



*Welcome to*

# Strategies For Focusing Your Career Search



Dial: 888.483.1644

Passcode: 7307303

# Today's Speakers



Calvin Landrum  
CNCS – VISTA



Victoria Crispo  
Idealist

# Session Goals

By the end of the webinar, you will be able to:

- Clarify personal priorities to focus your career search
- Create a personal mission statement
- Build and maintain a targeted employer list

# VISTA Experience

VISTAs bring a lot to the table

- Community involvement
- Fundraising experience
- Resourcefulness – “ability to wear many hats”
- Strengths in multiple areas



Victoria Crispo



# Poll Question

Where should you START the career search process?

- Research organizations
- Assess your skills and interests
- Revise your resume
- Read job listings
- Network
- Other

# Career Search: Where to start?

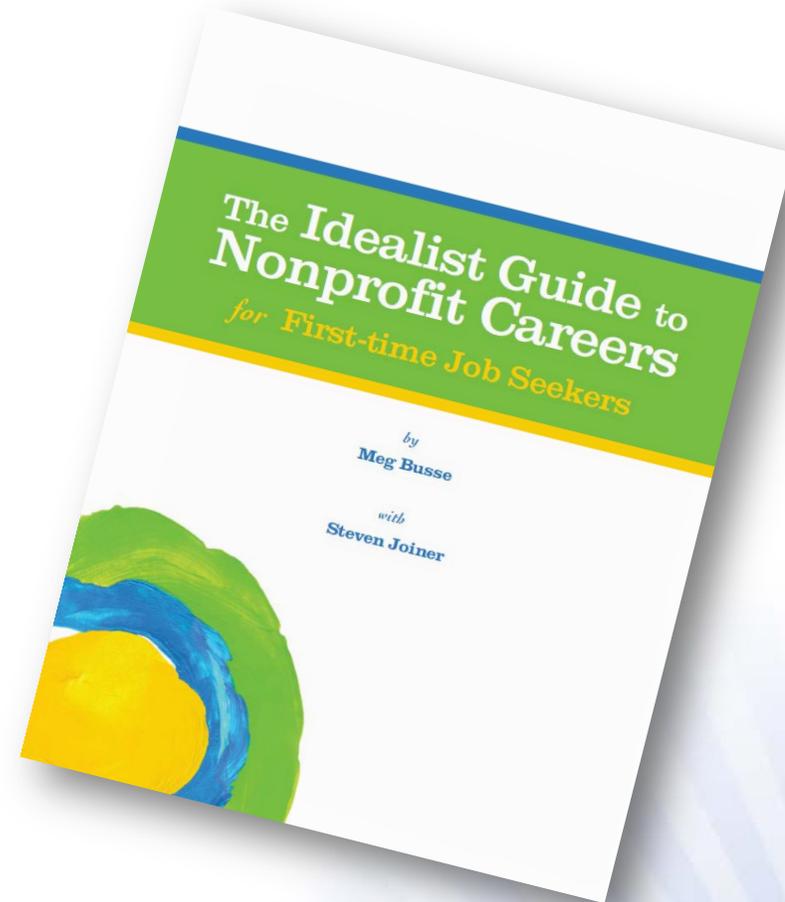


# Reflect On Your Career Priorities

Assess  
your  
skills and  
values

“Four Lens Framework” reflection activity:

1. Issues/Values/Interests
2. Organizations
3. Roles
4. Systems



# #1: Issues/Interests

Ask yourself:

- What issues do I care about?
- Which news stories catch my attention?
- What do I wish I could “fix”?
- How do I spend my free time?

- Education
- Teaching
- Healthcare
- Reproductive rights
- Film
- Journalism
- Fashion
- Cosmetology

# #2: Organizations

Ask yourself:

- Who are my favorite organizations/companies?
- What is it about these organizations that appeals to me?
- Who does similar work?

- Gates Foundation
- Doctors Without Borders
- Viacom
- Driscoll Berry Farm
- Fish and Wildlife Service
- NASA
- Local bookstore

# #3: Roles

Ask yourself:

- What types of tasks do I enjoy doing?
- Do I have a specific role that I am interested in?
- Do I have the skills, education, and experience for this role?

