

CREATIVE WAYS TO JOB HUNT

Survey about the job market. One of the questions asked: "Have any of your students come up with unique and/or creative strategies to help them find a full-time job?"

Respondents offered some unique and creative methods that students employ to stand out among job seekers.

Here are some of their ideas:

- * Two marketing majors created clever individual marketing pieces to send to prospective employers.

The pieces showed their creativity, interests, and skills.

- * A graphics design major received multiple job offers after an active job search on the Internet, which included submitting examples of his work to juried sites.

- * Some students have planned social events to connect students with employers.

- * Students set up informational interviews with alumni.

- * Students volunteer and network at professional organizations.

- * Many pound the pavement and contact employers face-to-face, rather than making initial contact through a cover letter and resume.

- * Multi-tasking: Students work part time while volunteering to gain exposure to various occupations, enhance or develop new skills, and establish contacts.

- * A student created a credit-card-sized CD-ROM about herself and her accomplishments, which she passed out at career fairs and mailed to prospective employers. Several recruiters were very impressed with her initiative.

* More students are willing to put more effort into networking strategies.

* Some graduating students will take unpaid internships to get into a company of choice.

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