Strategies For a Successful Off-Campus Job Search
Session Goals

- Review the primary components of an off-campus job search
- Discuss strategies and tactics
- Review helpful templates and examples
Why is an Off-Campus Search Important?

- Fact: ~50% of all students find their jobs off-campus
- Fact: ~80% of off-campus jobs are not advertised
Decisions to Make Before You Start

- What industry and sub-sector interest you?
  - Biomedical, bioengineering electrical, biomechanical
- What size company?
  - Start-up, family owned, Fortune 500
- What location?
- How many hours a week are you willing to work?
- How often are you willing to travel?
- What is the minimum compensation you can earn?
Steps in an Independent Job Search

- Organize yourself
- Start networking
- Education and research
- Network
- Making the “ask”
- Did someone say network? Join LinkedIn
- Education - Never stop learning about your industry
Organizing Yourself

- Get your elevator pitch down - verbal and written
  - Introductory email/call
  - Follow-up and thank you email/call
- Start building a database to track:
  - Research companies: CareerSearch, Vault, Hoovers, LinkedIn
    - Reference Librarians can lead you to many resources
  - List all the people you want to contact
  - Make notes on every call
  - Include action items and when next to contact them
- Dedicate time
  - Create a weekly routine you can keep up for months
  - You won’t be able to catch up at the end
Cold Emails

- **Intro**
  - Who are you?
    - Engineering Student
    - Colleague of Brian Smith
  - How did you come to contact the person?
    - Introduced by The King of Bhutan
    - Alumni network
  - Why do you want to speak with them?
    - Interested in their industry
    - Interested in their company
    - Introductory meeting

- **Body**
  - Tell them your background and accomplishments
Cold Email Con’t

- Conclusion
  - Remind people why you are writing
  - Outline your next steps
- Don’t ask for too much time
  - 10-15 minutes should be enough for an introductory call
- Making the “ask”
  - A phone call/meeting
  - Contacts
  - Interview
- Follow through on what you say
- People love to talk about themselves

DON’T FORGET TO PROOFREAD
Dear Mr. Jones,

I am a graduate student in Bioengineering. I was referred to you by Michael Green who graduated from this same program last year. I have had several internships in medical devices including spending this past summer at Johnson & Johnson in Wisconsin.

I am writing to see if it would be possible to set up a meeting with you. I’d like to learn more about your career at Medtronic and to gain your perspective on the company. Not only is Medtronic a leader in the medical device field, it is located in the Midwest where I would like to return for full-time work.

Would you have a few minutes to speak with me next week? I can be reached at jl2@cornell.edu. I will also follow-up this email with a call.

Thanks so much for your consideration.

Sincerely,
Information Interview

- How did you get your start at ______?  
- What do you like best in this job?  
- What do you like least in this job?  
- Which are the key tasks one has to carry out in this job?  
- Which skills/talents/traits/qualifications/ degrees does one have to have to carry out these tasks?  
- Could you refer me to 3 people doing similar work?
An Effective Database

- Keep track of everything in one place
- Catalog every resume you send out
  - To whom
  - When
  - Results
- Create Reminders
  - When did you last speak
  - When should you contact again
  - What additional contacts did they provide
- Keep all of your emails – Create mail folders
- Example database
## Sample Tracking Database

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<th>Address</th>
<th>Phone</th>
<th>How Contact Obtained</th>
<th>Form of Contact</th>
<th>Purpose of Contact</th>
<th>Opening Statement</th>
<th>How to Establish Rapport</th>
<th>Questions to Ask</th>
<th>Next Steps</th>
<th>Other Notes from Call</th>
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*Contact Person, Address, Phone, How Contact Obtained, Form of Contact, Purpose of Contact, Opening Statement, How to Establish Rapport, Questions to Ask, Next Steps, Other Notes from Call.*
Educational Resources

- People – the people you know best will work the hardest
  - Use LinkedIn to find alumni of Engineering, Cornell, and your undergrad institution
  - Professors – Significant knowledge base and industry contacts
  - Company Information Sessions
  - Friends and family and their spouses who also work
  - Acquaintances through religious organizations, social clubs, team sports

- Industry
  - Email newsletters in your field
  - TheDeal.com
PRIVATE EQUITY

Apollo beds with Linens for $1.3B
by David Carey and John E. Morris
Private Equity The home furnishings company is the latest retailer to go private.

Blackstone to buy La Quinta
by Peter Moreira
Private Equity The New York buyout shop will pay $3.4 billion in cash and debt for the Dallas-based hotel chain.

Magna Entertainment sells Meadows
by Peter Moreira
Private Equity The Canadian racetrack operator will receive $225 million in cash from Oaktree Capital and Millennium Gaming for the Pennsylvania track.

Carlyle on verge of Paris buy
by Jonathan Braude in London
Educational Resources – Con’t

- Professional organizations
  - Int’l Society of Biomechanics, Institute of Biomedical Science

- Conferences
  - On Campus – NetImpact, Bioengineering conferences
  - Off Campus – Boston Career Forum for Japanese/English Bilinguals

- Industry reports
  - Vault
  - American Institute of Medical and Biological Engineering
  - China Vaccine Industry Report, Institute of Food

- Use the library and its substantial resources!!
How Do You Find Interesting Companies?

- Industry Journals and Magazines
- Websites such as Vertical Health, WebMD
- University department websites, ex. MIT
- LinkedIn
- Wall Street Journal
- Who is being funded
  - Venturewire
  - Venture Capitalist websites

BE METHODICAL - KEEP AN ORGANIZED LIST
Employers of Bioengineers

- Amgen
- Applied Molecular Evolution
- Biomoda
- Children’s Hospital
- CryoCor
- Curis
- Elan
- GeneOhm Sciences
- Genomics Inst. of Novartis
- Genzyme
- Inovio Biomedical Corporation
- Invitrogen Corporation
- Lucent Medical Systems
- Merck Research Laboratories
- Molecular Medicine BioServices
- National Institutes of Health
- National Science Foundation
- MacroPore Biosurgery
- REVA Medical
- Vertex Pharmaceuticals
Keep on Networking

- Set up meetings now to use your time over break to meet people face-to-face.
- Ask every person you speak with for three new contacts.
  - It is possible to go through your search without making one cold call.
- Keep detailed notes on who you talk to, when you spoke with them and when and how you should follow-up.
After the Meeting Is Over

- **Short-term goals**
  - Show appreciation
  - Develop name recognition and lay a foundation for your next call

- **Action items**
  - **Send a thank you note!!!!!!!!!!!!!**
  - Remind contact of the important points from your conversation
  - Remind contact of the actions they agreed to

- **Long-term goals**
  - Keep your name fresh in their mind
  - **Give back** – send articles/facts you learn during the year
  - Be the first call they make when they decide to bring on a new hire
Going from Conversation to Interview

- Convince them they need you
  - Understand their business and their needs
  - Propose potential consulting projects that address their needs
- Be creative and flexible with your compensation
  - Working for free is the last resort
- Get to the decision maker ASAP
Takeaways

- Start early – there is no substitute for time spent
- This is a **marathon** not a sprint
- Enjoy the **journey**
- Be creative
- Be yourself
- Don’t be afraid to ask people for advice—America!
- This is a time to sell – don’t be modest!
- Commitment is everything