

No stone should be unturned in job search, official says

By Jennifer Gillogly
Staff Reporter



Jeff Reiner/Daily Nebraskan

College students are becoming increasingly frustrated because they are unable to find jobs in their fields of choice, said the assistant director of the Career Planning and Placement Center at the University of Nebraska-Lincoln.

"I think there are too many jobs and that students need to focus more on a certain career," said Geri Cotter.

To ease the minds of some soon-to-be graduating seniors, she said, "the job outlook for the '90s is good."

Visiting the Career Planning and Placement Center before graduation will help students focus on a career and ease the frustration after graduation, Cotter said.

"There are a lot of resources out there, students just need to know how to access them," Cotter said.

The center provides students with a research library to study careers, target jobs and learn career development strategies within their field of interest.

"The center helps students identify the resources," Cotter said.

Such resources include reference materials on certain industries, addresses of companies, videotapes, resumes, cover-letter writing, state-by-state listings of job openings and job descriptions. Obtaining as much information as possible is the key, Cotter said.

The center also provides a computer network, "the bid system," that arranges on-campus interviews for students, she said.

Students must be registered with the center to participate in the system. Many firms will gain access to the computers at UNL to begin recruitment.

Students already will have keyed in their background information, and an interview could be scheduled.

Students are encouraged to research their careers, be familiar with current trends and know what employers want. A student who researches a position will have better luck getting that position, Cotter said.

Want ads are not the only resources available to the job seeker. A very accessible resource within the community is a telephone directory. According to Cotter, students can look up certain business firms and call them personally.

"A student should never leave any stone unturned," she said.

But before they start turning stones, students should have references ready to back them.

Many students are not getting jobs because they lack contacts, Cotter said. Contacts would include previous employers, internships and informal interviews with persons already employed within a student's field of interest.

"Eighty percent of internships lead to jobs after graduation," Cotter said.

"Students need to put forth a conscious effort to develop a network of contacts," Cotter said.

Many job searches are hampered by a common belief among students that corporations and businesses only hire business majors, Cotter said.

While a large corporation will employ a network of business-oriented minds, a diverse background of education exists at all levels, she said. A single corporation could employ marketers, psychologists, geologists, journalists and environmental engineers, she said.

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