Career Research Beyond Google

Social Sciences 2EL0
Career Planning Through Experiential Learning

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What will we cover today?

Part One: Why?
• Importance of career research
• Job search as a process
• Reality of today’s job market

Part Two: How?
• Career exploration
• Careers, salaries, and industries
• Companies and competitors
• News and current information
Small group discussion

Discuss

• What kinds of jobs have you applied for?
• What was your experience like?
• What did you learn from the job search process?

Share

• Each group will share one important lesson they learned
Importance of career research

• Explore careers
• Access the hidden job market
• Discover crucial background information
• Prepare yourself for the job
• Prepare yourself for the interview
Job search as a process

Career EXPLORATION & SELF-ASSESSMENT

IDENTIFY Immediate or Long Term Goals

SEARCH for opportunities

APPLY to available or potential jobs
Reality of today’s job market

Published Job Market
- Newspapers
- Internet
- Agencies

Hidden Job Market
- Family
- Friends
- Professors
- Former Employers
- Word of Mouth/Referral

Source: 2003 McMaster Alumni Survey
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Library website
http://library.mcmaster.ca

- Catalogue (tab)
  - Includes books and e-Books related to career research

- Subject Guides (tab)
  - Lists top resources for career research
  - Includes database “best bets” for finding articles and reports

- Course Guides (Subject Guides tab)
  - Contains link to library presentation
Library e-Resources

- Access restricted to currently registered students, staff and faculty
  - Library subscribes to hundreds of databases (over $4M/year)
  - Some databases have restrictions on number of users
  - Use your MAC ID for on-campus and off-campus access
Career resources

• Career exploration
• Careers, salaries, and industries
• Companies and competitors
• News and current information
Career exploration – print

- **What Color is Your Parachute?**
  - Best-selling job hunting guide
  - Career self-assessment, the nature of the job market, job searching strategies, resume and cover letter writing and salary negotiation
  - Print copy available at Mills Library HF 5383 .B56 2009

- **Hire Power**
  - Replaces Canadian Student Grad Job Directory
  - Part One: Put the Power of Hiring in Your Hands
  - Part Two: Jobs You’ll Love, Jobs You’ll Hate, and Jobs You’ve Never Thought of e.g. Working with Animals, Working with Food, Working with Big People (Government)
Career exploration – online (2 of 2)

- **Student Success Centre – Careers (McMaster)**
  - Your first step to Career Research @ McMaster

- **Online Resources (Career Centre – U.of T.)**
  - Career tip sheet, careers by degrees, podcasts, career quizzes, fact track on careers
  - Not all sections are available (U.ofT. Specific)

**Jobboom.com (Canadian)**

- Jobs postings across Canada
- Career Zone (survival guide, career advice, workplace, lifestyle)
- Latest news and headlines related to jobs and Canadian market
Career resources

- Career exploration
- Careers, salaries, and industries
- Companies and competitors
- News and current information
Working in Canada Tool

- Working in Canada (demo)
  - http://www.workingincanada.gc.ca/

- Working in Canada - video
Salary information (1 of 2)

- Canada Salary Calculator
  - Select a job category and location
- Salary Wizard Canada
  - Graphical analysis of industry
Industry information

- **Associations Canada** (e-copy and print)
  - Online directory of over 19,000 Canadian organizations and international groups
  - Includes industry, commercial, registered charities, special interest and non-profit groups
  - Online version available through library catalogue
  - Print copy available at Innis Library

- **Services Canada - Finding a Job**
  - Links to Job Search Tools
Career resources

• Career exploration
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Company information

Company Directories

- Comprehensive list of companies by industry
- Limit your results by geographic area
- Find key company information
- Several directories to choose from and sources but information will be similar
Canadian company directories

• **Canadian Business Database**
  - Comprehensive list of public and private Canadian companies
  - Search by name, geography, SIC code and more!
  - Online version available through library catalogue
Specialized company information

- Canada’s Top 100 Employers
  - Most innovative and progressive Canadian employers
  - Other categories:
    - By region across Canada
    - FP 10 (Financial Post’s 10 best companies)
    - Diversity (Canada’s best diversity employers)
    - Family (Canada’s top family friendly employers)
    - Immigrant (Best employers for new Canadians)
    - 40+ (Top employers for Canadians over 40+)
    - Green (Canada’s greenest employers)
    - Young (Canada’s top employers for young people)
Hands-on exercise 1: Canada’s Top 100 Employers

1. Go to Canada’s Top 100 Employers website:
   http://www.canadastop100.com/national/

2. Consider the type of information this resource provides

   - Where does the information come from?
   - How do companies get into the top 100 employers?
   - How is the information useful for your career research?
Eluta.ca

(Use Advanced Search)
Career resources

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Stay current and succeed!

- Read key publications in your field
- Read current business papers
- FACTIVA will connect you with the following papers
  - Globe & Mail
  - National Post (Financial Post)
  - Toronto Star
  - Wall Street Journal
  - Barron’s
News, company and industry databases

• **Lexis Nexis**
  - Contains news, legal, and business modules

• **Factiva**
  - Up-to-date industry/company information
  - Current news coverage from Globe, Hamilton Spec and more

• **Business Source Complete**
  - Full-text business database (11,000+ sources)
  - International industry reports, company SWOT analyses
Hands-on Exercise 2: Company information in lexisnexesis

1. Start at Library home page: [http://library.mcmaster.ca](http://library.mcmaster.ca)
2. On the Articles/Databases tab, enter lexisnexesis and click Go
3. Click on the title to enter the database
4. On the main search screen, type the company name in the **Get Company Info** search box
5. You can also research news, legal cases, countries, people
Avoid the Google trap

• Search engines only provide access to FREE information
• McMaster’s databases (Factiva, LexisNexis) provide access to value-added content
• Off-campus access is supported (log in with your MAC ID and password)
Review: Which resource would you use?

**Career EXPLORATION & SELF-ASSESSMENT**

**IDENTIFY**
Immediate or Long Term Goals

**SEARCH**
for opportunities

**APPLY**
to available or potential jobs
You want to be a social worker and you need to know what your next step is. Which resource would you consult?

A) Working in Canada

B) Associations Canada

C) What Color is My Parachute?

D) Canadian Business Database
You’re a single parent looking for work in the field of graphic design. Which resource might have the greatest impact on your choice of employer?

A) Canadian Business Database
B) Canada’s Top 100 Employers
C) Eluta.ca
D) Salary Wizard
You’re preparing your application for a realtor position and you want to “wow” your potential employer. What resource might give you an edge on your competition?

A) Factiva

B) Lexis Nexis

C) Business Source Complete

D) Globe and Mail
Questions?
Need help? Just Ask!

- FAQ ([Frequently Asked Library Questions](#))
- In person: Library services desk at Mills, Thode, Innis (check [hours](#) here)
- Website: [http://library.mcmaster.ca/justask](http://library.mcmaster.ca/justask)
- Email: library.mcmaster.ca
- Phone: (905) 525-9140 x22553
Student Success Centre
http://studentsuccess.mcmaster.ca

• Your first contact for career-related advice
• Get help with your resume and cover letter
• Practice, practice, practice!
Feedback

Please fill out our online survey:

http://www.surveymonkey.com/s/KZKHGVW

NOTE: Survey will close on Friday Oct 19

Thank you!