Career Research Beyond Google: Collaboration Done Right!

Jeannie An, Mrs., McMaster University

Available at: https://works.bepress.com/jeannie_an/1/
Abstract
Since 2009, the library has collaborated with the department of Social Sciences Inquiry Program, Soc Sci 2EL0 (Career Planning Through Experiential Learning) and has delivered one lecture for this course every term. Social Sciences 2EL0 is a non-credit six week course where students are exposed to and engaged with interactive tools and resources through career planning and research. Both the course and presentation have evolved and now include such discussion topics as effective use of social media and the hidden job market. Working closely with the instructor ensures students are provided the necessary tools not only to graduate, but to also prepare them for the job market and future career development and success.

Course Objectives
Students will be able to:
1. Explain personal skills, interests and values to effectively evaluate potential career options
2. Critically evaluate individual employability skills and areas for skills improvement
3. Develop an appropriate career/education plan
4. Relate how specific job search resources, and networking can assist with the career planning process
5. Analyze position postings to determine level of “fit”
6. Create effective resumes and cover letters for specific positions of interest
7. Excel in job interviews; and,
8. Explain (describe) the benefits and uses of the career portfolio

Library Component of the Course (at week five)
Goal related to course objective four: Relate how specific job search resources, and networking can assist with the career planning process

Format of presentation:
- Powerpoint presentation (visual)
- Group discussion and sharing (experiential learning)
- Hands-on demo in library lab (experiential learning)
- Time to use resources (self-discovery)
- Re-cap and questions at the end of session (student retention)
- Formal feedback in class using online survey (assessment)

Sample Slide

What will we cover today?

Part One: Why?
- Importance of career research
- Job search as a process
- Reality of today’s job market

Part Two: How?
- Career exploration
- Careers, salaries, and industries
- Companies and competitiveness
- News and current information

Resources/ Topics Covered in Presentation
- Discuss past job opportunities in groups and share most important lesson learned from their experience
- Focus on Career Research as a planning process
- Access to Library Resources that support Career Research
  - Canadian Business Database
  - Business Source Complete
  - Factiva
  - Lexis-Nexis
- Job-specific Resources
  - Working in Canada
  - Canada’s Top 100
  - Job Boom
- How to stay current, industry specific sources
  - Associations Canada
  - Factiva (news and industry pages)

Assessment / Survey Results (Fall 2011 n=135 students)

Contact Information
Jeannie An, McMaster University, anjean@mcmaster.ca