



JAMES J. HILL  
CENTER  
GUIDE TO THE  
JOB SEARCH  
STRATEGY

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## INTRODUCTION

This guide highlights some of the more frequently used sources for job searches at the Hill Center. For further information and other sources, call our reference line at 651-265-5500, or email us at [info@jjhill.org](mailto:info@jjhill.org).

The Hill Library is open to the public. Please check out our web site for more information and for additional Hill Business Research Guides: <http://jjhill.org/reference-library/business-research-tools/research-guides-2/>.

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## CAREER EXPLORATION

### Occupational Outlook Handbook

<http://stats.bls.gov/ooh/home.htm>

The *Occupational Outlook Handbook (OOH)* is an online career guidance resource that provides information on hundreds of occupations in the United States. Updated every 2 years by the Bureau of Labor Statistics (BLS), the *OOH* provides detailed descriptions of job tasks, educational and training requirements, typical earnings, job prospects, and working conditions. In addition, this tool has job search tips, state-level job market profiles, and more.

### CareerOneStop

<http://www.careeronestop.org/toolkit/toolkit.aspx>

Sponsored by the U.S. Department of Labor, this web site provides wage and employment trends, occupational requirements, state-by-state labor market conditions, employer contacts nationwide, and an online career resource library. It also includes links to the fastest growing jobs and which jobs have the most openings.

### CAREERwise

<https://www.careerwise.mnscu.edu/>

CAREERwise is a comprehensive career, education, and job resource. Though developed in Minnesota, it provides general tools that help you to assess your skills and interests, set career goals based on the reality of what you might earn, and learn about new and emerging careers.

### O\*NET

<http://www.onetonline.org/>

O\*NET provides information on occupation-specific descriptors, including career exploration tools, ability and interest tests, occupational codes, and more.

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## COMPANY RESEARCH

The job search process often includes building lists of potential employers and looking for background information on these companies and organizations. The following company databases provide listings of companies, which usually include basic information such as address, telephone number, line of business, number of employees, sales revenue, contact names, web sites, and so on.

If you are looking to find which companies might be more or less likely to hire a specific type of job, start with the Occupational Employment Statistics (<http://www.bls.gov/oes/>) tool from the BLS. This source will help to identify industries (using NAICS codes) more or less likely to hire certain job categories.

### **Uniworld**

*Subscription database available at the Hill*

This source answers the questions: Who Operates Where, Worldwide? It provides multinational business contact information with listings in over 200 countries. If you are looking for companies in your local area that may have offices in another country (and vice versa), this is the tool to use. Information can be downloaded to spreadsheets.

For more information on using Uniworld, check out our Guide to Using Uniworld.

### **AtoZ Databases**

*Subscription database available at the Hill*

AtoZ covers 20 million public and private companies in the U.S. The database may be searched by industry, geography, size of company (employee or sales size) and other criterion such as location type, year established, etc. Company lists can be downloaded or emailed.

For more information on using AtoZ, check out our Guide to Using AtoZ.

### **GuideStar**

*Subscription database available at the Hill; limited free access available at [www.guidestar.org](http://www.guidestar.org)*

The GuideStar database of over 1.8 million non-profit organizations can be searched using twelve different criteria, including geography, income, IRS subsection, and NTEE (National Taxonomy of Exempt Entities) codes. Using the library's subscription, advanced searching is possible as well as downloading lists of organizations. GuideStar also provides access to nonprofit 990 filings.

For more information on using GuideStar, check out our Guide to Using GuideStar.

### **American Hospital Directory**

*Subscription database available at the Hill*

The American Hospital Directory provides access to information about hospitals, including statistical data, specialties, and whether or not the hospital is a teaching hospital. A good source for individuals looking for jobs at hospitals

For more information on using the American Hospital Directory, check out our Guide to Using the American Hospital Directory.

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## **IDENTIFYING GROWING COMPANIES AND INDUSTRIES**

It can be difficult to identify growing companies and industries. While there are some sources that provide lists of growing companies, they are often limited to very large, public companies. Determining which small-to-medium sized businesses are doing well is a little trickier. Similarly, lists of growing industries are often very high level – e.g. technology – and don't necessarily get into the niche categories that most people are looking for. Below is a list of potential places to start. Other tools, such as social networking sites, word of mouth, and personal networking will also be good sources.

You can also use the same tools listed below to help identify “best companies”. Many of these same resources will also link you to surveys, ranked lists, articles, and other tools that might help to determine whether a company might be the right fit for you.

### **Article Searching**

Looking for articles in newspapers, regional business sources, trade journals, and other sources is a great way to get insight into companies and industries. These will often be the best place to identify industry trends, find companies or business people that have been profiled, find discussions of the local economy, and so on. We have access to the EBSCO article database. Your public library is also a great source for similar tools.

