

RMF—a systematic method to approach the job market

BY JIM CLAYTON
SPECIAL FOR THE YELL

Most graduating seniors who are actively job seeking quickly realize that it is imperative not only to participate in on-campus interviewing but also to take their search off-campus.

Unfortunately many are under the misconception that either sporadic transmittals or mass mailings of resumes to the personnel offices will lead to their desired results. Unfortunately, neither approach usually works.

What is needed is a systematic method to approaching the job market. A plan which takes full advantage of every resume which is sent. A job prospecting strategy which demands telephone follow-ups to hiring authorities and allows you to take advantage of the "turn downs" by asking for referrals and tapping into the hidden job market. RMF is a simple but very effective way to proactively approach the job market.

There are three components to the RMF system. R is research, M is mail, and F is follow-up. Begin in the research component by identifying (or prospecting) 10-15 companies, at a time, that you feel might use an individual with your background.

Research these organizations. Identify their products or services, hiring authorities, their goals and aspirations, and determine why you feel that you might be a good candidate for a position. Put to-

gether cover letters that indicate the research that you have done. Market yourself based on what you have accomplished and how that would relate to that specific organization. After you have finished your research send your cover letters and resumes, making sure to keep track of where, to whom, and when they were mailed.

You have now moved into the M or mail component of RMF. The mail component is a waiting time. Local employers should receive your cover letter and resume in 3-4 days, out-of-state employers with-in 5-6 days.

After waiting for your information to arrive you are ready to move to F or the Follow-up component. Make your follow-up calls close to the arrival date of your resume as possible. Don't wait two or three weeks or you'll find that your resume has become a coaster for a coffee cup or lost in a pile of other unfollowed-up materials. In the follow-up component you will ask the hiring authority if they have seen your resume/cover letter and if there is an interest in your background.

One of three typical scenarios usually occur from the follow-up conversation.

- 1) Yes, there is an interest.
- 2) No interest.
- 3) I have not received your information.

You must be prepared to deal with any of these situations and formulate a strategy to accomplish your goals. If there is an interest find out more about the position, the duties and responsibilities, anything that will help you learn about and assist you in marketing your background to the potential employer. Set-up

an interview time, and start doing more company research. Remember, you can't know too much. If there is no interest, ask the employer to hold on to your resume in case a position opens.

Most important: ask for a referral to another source that might have an interest in your background.

By asking for a referral you have accessed the "hidden job market." It is estimated that as much as 60 percent or more of the entire job market is unadvertised, so referral is essential in a tough market.

If you receive a referral make contact with that individual as soon as possible. Call the same day. Establish connectivity by affiliating yourself with the individual who referred you. If the individual has not seen your information suggest a time when you may drop it off and meet with them. If the employer says there is no need to deliver it because there is no interest or position, Ask for a referral.

Your goal throughout this entire process is to either get interviews or obtain referrals to other potential hiring sources. Continue to follow the RMF guidelines. Remember, approaching the job market involves hard work. Constantly research, mail, and follow-up, until you have secured the position you desire.

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Future

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honesty.

The survey also confirmed the use of background checks as a standard procedure for most employers. Recruiters checked upon work habits, absenteeism, work attitudes/ethics, transcripts and (59 percent) conducted drug testing on their candidates before making position offers.

Finally, employers were asked to give their best advice to students seeking or soon to be seeking professional positions. A few of their tips are as follows:

1) Pursue CAREER RELATED job opportunities before you graduate and work hard at developing your job performance competencies.

2) INFORMATION INTERVIEW with professionals while you're still in college to get the

inside track on how to break into your field and to develop a NETWORK of professional contacts. Career Day is an excellent forum for this endeavor.

3) GET INVOLVED in your campus professional organizations and take advantage of any opportunity to develop LEADERSHIP SKILLS through campus involvement.

4) Keep up-to-date on trends in your field so you will enter the job market well informed and prepared.

5) Be flexible, organized, devoted, patient and persistent in your approach to the job market.

6) Since recruiters are visiting fewer campuses, USE ALL RESOURCES available to you within and outside of your campus CP&P office. This includes former employers, family, friends, alumni and other employed graduates.

7) Consider accepting a position at a lower level in a stable, reputable organization and work on your job performance until a promotional opportunity arises from within.

8) REEVALUATE your flexibility with respect to geographic location, salary, and position title. Look at small to medium sized firms that may not be experiencing the down-sizing and layoffs common in larger organizations.

Your campus Career Planning and Placement service is available to assist you in developing your career plans and approaches to the job market. Services include individual counseling appointments, workshops, computerized guidance, career and company information library including vacancy announcements, Career Day, on-campus interviewing and credential referral services.

The center is available to all majors and is located in BEH 547. Call CP&P at 895-3495.

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Sunday 8:15 p.m.
M.W.F. 12:30 p.m.

Confessions / Rosary before all Masses


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2 minutes from MSU

Fr. Greg Gordon, Chaplain
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about our many activities including World Youth Day with Pope John Paul II

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Catechism Class - Mon. 7:30 pm.
Holy Hour - Tues. 12:30 pm.
Students for Life - Wed. 1:00 pm.

THE SHARPEST MIND ADVANCES.



WHEN FACED WITH THE ULTIMATE CHALLENGE, IT TAKES MORE THAN STRENGTH ALONE TO CONQUER SUCH ADVERSITY. IN A BATTLE OF WITS, IT IS THE INDIVIDUAL WITH THE STRONGEST MIND WHO WINS. IF YOU WANT TO STRENGTHEN YOUR MIND AND BODY, THERE IS A PLACE WHERE



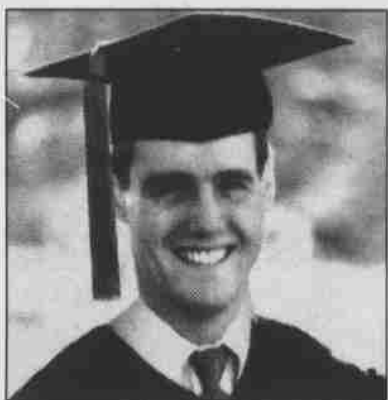
THE MUSCLES ARE FORGED AND THE MIND SHARPENED. WHERE A PROUD LEADER WITH THE ABILITY TO LEAD WILL RECEIVE THE KNOWLEDGE AND WISDOM OF OVER 200 YEARS TO CAPTURE YOUR POTENTIAL AND BECOME AN OFFICER OF MARINES. CALL 1 800 MARINES.

Marines

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