How to use this document

**Inspiration, Research, Tracking, and Connecting**

This Word document is full of tables where you can chart information that is useful for your career development and manage eventual job and internship searches. Topics include: cool organizations, individuals you admire, career paths within specific fields or industries, people who might be able to share useful information with you (networking / informational interviews),

Like the career development process itself, this is meant to be an iterative document that develops over time. It is unlikely you would complete all of it at one time. Rather, we suggest you work on portions of it and then use it as a tool for reflection and to define action steps. It is something you can bring to meetings with your career advisor for additional input and insights.

Of course, you should feel free to adapt the tables as you see fit, and work on the parts that are most intuitive for you at the moment, as some of the information may be more or less useful at a given time. Additionally, we strongly recommend you consider using Excel for this instead of staying in this Word document, because when working in Excel, it is possible to adapt the tables to your needs.

If you think this document might be useful, but find yourself wondering how to make the most of it and where to begin, request an appointment with your career advisor to discuss ideas for getting started.

# Sources of Inspiration: Organizations Doing Great Work

It’s a great practice to start any new phase of your career development – for example a job or internship search – by making a personalized list of “cool organizations”. Creating a list like this and adding to it regularly will help you avoid one of the biggest pitfalls of early career job searches, which is limiting your job search to nothing but looking for vacancies and sending out applications, without a vision that serves as a backbone for the process. The list should include organizations you think are having a great impact, whose work or mission you admire, who are addressing problems that you care about in ways that inspire you, or that you simply think are cool for one reason or another. Don’t worry, when you are making this list, about whether the organizations are currently hiring. These might be organizations you come across in your course readings, or know about from your experience before CEU. They might be organizations you would target in the near future or dream organizations you might target in the longer term. Once you have this list, every time you find a vacancy and think about whether or not to apply, you can weigh the organization and/or role against the list and think about how trying for that position does (or doesn’t) connect with a bigger-picture view of what you would ideally get to work on, if not now then in the future.

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| --- | --- | --- | --- |
| Cool Organization | Why I think it’s cool | Notes from Mission Statement | Potential career paths |
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# Sources of Inspiration: People whose work you admire

Another useful thing to keep track of as you start mapping your way forward is the life stories and career paths of people you admire. We can find lots of insights when we read about how people got to where they are today, not to mention more concrete information like names of organizations where they have worked, information about approaches to specific problems or issues, clues about how to work efficiently towards particular goals, and so on. This list, like your list of cool organizations, can be an ongoing project, something you add to every time you come across someone inspiring enough to go check them out on LinkedIn or social media or read about them in an article, profile, or blog.

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| --- | --- | --- |
| Person | What’s cool / inspiring about their work and path?  What does the fact that I admire them tell me about my own motivation and ideas about impact and success? | Link/s to bio, LinkedIn profile, articles etc. |
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# Target Career Field/Industry:

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| --- | --- | --- | --- | --- |
| # | Target employer | Relevant job title(s)/function(s) | Location(s) | Salary range |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| 6 |  |  |  |  |
| 7 |  |  |  |  |
| 8 |  |  |  |  |
| 9 |  |  |  |  |
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# Investigation/Research/Analysis

|  |  |  |
| --- | --- | --- |
| Research question | Information you have obtained | Source of information (e.g., website, personal communication, etc.) |
| What are the specific *requirements* for this career field or job function? |  |  |
| What are the *desired or ideal qualifications* sought by employers in this field? |  |  |
| What are *your strengths and advantages* relative to this field and the competition? |  |  |
| What professional *gaps or weaknesses* do you need to address? |  |  |
| Do you need to consider building towards this role/ area through specific initial positions after you graduate? |  |  |
| Are there specific things you know about your own life situation that you are going to need to take into account as you seek employment (issues connected to *timing, finances, immigration issues, etc)*? |  |  |

# Gathering Information and Building a Professional Network

List here people with whom you have corresponded or spoken or with whom you would like to correspond or speak in order to gain further information about your target fields and employer. The goal, over time, is to develop a network of contacts who can share valuable information and potentially notify you of opportunities as they arise. Ideally, some of them will even advocate for your candidacy when the time comes.[[1]](#footnote-1)

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| --- | --- | --- | --- | --- | --- |
| # | Name | Current employer | Current job title | Why it might be useful to contact this person – for example, specify their connection to field/industry or target employer and/or questions you might ask | Relationship (e.g. undergraduate or CEU professor, alum or student/former colleague/etc.) |
| 1 |  |  |  |  |  |
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| 4 |  |  |  |  |  |
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# Job Boards and other useful resources

# Track resources that could help you in your job search. One type of resource is job boards. A job board is a digital space where job and internship vacancies are shared. Indeed.com is an example of a very broad job board. Look for more specific job boards within your field and/or geographical areas/s of focus. You can often find them by Googling your field with the phrase “job board” after. You can often sign up for regular e-mail alerts from job boards. A listserv is usually an email thread you can subscribe to; many fields have them. They may post jobs in addition to other opportunities, such as grants, conferences, publications, etc. A professional association is an association of people who are professionally invested in a particular issue or problem. For example, the Society for Historical Archeology is a scholarly group dedicated to the archeology of the modern world. The Public Affairs Council is a nonpartisan, nonpolitical association for public affairs professionals worldwide. Following the work and/or publications and social media of specific professional associations, umbrella organizations, and individuals is a good technique for identifying issues, organizations, and thought leaders in a specific field and gaining insights into issues and

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| Job Board | ListServe | Blog / Umbrella Organization / Professional Association / Thought Leaders on Twitter or other social media |
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# Setting Job and Internship Search Goals and Establishing Action Steps

Set at least two goals for each time frame listed below. Think about setting goals that are “SMART”: Specific, Measurable, Achievable, Realistic, and Time-Bound. Goals may relate to specific phases of the job search process, to further developing existing strengths and skills, to addressing professional gaps or weaknesses, and to expanding your professional network. Make sure you emphasize goals related to your internship search during the winter and spring terms! Examples of goals include: creating a draft list of target internship hosts or employers, completing a set number of informational interviews, sending out a set number of internship and/or job applications or queries, participating in a particular online workshop, tailoring a course assignment to allow you to cover a specific issue or gain practice employing a specific analytical skill.

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| --- | --- | --- | --- |
| Term | # | Goal | Specific action to take |
| Fall | 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| Winter | 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| Spring | 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| Summer | 1 |  |  |
| 2 |  |  |
| 3 |  |  |

# Vacancy Log

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Employer | Job title | Deadline | Source of information (e.g.: website where found) | Action steps (e.g. speak to someone familiar with organization, obtain input on application materials, etc.) | Date sent | Notes/follow-up |
| 1 |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |
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1. If you decide to use these tables in an Excel document, this will be especially useful for tracking your networking outreach. The networking worksheet within your spreadsheet could include additional columns to record dates contacted and dates of online or in-person meetings as well as notes for each meeting, follow-up actions, dates thank-you emails were sent, etc. [↑](#footnote-ref-1)