Job Searching in a Pandemic

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Agenda

• COVID-19 & Today’s Job Market
  – Current Trends
  – Strategies
• Q&A Break
• Job Search Fundamentals
  – How to Prepare
  – Open vs Hidden Job Market
  – Virtual Networking & Interviewing Tips
• Q&A
Students are still in job search mode, with two-thirds having to quickly shift to the new online reality.

- 73% of college seniors are still searching for full-time jobs.
- 36% were already focused on finding a job online.
- 64% plan to shift their job search online.

Source: Handshake student COVID-19 survey, March 2020
Majority of employers still evaluating impact to hiring plans, only a small minority have decided to reduce

- **9%** Plan to hire fewer
- **54%** Still evaluating impact to their hiring plans
- **4%** Plan to hire more
- **10%** Other*
- **23%** Made no changes to their hiring plans

*Temporary hiring freeze, delaying start dates, pausing interviews

Source: Handshake employer COVID-19 survey, March 2020
NACE Quick Poll

Out of 234 surveyed employers:
• 64% are not revoking ANY offers at this time
• 22% are considering revoking offers
• 2% are actively revoking full-time offers
• About two thirds of employers say they will recruit class of 2021 at the same level as they did for class of 2020

Who’s Hiring?

• Candor: https://candor.co/hiring-freezes/
• Still Hiring: www.stillhiring.io

• The Muse:

• Handshake:
  https://learn.joinhandshake.com/students/hiring-on-handshake-500/

• Top Entry Level Employers:
  https://collegegrad.com/topemployers

• Follow #GetHired on LinkedIn
Most Heavily Impacted:
- Airlines
- Construction
- Hospitality
- In-Person Entertainment
  - Fitness
  - Gambling
  - Movie Theaters
  - Sports
- Restaurants
- Retail
- Transportation
  - Automobiles
  - Oil & Gas
  - Uber/Lyft
- Tourism

Potential to Thrive:
- Federal Government
- Financial Services
- Grocery
- Healthcare & Services
- Media & Telecommunications
- Non-Profit
- Online Education/Remote Learning
- Pharma & Med Devices
- Remote Entertainment
  - Gaming
  - Streaming
- Shipping & Delivery
- Technology
Interviewing is moving fully virtual, and many employers are ramping up digital candidate engagement

- **89%** Employers are adopting or increasing virtual (video) interviews
- **73%** Employers are adopting or increasing phone screens
- **59%** Employers are adopting or increasing digital engagement, including virtual events and more.

Source: Handshake employer COVID-19 survey, March 2020
Lessons from 2009 Great Recession

• Millennials now in long-term, meaningful careers
  – Learned resilience, resourcefulness, adaptability

• Job-hopping and gig work have advantages
  – Wide range of experience

• Time is on your side

Source: https://www.fastcompany.com/90480980/i-started-my-career-in-the-great-recession-heres-my-advice-to-entry-level-workers
Creative Job Searching

- Third-Party Staffing Firms
  - Examples: Kforce, Robert Half, C&A Industries
- Small Jobs (gigs) & Remote Opportunities
  - Fiverr, FlexJobs, Upwork, WeWorkRemotely
- Internships
  - Symba, Jumpstart
- Resources
  - Handshake Blogs
If Your Offer is Frozen/Rescinded...

- Re-open your search
- Creatively continue your momentum
  - Externships/Job Shadow, Research, Fellowships, Network, Complement Classes, Temp Jobs and Agencies, Volunteer
- Stay in contact with employers & network
- Check Handshake, Indeed, LinkedIn and other sites daily and apply to multiple opportunities
- Setup search agents
- Connect with a Career Advisor via Handshake
- Prepare and practice interviewing
  - Check out the Career Center’s growing list of videos (Students tab)

Check out Wake Forest’s University’s COVID response page:
https://opcd.wfu.edu/what-should-i-do-if-i/
Q&A Break
Get Organized

• Identify a **work space**
• Double check **professional documents**— resume, sample cover letter, and reference list; contact your references
• Develop and **maintain a routine**
• Review social networking pages to be sure all **looks professional**
• Create a system to **track opportunities**
Keep Track of Your Search

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Want more suggestions? [https://www.thebalancecareers.com/organize-your-job-search-2060710](https://www.thebalancecareers.com/organize-your-job-search-2060710)
Open vs Hidden Job Market

- Open Job Market: 25%
- Recruiters: 15%
- Networking: 45%
- Internal: 15%
Breaking into the Hidden Job Market

- Talk to everyone about your job search!

