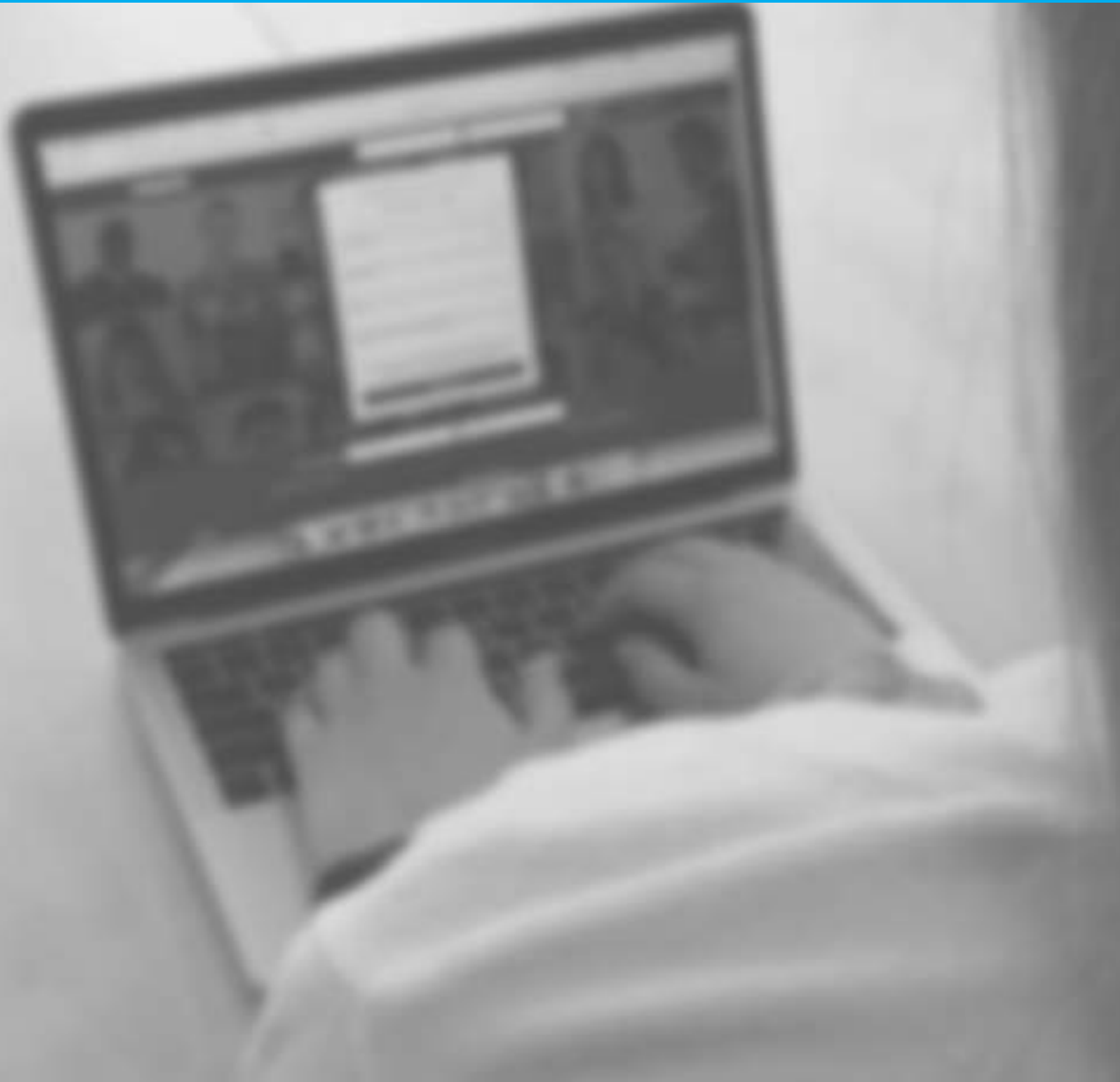


# JOB SEARCH GUIDEBOOK



**MORAVIAN  
COLLEGE**

**CAREER & CIVIC  
ENGAGEMENT**

**CENTER FOR CAREER & CIVIC ENGAGEMENT**

**[www.moravian.edu/careercivic](http://www.moravian.edu/careercivic)**

**CAREERCIVIC@MORAVIAN.EDU**

**610-861-1509**

MORAVIAN COLLEGE

# CENTER FOR CAREER AND CIVIC ENGAGEMENT

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Center Drop-in Hours: Monday-Thursday: 2-4pm



@MCCareerCivic



Moravian College Center  
for Career and Civic  
Engagement



MCCareerCivic

# 3 STEPS TO THE JOB SEARCH

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## 1. Know Who You Are and Where You Want to Be

You will ultimately spend a good amount of time at your place of employment. It's important then to know and identify your values, skills/abilities, and interests. What type of industry do you want to work in? What unique and transferable skills and abilities can you bring to an organization (language skills, computer skills, experience working with diverse populations, etc.)?

Just as valuable as knowing who you are is knowing what kind of organization you want to work for. Are there certain values and opportunities you want your employer to cultivate in their company culture? Maybe you want to work for an organization that has great job security. Or maybe a company culture that values diversity and inclusion is important to you. Or maybe the opportunity to continue your education, advance within the company, or outreach to the community through volunteering and charity is high on your list of must-haves. Take the time to research an organization before you begin any application. How can you do this? Here are just a few ways:

- Follow or connect with the organization on social media, such as LinkedIn, Twitter, Instagram, and even Youtube. See what content they are putting out there. Is it aligning with your values?
- Visit the organization's website. Read their mission statements and "about us" sections. Don't forget to also peruse through their HR links to gain a good understanding of their company culture and ethics.
