

The USC MPH Online Job Search: How the USC Career Center Can Help

Part 1

Hi. My name is David Ginchansky. I'm a senior career counselor at the University of Southern California, and I want to thank you for watching this video on how you can utilize job search as well as the USC Career Center to help you in finding opportunities with your master of public health. Today, we're specifically going to be focusing on a few things. First of all, going to talk a little bit about connectSC, which is our main job and internship platform. It's where you can find a lot of different types of resources as well as a lot of different types of opportunities to help you in your efforts to connect, to get opportunities to work within your particular field or what it is that you want to do.

Within connectSC is various different types of resources. There's also an opportunity to look at the different types of search options that are available to actually help you make your job search easier than going in every day and seeing what types of opportunities are available. We'll talk a little bit about advance job search techniques, because a lot of us get really caught up in searching for jobs online. Even though that is the primary way that companies are looking for people, there's other different things that you can do that increases your chances of actually being seen, and to utilize these additional techniques will actually help you in the end.

We'll also talk about the various different types of supplemental career services that are out there beyond connectSC, ways that you can connect with career counselors or ways that you can utilize different types of resources that we have that are accessible to you whether you are an MPH online student or any other USC student who might have had access to this video. Finally, we'll talk a little bit about the additional resources that are specifically for the MPH online candidate, but, again, you can utilize this to your advantage.

Now at the bottom of this slide, you can see the basic gateway of connectSC. Once you log in to connectSC, this is the first thing that you'll see. Let's talk first of all a little bit about connectSC and how you can use it to work to your advantage to find your first opportunities once you graduate with your master's in public health. ConnectSC is mainly used for finding internships and finding full-time jobs, but it's also, again, a great place to get exposed to the various different types of resources that can help you, because when you're in the job search, you shouldn't be relying only on a resource like connectSC, but the resources that are specifically geared towards your particular field. The more that you utilize the different types of connections and different types of job boards that are for the MPH student, the more that's going to work to your advantage.

To first get in connectSC, you have to fill out your profile. It actually doesn't take very long. It's basically four fields. You enter your name, you enter your year, you enter your major. Once you do that, you have the ability to download multiple documents. That's about fifty resumes that you can download and about seventy-five cover letters you can download. Not that you're going to write fifty different types of resume or seventy-five different types of cover letters, but more to allow you to target and tailor those specifically to the jobs that you might be applying for.

You then can use connectSC to create an advanced job search and search agents, and later on, I'll actually show you where you can do that. Now search agents are actual criteria that you put in there that lets the computer and the portal know what it is that you're looking for, and you can create it so that you are able to have e-mails sent to you with job postings that match with those criteria when they are posted versus going in on an occasional basis and utilizing time that you might be better used elsewhere.

Also talk a little bit about the resources section that we have in connectSC. This is a great place to go to. A lot of students don't even know about this. They tend to jump right to finding jobs and internships, but if you utilize resources to your advantage, it actually increases your chances of finding opportunities, because, again, you're getting exposed to more things. Then another thing within connectSC is two other job portals. You can see these down here, the iNet, which is an internship consortium, as well as the extended job search that helps you find more opportunities besides those opportunities that are on connectSC.

This is basically your starting point within connectSC. You obviously have seen this login before. You use this pretty much to get into any type of USC NetID access. Once you do this, you're basically connected to connectSC. Here is the basic format, the home page of connectSC. You'll see near the top there's all the tabs. The first tab, again, is where you'll see the profile. That's where you'll fill in all the information. Once you've filled out all that information, that's when you have access to all the postings, to all the different resources, and, again, it does not take a lot of time.

In the center of this feed is new information. There's notifications usually that tell you what types of jobs are most closely related to what it is that you want, that's within your particular profile, so how you connect specifically to and job-match with those opportunities. It also helps you to know about upcoming things, events, activities that you might want to take a look at because it could be useful towards your job search in some way, shape, or form.

There's also a icon there for our Trojans Hiring Trojans program, which essentially is when a employer goes in and posts their positions, if they happen to be a Trojan and they want to hire Trojans, then they actually click an icon that says, "These are the people I want to find." When you do a search for those types of people, an advanced job search for those types of people, there you can find actual opportunities where you know that on the other end there's an employer who wants somebody like a Trojan, like yourself.

Then on the right-hand side are the various different types of shortcuts you can use that connect you to the various different types of events, that connects you to opportunities for counseling appointments. That's the arrow you see right here. You can go in there, you can select a counseling appointment. Even if you're a online student and you live somewhere else, you can do those appointments by Skype, you can do those appointments by phone. We are accessible to help you in thirty-minute increments as you need us.

