

Employer Research

Career Lab
Lucina Hall Room 235

- What are the short-term and long-term outlooks for the organization?
- How has the organization weathered recent changes?
- Have there been problems with downsizing, layoffs, etc.?
- Where does the organization have offices and other facilities?
- What are the career paths of recent hires?
- What continuing training and personal development programs are available?
- Do the values of the organization complement yours?

Doing Your Homework

One of the most common mistakes of many job hunters is spending little or no time researching their chosen occupations or the employers for whom they hope to work. Interviewers and recruiters say preparation (including knowledge of the employer's organization) is critical to a successful interview.

Through employer research, you will be able to make more informed decisions about the organizations you're interested in. The more you know, the better you can tailor your cover letters and interview answers to specific employers. Research also enables you to develop intelligent questions for the employer while increasing your confidence during the interview. Recruiters use your knowledge of their organizations to evaluate your interest, job-search savvy, and desire to become a part of their profession.

Where to Begin?

Once you've done your self-assessment and research about careers and occupations that interest you, you're ready to begin learning about employer opportunities and specific organizations. Whether you're seeking part-time, internship, or full-time employment opportunities, you must start with research. A variety of resources are available for your use, including those in the Career Lab in Lucina Hall 235 as well as in Bracken Library.

Topics to Explore

- How old is the organization?
- What are the organization's leading products or services?
- Who are the primary customers or clients of the organization? Who are its major competitors?
- What's the reputation and industry standing of the organization?
- What new products or services are to be introduced in the future?
- What's the size of the organization? How many employees?

Sources of Information

Listed here are several general categories of resources and materials. You may find more specific titles by visiting the places listed.

Career Lab, Lucina Hall 235

- Employers' websites
- Great Links to Explore:
<http://www.bsu.edu/careers/links> (Scroll down the page and click the category Employer Research.)
- Directories (business, government, education, etc.)
- Indiana Chamber of Commerce business research publications

Bracken Library Reference Department

- Databases (Business Source Premiere, Lexis Nexis Business, Reference USA, Standard and Poor's Net Advantage, Westlaw Campus Research)—
<http://www.bsu.edu/libraries/databases>. Check with a reference librarian for assistance.

Other Sources

- The employer (annual reports, etc.)
- Professional associations
- Trade journals
- Chambers of Commerce
- Local small business associations
- Public libraries

Other Resources

For more information about the topics covered here, be sure to visit the Career Lab in Lucina Hall 235. These are a few of the items available:

- *100 Best Nonprofits to Work for*
- *The Book of U.S. Government Jobs*
- *Career Guide to America's Top Industries*
- *Government Jobs in America*
- *Guide to America's Federal Jobs*
- *The Guide to Internet Job Searching*
- *Indiana Media Directory*
- *Job Choices* (periodical)
- *National Trade and Professional Associations*
- *Today's Hot Job Targets: Find Careers and Cities with Big Job Growth*
- Vault Guides to Top Employers
- Wet Feet Insider Guides to Top Employers
- *What Color Is Your Parachute?*
- *Writers Market*

Websites

- Career Center Publications: <http://www.bsu.edu/careers/publications>
- Great Links to Explore: <http://www.bsu.edu/careers/links>
- Career Center: <http://www.bsu.edu/careers>
- Cardinal Career Link: <http://www.bsu.edu/careers/careerlink>
- Career Management Action Plan (Career MAP): <http://www.bsu.edu/careers/cmap>
- Quest: <http://www.bsu.edu/careers/quest>
- Vault Career Insider: <http://www.bsu.edu/careercenter/secure/careerlibrary/>
- Career One Stop: Career Resource Library (Click on Research Employers.): <http://www.acinet.org/acinet/crl/library.aspx>
- AnnualReports.com: <http://www.annualreports.com>
- Hoover's.com: <http://www.hoovers.com>
- PatCriscito.com Researching Potential Employers: http://www.patcriscito.com/Bookstore/research_employers.htm
- Riley Guide: Research Employers: <http://www.rileyguide.com/research.html>

If you need adaptations or accommodations for any of our educational programs or publications because of a disability, please contact
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