

Conducting Research on Employers

Key Questions:

- Financial Information: What is the total revenue? Is the company in good standing?
- Key Personnel: Who is their president, CEO? Do they have any UTSA alumni you can connect with?
- History/Mission/Goals: How old is the organization? What major events shaped its history?
- Products/Services: What new products or services are being developed? Who are the primary users?
- Major Competitors: Who are they? How do they compete? Do they have more market share?
- Major Trends/Current Events in the Industry: New competitors? Technology? Globalization?
- Recruiting Profile/Company Culture: How do they describe themselves?
- Job Description: Where does this job fit into the organization?

Key Resources:

Handshake (utsa.joinhandshake.com): Look up company profiles, ratings by Handshake users, and basic company information.

LinkedIn.com: Use the Company Search and Alumni (UTSA) Search features to find out where alumni are working, profiles of employees in a company, and overall culture.

Buzzfile.com (accessible on the right side panel of any college/community section on the University Career Center site (careercenter.utsa.edu): Find revenue information, leadership, industry, competitor company, and contact information.

Glassdoor.com: Use this site to research company culture, leadership, interview styles/questions, and salary information by positions.

Better Business Bureau (www.bbb.org): Connect with very specific company ratings to ensure you are connecting with financially sound, reputable organizations.

Idealist.org: Look up non-profit organizations for general information and their cause/area of focus/location.

Library Research Guides (<http://libguides.utsa.edu>): Research basic information of companies by sector.

GoinGlobal (link through Handshake): Database of company information by country and sponsoring companies in the US by city.

Specific Company Websites: *About Us* sections and *Mission, Vision, and Core Values* entries are helpful for basic company information. Latest news on expansions, new initiatives, and other future trends may also be found there.

