



What is employer research and why should you do it?

Why should you research an employer prior to your interview, career fair or networking event?

- Knowing specific information allows you to demonstrate your interest in the field or industry, the employer, and the job.
- It helps you to align your career objective with the company's core business activity.
- You will better understand the needs of the field and the employer, allowing you to effectively showcase and emphasize your skills, knowledge and abilities.
- You will be able to determine if this organization matches your career goals.

The Big Picture....What Is this Industry?

Key points to focus on as you begin your search for more information:

- How does this field or industry work?
- What do organizations in this field or industry actually do?
- What do they produce?
- How do they measure their success?
- Who are their customers?
- What is the employer's influence on the industry and the surrounding community?

What should you research?

A Step-by-Step Process

1

Reread the **position description**. Understand the duties and responsibilities.

2

Check the **organization's website**. Also, are they listed in HireAggies.com?

3

Be familiar with the **organization's services, products and goals**. What do they do? What do they sell? etc.

4

Use **online tools**. Websites and databases include CareerShift and GoinGlobal. Other online resources include:

- 10K/Annual Reports from the Securities and Exchange
- Glassdoor
- Investors.com
- AnnualReports.com
- Bureau of Labor Statistics
- Occupational Outlook Handbook - bls.gov/ooh

5

Find and contact **Aggies working for the employer** by using 'Find An Aggie' on AggieNetwork.com. Learn more about the industry and organization.

What resources can I use?

- **WetFeet** and **Vault**, both available through HireAggies.com under the Websites/Databases pages.
- **Industry Associations**, many of which have detailed information on their websites and opportunities to connect with employees currently working in that field.
- The Wall Street Journal, Investor's Business Daily, and many of the Business Journals.
- **LinkedIn** and **Facebook** provide profiles of companies and often are sources for networking contacts within specific organizations.
- **LinkedIn Education** can help you identify organizations that hire Aggies. To access:
 - 1) Log into LinkedIn.com
 - 2) Go to Interests and select Education link
 - 3) Click the Select Your School link
 - 4) Locate the data bars in the Explore Careers section and click the See More link
- If you are not sure where to start, contact your Career Advisor for advice on resources.

Who does this employer hire?

- You must understand who the employers hire. What knowledge, skills and abilities are they seeking in candidates?
For those they have hired, what makes them successful in their positions?
 - Find people working in your potential industry through:
 - CareerShift, accessible via HireAggies.com.
 - LinkedIn (see above)
 - AggieNetwork.com – Find An Aggie

What About this Organization?

- You must know the basic background or history of the company, what the company or organization produces, what challenges are currently faced by the company, and who the chief competitor is of the company.
- Basic information about the company can often be found on its website. However, you must go beyond the front page. For publicly traded companies, look for the investor/shareholder/partner pages.
 - The Securities and Exchange Commission (the other SEC) requires all publicly-owned companies to file certain reports, and those with 10-K Reports provide a great deal of information about their organizations. Go to sec.gov and use "Search EDGAR" to locate 10-K filings.

Examples of Resources:

- Career Center Advisors
- HireAggies.com: Websites and Databases, including CareerShift, Going Global
- Professors/Academic Advisors
- Student Organizations
- Directories/Business & Government: Hoovers, Rich's High Tech, World Chamber of Commerce
- LinkedIn
- AggieNetwork.com
- Wall Street Journal
- Local Chamber of Commerce
- Public Library
- Trade Associations & Journals
- Professional Associations