- Glassdoor.com provides a great resource to research an organization. The site lists ratings for various organizations, based upon current and former employee reviews. You can also talk to those you personally know who have worked/work at the organization to get their feedback.
- Google them. Has the organization been in the news lately? If so, was it for good...or not so good?

## 2. Find Those Jobs

Maybe while researching those organizations, you were able to find a career opportunity on their website or social media page. Maybe you didn't. If not, here are some of the top ways to search for job opportunities:

- **Handshake:** Did you know that Moravian College has an online resource that hosts internship/co-op listings, job postings, employer contact information, and more? These employers are vetted by the Center staff as well as other career centers throughout the country. (Of course, it's always a good idea to be on the lookout for job scams. See pages 9 for more.) Log onto Handshake at [www.moravian.edu/login](http://www.moravian.edu/login) or [www.moravian.edu/careercivic](http://www.moravian.edu/careercivic).

### JOB SEARCH PROCESS

- Informational interviews & externships
- Evaluating & negotiating job offers
- Career & Civic Engagement recruiting policy
- Identifying & avoiding online job scams

- **Networking:** Many jobs will never even be posted online. The more varied and wider your network, the more you'll learn of new opportunities. Friends, family, previous employers, classmates, faculty, and alumni can all be great sources of information. Connect with alumni and make sure to stay abreast of networking opportunities and events. The Center for Career and Civic Engagement offers a host of different networking opportunities throughout the academic year, such as our Job & Internship Fair in the spring semester, as well as the Career Connections Externship Program during the winter break! Look for more information about informational interviewing and job shadowing/externships on page 4.

