Researching industries and employers is a must for identifying employers to target in a job search, writing effective resumes and cover letters, and making a strong impression in an employment or informational interview. The Center for Career Services has a myriad of on-line and hundreds of publications in our in-house library.

We strongly encourage students to complement these efforts by speaking with alumni or other contacts in the field or organization to learn about the job, industry or employer from a practitioner’s perspective. The “Make Connections” link on the Senior page has more information on how you can extend your research efforts.

For usernames and passwords, please contact the Center for Career Services at 315.228.7380 or e-mail ccs@colgate.edu.

**JOB, CAREER FIELD AND INDUSTRY RESEARCH**

Below are some of the most popular on-line resources; several others are available through the “Explore Options” link on our website. What information you need to know about a career field, job and industry can be found at: [http://www.colgate.edu/DesktopDefault1.aspx?tabid=4548](http://www.colgate.edu/DesktopDefault1.aspx?tabid=4548)

**Career Insider powered by Vault**

A dynamic, comprehensive resource with career-related articles, profession/industry/employer profiles and industry guides for 46 industries, fields in the for-profit, nonprofit and government sectors. Guides can be downloaded and printed.


**Ferguson’s Facts of File** – A compilation of resources on industries and jobs from hundreds of career-related publications. Information for each includes industry structure, descriptions of job fields, tips for getting into a field, relevant publications and associations, and the employment outlook. Please contact the Center for Career Services for username and password.


**Spotlight on Careers** - Career/industry-specific information including publications, professional associations, job/internship databases and graduate programs for some of the top fields pursued by liberal arts students. Please contact the Center for Career Services for username and password.

Occupational Outlook Handbook – Government publication with extensive background information on occupational fields including the nature and function of the field, working conditions, required education and training, forecast for growth, and salaries.

http://stats.bls.gov/oco/

Occupational Information Network (O*Net) - The nation's primary source of occupational information, providing comprehensive information on key attributes and characteristics of workers and occupations.

http://online.onetcenter.org/

GEOGRAPHY- SPECIFIC JOB MARKET RESEARCH

Going Global - Guides for 26 countries and 40 US cities providing geography-specific information and strategies for job and internship searches. There are also global chat groups for networking purposes and recent articles on career-related events for each of the countries. Username and password: if you are accessing the site while on campus, you do not need a username and password. If you have not done so, e-mail your Colgate address and a password of your choice to ccs@colgate.edu and we will create an account for you.

http://online.goingglobal.com/default.aspx

Big Guide To Working and Living Overseas - Extensive background information, strategies, and resources for volunteering, teaching, and working abroad in both the nonprofit and for-profit sectors. On-line resources are provided by geography and professional area. This guide is designed especially for current students and recent graduates.

http://www.workingoverseas.com/user/issi/5938

COMPANY RESEARCH

Questions for Company Research - According to employers, one of the most decisive factors in their selection of candidates is the quality and depth of research the interviewee has done on the organization and industry. Find out what information you need to know for your interview.


Company Research Tutorial from Case Library – This on-line tutorial presents resources for the various types of information required for thorough interview preparation.

http://exlibris.colgate.edu/staff/bburd/locating-company-information.htm

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