

# CAREER MATTERS



## HOT TOPICS

- What's New... We've Moved!** 1
- Upcoming Events** 1
- Advising Students to Maximize Career Services** 2
- OptimalResume Updated** 2
- Career Center Connection with CLC Partnership** 2
- Using Social Media in a Job Search** 3

## WHAT'S NEW AT CAREER SERVICES

### We've Moved to Thomas 103!

Career Services is now more centrally located in Thomas Administration 103. Our mail stop has changed to TA61, but our phone number will remain the same – 559.278.2381. Look for an announcement about an Open House in the near future.

### Staff Changes

**Kristin Layous**, Career Employment Counselor, was accepted into a doctoral psychology program at UC Riverside, resigning her position effective August 31st. As career counselors we're happy anytime someone has the opportunity to pursue their career passions, but we're also sad about the loss of a hard-working colleague who represented us well and contributed greatly during her 2 years here at Fresno State.



*Goodbye Kristen!*

Effective immediately, we've made some changes to staff responsibilities related to college/school liaison roles, as indicated on our website:

[www.csufresno.edu/careers/facstaff/liaison.shtm](http://www.csufresno.edu/careers/facstaff/liaison.shtm)

- Daryl Fitzgerald is now serving as the marketing/programming liaison for the Craig School of Business
- Rita Bocchinfuso-Cohen is now serving as the marketing/programming liaison for Graduate Studies
- Adrian Ramirez is now serving as the marketing/programming liaison for the College of Health & Human Services
- Aleta Wolfe is now serving as the marketing/programming liaison for the College of Science and Mathematics

**Career Coaches:** Join us in welcoming **Kristi Vanderhoof** (a graduate Linguistics major) and **Christine Bentley** (a graduate Counseling and Student Services major) who are now training to function as Career Coaches. Kristi and Christine will help us to extend our ability to assist students in place of our departing Career Coach, Salome Yu, who accepted an ESL position more closely related to her long-term career goals.



*Kristi*

All-in-all an exciting start to the new semester! Pardon our dust and bear with us as we accommodate our multiple changes.

We look forward to continuing working closely with you to meet your needs!

## SEPTEMBER/OCTOBER 2009

### UPCOMING EVENTS

#### Career Fairs

Agriculture, Engineering and Science Job Fair

Wednesday, October 7, 2009

11:00 a.m. – 3:00 p.m.

Satellite Student Union

Craig School of Business Job Fair

Wednesday, October 21, 2009

11:00 a.m. – 3:00 p.m.

Satellite Student Union

#### Workshops

Resume Writing

Tuesday, September 29, 2009

4:00 p.m. – 5:00 p.m.

Library, Room 2108

Wednesday, October 14, 2009

5:00 p.m. – 6:00 p.m.

Library, Room 2108

Interview Techniques

Wednesday, September 30, 2009

5:00 p.m. – 6:00 p.m.

Library, Room 2108

Tuesday, October 13, 2009

4:00 p.m. – 5:00 p.m.

Library, Room 2108

## OPTIMAL RESUME

- To access Optimal 2.0, go to our website, [www.csufresno.edu/careers](http://www.csufresno.edu/careers) and click on the "OptimalResume" graphic on the right side of the page.



## ADVISING STUDENTS TO MAXIMIZE CAREER SERVICES

Career Services is a comprehensive career center dedicated to providing students, alumni, faculty, staff, and employers with a full range of services and resources. Programs and activities are designed to help students develop effective career planning/ job search skills and connect with employers for career and experiential learning opportunities.

Services we offer:

- ◆ Career planning/counseling
- ◆ Job search services
- ◆ BulldogLink (Our web-based job listing, on-campus recruiting, and career fair management system. Students can customize the use of BulldogLink to automatically email them jobs by setting up a job search agent under “Advanced Search” tab in the “Find Jobs” section!)
- ◆ Paid internships
- ◆ Companies hiring through on campus recruitment program
- ◆ Career fairs
- ◆ Resources for students with disabilities
- ◆ Workshops and events
- ◆ Information for employers

Career Services also houses a large amount of resource and referral information on a variety of career-related and career development topics. Also available are computers on which students can create resumes and conduct online job searches. In addition, we have compiled a list of links to supplement our resources.