- **Professional Associations:** Consider joining a professional association to try and find not only employment opportunities, but also professionals in your field/aspiring field. The membership fee for professional associations is typically steeply discounted for college students, which is a great plus to the many benefits offered through these groups. This is also a great addition to list on your resume under professional development! (You can find a list of professional associations at [www.moravian.edu/careercivic](http://www.moravian.edu/careercivic))
  
- **Check out other online resources,** like the Chamber of Commerce website specific to the geographic location you wish to work. Chamber of Commerce sites are great to find a list of employers to further explore for job opportunities on their individual websites. You can also look for niche sites specific to your industry (such as Idealist.org for nonprofits). Other, general websites and platforms include:
  - Indeed.com
  - CareerBuilder.com
  - Glassdoor.com
  - LinkedIn.com
  
- If you're still not having luck, you can always **schedule an appointment to speak with a member of the Center staff.** We can talk about your career goals and the ultimate plan of attack for finding that job. Attending Center events, such as job fairs and on campus recruiting events, is an amazing way to find potential job opportunities (See our Job Fair Guidebook for more information).

**Reminder:** Keep track of the organizations you are interested in and plan to apply to. Handshake will automatically track your applications online. For applications submitted outside of Handshake, consider creating a spreadsheet listing the organization's name, the contact name and title, their email address (and phone number, if listed), the title of the job you are applying for, as well as the date you submitted your application. It might also be helpful to include the application deadline, whether you followed up with the contact, and if you have an interview scheduled (and the date of the interview!).

### 3. Sell It!

- Pick up our Resume and Cover Letter Guidebook to learn how to craft an effective resume and cover letter.
- Have your documents reviewed by a member of the Center staff either by appointment or during drop-in hours (2pm-4pm Monday through Thursday).
- Develop your 30 seconds commercial/elevator pitch. This is a brief list of your experiences, skills, talents, and job objective to be used at networking events, job fairs, and any other chance encounters with professionals in your field of interest.

# INFORMATIONAL INTERVIEWS AND EXTERNSHIPS

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Some definitions: An informational interview is an interview that you initiate. The purpose is to obtain information rather than to get a job. Informational interviewing is done to gather key information about careers and to make connections with individuals in those careers. Informational interviewing is gathering information that will help you in your career choice. This type of interviewing can be informal and done in person, or even via phone or online (Skype, Zoom, etc).

Externships (or job shadowing) are a way to gather the same information while also spending the day (or three) with a professional in his/her/their workplace. Dressing in that industry's dress code is typically required and this is an experience you can list on your resume.

## Reasons to Conduct Informational Interviews/Complete Externships

- To explore careers and clarify your career goal.
- To discover employment opportunities that are not advertised.
- To expand your professional network.
- To build confidence for later job interviews.
- To access the most up-to-date career information.
- To identify your professional strengths and weaknesses.

**Note:** This process is educational in nature. While opportunities can arise from these connections (and often do), it is not a time to ask for a job or internship!

## Questions

Prepare a list of your own questions for your informational interview/externship.

- On a typical day in this position, what do you do?
- What training or education is required for this type of work? Are there basic prerequisites beyond education and training (e.g., certification, qualifying exams, etc.)?
- What personal qualities or abilities are important to being successful in this job?
- What part of this job do you find most satisfying? most challenging?
- How did you get your job?
- What opportunities for advancement are there in this field?
- How do you see jobs in this field changing in the future?
- Is there a demand for people in this occupation?
- What special advice would you give a person entering this field?
- What types of training do companies offer persons entering this field?
- Which professional journals or organizations would help me learn more about this field?
- With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research further before I make a final decision?
- Would you be willing to take a look at my résumé and make suggestions for improvement?
- Who do you know that I should also talk to? When I call him/her/them, may I use your name?

# EVALUATING & NEGOTATING JOB OFFERS

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When evaluating a job offer, here are some things to consider:

- Salary
- Signing bonus
- Benefits such as tuition reimbursement, medical coverage, vacation time, sick leave, saving plans, stock options, flexible work practices, etc.
- Perks such as company car, training, etc.
- The organization's culture and growth potential

When negotiating salary, take the following details into account:

