

# Job Search Strategies in Education

*Career Services, SUNY Brockport*

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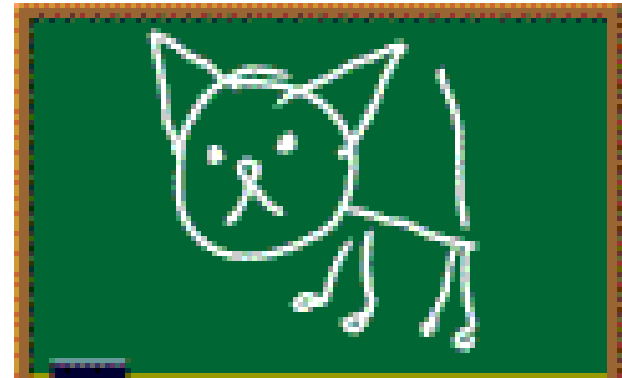


Networking  
Credentials  
Job Search Tips  
Resumes  
Cover Letters  
Interviewing  
Professional Ethics

# What is Self-Assessment?

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- Persuasively articulate match between you and the employer
  - *knowledge required*
  - *skills and abilities*
  - *personal characteristics*
- *Analyze job duties*



# Networking in the School District

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- Visit individual schools. Introduce yourself to the principal or department chair.
- Research and obtain information on the school and district beforehand.
- Interact with parents.
- Participate in extra-curricular activities.
- Multi-cultural experience
- District-specific programs
- Keep a journal
- Portfolio samples
- Letters of reference
- Thank you letters

# What is a Credential File?

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- A file located in Registration & Records containing information about you . . .
  - Letters of recommendation
  - Waiver/Release
  - Personal Information Form
  - [www.brockport.edu/registrar/credentials.html](http://www.brockport.edu/registrar/credentials.html)

# How Is it Used?

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- Sent to employers of your choice.
- Open or closed?
- Mail, email, fax or stop by to request that your placement file be sent.
- \$5 per set, payable by credit card.

# Principles of Job Hunting

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- Job hunt is an information hunt.
- Set weekly objectives, follow through and evaluate your progress.
- Job hunt is a rejection process.

# Job Leads

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- *JobShop*
- Teacher Recruitment Day
- *Job Search Handbook* (includes web sites for all states)
- Newspapers – local and national
- Internet –  
[www.brockport.edu/career/teacher.htm](http://www.brockport.edu/career/teacher.htm)

# Before you start your resume

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- Collect job descriptions.
- Break down
  - ***Knowledge***
  - ***Skills***
  - ***Personal characteristics***
- Read other resumes
  - Samples in Career Services
- Reviews- Noon to 2, appointments, [csresume@brockport.edu](mailto:csresume@brockport.edu)

# Resume tips . . .

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- Use bullets, **bold**, *italics*, underline, ***bold-italics***, **CAPITALIZATION** but don't overuse.
- Use headings and indentations to draw reader.
- Use sufficient white space and balance content on the page.
- Proofread. Error-free.

# ...more resume tips

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- Use strong action words and concise phrases.
- Quantifiable accomplishments
  - “Supervised ten staff”
- Consistency- dates, highlighting, fonts, ordering.

## 2 Types of Cover Letters

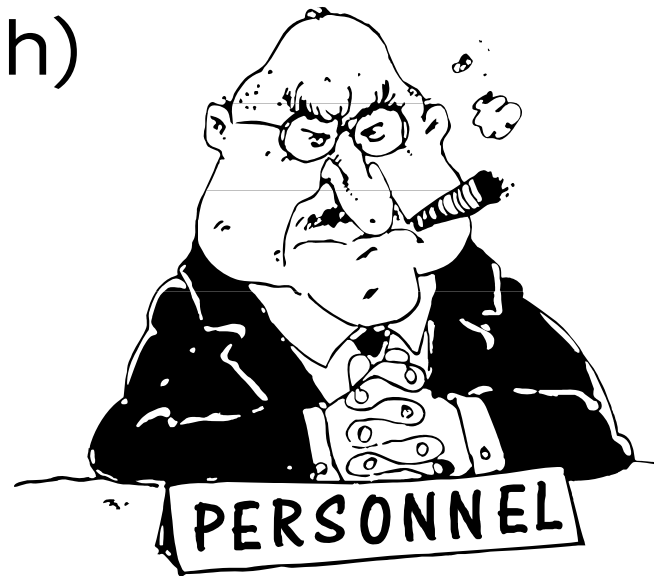
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- Letter of **application**
  - Targets identified positions
- Letter of **inquiry** or **interest**
  - Not directed at any specific job vacancy.
  - Directed at a school district or school.

# 3 Parts of a Cover Letter

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- Introduction (1 paragraph)
- Body (1 or 2 paragraphs)
- Close (1 paragraph)



# Tips for Cover Letters

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- Include identifiers – local and permanent – email, phone, address, etc.
- Address each letter to an individual.
- Natural speech, read it aloud
- Be direct in requesting an interview.
- Sign and date your cover letter.
- Apply only for positions for which you are qualified, and interested.
- Obtain as much information about the position as possible.
- PROOFREAD – ERROR-FREE.