The next section, a couple of sections over from the document section ... The document section, again, is where you would download your resumes and your cover letters. Some people will also be downloading transcripts if that's what's needed for a job. That would be your OASIS, your STAR Report, things along those lines. It just depends on what's required for the job. Within the next section, resources, are the various different types of resources that are available to you. Again, I'm going to be

going through some of the resources that are more advantageous for an MPH student in the next section.

The section after that is the jobs and internships. That's normally where most students go. That's immediate results. I want a job, so that's where I want to go, but I would, again, highly recommend going to the resources section because that exposes you to more things out there that could be advantageous to you than relying solely on online job postings. Now within that jobs and internships section is the connectSC job postings, the extended job search, as well as the iNet Internship Consortium. We'll talk really quickly about each one.

ConnectSC, the reason why a lot of people go on connectSC, and that's the first place they go, is because when companies go into our system, they're actually going to a general system run by a larger organization that has these different types of portals for various different types of universities. However, when the company goes in, they have the option of selecting specifically which schools they're targeting, which students they want. If they want a USC student, then it shows up as a connectSC job. That's the advantage you have, because when you actually submit a cover letter and say, "I found out about this opportunity through connectSC," that lets the employer know right off the bat that you are a USC student.

Now beyond connectSC, another option would be the extended job search tool. Now with the extended job search tool, it's basically a company going in saying, "I don't really have a preference for a particular type of student. I just want the best." We all know USC is the best, but they're saying, "I want the best." Essentially, what you're doing with the extended job search is you're expanding your options a little bit more, because there might be more opportunities out there because a company is not being as specific.

Then the iNet Internship Consortium is actually a shared listing between our university as well as twelve other selective universities throughout the United States to help in posting various different types of internship opportunities. When you're in that between first year-second year of graduate school, want to find the type of opportunity that might not be in the Los Angeles area, this might be a good place to go to to find those types of opportunities, because say you live in New York or you want to find an opportunity in New York, well, then you have access to the NYU internships through that iNet Internship Consortium.

A few slides down, you'll find the events tab, and the events tab is where you can find all the different types of programs that we have available. Some of them are accessible via webinar, so you can do it from anywhere that you might live. Some of them you have to be local, so you would have to go to a particular venue on our campus, and that is specified within the events section. It's just good to go to that to find out about the different types of things. Those events are everything from career fairs to information sessions when companies come on campus to talk about their opportunities as well as give you a chance to network with them, as well as different types of workshops that help you brush up on things that you might want to strengthen, such as your resume or your networking skills or interviewing, anything along those lines.

Also accessible to you is the mock interview option. Here you can go in and you can actually record yourself practicing different types of mock interviews based on the different types of fields that are out there. Once you record yourself, you can actually send that out to whoever you want to do a constructive criticism of that. It could be I want to reach out to a career counselor to get their feedback

on what I've recorded so far, or I want to get a fellow student or a faculty member to take a look at that.

Okay, we'll take a little bit more time to look at this resource section, because there's a lot of great, valuable things within there. Another important element to keep in mind when you go to the job search is to utilize and develop connections with various different types of people. I hope you've heard about this Trojan Family. A lot of people don't realize that this Trojan Family is a real thing. It's not a myth. When you reach out to people who are Trojans and say you're a Trojan, they are very open. They're ready to say, "Fight on," and they're ready to help. The different types of resources that we have available to connect you to people can help you in building those connections that can lead to different types of opportunities.

Now one of those resources is the Trojan Career Network, and what that basically is is a database of alumni who are in various different types of fields who have voluntarily provided information to us and wanting to connect to students who might be interested in learning a little bit more about that field, how that alumni got into that field, what it's like to be in that field, as well as whatever other elements or guidance might be of help.

Now the advantage of that is that you can actually reach out to these alumni, establish informational interviews, which are essentially career talks which could end up in a mentorship, which could end up in knowing about additional resources that could be advantageous to you, which could lead to knowing a little bit more about the lingo to help you be more prepared when you get into the actual interview, which could lead to more leads or more opportunities, which could lead to actual in-the-conversation requests to bring you on for an internship or a project or even a full-time job. The more that you build these connections with people, the more it works to your advantage, because the more people you know within your field, the more people, the more eyes, the more ears that are going to be out there helping you out.

There's also the Trojan Hiring Trojans, which I mentioned earlier. Again, what that basically is is an opportunity for you, when you're going through the search on connectSC, specifically selecting this option to let you know that the people that posted that position are a Trojan and they are looking for Trojans or hoping to bring Trojans into their company, their clinic, their hospital, their organization. By you specifically looking at that and maybe mentioning that in the cover letter, that could give you a slight edge over other people who might not have that exposure or the access to the Trojan Family that you have.

