Use printed and, most likely, on-line resources to develop a list of places, people, and programs to contact. Ask a Career and Internship Center Counselor or a Peer Career Advisor for help. Because resources available reflect the diversity of options explored by UofR students, it is best to seek assistance and specific recommendations. Depending upon fields of interest, geographic goals, and the stage of the internship, research, or shadowing process, answers to questions associated with target lists might vary visit-to-visit and person-to-person.

Online resources like CareerLink, CareerShift, and Nationwide Internship Consortium (NIC) identify organizations via field and functional criteria and by geographic targets. Vault.com as well as city specific directories offer very focused functional and geographic listings of “top firms.” Recruiters who will and have participated in Career and Internship Connections in Chicago, Boston, New York, Washington, D.C and Los Angeles can become foundations upon which you expand lists. Additional field and city specific resources and strategies must be used to expand your hit list of potential employers, internship sites, as well as graduate schools, internship and certificate programs where you might take one, two or three courses.

The more you “mine the web,” using search engine queries to find “marketing research firms in New York,” “autism treatment programs in Boston,” “neurological testing in Los Angeles,” “Columbia University sustainability research faculty,” or other key-word statements, the better. Today, cyber sleuthing techniques can be used to create target lists very quickly and effectively.

After you have created your list(s), continue cyber sleuthing to identify persons to email and then network to clarify appropriate steps to take, persons to contact and procedures to follow. When seeking internships, research, or shadowing experiences phone calls can also clarify the nature of positions and opportunities and confirm specific contact persons. Constantly update and expand upon your hit list and always maintain records of your contacts. Know whom you contacted, when contact was made, and the outcomes of your communication. As cited later, follow up is critical, so you must know the status of your interactions with those on your hit list. Online resources can assist with your hit list development. Resumes accompany all initial communications. Networking notes that initiate first contacts will be discussed on the following page and samples appear in the Step Two section and on www.rochester.edu/careercenter under the Networking pull down window.

To develop internship, research, academic and other hit lists. . .

- Ask counselors and PCAs to identify specific resources and to teach you to use CareerLink, CareerShift, GoingGlobal, Vault.com, Nationwide Internship Consortium and other resources.
- Identify, and then utilize print directories, on-line resources, and professional associations, which are always indexed by career fields, academic subject areas, as well as geographic preferences.
- Become an avid and effective “cyber sleuth,” using search engine queries to identify lists of firms using field, function as well as geographic criteria. Google “top marketing research firms” or “top marketing research firms in San Francisco” then see what appears.
- Use the extensive field focused list of resources listed via Job Search Links accessed on www.rochester.edu/careercenter.
- Work directly with a Career and Internship Center counselor and regularly communicate with faculty and others.
- Complete the 5 Minute (or More) Field and Function Goal Expression Exercise and the Three F Exploration Worksheet and Four P Actions Page appearing under Step One, so you can have key words to use for your target list.
- Use printed resources that can be helpful, including our extensive “Book of Lists” collection.
- Always follow up with those cited on your list and regularly update your list.