

## What's Inside?

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## Are You Good to Go? Career Services Online

In a world where we are constantly bombarded by advertisers telling us that we can have whatever we want for very little effort, it is easy to think that obtaining career success takes little effort. Some students and graduates even think getting that first job is as easy as ordering off of a fast food menu. All you need to do is order combo #3 and you will be good to go—right?

Well, that's only if your career goal is to work in a fast food restaurant taking orders for combo #3. Being "good to go" doesn't mean that you wait until the last minute to think about life after college. It does mean that you are prepared for the next step and you possess all the tools necessary to move forward.

"The reality is that preparing for life after college starts soon after you set foot on campus, and takes time and effort" said Michelle Yager, CISC Director. "There are many things you can do throughout your college career to prepare for finding a job after graduation."

The CISC can help you take the necessary steps to become "good to go". The first step is to register for Career Services Online (CSO), a new system that provides many benefits to Bethel students and alumni.

What is Career Services Online? It is a web-based tool that includes:

- ▶ A job and internship database
- ▶ An employer database
- ▶ The ability to upload your resume and cover letter, which can be viewed by employers
- ▶ A "job agent" that can notify you via email when new jobs are posted

- ▶ The CISC event calendar
- ▶ A "document library" that contains a variety of informational packets

In addition to these benefits, the CISC can use CSO to contact specific students regarding opportunities that might be of interest to them. For example, a local accounting firm will visit campus this fall to recruit students for internships. "We can now send an email announcement to all accounting majors and accounting professors who are registered in CSO to let them know about this opportunity," said Yager.

Faculty and staff can also register in the system and keep up-to-date with employers and job postings that might be of interest to their students.

For assistance with using CSO, or for more information about other services provided to students and alumni, contact the CISC at 257-2661 or [careerservices@bethelcollege.edu](mailto:careerservices@bethelcollege.edu).

## To Register for Career Services Online:

Go to [www.bethelcollege.edu](http://www.bethelcollege.edu)  
Click on the link to Student Career Services  
Click on the Student & Alumni box  
Click on the icon to register

**Note:** Your Bethel username and password are not linked to Career Services Online and will not work to log you in. When you register you can choose any username and password you would like.

If you need assistance or would like detailed information on navigating the site, please email [careerservices@bethelcollege.edu](mailto:careerservices@bethelcollege.edu) or call the CISC at extension 2661.

### Career & Intern Services Center

Huffman Administration Building ▲ Room A316 ▲ (574) 257-2661  
[careerservices@bethelcollege.edu](mailto:careerservices@bethelcollege.edu) ▲ [www.bethelcollege.edu](http://www.bethelcollege.edu) ↪ Student Career Services

## Entry Level Job Seeker, Google Thyself!

### College Grads - It's Time To Clean Up Your Digital Dirt

Have you Googled yourself lately? The results may be surprising and might even pose a risk for job seekers--especially if the information found casts a negative light on the candidate.

There is a growing trend in the number of employers who are Googling (i.e. Internet keyword searching, typically through Google) candidates to research for additional information.

"I like to take a look and see what information is out there about the candidates," said Nic Romero, Talent Acquisition Specialist for North Star Resource Group. "If they have recognition through sports or the community, that's great information that adds credibility to the candidate."

However, while the searches are often used to learn about accomplishments not listed within the limited space of a resume, name searching does not select for positive versus negative results. In searching for candidate achievements, other--potentially embarrassing--pages may come up.

Brian Krueger, President of CollegeGrad.com points out other savvy research techniques. "One of the favorite tricks of employers is to take the resume page of a candidate (such as [www.freesite.com/janeqpublic/resume.html](http://www.freesite.com/janeqpublic/resume.html) - not a real site) and backtrack it to the person's primary page ([www.freesite.com/janeqpublic/](http://www.freesite.com/janeqpublic/) in this case). "Even if the resume page is 'clean,' the primary page may be filled with all sorts of other tidbits about the person that they may be quite embarrassed about if their future employer was reviewing."

In the very public world of the Internet, millions of college students and other web-savvy young adults also maintain creative personal web pages within Internet social networking communities, such as Facebook and MySpace. Users create personal profiles that are sometimes questionable, and that often include photographs, videos, or blogs (short for web-logs) on dating experiences, politics or musings on what really bugs them about their parents, roommates, professors or even their employers.

Job seekers beware, notes Krueger. "While

there is still more hype than reality around employers using these sites to research potential hires, it is a growing trend. More and more employers are going deep into the Internet to dig for more information about potential candidates."

Some career center experts stress that employers would be walking a fine ethical line if they used Internet social networking sites, or other Internet searching techniques as part of their screening process. But the majority remind students that the Internet blurs the line between what is public and what is private.

"My recommendation to new entry level job seekers is that they start by cleaning up any personal Web sites they control, then Googling their own information which may be located on other sites," said Krueger. "If information (and--yikes!--photos) about that all night party are posted on someone else's site, usually a polite request for removal will suffice."

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## Mark your calendar

### Good to Go: Job Search 101

Monday, October 2—6:00 p.m.

-or-

Saturday, October 7—10:00 a.m.

Both dates will cover the same material and will be held in AC005. You must register in advance by calling the CISC at 257-2661 or emailing [careerservices@bethelcollege.edu](mailto:careerservices@bethelcollege.edu).

## Career Tip

Just like employers are likely to look you up online, you need to research prospective employers before you submit your resume and cover letter or go for an interview. Google the company, and also the interviewer if you know his/her name. Educate yourself on their mission statement, company history, recent accomplishments, etc. Be sure to incorporate their mission statement into your cover letter, and where appropriate incorporate your research into the job interview. Sure, it seems like brown-nosing (and really, it is), but it shows that you have taken initiative, and it may be the extra edge you need to put you ahead of the other candidates and land the job.

## Career Tip

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