PM 597: ConnectSC
Week Seven

Hi. I'm David Ginchansky, Senior Career Counselor, at the USC Career Center. Today, we're going to look at how you can use connectSC to search for internships and jobs. Today's learning objectives is to give you a quick tour through connectSC but specifically focus on the essentials that you want to make sure are filled out in order to have the maximum job and internship search possible. Then I'll do a quick overview of the connectSC search options that you can make sure that you are putting together a search that works more to your advantage than not giving you the results that you want. Finally, I'll do some advance job search techniques, things that you can incorporate into the search on connectSC so that you make the connectSC system work for you versus you working too hard for the system.

Now when you first go into connectSC, you're probably going to go through my USC portal and this is probably the login that you're going to see. All you need to do is your regular USC ID and password, and once you do that, you're in. If you're an alumni, your page is going to look more like this. If you've already created an account, then all you need to do is fill in the login stuff on the left-hand side, but if you're new, then you're going to want to look at this register page, register online, and fill out this information. If you're a student, just click on this section and that will get you back to the previous page that I showed you so you can actually log in to connectSC.

The next thing that happens after you register on connectSC is you should get this home page. If you are a first-time user of connectSC, it will ask you to fill out some information. It's important to spend some time looking at this profile section to make sure that you have filled in all the fields, both personal and academic. The reason why this is important is that when you start searching for jobs, it will take into account your profile in finding matches or seeing if you are connected to certain types of positions based on what companies are asking for. Definitely spend a little bit of time. It doesn't take that long to fill out that profile to its completeness.

Once you've created your profile, you definitely want to start incorporating documents into your section. This is where you can download resumes and cover letters that you are using to apply for different types of jobs. Here is where you can actually apply; I mean add new positions or add new resumes for these positions. You have up to 50 or so resumes and cover letters that you could download onto your resume. Not that you're probably going to do that many resumes or cover letters, but we do emphasize the importance of tailoring your resume to the job. If you haven't tailored your resume and you're going generic, the company is going to realize that, so spending some time to tailor it and downloading them here will allow you to apply for jobs based on the job that you're applying for and make it work more to your advantage.

The job and internship page is over here and what you'll see when you go here is four different options. One is connectSC jobs and internships; we'll spend a lot of our time talking about that. The emphasis behind this and the other options available is that connectSC jobs and internships are internships that companies post where when they actually submit it online, they specifically ask for a USC student, so you're going to find a lot of those opportunities here.

The extended job search tool goes beyond that. ConnectSC is a shared resource with NACElink, which is over here. NACElink is a national brand, so what this basically does is it helps you in searching for internships and jobs that might be beyond those that are on connectSC, therefore, expanding your options, especially if you might be searching for opportunities where there might not be a lot of opportunities within connectSC. Or you might be looking for opportunities that are international or on other sides of the United States. Recommended jobs you will find here as well as on the home page. This is when it takes your profile as well as your search options and what you've done in searches in the past to give you recommendations for the types of jobs that you might want to take into account.

The final section is the iNet Internet Consortium. We will spend some time on this as well. The basic idea behind the iNet Internship Consortium is that it is a resource where we share internships with a few other colleges throughout the United States where you could find postings in other areas. If you're not finding opportunities here in connectSC for, say, a job in New York or Washington, DC, or any other area of the United States, you might go to iNet and find the resources there because an NYU or a George Washington or another university might have posted it because they get a few more opportunities in their area than you do, or that we do here at connectSC.

Now within connectSC, this is where you'll find most of your job search. I always recommended that you expand your options further so that you see everything that's available to you. When you don't see the options, then you miss things like location, function, industry, things along those lines. We generally recommend that you don't fill out everything in here, but the more things that you do fill in, the more condensed the results will show up. If you do end up filling out a lot of things here and you're not getting the results that you want, then maybe spend a little less … maybe take one thing out based on what is less important to you.

This section here that's the Show Me part is all about jobs, interviews, and interviews that you qualify for. Jobs are connectSC jobs. Interviews are what we call on-campus recruiting jobs. They are listed in the same area, but there are two different ways of application processes. We have an OCR tutorial to help you in case you're interested in on-campus recruiting to learn a little bit more about that, but it's important to keep that in mind. If you ever do see that there is not an interview option here, it just says All Job Listings that means you haven't signed on-campus recruiting contract. The on-campus recruiting contract you'll find on our home page, but just keep that in mind in case that is missing.

Looking in the jobs. You have other options here as well. School affiliations have to do with the entire university, so the companies who post saying that they want anybody from anywhere.

Sometimes companies will apply directly through Annenberg or Marshall or one of the other schools. If you are not one of the students within that school, you won't have access to those job postings, but there are still plenty of job postings within the general connectSC type.

The next section is position types. This is where you can seek opportunities for what you're looking for. A lot of people don't know that they can find on-campus jobs here, but here's a great place that you can go to to find on-campus jobs. Also, if you're looking for internships, paid or unpaid, or full time, or experience. If you're alumni, definitely check out the experience section because you might find a few things of interest.