### Career Choices

“My mother wanted me to be a lawyer and I wanted to be an actor. So I went to school, majored in theatre, and said ‘Mom, I have to choose my own destiny. I want to be an actor.’ A couple of weeks after I graduated I called my mother up and said ‘Can I borrow \$200?’ and she said, ‘Why don’t you act like you have \$200.’”

Arsenio Hall

## OPTIMALRESUME UPDATED

*OptimalResume is perfect for new graduate, mid-career, and experienced job seekers seeking to create an effective marketing presentation of their skills and abilities.*

OptimalResume has been updated to Optimal 2.0. Students can use the Resume builder to easily and quickly create impressive, professional resumes, which they can share online or download and print.

The builder combines expert advice, high-quality samples and actionable job market information to help students create focused, targeted resumes for every job opportunity. The new builder eliminates the outdated concept of a resume wizard. In-line editing technology lets students see every change they make directly in the document. Students can see all the sections of their resume at once, including the header and contact information. It's a "word processor" specifically designed for creating resumes!

## CAREER CENTER CONNECTION WITH CLC PARTNERSHIP

Miguel Gonzalez, a Business Account Specialist assigned by the Central Labor Council Partnership to provide county adult dislocated worker services through their satellite location in Career Services, is now assigned to the county's Manchester Center location.

Join us in welcoming the new CLC Partnership staff now housed in Career Services - Elsa Rodriguez, a Business Account Specialist, and Natalia Vasiliou, a Program Clerk. Recently unemployed or underemployed Fresno State students, family members, or community members residing in Fresno county can now find out about supportive county employment services and resources by meeting with Elsa here in Career Services!



Come meet Elsa & Natalia of Workforce-Connection

## USING SOCIAL MEDIA IN A JOB SEARCH (FACEBOOK, LINKEDIN, AND TWITTER)

Although the internet is brimming with job search websites, the best way to get a job is still through the hidden job market – e.g. utilizing personal and professional networks to find jobs that may never be posted or may not have been posted yet.

Common internet based job search sites like CareerBuilder or Monster.com can leave job seekers frustrated from lack of responses and the feeling that no one is actually reading their resume. It is time for students to start looking at the internet as an interactive professional networking tool, not just a database of job postings.

Social media sites can greatly expand students' networks and help them connect to alumni of Fresno State or other professionals in their field of interest. Chances are that students are highly familiar with social media sites, but they most likely do not use them for their job search. Today, 22 percent of hiring managers use social networking sites to research job candidates, up from 11 percent in 2006, according to a recent survey from CareerBuilder.com!

Students can start by going to [www.fresnostatealumni.com](http://www.fresnostatealumni.com) to join the Fresno State Alumni LinkedIn group, to follow Fresno State's Twitter account, or to become a fan of the Fresno State Alumni Facebook page. This is a great way for students to start using these social media sites as they will immediately have the Bulldog connection with the members of these groups. Below is a breakdown of the top social media sites online and the most effective ways to use the site in the job search.

Facebook helps you connect and share with the people in your life.



### FACEBOOK

<http://www.facebook.com/>

Out of the three social networking sites listed, students are probably the most familiar with Facebook. They most likely use it to share pictures and keep updated on their friends' lives, but Facebook can be a powerful tool for the job search as well. Here are some thoughts on how students can use Facebook to aid a job search:

**Group Participation** – Facebook has a variety of groups students can join. Some are more socially oriented, but many are grounded in a common cause or interest. For example, students are interested in environmentally related careers, they can search for and join an interest group on Facebook devoted to a green cause. Many of these groups

allow anyone to join. Once in the group, the student can participate through wall posts, sharing of interesting articles or resources, see group membership, and consider communicating with people of interest. Eventually, students may build a relationship with someone and add them as a friend. This is probably the best mechanism to use to connect with like-minded individuals through Facebook.

