

RESOURCES FOR EMPLOYER & INDUSTRY RESEARCH

If you are looking at potential career paths, employer and industry research provides an opportunity to learn more about your options as well as important information for your decision-making process. During the application process, research allows you to target the employers most closely related to your career goals. Employer research provides information to assist in marketing yourself as a match for a job and company. You can use what you learn to customize your resume and cover letter, help you prepare for an interview, and impress employers at a career/job fairs. As for what to find out about the company, we recommend: *Their mission/purpose; the size and structure of the company; what services/products they provide; any awards/recognition they've received; what they've been in the news for.*

RESEARCH STRATEGIES:

Talk to People:

Identify people who work for or know about the employer or industry, these could be people you meet at a career fair, family members, neighbors, or alumni contacts. Set-up an informational interview. Ask them about their experience with the organization, what the organization values, and the company culture.

Employer's Website:

Look at the company's mission statement, the news section, information about the management team, locations, history and organization structure.

LinkedIn (<http://www.linkedin.com>):

Many companies now have profiles on LinkedIn, the world's largest online professional networking site. Check out company profiles to learn about the organization and find contacts to connect with, click on "Companies" and then "Search Companies." You can select your search criteria, such as location, size, keyword, & industry type. Use the "Follow" tool to stay in tune with the latest news and company information.

WetFeet (<http://www.wetfeet.com>):

WetFeet provides state and city guides which provide local company directories for specific industries, as well as detailed information about employers, careers, and industries.

Read the News:

Utilize Google News search, search in the Wall Street Journal, The Minneapolis St. Paul Business Journal, The Pioneer Press, and the Star Tribune (or newspapers in the local area that you are searching) to find out about new company developments and industry trends.

Databases and Directories:

- Utilize library resources, check out <http://busref.lib.umn.edu/> and explore the "Company Research" and "Industry Research" pages to find searchable databases.
- LifeScience Alley (<http://www.lifesciencealley.org>), a Minnesota-based professional group in the science field, provides information about companies in the life science industry (contact the CCSE for login information); or the BioBusiness Alliance (<http://biobusinessalliance.org/>) provides a map of bio industries and companies across MN.
- Professional Associations (<http://www.weddles.com>) or Google search using your field of interest.

Websites and Blogs:

Websites that allow employees to post information about their experience with a particular company, such as Glassdoor.com can be helpful. Also, some companies and their employees host blogs to keep the public up-to-date about their organization.

RESOURCES FOR MARKET RESEARCH

- State Governments (<http://www.ncsl.org/>) plus websites of individual states.
- Non-profits (<http://www.mncn.org/>) for Minnesota-based nonprofits. For national nonprofit career information (<http://www.idealists.org>) or (<http://www.guidestar.org>).
- Federal Hiring: USAJobs (<http://www.usajobs.gov>) or (<http://www.ourpublicservice.org>)
- Minnesota workforce statistics (<http://www.deed.state.mn.us/lmi>)
- International Jobs (<http://www.devnetjobs.org>) or (<http://www.fpa.org>)