Let's assume that we're looking for full time. The next section is location, job function, and industry. In case you don't know the difference, job function is what the specific elements are of the job that you want to do. If you are a person that wants to have an element of health and hospital administration, you want that to be the function. That's not particularly necessarily going to be in the hospital industry. If you want to specify industry, that's where you would go to here. Now if you're just interested in health and hospital administration and you're looking for a full-time job, then doing a search will give you the results that you need.

What we get right now here is 20 results of people who are looking for full-time jobs that have a hospital and healthcare element to it. It's not specified by location, so you'll probably find that throughout different types of locations here. Clicking on the job will give you a lot more information on that particular job. This is where it's really important to take a look at what it is that they're looking for. Looking at the descriptions, seeing what are the requirements of the job can help you in tailoring your cover letter and tailoring your resume so that you are speaking to the requirements.

Definitely spend some time in the qualifications sections as well. If you have some of these elements, make sure that they are incorporated into it. You will also find contact information in some of the job postings as well. This person here would be the person that you would direct your contact information to; I'm sorry, the person that you would direct your cover letter to when you are applying for jobs. Up here it tells you when the application is closing. We definitely recommend that you do try to apply for a job closer to the date that it was posted. You do generally have until June 7, but sometimes waiting that long, they might be considering somebody else at that point.

If you want to apply for that job, you just click on apply and because you've downloaded your resumes and cover letters, you can do a dropdown menu to the resume that you named it as and the cover letter as you named it as and then submit directly to it. Sometimes it will not give you the option; it will just tell you to go to a website. Whatever the case, this is where you go to to apply for that particular job.

`   Now once you start doing your job search, you'll start to find that there is some type of commonality in terms of what it is that you're searching for and that certain criteria that you're putting in there is giving you better results than other criteria. Because you're getting better

results, you tend to like certain searches more than another. At that point, we generally recommend that you go to the advanced search page, where you can actually use that criteria to have the system work more for you and get the results that you want.

Let's say that you have started to look for marketing jobs and you're starting to get the results that you want. You can save this as a search agent, and it will appear here in the search agent as marketing jobs and put in the criteria that you've had all along, so you want that entry-level job, you want something in marketing. This area here, Trojans Hiring Trojans, this basically means that when a company representative posts online he might say, he or she might say, "I'm a Trojan. I'm looking for Trojans." That can work to your advantage, so you could decide to click Yes and you could mention that in the cover letter that it's a Trojans Hiring Trojans opportunity. You could also include the industry if you wanted to. We'll skip that for now. If you are specific to where you want to live, then you might specify the state.

Last thing here is this work authorization. If you are domestic or you do not need visa sponsorship, then you can click the No. If you are an international student, we would definitely recommend that you click this one, because the truth of the matter is, unfortunately, you're not going to be considered for these types of positions, so this will help in guiding the results that come up. Based on the criteria that I've put in, the results show that there are over 222 job postings based on that, so marketing jobs in California that are entry level. Again, you can click on it, apply online, whatever you want to do with that.

This star here will allow you to save certain jobs that you tend to favor, so if you like this marketing manager job, you could click on the star and because you clicked on the star, it's now going to be a favorite. You can go into your Favorite section and you'll find those jobs you clicked as favorite. Some people will actually go through and click their favorites and then go actually through the application process from there instead of going one by one. Now because I saved that advanced search, I clicked on that box, I can now go into search agent and can find that job that I was looking for. Here's the marketing jobs. This is what I saved, and if I just ran it, then it would give me the results that I already had. What you should see is, again, the 222 job postings that are listed.

The way that you can get the system to work for you is you can actually start scheduling e-mails to be sent to you. By hitting the schedule button and clicking this Yes, I can actually have the connectSC system send me e-mails with new postings, new results right here, on a daily, monthly, weekly basis or multiple basis, so every two days if I wanted to, anything along those lines. Only new postings based on the criteria that I put in will be sent to my e-mail so that I can just keep on applying for jobs and not having to go to connectSC every day or too often so that it feels too overwhelming in the process.

The only other thing that I want to mention in this section … There's two other things I want to mention. First of all, recommended jobs is another place that you could go to just to find the jobs that match based on your profile as well as how you've been searching. Right here, it tells you how your job matches. This is at a hundred percent, and based on that, if you highlight it, it

tells you why it matches, so the application, what they're looking for, the job searches, what your profile says, your resume has keywords. Everything along those lines matches. As you go through and through, you'll see that there's less things that match, but you could find through that those jobs that tend to be more connected to your profile or how you've been searching for jobs.

The application section is another place that you can go to that just lets you know where you are in the process. If you've applied for this particular job, it lets you know that you submitted it and when you submitted it. It lets you know what you've attached and anything else along those lines so you can keep up to date on what's going on.