- Never begin negotiating a job offer until you are offered the position. If you begin negotiating before an offer is made, you may find that a company will not make you the offer.
- Negotiating job offers can be risky. Unfortunately, you may lose a job offer if you choose to negotiate the offer. Some employers rescind their original job offer when the negotiation process begins.
- Seek to receive all job offers in writing and be cautious of employers that will not give you written offers. Make sure that you get offers (including new offers that are made after negotiating) in print. A verbal offer cannot be verified and can be changed.
- Research the company before negotiating in order to find out the salary range for the position you received. Companies (even those in the same industry) provide compensation at different levels. Do research to find what the company normally offers for the position you are seeking.
- Remember some offers are not negotiable. Do not be surprised if a company does not allow you to negotiate an offer. Some companies have a strict policy on compensation.
- Ask questions about benefits that are not stated in the offer such as tuition reimbursement, etc. Be sure that you have all the information possible on the benefits of the job offer. Some benefits may not be explained in the job offer and you should search for clarity on the benefits that you can expect to receive.
- Take every opportunity to continue selling your skills. Continue marketing your skills and abilities during the negotiation process. When appropriate, state how you would prove to be of value to the company.
- Timing can be extremely important. Consider that the company is making a business decision in hiring you. Take into consideration that they are expecting you to make a timely decision and to keep them informed of your employment status/decision.

# NEGOTIATING PROCESS

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## 1. State your interest in the position and how well you fit it.

Start the conversation on a positive note. State that you really are interested in the position and that your skills make a good match for what the company needs.

- **Example:** *“I was excited to receive the job offer and I am very interested in the position. I feel confident that my communication and analysis skills will allow me to make a positive contribution to the company.”*

## 2. State your position.

Build your case for desiring to negotiate the offer. Some scenarios could be:

- **Ask the employer if they can provide more compensation.**

After stating your position, ask the employer if they can provide additional compensation.

Example: *“After doing research on the cost of living in XYZ City, I found that the total compensation of the offer will not allow me to secure an apartment and live in the surrounding area. Is there anything else you can do in terms of the offer?”*

- **When asked, state an acceptable salary range.**

Be careful not to give an exact salary figure. State a salary range in which the employer can work in. Example: *“I would be interested in an offer between \$39,000 and \$45,000.”*

- **Work on creative solutions.**

Be prepared to be involved in creating the solution. The company may ask you to provide options for them to consider when negotiating the job offer. Consider all angles including benefits, perks, signing bonuses, relocation expenses, etc.

Example: *“I would consider accepting a lower salary if the company could provide relocation expenses and tuition reimbursement.”*

**A note on handling rejections:** Sometimes rejection has nothing to do with you, but more to do with the employer (the interviewer/the organization’s needs), so do not be overly critical of yourself and take it personally. You also may want to ask the employer the reasons behind the rejection. Self-reflection is also powerful: was there a poor fit between the position and my background? Did I fail to present myself well in the interview? In my resume and/or cover letter? How can I present myself better? Finally, try to gain something from every failure or rejection; use it as a learning process.

# CAREER & CIVIC ENGAGEMENT

## RECRUITING POLICY

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*In order to serve Moravian College students, the alumni and friends who seek to help them, and the employers who seek to hire them, the Center for Career and Civic Engagement has adopted the following job-search policy for students. It is the responsibility of each Moravian College student to follow this job-search policy.*

Employers make a substantial investment of time and resources to recruit Moravian College students. The impression you make on them can affect not only your own employment prospects but those of future Moravian students. If employers have a good experience recruiting at Moravian, they will be back to offer further opportunities to other students. If they have a bad experience, they will decide there are better places to look for new employers.

You have a responsibility to be prompt, professional, courteous, and serious about the recruiting process. Failure to follow the terms of this policy shows disrespect to employers. In particular, failure to appear for a scheduled interview is a serious breach of professional ethics. If you cancel an interview with insufficient time for your slot to be filled by another student, you not only damage yourself, you deny another student the chance to take advantage of the immediate opportunity offered by an interview. You also damage the long-term prospects of all future students at the College, because such conduct may cause an employer to decide not to return to Moravian College.

