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I'm Dr. Wendy Flint, and I am the director of a current Academic Planning Center at George Fox University in Newberg, Oregon. Did you know there are 12,000 or more jobs descriptions out there, but you don't need to limit your job that you're looking forward to just your degree, you can explore all these different options and maybe find that perfect job that matches you perfectly. So we're going to talk about that today. A little bit about my background, why I do have some insight and knowledge on this subject. And our Career Planning Center at the University. We have 4000 appointments a year for our career advising, and we only have 2500 students at the school. So our students are really engaged in learning how to seek that job. 89% of our students each year, have a job or go on to grad school within six months of graduation. And this year, we did an exit survey, and 60% of our 2019 grads have a job secured. And they did that three or four months ago. So even before they walk the stage on graduation, they know where they're headed. We believe it's the skills and tools that we've given these students over the past four years that have helped them be successful. And I want to share some of those tips with you today. Also, in our campus, we have over a six or seven month period 160 companies and recruiters visit our campus. And they're looking for fresh talent coming out of universities. Did you know that a lot of companies do want people with degrees and they are seeking that fresh talent, whether you've had a lot of job experience or not. But there is a way to secure those jobs. And that's what you're learning through this program. Well, with those company visits, I ended up interviewing a lot of recruiters a lot of HR managers, and I asked them, What do you look for in a resume? How important is LinkedIn to you? What are you looking for in an interview and from our students. And so I've collected some of that information to share with you. But there's so many tips, I can only pick three for this presentation. And these are my top three that I find over and over again, I am sharing with students. One, there are multiple pathways for each degree, don't limit your

exploration. Don't worry that that job description or job title isn't an exact match for your major title to create or update your LinkedIn page with a unique brand statement that includes your strengths, your values, and passion. We'll talk a little bit more about that in detail. And three, write your professional summary at the top of your resume to set you apart from the others applying for the same job, tell your story and include your strengths. So let's go to career tip number one, there are multiple pathways for each degree, don't limit your exploration, you're going to end up at a career fair or some networking event and discover there are people very interested in you. And the job will sound very interesting. And it wasn't what you were originally thinking about. So be open to this career or exploration. And what's out there. About 50% of grads do find a degree that's an exact match to what they're looking for, for example, they major in education, and they want to be a teacher, they major in biology, and they want to work in a lab, but another 50% do find professional careers that are good paying jobs that aren't an exact match. But they are pleasantly surprised that it does match their interests and their values and their strengths. So how do you find all those 12,000 job descriptions that are out there? Well, one of the best tools is called o net online. It's a nonprofit. And it's an org website that you can see at the bottom there. And this is where you can discover the multiple industries First there's like 16 major industries that are listed in the Department of Labor. And then under those are 1000s of jobs that align with those industries. So if you go to this website, in the bottom left hand corner, it says find occupations, you'll be able to look at industries and then narrow that down to the actual occupations in those industries. And then start to do the research and read about that job description to see what degrees they usually look for, what the skills are, and even what the soft skills like teamwork or problem solving are and you can decide, you know, I think this is a match for me. And then you write about 10 Those down that look really interesting. And you go to a search engine like Google job search, or indeed calm or LinkedIn, and you type in some of those job titles along with the city where you want to work, and then these jobs come up.



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By the way, I'm not teaching a lot on search engines today. But did you know that in Google, you can just type in there, the job you're looking for the city you want to work, hit Enter, and it links to all the search engines that are out there. So you get a very comprehensive list of what's available in your area when you use the Google search engine. Another free tool that our students love is called What can I do with this major? And it says, What can I do with this major.com forward slash major, and it shows dozens of job titles for each major, and you click on what you're getting your degree in or got your degree in. And then it shows you all the different pathways that you can choose and what it takes in skill or interest for that particular job. It's just a lot of fun to see what the research shows that people with these degrees get jobs in.



