EVALUATING EMPLOYERS

When searching for a job or internship, it is important to consider not only the types of positions you are interested in pursuing, but to also consider the types of employers that meet your needs and interests. Your dream job might not be a dream experience if it's with an employer that doesn't have the same values and priorities as you, and doesn't support you as an employee. As you apply for positions, there are steps you can take to evaluate potential employers to find the best fit for you!

EVALUATE YOUR OWN VALUES

First, you want to ask yourself what traits are most valuable to you in an employer. **This can include a wide range of things, such as upward mobility, professional development opportunities, work-life balance, commitment to social justice, identity-based resources and supports, benefits, supervision structures, employee resources, and more.** Having a clear idea of what qualities are most important to you will help you know what to look for in an employer.

RESEARCH EMPLOYERS

Once you know what traits you are looking for in an employer, you can start researching companies to see if their values align with yours. There are a few different ways to conduct research on a company:

Browse the company website
- **Find their values/mission statement** - What are they saying about themselves and their values? You can learn quite a bit about a company based on the narratives they share about themselves.
- **Investigate leadership** - Who makes up the company leadership roles? What identities/backgrounds/experiences are represented in their leadership team? The makeup of a company's leadership team can be a strong indicator of the company's values and priorities.
- **Read through their news & publications** - What are their most recent accomplishments as an organization? What initiatives are they promoting?
- **Look through their social media pages** - How are they branding their company and services? What language are they using to describe themselves?

Explore Third Party Resources and Review Sites
- **Do a Google search of the company for news articles** - what are other people saying about the company? Are they being praised for their accomplishments? Are they being held accountable for mistakes or misconduct?
- **Check employer ranking resources -** sites like Forbes and the Human Rights Campaign will share annual rankings for employers based on diversity. Use national or local ranking resources to identify employers that are considered great places to work.
- **Use Review Sites** - Sites like Glassdoor, Indeed, LinkedIn, and more will have reviews of companies from previous employees. Look up a company on these sites to see what previous and current employees are saying.

Network
- Reach out to any current or former employees in your network to learn about their experience with the company. Use LinkedIn to find current company employees, and be on the lookout for anyone working in your desired department, people who have mutual connections, and/or anyone who also went to RWU. Check out the CCPD NETWORKING GUIDE for more!

PAY CLOSE ATTENTION DURING THE APPLICATION PROCESS

The job application and interview process is not just for the company to evaluate you, but is also an opportunity for you to evaluate the company!

- **Read through the job description & pay attention to language** - What words do they use to describe the company? How do they talk about the expectations of the role? What benefits are they offering their employees?

- **Note how people interact with you** - Are people friendly and welcoming? Do they pay attention to your needs and questions? Are they interested in getting to know you as a person? Are the communications you receive clear and respectful?

- **Ask questions during the interview** - Craft thoughtful questions to ask during your interview that will help you get the information you need. Ask questions about the company culture, about the future of the company, about the company's accomplishments, and more. Use our RWU Interview Guide for more examples of questions to ask during the interview!