

# Locating Opportunities

*Every job searcher should understand the two distinct segments of the job market: hidden and open. You are more likely to be successful in locating positions in both markets by using a combination of the strategies found below in your search for a co-op, internship, or full-time job.*

## **The Hidden/Unpublished Job Market**

Defined as positions that are not advertised, 70% to 80% of all open positions are filled through the hidden market. To be effective, you must identify and target the specific employers and fields that relate to your occupational interests. Strategies for searching in the hidden market include:

### **Networking**

Networking is the most effective strategy for locating positions. Be prepared to talk with people about your skills, education, experience, desired geographic locations, and career interests, and to ask for information, advice, and ideas that will make your search more focused and productive. Avoid asking people directly if they know of any jobs or people who could hire you. Focus your networking activity on those individuals most likely to have useful information and advice related to your search. Career Services can help you make your networking activities most effective.

## **The UConn Alumni Association's Career and Alumni Networks**

Students and grads can connect with alumnae/i living and working all over the US. Get information and advice about geographic areas, industries, employers, careers, and job search strategies that can help you be more productive in searching for a position. Go to [www.UConnAlumni.com](http://www.UConnAlumni.com) to learn about free (for students) and modestly priced membership (for alumnae/i).

## **LinkedIn ([www.linkedin.com](http://www.linkedin.com))**

This professional networking site provides powerful and sophisticated search functions for locating contacts by industry, company, schools attended, interests, and other criteria with ease.

## **Academic Departments / Faculty Members / Advisors**

Many faculty members and advisors have established relationships with employers or organizations, and can often provide you with contacts.

## **Career Fairs**

Career fairs give students the opportunity to obtain information about specific companies, network with recruiters, and learn about opportunities. Plan on attending the fairs sponsored by Career Services. Additional information can be found on [www.career.uconn.edu](http://www.career.uconn.edu).

## **Conferences**

Attending professional conferences and workshops related to your career interests is a powerful way to focus your networking efforts on the industries and employers related to your career goals.

## **Professional Associations & Journals**

Through membership in a professional association, you can quickly expand and focus your network of contacts to professionals with similar career interests as you. To identify relevant professional associations, talk to a professor or academic advisor or search the Internet. Many associations offer discounted rates for students or recent college graduates. It will always be in your best interest, now and when you are employed, to stay abreast of the current state of, as well as new developments in your field of interest. Reading journal articles and contacting the authors who are involved in research can enhance your networking, as well as help you demonstrate interest, enthusiasm, and commitment during interviews.

## **Self-Directed Research**

Self-directed research involves exploring a company website, researching the history, mission, products, services, and reputation, and contacting someone based on information found on the website. Use Career Search, along with an Alumni Association network, and LinkedIn to focus and enhance your efforts.

## **The Open/Published Job Market**

Defined as positions that are public knowledge, these positions are found by attending career fairs, using HuskyCareerLink, searching the classified section of newspapers, professional journals, and Internet job boards, among other options. All job seekers know about the published job market, so you can be certain that multitudes of people apply for published jobs. Although 70% to 80% of positions are filled through the unpublished job market, you should be sure to allocate 20% to 30% of your job search time to explore and respond to published job postings.

## **Career Fairs**

Career Services sponsors a number of fairs during the academic year, including the Fall Career Fair, the Internship/Co-op Career Fair, and the Careers for the Common Good Fair.

## **The Career Resource Library**

Many resources in the Career Resource Library, located in Career Services, CUE 217, include internship, co-op, and job posting information.

## **General Internet Resources**

Company websites and numerous online job boards post opportunities and allow you to apply online. Try searching for your major or interests as keywords. Some professional organizations have job boards on their websites as well.

## **HuskyCareerLink**

Career Services offers this free, online system on which employers post full-time, part-time, internship, and co-op positions. Find Job postings from employers listed on the Employer tab, as well as through NACELink, offering local and national positions. HuskyCareerLink provides a calendar for on-campus interviews hosted by Career Services. Login at [www.career.uconn.edu](http://www.career.uconn.edu).

## **[www.internships.uconn.edu](http://www.internships.uconn.edu)**

This website is designed to assist students in finding internships, as well as information from academic and university departments regarding credit and policies. Students may use the website to locate a position, determine if academic credit is an option, and learn about upcoming events that are related to the internship experience. Go to [www.internships.uconn.edu](http://www.internships.uconn.edu) and use your NetID and password to log in.