- TV Producer
- Investigative Journalist
- Grant Writer
- Trainer
- Stylist
- Customer Service Rep.

# #4: Systems

Ask yourself:

- What kind of organizational system do I want to be a part of?
- How big of a company would I be comfortable in?
- Who do I want to reach?

- Established vs. Start-up
- Well funded vs. grassroots
- Direct service vs. operations
- Local, national, international
- Populations served

# Tie It All Together

Build your personal mission statement:

I am passionate about **(issue/value)**

I want to work somewhere like **(organization)** an organization **(that embraces...)**

I'd like to take on the responsibilities of a **(role)**

I want to serve or work with **(community/ population)**

# Example #1

I am passionate about **learning and education**. I want to work with an organization that **embraces the train-the-trainer** model since I want to help teachers and trainers become better at their work, thus impacting a larger number of students than I could impact in a single classroom. Therefore, my role would be that of a **trainer, curriculum developer, or education program manager**. I've worked in several types of nonprofits from well-established and financially secure to new, unknown, and unfunded, and I like the stature afforded to **well-established agencies** within the system.

## Example #2

I am interested in finding a career in **radio or broadcast journalism**. It's a large field that requires some specialized training but with my education and experience, I believe I can sell myself for an **entry level position** at a **radio station or local news outlet**. I want to work with an company that **aligns with my politics and personal beliefs** so a place that deals with local news and has a more liberal and alternative leaning is what I am going for. My ideal position would be as a **producer, writer, or sound engineer**. I want to **remain in Texas**, so any metro area in the state would suit me well.

# Researching Potential Employers

Research

- Searching for potential employers vs. open positions
- Why use a targeted employer list?
  - Mission
  - Fit
  - Culture
  - Impact
  - Do I want to work here?

*All lead to.....*

**Employee Satisfaction!**

# Targeted Employer List Worksheet



Download and save your own copy:

- [https://docs.google.com/spreadsheets/d/16UhL0z630uLPB3waPF2erLrk3tNZVdp80y7kM2\\_Dybs/edit#gid=0](https://docs.google.com/spreadsheets/d/16UhL0z630uLPB3waPF2erLrk3tNZVdp80y7kM2_Dybs/edit#gid=0)