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Also, your



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alumni are very important now that you've graduated, you are an alumni and your alumni connections care about you. They care about the university you graduated from. And they're the most likely candidates for building your network. Now, at our website at the George Fox University, we've made it easy for students by putting our 42 degrees out there, and then it intersects with LinkedIn. So when they click on their degree, it intersects with all the alumni that are out on LinkedIn that graduated with that degree and shows you where they're working. And that's where you can see that they didn't necessarily end up exactly in what they expected. They will talk to you about that. So you can connect with them, message them, ask them Can I have an informational interview with you, I want to hear about how you got this job. What were they looking for? What's your company like? And so you can start to build your network through LinkedIn through your alumni. And LinkedIn lets you connect immediately with alum. Whereas there's some barriers when you try to contact somebody outside of a job or school that you belong to. So this is definitely where you want to start. Also, I like to use the career assessment called a way to this is a newer one. And this will help you evaluate your strengths, your interests and your values. Because when you're looking for a job, again, it's not just the technical skills you bring, you want to find a place it's a match for your values and interests, you want to find a job, that's a match for your strengths, and you'll be a lot happier on the job. So this is a way to tools knew I've done a lot of them. And I find this so far to be the best the algorithms of measuring what career you should go into, like a perfect match for me 99% of the students that take it, it was a match for what they thought they should be pursuing, or the degree they should get. It's just been very validating for people. And we'll give you some additional specific ideas of those jobs that are out there. They're using the same databases for those career titles. So they'll be bringing those in, you can go to a way to dot i o for a free assessment and check that out. Career tip number two is create or update your LinkedIn page with a unique brand statement then includes your strengths, values and passion. You know, you may have a LinkedIn. But if you haven't done a background picture or an interesting photo of yourself or put in your brand statement, it just looks like everybody else's LinkedIn page. LinkedIn is very important to your career search. And I'm going to give you some tips on this also. So why would you use LinkedIn? Is this not your parents? Professional social networking place? Why should I go there? It really is a place where all ages and all professions are at. Let me give you a few statistics. 41% of millionaires use LinkedIn. 40 million students and recent college graduates are on LinkedIn. 44% of LinkedIn users earn more than \$75,000 a year. LinkedIn now has over 26

million companies and 15 million active job listings. 87 million millennials and the newer younger generation are coming on board on LinkedIn with 11 million in decision making positions. And more than 90% of recruiters, this is the most important 90% of recruiters use LinkedIn regularly looking for talent and 94% of recruiters vet their candidates on LinkedIn. So once you send a resume, they go to LinkedIn to check you out. Now why would they do that? They have your resume they have your cover letter You filled out an application, because they're looking for more about you, they want to see your story. And that's what's important of how you use the LinkedIn page is to tell your story. Also the Society of Human Resource Management,



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a national organization



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for recruiters, and HR managers, they are seeing that social media is now the new recruitment tool that can be LinkedIn or Facebook or Instagram. But LinkedIn is probably the primary one, they found that 77% of organizations are increasingly using social networking sites for recruiting, and only 20% are now using their own website for their company, or online search engines to screen job candidates. We tell you about search engines and how to go there and use them. But sadly, really only 20% of all the jobs that are out there are showing up in search engines, because these companies have found other ways to find their talent. So you need to connect everywhere you can. If you go out to a company you really like you may not find a crew page anymore. And they when we've called them and asked about that, they said no, we're just using social media now, because this is what the younger generation and younger talent wants. They don't want to just pick a company, they want to find the perfect job, it's nothing to do with the company. So times are changing. 80% of jobs are not on search engines. That's why you have to network with LinkedIn with alumni, and F career events. So when you do write your brand statement in LinkedIn that goes in the summary section at the top, underneath your name and your tagline, what you want to put in that brand is your passion, your values and your strengths. Not necessarily a summary of I've had this job and I have this many years experience. Even though some people that have been in the field for a long time, that may be the right choice. But for students, you have to tell your story. We recently had mock interviews for 20 seniors just a couple of weeks ago, and 15 recruiters came from the local Portland area. All of them were impressed that the student knew their strengths and could tell their story. I'm repeatedly being told by recruiters, I want to know their story, I want to know who they are. They want to know the strengths. Majority of the

companies we work with now our strength based organization. And when you say here are my strengths, if you've taken the Strengths Finder from Gallup, they say oh, we use that here in our company. And they really appreciate your ability to communicate your strengths. Here's an example of a LinkedIn page really simple by one of our students. Her name is Holly. Her photo shows that she loves the outdoors. She lives in the Pacific Northwest. She's an organizational communication major. But what I like to show is how she expresses her passion, her skills that are soft skills, and her strengths. It's read, driven and relationally focused leader with strong interpersonal, interpersonal communication skills, and a passion for community. My excellent problem solving skills and ability to work well in a team, as well as individually make me adaptable and equipped to work in a variety of environments. I am purpose oriented in my work ethic, and my desire is to make a positive impact in the world around me. So picture a recruiter, getting a resume from Holly and vetting her out on LinkedIn. And then reading more about her personal story, her passion, her values and her strikes. Career tip number three is write your professional summary at the top of the resume to set you apart from others. Again, tell your story and include your strengths. This is kind of a new one you may be told by others that have been doing HR work