We also have numerous career fairs. There's three that's run specifically through the Career Center. We have our two main career fairs, which happen in the fall and the spring of each semester. The fall one is usually in September and the spring one is usually in February. We also have one in March that's specifically for alumni, but we also invite people who are about to graduate because these tend to be for more experienced types of jobs. Definitely look for these types of opportunities by accessing that events tab that I mentioned a few slides back that happens to be at the top of the connectSC webpage. There's also connectSC, which allows you to get connected to various different types of jobs and various different types of resources. I spent a little time talking about that, and I'll also show you again a little bit more about that in a little bit.

Finally, there's various different types of information sessions. The great thing is what information sessions are is when a company comes on campus and they talk about who they are and what they

have available, and there's also an opportunity for you to network with them afterwards. Now the great thing about this is it allows you to actually have a face with a name to connect with somebody versus kind of going through the black hole of online applications. You can find those information sessions available on the events tab, and, therefore, you can figure out which ones you might want to go to if you are local or how you might be able to find out more about that type of information. You can actually reach out to us, and, again, I'll give you that information near the end of this particular session.

You have your connections and you have the exploration. A lot of times, especially when you're talking about a great program like MPH, that gives you access to a lot of different directions that you can go with it. There's a lot of different types of careers that you can go in, and even though that opens up your options, sometimes to be able to hone in on what it is that you're specifically interested in to find your niche could work to your advantage, because the more that you know specifically what you want to do, the more that when you are communicating that to people, they can actually direct you to where it is that you might want to go.

The ways that we can help you explore is first of all through career counseling. I myself am a career counselor, and I work with seven other career counselors to help you in all different types of elements, from getting your resume ready to go and tailored specifically to the job, to how to job specifically based on your needs or how you work, to practicing mock interviews, to just general exploration like, "I don't know. I know I love public health, but what do I do? I need to learn a little bit more about that."

To get that exposure, we have ten-minute walk-in advising as well as thirty-minute appointments. The walk-in advising is between 11:30 and 3:20, Monday through Friday. You could basically come in and you could ask for a resume review, you can ask for a cover letter review, or if you have an interview coming up and you have one or two questions that you want to run through, you could do something like that. Thirty-minute appointments tend to be a little bit more substantial. Gives you an opportunity to talk a little bit more about job searching, to actually do a full-on mock interview, or to even do a little bit more exploration to kind of figure out what it is that I want to do or how I might get exposed to or connected to people who can help me.

Now within the career counseling programs, I like to say that we basically do everything around careers except for placing you in the jobs. ConnectSC, again, is the greatest exposure to allow you to connect to jobs. What we do is we help you with everything in the career development process, from resume-writing, cover-letter writing, networking, and how to find people or how to network or where to go to, interviewing, as well as negotiation once you get that job. You can have all those different types of conversations. Again, if you're not local to the LA area, you can set up phone appointments and we can talk to you about that, so don't feel that because you're far ... It doesn't mean that we can't help you out.

We have various different types of workshops and events to help you with everything from cover-letter writing to networking. We do a lot of customized workshops as well. Definitely look at those different types of workshops and events, and you can actually go into our resources tab to get exposed to some of those workshops because we've actually filmed some of them for you. I'll show that to you as well so you know where that is.

We have different types of specialized, customized programs such as Explore@4 series. What that basically is, it's a panel of professionals in a field. You might have a panel of professionals on hospital administration. If that's something that's of interest to you and you want to know the different types of

things that you could do within the hospital field or within healthcare, then that's a opportunity to listen in or go to that particular panel to learn a little bit more about that opportunity. We also have diversity networking mixers, which allow you to interact with companies who have an emphasis on diversity inclusion within their organization. It's another type of fair that allows you to gather more information but also find a lot of different types of opportunities that might be advantageous to yourself.

Then there's also the various different types of resources that are available to you. ConnectSC gets you exposed to the Career Access Resource Library, which is essentially you putting in criteria such as, "I'm looking for public health, so what's out there for me as a public health student or a public health professional? That might be a job board or a professional association that I might want to join or just an additional resource to learn a little bit more about my field."

We have Vault available to you, which lets you know more about industries and more about professions, the outlook of that field, the different types of careers within that field. There's actual guides in there that you can download that let you learn all about everything from what is a good resume within that field, what it should look like, what it should include, what are the key words, to the different types of jobs within them, to how to prepare for an interview, to just industry trends so that you know that. The more informed you are about what it is that you're going into, the more knowledgeable you're going to come to someone when you're interacting with them or when you're interviewing with them.

Going Global is very advantageous to you if you happen to want to move to another state or move to another country. It allows you to go to specific country guides where you can learn about the different types of job search links that are available to them, the different types of places that you can volunteer, what is specifically needed within that country in terms of how that resume should look like, or what are the best places or resources that are out there to help you connect to people in that space should you live in that area or want to move to that area.

