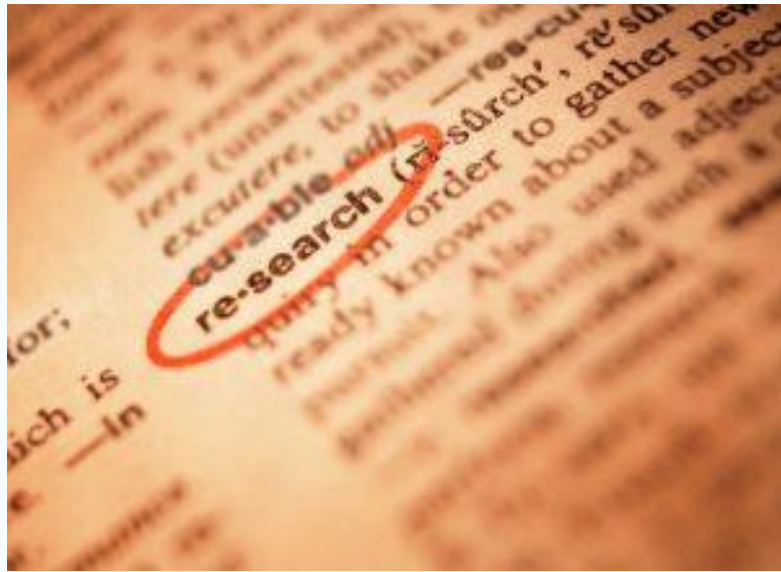




Career and
Professional Development Services

WHAT EMPLOYERS WANT YOU TO KNOW ABOUT THEM!!!

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You've heard the advice a million times: "Before the interview, do your employer research." And yet one of the top complaints by recruiters, hiring managers and HR professionals is that many candidates come into an interview unprepared. So exactly how do you conduct thorough employer research? What questions should you be able to answer? Where do you find the right answers? And how do you know how outside influences might affect the company?

Find the answers to these common questions about organizations of interest:
Give yourself an advantage with your job/internship search:

- What are its stated values?
- What is the name of the person who owns or runs the organization?
- What services or products does it provide?
- Who are its main users or customers?
- What are the benefits for users or customers?
- What significant successes has the employer had?
- Who are its main competitors?
- What are the main challenges in this industry or sector?
- What do other people (customers, competitors, employees) say about them?

WHERE TO LOOK?????

- Company website: latest news, press releases, products and services, awards, testimonials, “about us”, our values.
- Employer’s social media accounts: follow, comment on posts, say hello.
- Vault
- LinkedIn: profiles of the company/people who work there (what keywords do they use?) and discussion groups (what are the hot topics?)
- Employee reviews on sites like Glassdoor provide clues as to the real culture.
- Vault
- Industry or sector news: relevant websites (including professional institutions), online newsletters, magazines and newspapers, social media
- VAULT!!!!

**LET'S TAKE A TOUR OF VAULT
WITH GINA KESSLER LEE, OUR
INFORMATION LITERACY LIBRARIAN**

What is Vault?

The screenshot displays the Vault website interface. At the top right, there is a red logo for SAINT MARY'S COLLEGE OF CALIFORNIA and the text "Access provided by SAINT MARY'S COLLEGE OF CALIFORNIA". The main navigation bar includes the Vault logo, "RANKINGS & REVIEWS", and categories: Companies, Internships, and Schools. A search bar is located on the right side of the navigation bar. Below the navigation bar, there are links for "PLUS", "Law", "Consulting", "Banking", "Accounting", "Career Paths", "Career Advice", "Job Board", "Guides", and "Sign In".

The main content area features a "TOP RANKED" section on the left with a list of categories: Law Firms, Banking Firms, Consulting Firms, Accounting Firms, Advertising Agencies, Auto Companies, Hardware & Equipment Companies, Media & Entertainment Companies, Oil & Gas Companies, and Food & Beverage Companies. The central banner image shows a hot air balloon over a landscape with the text "How to Extend Your Job Search Beyond the College Career Fair [Read More...](#)".

On the right side, there is a promotional banner for "MAYER • BROWN" with the text "Global Solutions", "Local Strengths", and "Great Careers". Below this banner is a section titled "For Professionals" with a silhouette icon and the text "Create a Profile to Be Seen by Top Employers [Learn More...](#)".

At the bottom, there are three more sections: "Research a Company" with a list of actions: "Submit a company review" and "Find a company"; "Get Career Advice" with a list of actions: "Get Resume Help", "Prepare for an Interview", and "Expert career advice blogs"; and "Find a Job or Internship" and "Find a School".

How can Vault be used to research companies?

