

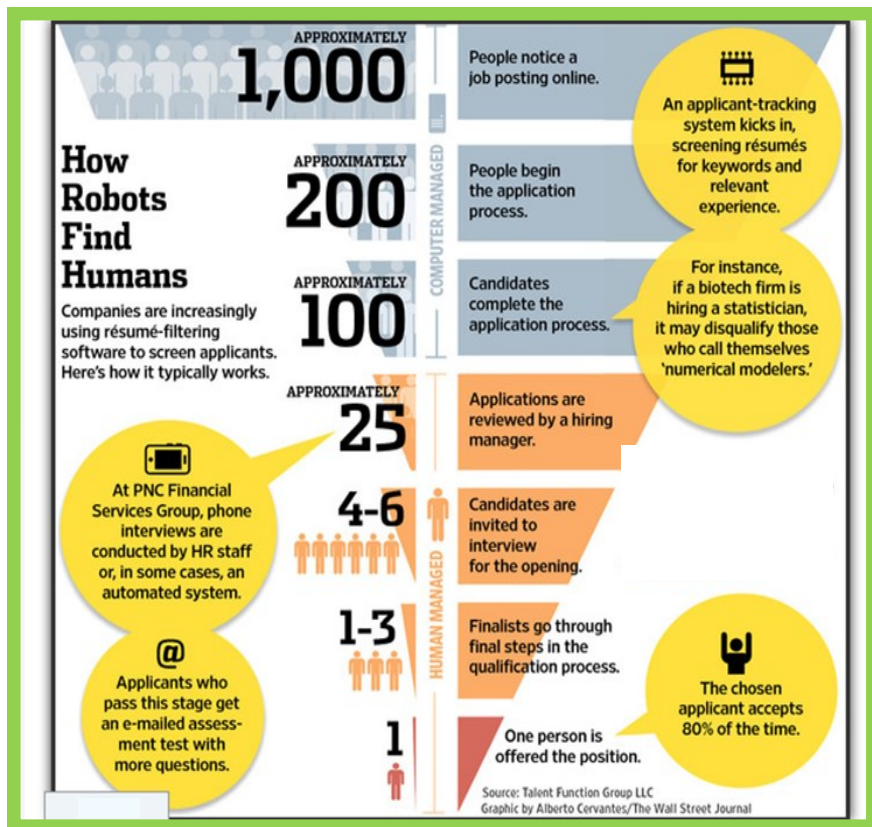
YOUR JOB SEARCH IS NOT A NUMBERS GAME

The old might-as-well-apply-because-you-never-know approach doesn't work. A successful job search follows a strategy – not blind optimism. Your success in landing a professional job is not a function of how many resumes you send but rather how much time and effort you spend understanding your value, the needs of an employer and tailoring your experience to demonstrate your fit.

Not a believer? Here's what a number game job approach looks like. Your odds of winning decrease the more people play.

They don't.

The odds of picking the winning number are absolutely independent of the number of people who play. What decreases are your odds of being the *only* winner. That's basic statistics.



THE COLLEGE STUDENT JOB NUMBERS

According to the US Bureau of Labor Statistics:

- The current unemployment rate for college graduates is 8.8%
- One out of every two Millennials is either unemployed or under-employed.

Numbering approximately 80 million people (there are actually more Millennials than Baby Boomers), this cohort is now the most educated, yet most-indebted generation in history.

What's a kid to do?

THE COLLEGE STUDENT 101

When is the best time to start looking for your first professional job after graduation?

You need to start your job search early.

Starting in 2nd semester is too late. If you are going to map out a strategy to get a job straight out of college you need to allow 6 months.

Here's what you can do throughout your college career.

Sophomore Year

Conduct informational interviewing and job shadowing. Understanding potential career paths can give you a starting place for your search. Use this time as a way to understand your skills while experimenting with what you'd like to do.

Junior Year

Use the school year to get as much experience as you can in your field. While junior year can mean that you'll have an extra demanding curriculum, it's important to make time for some real-world experience. It's also important to start narrowing your choices of where you'd like to end up post graduation.

Summer after Junior Year

Getting an internship before senior year is a crucial part of landing your first job. Don't be fooled; internships are competitive. Employers weigh internships heavily when making hiring decisions.

Senior Year

Even if you've come straight from a successful summer internship, continue to network and build connections during your senior year. Finding a job is difficult for everyone, and if college seniors have not taken the steps required for success, they will face even more hurdles to getting that job that will connect them to their future.