Careerbeam is a great resource for you. It allows you to actually assess yourself, so you can do a quick profile assessment which allows you to basically find a little bit more about what it is that you might want to do based on your preferences. You rank things according to their importance to you and it comes back to you with some industries that you might want to consider, some careers that you might want to consider. Then from that, you can actually go into Careerbeam to do a lot more research. Hyperlinks you to particular careers, hyperlinks you to learn a little bit more about that industry, but also gets you exposed to resumes within that industry, connections, more job postings, things along those lines.

Then the other resource here is Candid Career. Candid Career is basically snippets of informational interviews, informational career talks with alumni of not only USC but various other universities throughout the U.S. and the world who are basically saying, "This is who I am. This is my story. This is what I do. This is what I like about what I do. This is what I find challenging about what I do. This is what I would suggest to you if you want to go into this field. This is what I would suggest to you while you're here still on campus." It's basically something that's available to you twenty-four/seven to help you in finding a little bit more about the field that you might want to go into by hearing firsthand from somebody who's already doing that.

Those are the various different types of resources that are available to you. Here again are some of the Career Center events that are available to you. I mentioned already the career fairs. They're available pretty much three times a year, and they're always outside. That might be something to look into if you happen to be local or if you can make it here or are looking for opportunities that are local. We have Internship Week, which is essentially companies coming on campus to talk about the internships that they actually have available. In order to be on the panel for Internship Week, a company cannot just use it to promote [themselves 00:24:20]. They have to have something available for the following semester.

Check into the events tab, especially early September or early February, to see which types of topics are going to be covered within Internship Week, because if there's one that happens to be around the field that you're interested in, within healthcare, what specific area of public health might be interesting to you, then it would be very advantageous for you to go there, bring your resume, hear from the employers, and then go up and network with them afterwards, give them your resume. Just another opportunity for you to connect with them.

Then we also have Career Fest, which is in late January every year. Essentially, it's one long week of different types of events that are around different types of issues that are career-focused. We created this in collaboration with all different types of offices on campus, faculty, other Career Center offices, other academic offices, everyone, to talk about the issues that are coming up. Going in and finding out the different types of Career Fest issues that might be of interest to you might create a different type of program that you might want to check out.

Then there's the resources that are specifically for our MPH students, for you. These are the different types of resources that you might already know about, but when you go in here, there's everything from if you want to go into a residency, the Student Doctor Network could actually help you out in learning a little bit more about the issues to go into this field or anything along those lines from students who have gone through the same questions, exploration that you have.

Then you have professional associations such as the American Public Health Association that allows you to connect to other professionals who are in this field through conferences, through local meetings, through mentorship programs, to specific career job boards that are specifically within your field, to other things that could be advantageous to you, the CDC, which could have job opportunities, as well as Global Health Council, HealthCorps, everything along these lines. Essentially, all these are here available to you in terms of either being job boards, professional associations, or places where you could find actual employment. This is very helpful to you as you're doing your search.

There's additional job searches here. I mentioned the Vault Career Guide. We have books within our Career Center Library which you can't take out, but if you want to come to our center, you can look at these. We have very comfortable couches in our Career Center where you can just learn a little bit more about the field that you want to go into or you can get exposed to more places that might be helpful to you in expanding your job search.

Now Career Network as well as LinkedIn are two different places that you can go to to find people who are master's of public health graduates doing different types of things. Now here is listed various different types of occupations of people that are already in the Career Network right now. When I did a job search, these are the people who had public health degrees. Now some of these fields may have no



interest to you at all, and some of these fields may be interesting to you but what it at least exposes you to is the various different types of things that you can do with a public health degree.

Sometimes that's a blessing and sometimes that's a curse, because to know that there's various different types of opportunities is nice to know, but to see that there's various different types of opportunities can be somewhat stressful, too. If you were to reach out to these people to learn a little bit more about their pathway and why it is that they decided to use their public health directly into their field or what they found from their public health field that ended up being advantageous to the work that they're doing right now could be helpful for you in your own career journey.

Also, within LinkedIn, you can do a job search specifically for USC alumni to find students who are now professionals who are working, who had a public health degree. At the moment, there's eight hundred forty-six alumni on LinkedIn that you can connect to that have that MPH degree, and as you can see here, there's various different types of careers that you can go into. You can go to LinkedIn. You could try to connect to these people, and when you connect to these people, they tend to be very open because they've experienced what you've experienced. They've been an MPH student. They've known what it's like to go from there and get into a career, and they probably have some great life stories and great resources and great suggestions for you to help you in your own pathway. Definitely take the time to look at LinkedIn to help you out.