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for years ago, or they were hiring manager years ago. And they will say oh, you need to put your objective at the top of your resume and say what you're applying for is not true anymore. And I have validated this with dozens of recruiters. Yes, they want your story at the top of the resume. For example, here's my resume. And I have my professional summary right at the top. Now as a student you should have education right under that because that is what they're looking for is a recent grad with a degree and you could put in some of your relevant coursework, your GPA, if it's 3.5 or higher, and then your volunteer work or summer jobs or internships that you've had. But recruiters only spend seven to 20 seconds at the most an average of 10 seconds going through a resume. They know how to do this quick And the professional summary will be read. If it's in the cover letter, it may or may not be read, when they go to your LinkedIn, they'll get a chance to get to know you further, but this statement is going to separate you from the pack. And they're going to keep this one in the pile of let's continue to consider this candidate. Now, my professional summary does share my multiple years experience because I've been out there for 30 years plus, and it does need to show my qualifications. But I did add a personal passion statement is to help people find purpose and meaningful work that aligns with their strengths, education and talents. I did say a little bit about my passion. But let's look at some student summaries that don't have the years experience that I have. So here's a nursing student who wrote in her professional summary at the top of her resume. I am, I am passionate about contributing to an individual's well being. Through my training in

healthcare and work in promoting equality, I hope to set up and work within a space that allows for underprivileged populations to receive critical medical care at a truly affordable price. I'm going to assume this person is going to want to go into a nonprofit, or the Peace Corps or overseas work, and she has made her statement aligned with her dreams. Here's an elementary education student. I am hardworking and cared deeply for individuals academic and social emotional skills in young students, which they can carry with them beyond my classroom. My goal is to create a productive student centered learning environment in which all students are able to succeed. She has addressed diversity issues that she cares about, and also her teaching style in the classroom. tell your story. Remember, again, you're being compared to possibly 100 to 200 candidates, resumes being reviewed. And that story at the top of your resume and on LinkedIn is going to set you apart. I have recruiters tell me I want to get to know people, I can train them and other technical skills, I know what they learned in college,



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I want to see how they're going to contribute to our culture to our team. And I want to see how interesting they are and how they'll engage with others. So in summary, here, navigating college to career is one of the courses I teach it upper division level at the university. And the paperback textbook I use is called job search fundamentals of effective job hunting. And this covers everything I've covered today, plus more. There's about 500 job boards in this book that are specific to majors and specific careers. There's information on doing your interview. This is a great little resource book as you get ready for your job search. And it's the most up to date information that we use at our Career Center at George Fox University. Also, I recommend you talk to a career coach at your university, you may have a Career Services Center and didn't realize there was someone to help you. You haven't been there yet. It's my understanding that most universities offer services to alumni at least up to a year after you graduate. If they don't contact your Alumni Relations Director, they may have career services for alumni. It depends on the size of your university. So if that's not the case, then you want to look for an independent coach. They are experts in the field. They can help you assess your strengths and interests, they can help you perfect your resume, and they can even role play with you for that interview before you go in. So let's review those three tips. Again, there are multiple pathways for each degree, don't limit your exploration. Start getting out there and look at all the possibilities to create or update your LinkedIn page with a unique brand statement that includes your strengths, values, and passion. And three, write your professional summary at the top of your resume to set you apart from others. tell your story and don't forget to include your strengths. And if you're looking for personal coaching, there's many out there if you want to learn more about the services I offer. I have a website at vision purpose passion, that calm or just Google Dr. Wendy Flint, Dr. Wendy Flint, and a lot of links will

come up you'll come to my main page and you can find the services that I offer. I wish you great success. You can do this. This is a good economy. There are a lot of jobs out there and companies and organizations are looking for talented people like you