# Why Interviews?

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- See the candidate first-hand
- Probe for detailed information Sell the job and the organization
- Allow candidates to assess interest.
- Employers:
  - Can you do the job ? Will you? Will you fit?
- Candidates:
  - Will you do the job ? Will I? Will I fit in?

# Research and Be Prepared

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What information to look for . . .

- ***Community***

- Population, income, businesses, recreation
- University/college to further education

- ***School district***

- Philosophy of education
- Number of students in the district and/or individual schools
- Size of classes
- Per student spending
- Any programs for which they are known
  - Mentoring, music, sports, etc.



# Where do I find information?

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- Libraries, community newspapers, school district publications, teacher/student handbook, yearbook
- Teachers and residents in the district
- People in the community
- District initiatives, referendum issues, curricular-specific information (reading series, funding, textbook), community concerns and support
- Chamber of Commerce
- Economic development agencies
- Web sites
- Realtors



this icon indicates additional notes on this topic. click to see the notes.

# Interviewing - Preparation

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## Prepare your responses

- Practice commonly asked questions
- Write out behavioral answers (stories)
- Mock interviews / field research
- Prepare questions for the employer
- Identify experiences, accomplishments, skills, goals, values (examples)

# Interview Tips

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- Key word – professional
- Punctuality
- Clothing- conservative business attire
- Grooming-
  - minimal after shave and perfume/cologne.
  - simple jewelry.
  - well-groomed shoes, clothing, nails, hair.
  - do not display tattoos or piercings.
- Handshake
- Eye contact
- Posture
- Expression

*[www.brockport.edu/career/dress/](http://www.brockport.edu/career/dress/)*



# The Day of the Interview

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- Bring extra resumes, portfolio of work, tasteful notepad, references - anything requested by the employer
- Relax
- Maintain positive attitude
- Make a favorable impression on support staff and receptionist

# Portfolios

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- Tasteful and manageable in size
- May include writing samples, letters of recommendation, transcripts, lesson plans, work projects, certificates
- Used sparingly to support your responses to interview questions
- Don't randomly pull items out
- Do not leave the portfolio with the employer unless requested
- Electronic portfolios- Angel



# Types of Interviews

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## ***Preeeesenting...***



- Screening
- Traditional
- Group
- Phone / Video Conferencing
- Presentations
- Behavioral



# Behavior-Based Interviews

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- Used by 70% of organizations
- About real-life incidents and how you react
- Based upon past experiences
- Helps interviewer see how you react in different situations
- Self-assessment can help you anticipate and prepare for behavior-based questions

# Handling Behavior-Based Questions

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- Use the STAR method (Situation, Task, Action, Result)
- Analyze your own background. List jobs, internships, class projects, volunteer work. Select 3-5 projects to analyze in detail.
- Projects – What was your role? What did you offer? Contributions? Skills used or learned? Outcomes? What would you do differently? What are you most proud of?



# During the Interview

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- Shake hands before and after the interview
- Get names and titles of interviewers (business cards)
- Speak clearly and to the point
- Listen to the question - ask for clarification
- Ethics - be honest and bring up only positive points

## Non-verbal Factors

- Punctuality
- Clothing
- Grooming
- Handshake
- Eye contact
- Posture
- Expression

## *Verbal Factors*

- *Can carry on an informal conversation*
- *Grammar and word usage are professional*
- *Voice sounds confident and self-assured*

# Most difficult questions...

from survey of candidates

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- What is your philosophy of education?
- What if. . . ?
- How would you design a program in your major teaching area?
- What are your weaknesses?
- Define the role of principal?
- Describe yourself with 5 adjectives.
- How do you handle discipline?

# Illegal Questions

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Any question that deals with marital status, sex, race, religion, age, national origin, citizenship

Questions must relate to the job.



# Illegal Questions - Handling

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- Determine why the question was asked, then reassure the employer
- Ask why the question was asked, explaining you are unsure how it relates to job duties
- Answer the question, ignore the illegality
- Answer the question, stating that you don't think it relates to your qualifications
- Decline to answer the question saying you don't think it affects your qualifications



# Salary Questions

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- Only discuss salary if the interviewer brings up
- Have a salary range in mind (prior to the interview)
- Try to get the interviewer to disclose range or actual salary first



# Asking Questions

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- Most employers will ask if you have questions. Up to 15 minutes of the interview.
- Asking questions shows you are interested, intelligent and thorough
- Develop questions prior to the interview
- Don't ask questions of salary, vacation and benefits

# Conclusion of Interview

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- Ask any final questions (both parties)
- Find out next step. When will you hear from them?
- Express interest (if appropriate). Do not accept a job on the spot, unless you are sure.



# Interviewing - After

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- Write thank you letters (include any important omissions, reiterate your interest and strengths)
- Analyze your performance (immediately)!  
Keep a log of the interview with dates, facts, advice you were given, impressions
- Get feedback from peers / professionals
- Follow-up / stay in pursuit

# Professional Ethics

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- Do not keep looking for employment after accepting a position (even if you have only made a verbal acceptance).



- Notify other employers if you are no longer a candidate.