Set specific goals**, and make them small, manageable, achievable, and give a deadline for each. Review your goals daily and weekly. **Set specific “job search” time each day**, and devote this time to search related activities only.

**Don't take rejection personally.** It's all part of the search process; someone else may be more qualified for a specific job, but don't let that stop you from continuing your search.

**Structure your day.** It's helpful to get dressed and eat before starting your search activities – puts you in the right psychological frame of mind.

**Take care of yourself.** Eat right, exercise, do fun things with your family and friends.

**Maintain a support group** – personal & professional contacts who can provide continuous encouragement.

Devote time to your job search, but also maintain a balance – and your motivation!

LinkedIn is an online network of more than 85 million experienced professionals from around the world. Once you create and fill out your profile, you can create and maintain a network of contacts. This network may be helpful in many ways including locating business partners or potential clients. If you are in job search, try these tips to connect with other professionals:

1. **Network with people you already know.** Invite colleagues from previous jobs, neighbors or people you've worked with in community groups. All of these people know other people and your reach will grow exponentially as you add primary contacts.

2. **Get back in touch with colleagues you've lost track of.** If you had a relationship in the past, email a thoughtful or helpful article about a topic that might be of interest.

3. **Use the advanced search feature to find insiders at target companies by exact geographical locations** (within a certain radius of a zip code). When you search for a company name, LinkedIn returns the names of people who currently work there as well as those who worked there in the past. LinkedIn tells you how you are connected and then you can then request an introduction.

4. **Join groups to stay informed about topics of interest to you and to network with others in your field.**

5. **Include your LinkedIn URL in your email signature and customize it to include your actual name because LinkedIn is ranked very high by search engines.**

Get more information at www.linkedin.com.

Written by Diane C. Newton, PMP (COS ’84), DMC Consultants

http://www.linkedin.com/in/diane newton
You’re settled into your first professional job after graduation – now what? Don’t rest on your laurels, recommends Ryan Schneider, (GCCIS ’04, ’09). The only person who will look out for you is you, so it’s necessary to actively manage your career. Here are some tips.

**Know yourself.** Determine your strengths/weaknesses, motivations, and uniqueness.

**Know what you want.** What do you want out of your career? This may change over time, so re-evaluate every year. Factors to consider include stability, travel, self-employment and money.

**Run fast, then walk.** Your energy will decrease as other life commitments come in, so while you have the energy, try to advance your career as far as you can.

**Manage your time.** Your career is on-going, not 10 weeks like a class. You have to balance your social and work lives, determine your peak time for productivity, prioritize, and constantly improve efficiency.

**Differentiate yourself.** Excel across areas within your company, and determine what makes you stand out. Remember that your efforts will not go unnoticed. You should meet with your boss at least once a year, to see where you are now and learn what you need to do to get to the next level.

**Network.** Always develop and nurture new contacts – online, at your workplace, and within your community. Schneider recommends *Never Eat Alone* (the book and concept).

**Don’t get comfortable / stale.** Take risks and challenge yourself – volunteer for projects, for example. You should run your career like a class – always have your next opportunity lined up.

**Five year “Rule of Thumb”**. Every five years, examine your career, determine what’s working and what can be improved, and what steps you need to take to get there. You may have to make a substantial change – company or job – to bring your career back into line with what you want at that particular time. Don’t be afraid of a new challenge!

Ryan Schneider currently works at Global Crossing, and is an Adjunct Professor, Software Engineering, at RIT.

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**Making Money During Your Job Search**

Try these ways to supplement your income while you continue your full-time job search.

**Consulting** – offer your particular niche experience and knowledge to companies. Check out [www.flexjobs.com](http://www.flexjobs.com)

**Adjunct Teaching** – teach in your area of expertise at a community college, continuing education program, or even at RIT.

**Company Projects** – approach companies to offer your expertise for short term projects.

**Temp Agencies** – industry-specific agencies may have short term assignments in your field.

**Hobbies** – earn income from things you do for fun (photography, dog boarding).
How to Land a “Survival” Job

Chances are you may have to get a job to carry you through until you can get a job in your preferred field. But competition for these jobs is tough too – here’s how to secure a survival job.

1. **Choose your survival job well.** Find a job that you will enjoy and can demonstrate enthusiasm for.

2. **Keep looking for your preferred job.** Try to find any job within your field first, even if it’s not at your level. If you can’t get one, try to get a job that will leave you time for your job search.

3. **Tone down your resume.** Remove extras that aren’t applicable to the job you’re applying to; highlight your relevant skills and experiences.

4. **Prepare for all interviews.** You still want to demonstrate fit and emphasize your skills as they relate to the company and job.

5. **Don't brag or be condescending.** Emphasize your skills, demonstrate enthusiasm and willingness to learn and work with the team, instead of bragging about your degree or accomplishments.

6. **Stay positive.** Maintain a positive attitude about every job for which you apply; look at your survival job as an opportunity to learn, grow, and meet new people. Who knows – you may serve coffee to your next boss!

Resources for Alumni

**Career Development:**
Career Development Services – [www.careerdev.org](http://www.careerdev.org)
Rochester Works – [www.rochesterworks.org](http://www.rochesterworks.org)
Predictive Insights Inc – [www.predictiveinsightsinc.com](http://www.predictiveinsightsinc.com)

**Job Search:**
I Lost My Job – [www.ilostmyjob.com](http://www.ilostmyjob.com)

**Business Development:**
Greater Rochester Enterprise – [www.rochesterbiz.com](http://www.rochesterbiz.com)
Rochester Business Alliance – [www.rochesterbusinessalliance.com](http://www.rochesterbusinessalliance.com)
The Entrepreneurs Network – [www.ten-ny.org](http://www.ten-ny.org)

**Networking:**
The August Group – [www.augustgroup.org](http://www.augustgroup.org)
Digital Rochester – [www.digitalrochester.com](http://www.digitalrochester.com)
ABCPNG – [ABCPNG@yahoogroups.com](mailto:ABCPNG@yahoogroups.com)
LinkedIn – [www.linkedin.com](http://www.linkedin.com)

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Office of Cooperative Education & Career Services

Kris Stehler
Assistant Director for Alumni Relations

Phone 585.475.5468
E-mail kwoce@rit.edu

[www.rit.edu/co-op/careers](http://www.rit.edu/co-op/careers)