Career Research Resources

Conducting research is the first step to empower you with information to help you make informed career decisions and choices. You must cast a wide net and investigate all of your options to find the best career fit. The resources are abundant and change frequently so be sure to stay current so you can be in-the-know. You may come to a point in your career when you want to venture off in a new direction. Career reinvention is possible and exciting but research is critical when you change industries.

The goal of this section is to provide you with the most widely used career research resources so you can begin mining job opportunities on your own. These resources, coupled with your social media resources, and in-person networking will empower you to find current opportunities that match what you are looking for in your current field or a new career arena.

Why Research?

If you wanted to buy a car, an expensive investment, chances are you would do some careful research. You might ask friends, look online and gather general information so you can make the best choice based on the values and qualities you find important in a vehicle. You would certainly test drive the car before you purchased and the same concept is true for careers.

Some people fall into careers by chance and end up unhappy and unfulfilled. Advance research would have given them the all important test drive to determine if that career industry was a best fit – matching their values, interests, personality, and strengths.

Think of career research as the essential test drive to maximize your chances of finding a career in which you will thrive because it suits you well. Career research boils down to gathering information, networking, and experiencing careers and organizations before you sign on. As discussed in the previous segment, informational interviewing and job shadowing are great ways to experience jobs and organizations in-person, and to grow your network.
Importance of Career Research

- **Significance** - research offers you a preview of careers prior to committing yourself to a specific job.
- **Benefit** – research provides you with an inside look at the organizational culture and expectations. If you do land an interview you will be all the more prepared and employers admire candidates that took the time to learn about their organization before applying.
- **Potential** – research will help you develop your own career path objectives by allowing you to see how other people have risen in a similar career and how to learn and grow from their successes and mistakes.

Resources to Jumpstart Your Career

Since Colgate alumni will be a large component of your warm network, they are a great place to start when beginning to research. Here are a variety of ways to tap the Colgate alumni population most expediently.

**Colgate Career Advisory Network iCAN:**
Colgate has launched iCAN to assist you in creating meaningful professional relationships with your fellow alumni. This new variation of the alumni directory has search fields including employment industries and best practices for career development support. This should be your first point of departure when beginning to develop your professional network.

There are a myriad of online resources you should utilize when pursuing career and job industry research, but remember the most powerful tool can be connecting with people. Tap these warm leads for networking, job shadows, and informational interviews. We hope you will consider paying-it-forward some day to other Colgate alumni who may need your assistance and serve in this capacity to share your career wisdom with other alumni.

**Colgate University LinkedIn Groups**
Join multiple Colgate LinkedIn groups: Colgate Connections and Colgate Alumni, Women @ Colgate, etc.) to be in-the-know about new career opportunities and to communicate with a myriad of alumni worldwide, with whom you share an alma mater. These are great sources for stimulating conversations and valuable information.
Additional Online Resources *(click to open Weblink)*

**Colgate Career Services Job Links:**
Compiled by CCS, this site contains links to hundreds of websites in a variety of industries.

**America’s Career InfoNet:**
Features occupation and industry information, salary data, career videos, education resources, self-assessment tools, career exploration assistance, and more.

**Ferguson’s Facts on File:**
A comprehensive career search database. It is organized by industry covering careers, career resources, and career preparation information (Please contact the Center for Career Services for username and password at 315-228-7380 or email ccs@colgate.edu.)

**Occupational Information Network:**
Information on skills, abilities, knowledge, work activities, and interests associated with occupations.

**Occupational Outlook Handbook:**
Published by the U.S. government, is a comprehensive resource describing most career options.

**U.S. Department of Labor Career Guide to Industries:**
Provides information on careers by industry, including the nature of the industry, working conditions, employment, occupations in the industry, employment outlook, and lists organizations that can provide additional information.

**Internet Public Library:**
Guide to web sites of prominent organizations and associations.

**WetFeet.com**
Online overview of 32+ industries... includes fields such as advertising/PR, consulting, new media, non-profit, & venture capital. Information includes what’s great and what’s to hate, industry tables and job tips.

**Novel New York**
the New York online, virtual electronic library.

**Maroon Advantage:**
Job Search Strategies for a Tight Market