



James J. Hill Center Guide to the Job Search Strategy

“Guide to the Job Search Strategy” is a proprietary product of the James J. Hill Center.
Updated April 2014. © Copyright 2014. All rights are reserved.

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.

The Hill’s Reference Library is open to the public. Please check out our [web site](#) for current hours.

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.careerinfonet.org/>

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.

iSeek

www.iseek.org

ISEEK 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.

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](#) tool from the BLS. This source will help to identify industries (using NAICS codes) more or less likely to hire certain job categories.

American Firms Operating in Foreign Countries / Foreign Firms Operating in the United States

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.

Gale DemographicsNow- Business & People

Subscription database available at the Hill

Gale DemographicsNow 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.

GuideStar

Subscription database available at the Hill; some free access available at 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.

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, personal networking, and so on 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 a good place 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. Some of the article databases we have access to include Gale and EBSCO. Your public library is also a great source for similar tools.

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 [Occupations with the largest job growth](#), [Industries with the fastest and most rapidly declining employment](#), and projected [Employment by major industry sector](#). 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, fast 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

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.

Special Issues Index

<http://jhill.org/reference-library/business-research-tools/special-issues/>

Many publications publish annual ranked lists of companies in general or for their industry in particular. The Special Issues Index on our site captures many of these featured articles. Try using the Subject Term “Growth Companies”, or typing in keywords such as “fastest”, “growing”, “top”, “best” or “innovative”. Some examples include *Inc's* [America's Fastest Growing Companies](#), *Franchise Times'* [Top 200 Franchise Systems](#), or *Modern Healthcare's* [Best Places to Work](#).

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 outlines sources for researching an industry and finding resources such as industry reports, forecasts, trends, and so on.

First Research (via ABI/Inform)

Subscription database available (via Hennepin County Public Library)

First Research publishes quarterly reports and covers 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. A unique section in each report are "call preparation questions"; while tailored to salespeople these questions can be very helpful for developing well thought out interview questions.

Salary Surveys

National Compensation Survey

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

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

Special Issues Index

www.jjhill.org/research_online/special_issues.cfm

Salary surveys often appear in specialty business publications. A listing of such features can be found in this resource compiled by the Hill Center Reference staff. Search under "Salaries & Compensation."

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](#)
- [Top 100](#), [Top Workplaces](#)
- [Pioneer Press](#)
- [Finance & Commerce](#)

- [*Minneapolis/St. Paul Business Journal*](#)

- Book of Lists (available in print at our Library; rankings of top local companies in many different categories)

- [Top Business Stories of the Year](#)

- [Twin Cities Business](#)

- [Minnpost](#)

- [Young Professional's Network, Pollen](#) (networking newsletter)

Minnesota Occupation Employment Statistics

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

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, such as [Job Seekers](#), [Employment Outlook](#), and [Data Center](#) .

Questions? Consult with a Business Librarian

877-700-HILL / 651-265-5500 / www.jjhill.org / info@jjhill.org