# Finding Organizations That Interest You

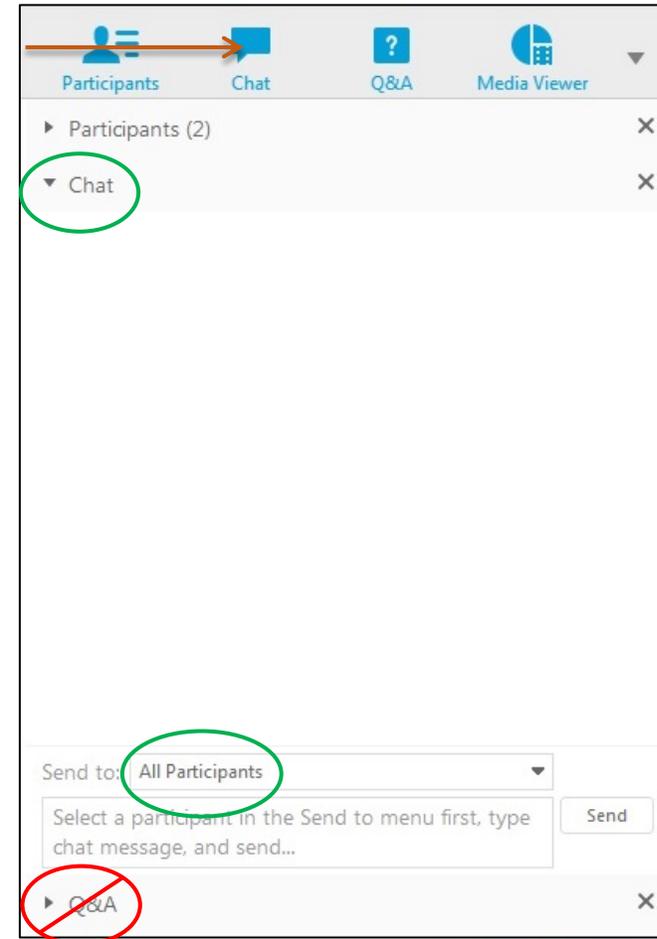


# Chat Question

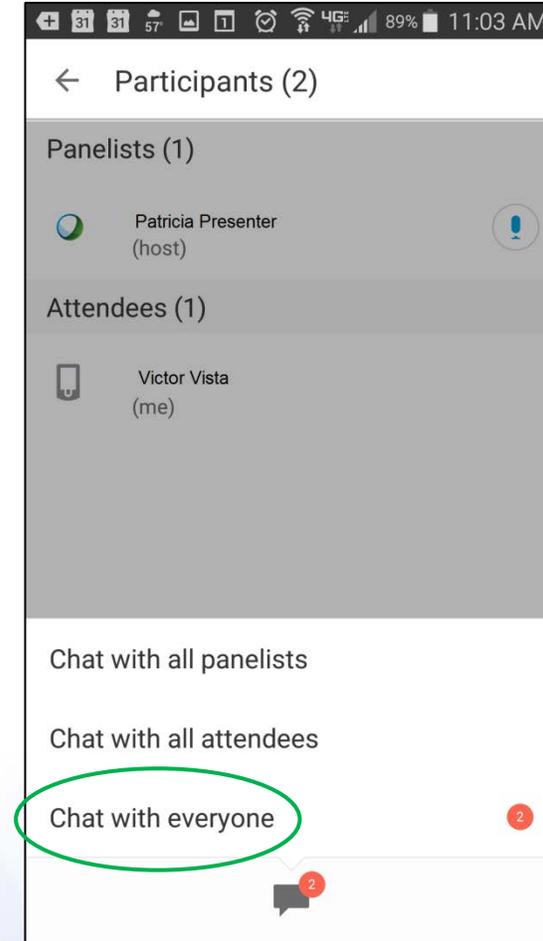
Click this button if you don't see the chat panel.

- How have you found out about organizations that align with your interests?

## COMPUTER



## MOBILE



# Informational Interviews



- How did you get into this line of work?
- What advice do you have for someone who wants to enter this field?
- What is most challenging or most rewarding about this work?

# Informational Interview Tips

- Don't ask for a job!
  - Your goal is to gather information
- Come prepared - ask questions
- Be gracious
- Always follow up



# Upcoming Networking Webinar



**March 23:**

Building a Professional Network for Service and Career

# Evaluating A Position Description

Read job listings

Read through the entire description carefully

- How does the organization describe itself?
- Does the listing describe something you want to be a part of?
- Is it clear what the position will be doing at the organization?
- Do they list an office location?

# Deciding To Apply

Should I apply  
even if I don't meet **100%**  
of the qualifications?

- Skills and qualifications are often a hiring manager's *wish list*
- General rule: do you meet 80% of the requirements?

# Tailoring Your Resume

Revise  
your  
resume



- Beyond work experience...
  - Does it reflect your values and interests? Add volunteer experience, hobbies, etc.
  - Does it capture your strengths? Ask friends, family, former coworkers
- Is it tailored to the position you are applying for?

# Upcoming Resume Webinars



**March 9:**

Applying for Federal Jobs Using Non-Competitive Eligibility

**April 13:**

Translating VISTA Service to your Resume and Career

# Next Steps

**Reflect on your priorities:** create a personal mission statement

**Research:** start a targeted employer list

**Read job listings:** keep track of key terms and skills needed

**Build your network:** set up some informational interviews

**Revise your resume:** constantly

# Resources

- **Idealist Guide to Nonprofit Careers**

<http://idealistcareer.wpengine.netdna-cdn.com/wp-content/uploads/2013/05/IdealistGuideforFirstTimeJobSeekers.pdf>

