

GET THE JOB

Leverage Your New College Degree

Has there been a scarier yet more wide-open time to be entering a new career in recent history? You may point to job seekers looking for work after The Great Recession. But today, many companies don't even know if they're summoning workers back to the office or working remotely.

This widespread uncertainty for employers puts college graduates in a real conundrum: How, where and when do I work?

THE STRUGGLE IS REAL

The unemployment rate for young college graduates exceeds that of the general population. About 41% of recent college graduates — and 33.8% of all college graduates — are underemployed in that they are working in jobs that don't require a college degree, according to new data from the Federal Reserve Bank of New York.



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This shows that many college graduates are jumping at the first opportunity to hold down employment due to the wobbly job market. If they turn down a job offer, when and from where will the next one come?

With patience and a plan, a new grad can hold out for an ideal, high-paying role. They can do so by considering a part-time job in retail, a volunteer post or a club membership while weighing their options.

These experiences can buy them some time while also translating into real skills,

including collaboration, problem-solving and customer service.

BE PERSISTENT

The best thing a college grad can have leaving his or her university is confidence.

Don't wait on one employer to make or break your entry into the job market. Send out multiple résumés and keep a log of all your outreach to help you stay organized.

While you're waiting for the right job opportunity to hit, get active by talking to other professionals in your field of interest. Have some informal

conversations with them about their jobs and how they arrived at them.

You'd be surprised to find how many leaders love to share knowledge and advice, especially with younger, more green professionals.

ACT THE PART

Remember that anything on your social media feeds is fair game for a hiring manager to uncover. Make sure your Facebook and Instagram channels are public-ready.

Polish up your LinkedIn profile with first-person, conversational language. Do not

simply copy and paste your résumé's content into your LinkedIn profile. Use the platform's "Jobs" function to stay up to date on new opportunities.

Always keep your emails and online communications as professional as possible. Here are some things to consider when it comes to email etiquette:

- Make sure you have a professional email address.
- Craft short, to-the-point subject lines.
- End emails with a signature that includes other ways to contact you.
- Always read your emails at least twice before sending to prevent typos.

START EARLY

Experts say that if you wait until you're done with college to start pursuing your first job, you're already behind. There are opportunities to consider within your university, including internships, clubs and organizations that can help you develop your skills and meet new people.

Ask those around you who are further along in their careers what kinds of internships they may know about in their industries. Be proactive and make sure you're a key contributor, whether you're still in college or officially kicking off your career.