### Electronic Resume Submission

- Resume submission is strictly limited to the time frame designated for each employer's interview date and/or job posting.
- The resume submission deadline is 12:00 midnight (EST) on the designated date.
- No late submissions or paper copies will be accepted.

### Interview Sign-up

- If you request an interview and are selected for one, you must follow through and sign up for the interview unless you are no longer conducting an active job search. Please do not apply for a job that you are not interested in pursuing.
- If you are not selected for an interview, you may be assigned alternate status, which is the equivalent of being wait-listed, for an interview. We allow alternates to ensure that students receive as many opportunities as possible, should cancellations occur.

### Same-Day Interview Requests

- Directly approaching employers with an interview request on the day of the interview may result in forfeiture of your privilege of participating in on-campus recruiting and use of Handshake. Check with the staff in the Center for Career and Civic Engagement for acceptable procedures for scheduling same-day interviews.

### Emergencies

- In the event of serious illness, injury, or family emergency, (the same reason that would excuse one from a final exam or midterm) you must notify the Center for Career and Civic Engagement at (610) 861-1509 or careercivic@moravian.edu as soon as possible.
- After you have notified the Center for Career and Civic Engagement: an apology letter, explaining why you could not attend the interview, must be sent by you to the employer and a copy of this letter given to the Center for Career and Civic Engagement.
- Failure to comply with this policy will result in suspension from participation in on-campus recruiting and the use of Handshake.

### Cancellation Policy – 48 hours' notice required

- Cancellations are prohibited without 48 hours' notice provided to both the employer and the Center for Career and Civic Engagement. Cancellations made with less than 48 hours' notice are considered 'no-shows' (refer to the procedures for 'no-shows' below).

### Late Arrival to Interviews

- If a student is late for an interview, it is up to the discretion of the employer as to whether the interview with the student will still be conducted. If the employer decides not to interview the student, the student is credited with a no-show and must follow the procedures for 'no-shows' below.



### **No-Shows**

- Students who do not attend a scheduled interview and fail to cancel with 48 hours' notice to the Center for Career and Civic Engagement will be suspended from participating in on-campus recruiting and their rights to use Handshake will be revoked.
- Students must also call the Center for Career and Civic Engagement at (610) 861-1509 within 24 hours of the 'missed' interview and schedule an appointment to meet with a Center for Career and Civic Engagement staff member. The student must write a letter of apology to the employer and bring this letter along with a stamp and envelope to the appointment that is schedule with the Center for Career and Civic Engagement staff member.

### **Reinstatement**

- Students whose privileges to participate in on-campus recruiting and/or whose privileges to use Handshake have been revoked must you must meet with the Director of Career Development to request reinstatement.

### **Job Offers**

- Job Offers should be reported to the Center for Career and Civic Engagement in a timely manner. Many students receive multiple offers, so take all offers seriously. Once you accept an offer, ethical standards for employment interviewing indicate that you should stop interviewing and cancel all scheduled interviews. If you receive an offer and have upcoming interviews that you wish to complete, explain to the employer that has offered you a job that you need more time to make a decision.

### **Information Integrity**

- No person may tamper with any aspect of the Moravian College Center for Career and Civic Engagement's electronic information services and resources. Tampering is defined as the modification, deletion, or appending of information not under your direct ownership. Within Handshake you are only given ownership of your own personal information and career correspondence.
- Additionally, you may not tamper with and/or use Handshake in a manner outside that which the provided user interface permits. All information that you include on Handshake or to an employer MUST be accurate. Any person found violating this information integrity policy will immediately be suspended from using Handshake and participating in on-campus recruiting. In addition, the person may be subject to formal disciplinary action.

### **Resume Waiver**

- All students and alumni who submit a resume on Handshake agree to the following terms: All submitted resumes may be used by the Center for Career and Civic Engagement, without restriction, for the purpose of assisting in the job search process. Submitted resumes may be stored indefinitely in print and/or electronic form.