- **Idealistcareers.org**

- Targeted Employer List Worksheet:  
<http://idealistcareers.org/target-employer-list/>
- Ask Victoria Advice Column:  
<http://idealistcareers.org/introducing-ask-victoria/>

- **Idealist.org**

- **VISTA Webinars**

- Applying For Federal Jobs Using NCE
- Building Professional Networks For Service and Career
- Translating VISTA Service To Your Resume and Career

- **VISTA Campus Job Board**

<https://www.vistacampus.gov/jobs>

- **Employers of National Service**

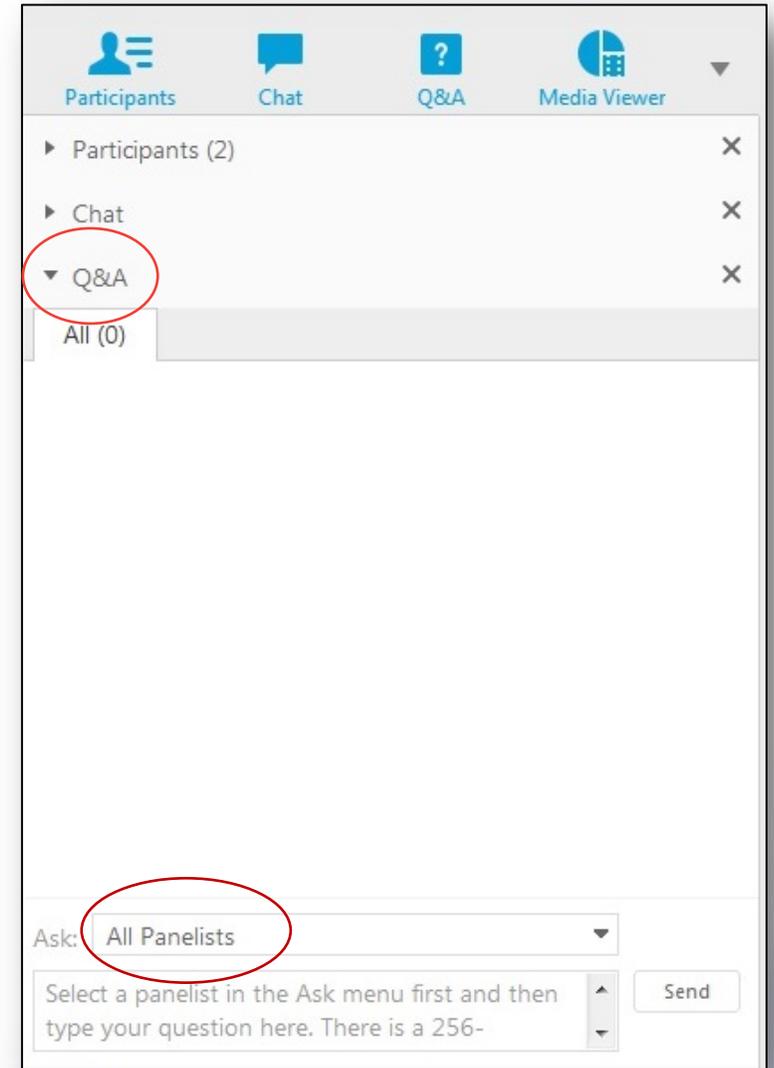
[nationalservice.gov/special-initiatives/employers-national-service](http://nationalservice.gov/special-initiatives/employers-national-service)

- **LinkedIn Pages**

- AmeriCorps VISTA <https://www.linkedin.com/company-beta/2973588?pathWildcard=2973588>
- AmeriCorps Alums  
<https://www.linkedin.com/company/americorps-alums>

# Questions ?

- To ask a question verbally, call in using the number on this slide and press \*1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



# Thank You for Your Participation!

If you have further questions or for more information, contact us: [VISTAwebinars@cns.gov](mailto:VISTAwebinars@cns.gov)

**Our next webinar:**

**Creating High Impact Images for Better Outreach**

February 28<sup>th</sup>, 2017

2:00pm Eastern

*Visit the Webinars for VISTAs page on the VISTA Campus for a complete schedule of VISTA webinars*