- Mostly includes larger companies
- Strong in consulting, banking, accounting, law, but increasingly includes other industries too
- Surveys employees about their own companies and competitors, and compiles results into rankings and quotes
- May have info on hiring process, interview questions, and culture

Example

PwC (PricewaterhouseCoopers) LLP

[My Vault](#)

Related Internship: [PwC's Advance](#), [Internship Experience](#)

[Overview](#) [Survey Says](#) [Why Work Here](#) [Rankings](#) [Employee Reviews](#) [Jobs](#)

[Submit a Review](#)

2017 Vault Rankings

- #1 [Vault Accounting 50](#)
- #1 [Most Prestigious Accounting Firms](#)
- #1 [Best Accounting Firms for Diversity](#)

[→ Show All Rankings](#)



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Blog



How to Extend Your Job Search Beyond the College Career Fair
February 15, 2017



Will the Geeks Inherit Wall Street?
February 15, 2017

PwC (PricewaterhouseCoopers) LLP at a Glance



PwC (PricewaterhouseCoopers) LLP
300 Madison Avenue
New York, NY 10017

Uppers

“Working with talented individuals who are highly intelligent, helpful, and care about one another”

“Great training, learning, and promotion opportunities—

Researching Industries

- Vault can also help you research the company's industry: background, structure, trends, outlook

Accounting

- [Overview](#)
- [Primary Products](#)
- [Workers in this Industry](#)
- [Uppers and Downers](#)
- [Background](#)
- [Defining Events](#)
- [Structure](#)
- [The Industry Today](#)
- Current Trends and Issues**
- [Industry Outlook](#)
- [Resources & Associations](#)

Current Trends and Issues

The accounting industry is in a constant state of flux as a result of government legislation, evolving business trends, globalization, and many other factors. Many accounting firms have gone "paperless" and interact with clients via cloud computing, collaborative software, mobile technologies, and social media. Personal skill requirements are also changing. The industry is requiring accountants to have technical knowledge, but also communication, problem-solving, and other skills. New health-care and environmental laws and regulations are creating demand for accountants with experience and specialized training in these areas. These are only a few of the developments and trends that will shape the future of the industry.

Technology

Technology is changing the way accountants do their jobs. Cloud computing, for example, gives accountants the option to work anytime/anywhere and to work in real time with clients. Content and document management software is allowing firms to digitize content and documents and to more easily access

How do I access SMC's *premium* Vault content?

- The first time you use it, you'll need to go through the Library's link – just search for “Vault”



Albert Plus

Combines Albert (books, videos, etc.) and Multisearch (articles)



The screenshot shows a search interface for 'Albert Plus'. It includes a search box with the text 'vault' and a 'SUBMIT' button. Below the search box is a 'Classic Albert' button and a 'LINK+' logo.

- When you get to Vault, create a profile. Then in the future you can just go straight to the Vault website and log in, without going through the Library.

TELL YOUR STORY, STUDENTS!



- ✓ Assist students with the development of a strategic job search and career plan, including a compelling LinkedIn profile and a branding/marketing plan, target companies and research techniques, internships, networking—in person and virtually, customized resumes and cover letters, informational and mock interviews with protocol, telling their story tips, total compensation strategies, etc.
- ✓ Conduct Professional Workshops and Introduce students to experts and employers through panels and hands-on, interactive events

AND, IF YOU WANT TO FURTHER YOUR EDUCATION...
- ✓ Provide expertise on graduate school possibilities

INTRODUCING: ONE STOP JOB SHOP-INVITATION ONLY NEW—SPRING 17!

- A “mini career fair” coupled with an interview day
- Networking with our students to find potential interview candidates for part-time/full-time jobs, internships and Leadership Programs
- All-day Interview Schedule—Customize the day for Employers and the students
- Orientations and Resume’/How to Show Up Workshops will be conducted throughout February and early March



Use the PESTEL Strategy for Employer Research

Learn what is happening and coming up that affects your employer:

- Politics (policies, white papers)
- Economics (funding, cutbacks, profit)
- Social (demographics, diversity)
- Technology (new tools, impact on ways of working)
- Environment (green energy, recycling, community)
- Education (training, learning, qualifications)
- Legal (laws, regulations)

Employers want to see professional quality research performed by job candidates. Show genuine interest in the employer and that you have done your homework. That is how you can “stand out in a crowd”.

Events/Workshops Examples



- Fall Career Fair



- Orientation + 30-minute Career Chat

- One Stop/Job Shop—March 16th and 30th
- Super Resume'/Interview Workshops—See Schedule
- So you have a Liberal Arts Degree---now what??—March 9th
- Why and How—LinkedIn Boot Camp--TBD



- Total Compensation Negotiations—a primer--TBD
- Career Panel Nights—SOS April 20th
- Dine with Alums