For more information on using EBSCO, check out our Guide to Using EBSCO.

### **Bureau of Labor Statistics**

The BLS provides a number of different forecasting reports that detail industry growth measured by employment. A few of these are Fastest Growing Occupations (<http://www.bls.gov/ooh/fastest-growing.htm>), Industries with the Fastest Growing and Most Rapidly Declining Wage and Salary Employment ([http://www.bls.gov/emp/ep\\_table\\_203.htm](http://www.bls.gov/emp/ep_table_203.htm)), and Employment by Major Industry Sector ([http://www.bls.gov/emp/ep\\_table\\_201.htm](http://www.bls.gov/emp/ep_table_201.htm)). These reports are also available at the state level.

### **Local Resources**

Often the best places to start are with sources focusing on your particular geographic area. Major newspapers and business journals in your area are a good place to start – they often profile companies that are growing and sometimes rank top companies in categories like top private companies, fastest

growing companies, biggest employers, and so on. Localized online content – blogs, hyper-localized online newspapers, networking forums, and so on can also be great tools. State governments and local economic development agencies often publish industry reports as well. See below for tools specific to Minnesota. If you are not located in Minnesota, use these tools as starting points to identify similar sources in your area.

### ***Minneapolis/St. Paul Business Journal***

*Available at the Hill in print and electronic copy*

This journal is a treasure trove of local business (company and industry) news stories. Their numerous "top lists" of businesses and individuals are not available on their free website, and many articles now require a subscription to read the full text online. The Hill Center keeps an archive of these journals, so you should be able to find the article you need here at our library.

### ***Minneapolis/St. Paul Business Journal Book of Lists***

*Available at The Hill in print and electronic copy*

Once a year, the *Business Journal* publishes their annual Book of Lists, containing all the business rankings lists published over the past year.

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## **INTERVIEW QUESTIONS**

The company research tools listed above, as well as more sources in the Guide to Researching a Company, can provide information on specific companies and possibly individuals.

Getting a feel for how a potential employer might fit into the general industry context can also be important. The Hill's Guide to Researching an Industry and Market outlines sources for researching an industry and finding resources such industry reports, forecasts, trends, and so on.

### **IBISWorld**

*Subscription database available at the Hill Library*

IBISWorld publishes in-depth reports covering a wide variety of industries; data includes top companies, industry trends, financial benchmarks, and so on. In addition to providing an Industry Overview, these reports discuss industry opportunities and challenges. These reports can help you learn how the industry works and gives you data to include in your next interview.

For more information on using IBISWorld, check out our Guide to Using IBISWorld.

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## **SALARY SURVEYS**

### **National Compensation Survey**

<http://www.bls.gov/ncs/home.htm>

The *National Compensation Survey* provides comprehensive statistics on occupational earnings, compensation cost trends, benefits, and detailed plan provisions. Occupational wages are available for metropolitan and non-metropolitan areas, geographic regions, and nationally.

### **Occupational Employment Statistics**

[www.bls.gov/oes/home.htm](http://www.bls.gov/oes/home.htm)

Covering over 800 occupations, this source estimates both the number of people employed in these occupations and the wages paid to them. Estimates are available for the nation, individual states, and metropolitan areas. Note: this source does not cover the self-employed.

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## **MINNESOTA JOB INFORMATION**

### **Local Business Press**

The local press can be a good source for finding further information about companies, executives, and industries. It can also be helpful for profiling growing businesses, publishing ranked lists of local companies, and so on. Listed below are several Minneapolis-St. Paul area sources:

- Star Tribune ([www.startribune.com](http://www.startribune.com))
- Pioneer Press ([www.twincities.com](http://www.twincities.com))
- Finance & Commerce (<http://finance-commerce.com/>)
- Minneapolis/St. Paul Business Journal ([www.bizjournals.com/twincities/](http://www.bizjournals.com/twincities/))
- Book of Lists (available in print at our Library; rankings of top local companies in many different categories)
- Twin Cities Business (<http://tcbmag.com/>)
- Minnpost ([www.minnpost.com](http://www.minnpost.com))

### **Minnesota Occupation Employment Statistics**

<https://apps.deed.state.mn.us/lmi/oes/Results.aspx>

This tool provides employment and salary figures for the state, metro areas, economic development areas, and other regions of the state. Information is organized by standard occupational classification.

### **Minnesota Department of Employment & Economic Development**

<http://mn.gov/deed/>

The DEED web site has a number of areas with career and employment tools.

**Questions? Consult with a Business Librarian**

651-265-5500 / [www.jjhill.org](http://www.jjhill.org) / [info@jjhill.org](mailto:info@jjhill.org)