**Status Update** – On Facebook, students also have the ability to update their friends regularly on their "status." Status updates are located at the top of their page when first logging-in and can be used to educate friends on job search. For example, a student could write "John Smith is searching for jobs in the non-profit sector – please help!"

People consistently post comments on status updates and may even message your student with job leads.

Caution: Students should be careful to keep their professional and social contacts separate. They may want to set their privacy standards to restrict their professional contacts from seeing pictures and wall posts. Facebook shouldn't hurt the job search – only help it!

### LINKEDIN

LinkedIn has a similar concept to Facebook in that students may add people to their network by invitation, but it differs in the fact that it is less about socializing and more about professional networking. On LinkedIn, students will be entering their education, past work history, and involvements, and then searching for former classmates and colleagues. As students' networks expand, LinkedIn suggests contacting others through these connections as well. Here are some effective ways to use LinkedIn during a job search:

**Company Search** – Students can search for specific companies, and hopefully find people who are connected to other people they know. Then, they can ask their personal contact to connect them.

**Job Postings** - LinkedIn allows employers to post jobs on the site. The jobs are usually high quality, professional jobs.

**Recommendations** – LinkedIn gives connections the opportunity to write a recommendation directly on a student's profile. When people view profiles, they can see the positive comments.

"The LinkedIn Profile is really the resume of the future," said Susan Joyce, editor of Job-Hunt.Org. "The 'resume' on LinkedIn is really the standard LinkedIn Profile, but it's very popular with recruiters looking for good candidates." (MSNBC.com)

CONTINUED ON PAGE 4

[www.csufresno.edu/careers](http://www.csufresno.edu/careers)

**CALIFORNIA STATE  
UNIVERSITY, FRESNO**

Career Services

5241 N. Maple Ave., M/S TA 61

Fresno, CA 93740-8027

Phone: 559-278-2381

Fax: 559-278-6483

E-mail: [careerservices@csufresno.edu](mailto:careerservices@csufresno.edu)



Our new location is in the Thomas Administration Building, Room 103 at the end of the Gallery.

CONTINUED FROM PAGE 3

**USING SOCIAL MEDIA IN A JOB SEARCH (FACEBOOK, LINKEDIN, AND TWITTER)**

**TWITTER**

The best part about Twitter for job seekers is that they can follow the postings of people they don't know (as opposed to having to connect with them or become friends required by LinkedIn or Facebook). In Twitter language, "following" someone means that students can receive their tweets (messages) via their Twitter webpage or their phone (however they set up their accounts). The following are ways your students can use Twitter to help their job search:

Share and discover what's happening right now, anywhere in the world.

<http://twitter.com/>

twitter



This may all sound like ridiculous lingo and/or seem like internet stalking, but social media represents a free and expansive resource in the job search process. During the down economy especially, students should utilize all possible tools at their disposal!

**Basic Networking** - For job seeking, the first step might include performing a keyword search on tweets that use terminology from a field of interest. For example, a student might search tweet conversations that mention "marketing" and follow those threads. Students can also respond to tweets and/or add links or other resources to the conversation. This may in turn get other people to follow their tweets.

**Connecting** - When someone follows a student or a student follows them, it is a good idea to read their bio thoroughly. If it looks like they work somewhere of interest, or they might be someone who could connect the student to others, the student can get in touch with them. People are usually either open to helping, or don't respond at all.

**Utilize Twellow** (function within Twitter) - Twellow actually searches people's bios and URLs on their bios. For example, if a student knows they want to work for Shift Communications, they could do a quick search and see that 13 people from Shift are on Twitter.



**USDA Student Opportunities in  
Natural Resources & Environment**

*Sponsored by the USDA-HIS National Program, USDA-FS,  
USDANRCS, LCOE Pathways: Student Services,  
and Fresno State*

**Thursday, October 22, 2009**

**11:45 a.m. - 1:00 p.m.**

**University Business Center 191**

**Pizza and refreshments will be provided!**