- ASK THEM! “Who do you know who would know anything about ____________________?”

- Ask for referrals

- Tell your Faculty and Creighton contacts what you are looking for

- Conduct Informational Interviews
  - Yes, even during a pandemic you can conduct informational interviews!
103 alumni
Search alumni by title, keyword or company

Greater Minneapolis-St. Paul Area x  Human Resources x  Clear all

Where they live
2,084 | United States
656 | Greater Omaha Area
122 | Greater Denver Area
103 | Greater Minneapolis-St. Paul Area

Where they work
+ Add
3 | Target
2 | EY
2 | UnitedHealth Group
2 | Medtronic

Invite Jeff to connect
Build a quality network by connecting only with people you know.

Message (optional)

Dear Mr. Elston,
I am a senior at Creighton hoping to begin my career in HR in the Twin Cities. I see you are an alum with an impressive HR background. Would you be willing to speak with me over the phone or Zoom to share your perspective as I embark my job search? Thanks in advance!

Billy Bluejay

Mary Kubicek - 2nd Senior Manager of Human Resources at Douglas... Finance and Economics

Brenna Finnegan - 2nd Sr. Sourcing and Recruitment Analyst at UnitedHealth... '19 Health Administration a...

Megan Gaines - 3rd Human Resources Professional '01 Marketing Major, Comm...

Jeff Elston, MA - 2nd Human Resources | Agile Product Leadership | '11 Spanish

Connect
Connect
Connect
Connect
Dear Mr. Elston,

I am a Senior at Creighton University and will graduate this May with a Bachelor of Science in Psychological Science. I see on LinkedIn that you also graduated from Creighton University and are currently working as a Director of Human Resources. I was wondering if you would be willing to speak with me over the phone about your experiences and any advice you have about entering the industry? I appreciate any help you might be able to provide.

Sincerely,

Raven
Virtual Networking Tips

• Use your resources
  • LinkedIn, CareerShift, Handshake, etc.
• Virtual job fairs (JobFairsIn.com)
• Reach out to recruiters
• Research professionals
• Ask a few key questions
• Bring your positive attitude
• Have your resume ready
• Follow up with a thank you

Handshake Key Fields:

What are job interests?
The “Your Interests” section of your Handshake profile includes:

• Job type
• Location
• Job role

These are the most common fields that employers use to search for potential candidates—so including them in your profile is essential to getting recruited.
Phone Interview Tips

- Clear the room of distractions
- Have a pen & paper handy for notes
- If the time isn’t convenient, ask to reschedule
- Create a checklist
- Turn call-waiting off
- If possible, use a landline instead of a cell phone
- Keep your resume in clear view

https://www.thebalancecareers.com/how-to-ace-a-phone-interview-2058579
Tips for Conducting a Successful Video Interview from Home

- Do a trial run before the interview
- Set up your camera & any headset or microphone ahead of time
- The ideal background is tidy, distraction-free, quiet & well-lit
- Dress professionally
- Avoid making hand gestures, which can “stutter” on the screen
Adopting the Right Mindset

• Keep applying
• BUT be targeted in your approach
  • Tailor your resume and cover letter
  • Network, network, network!
• Do regular re-evaluations
• Think outside the box and consider your bottom line
• Be proactive
• Remember this isn’t forever
Schedule with us online through Handshake!

Visit our website at Creighton.edu/CareerCenter!
Q&A