# IDENTIFYING & AVOIDING ONLINE JOB SCAMS

## Look out for red flags

- Company/organization does not have an established website, or the website is underdeveloped (e.g. site contains minimal information, does not have multiple pages, etc.)
- Company/organization may be from a reputable organization (e.g. Fortune 500 company), but the email address/domain does not match what is listed on the organization's website
  - Example: LEGITIMATE email - employername@airproducts.com
  - Example: FRAUDULENT email - name@airproductsonline.com
- Email was sent from a free email service (e.g. Yahoo, Gmail, Hotmail, etc.), or with an "@live.com" domain
- Email was unsolicited and sent directly to you (may begin with something like "Dear Sir or Madam" or "Dear Applicant")
- Email/correspondence is poorly written and contains misspelled words, poor grammar or typos
- Position posted seems too good to be true, e.g. "Make money while you sleep", "Make thousands from the comfort of your home"
- Posting description is vague and neglects to mention specific job responsibilities (may only focus on the amount of money offered)
- After speaking to the organization, the position advertised is different than the position offered
- Employer/posting requests bank account information, social security number (SSN) or a photo ID to "verify identity" before meeting in person
- Position requires an initial investment (e.g. payment by wire service)
- Unsolicited check is sent, or the employer asks you to deposit a payment/transfer money into your account

## Avoid payment transfer/forwarding scams

- DO NOT provide personal bank account, PayPal or credit card information
- DO NOT participate in wiring or transferring funds to your account or any others - scammers may advertise that you can keep a percentage of the funds as payment for your service. This is not true!
- DO NOT purchase any type of gift cards or certificates as part of the application/employment process
- DO NOT agree to have funds deposited directly to your account without knowing/verifying the employer first. Many employers offer direct deposit; however,

this typically does not occur until the first day or week of employment not before.

- DO NOT pay fees upfront for an employer to hire you (very rare exceptions may exist)

## Research employers/opportunities

- Google the organization for more information. Make sure the company has a web presence.
- Googling "(company name) scam" to see if any fraudulent activity has been reported. Search the employer's phone number, fax number and/or email address. If it does not appear connected to an actual business organization, this is a red flag. Additional resources for investigating potentially fraudulent activity include: [www.ftc.gov](http://www.ftc.gov), [www.bbb.org](http://www.bbb.org), [www.glassdoor.com](http://www.glassdoor.com), [www.ripoffreport.com](http://www.ripoffreport.com).
- Review the job/internship description in detail to ensure that duties and responsibilities are clearly outlined.

## Take action

If you are already involved in a scam, follow these steps:

- Contact the Center for Career and Civic Engagement (610-861-1509) to report the fraudulent employer.
- Immediately contact your local or campus police. The police are responsible for conducting an investigation, regardless of whether the scammer is local or in another state.
- If you have sent money to a fraudulent employer, contact your bank or credit card company immediately to close the account and dispute the charges. If the incident occurred completely over the internet, file an incident report by calling the FTC at: 1-877-FTC-HELP (1-877-382-4357).
- Order a credit report from all three credit bureaus every 2-3 months in search of unusual account activity. Place fraud alerts if needed.
- Permanently close the email address used to communicate in the scam.

## Resources

- Federal Trade Commission: 1-877-382-4357, [www.ftc.gov](http://www.ftc.gov)
- Better Business Bureau: [www.bbb.org](http://www.bbb.org)
- Credit Bureaus
  - Equifax: 1-800-685-1111, [www.equifax.com](http://www.equifax.com)
  - Experian: 1-800-397-3742, [www.experian.com](http://www.experian.com)
  - TransUnion: 1-800-888-4231, [www.transunion.com](http://www.transunion.com)
- Privacy Rights Clearinghouse: [www.privacyrights.org/submit-complaint](http://www.privacyrights.org/submit-complaint)