



CAREER *services* CENTER

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RESEARCHING EMPLOYERS PRIOR TO AN INTERVIEW

Conducting thorough research is vital to an effective job search. This process not only helps a job/internship candidate tailor his/her resume and cover letter to a particular position, but it is especially helpful with interview preparation. It also assists with the identification of organizations that would be the best fit. *Employers view researching the company as a critical factor in applicant evaluation because it demonstrates the candidate's interest and enthusiasm for their company.* In order to assist you with your job and internship search, we developed Company & Organization Research Resources and worksheets. There are three types of checklists: **For Profit Checklist, Nonprofit Checklist, and Government Agency Checklist.**

Company & Organization Research Resources

Company/Organization Website

Information to Research:

- Clients/Patrons/Recipients of services/products
- Services/Products offered; niche area(s) of services/products
- Competitors or similar organizations
- Differences between services/products/marketing/clients and competitors or similar businesses/organizations
- Various offices and locations
- Organizational Structure and details
 - Board of Directors for Nonprofit
 - Parent/Subsidiary companies if corporation
 - Hierarchical/departmental structure if government
- New services/products; older, reliable products/services
- History
- Careers
- Divisions
- Type of audience trying to reach with web site
- Review organization/company as though you were going to be a client/patron/donor/investor

McDonald Library – Electronic Resources

Business Database – articles and information written about companies by outside sources

1. Visit <http://www.xu.edu/library/>
2. Click Database Guides by Subject - right of screen
3. Select Business
4. **ABI/Inform Research**
5. Business and Company Resource Center

Additional Electronic Resources

- **XU's eRecruiting (Experience) Database** <http://xavier.experience.com/er/security/login.jsp>
Includes access to Hoovers's for company specific information.
- **Riley Guide** <http://www.rileyguide.com/>
Comprehensive job, career, and industry search guide. To researching companies and organizations, see *Research & Target Employers* and "Business and Employer Research"
- **Wetfeet** <http://www.wetfeet.com/asp/home.asp>
Click on "Employers" tab to search for employer profiles or browse employers alphabetically.
- **Fast Company** <http://www.fastcompany.com/>
- **Nonprofit Times** <http://nptimes.com/>
Offers NPT Top 100 Report; NPT Power and Influence Top 50; Salary Survey
- **BBB Wise Giving Alliance** <http://give.org/>
Better Business Bureau Wise Giving Alliance collects and distributes information on hundreds of nonprofit organizations that solicit nationally or have national or international program services. Click Charity Reports for reports on over 400 charitable organizations for organization research
- **Guide Star** <http://www.guidestar.org/>
National Database of Nonprofit Organizations; Economic Reports; etc.
- **Chronicle of Philanthropy** <http://philanthropy.com/>
Excellent resource for current information on the donor/fundraising world of nonprofits. Specific organization research is limited, unless received current grants or funding from sources covered by the Chronicle

For Profit Checklist

Name of Company: _____

Organization Knowledge

Company History: _____

Company Leaders: _____

Organizational Structure: _____

Principle Products/Line of Business: _____

Primary Locations: _____

Stock Price: _____

Stock Trends: _____

Industry Knowledge

Industry Background/General Information: _____

Competitors: _____

Position's Career Path: _____

Relative Size of Industry: _____

Industry Trends and Facts: _____

Current Events

New Products/Lines of Business: _____

Recent News Articles about Organization: _____

*adapted from the University of Notre Dame Career Center

Nonprofit Checklist

Name of Organization: _____

Mission of Organization: _____

Populations Served: _____

Executive Director: _____

Local, Regional, National and World aspects of the organization: _____

Size of local, national organization: _____

Volunteer structure and size: _____

How the organization refers to its constituents – clients, guests, patrons, members: _____

Who comprises the Board of Directors: _____

CEO or President of the national and/or international levels of the organization: _____

Partnerships with community, other agencies and organizations, corporations: _____

Important information from Annual Report; nptimes.com – NPT Top 100 Report; organization website: _____

Recent news: _____

Primary sources of funding – could be a mix of the following: _____

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Government Agency Checklist

Bureau, agency, or department name: _____

Public service mission: _____

Sector of the population to which agency's services are directed: _____

Top position titles and names in agency such as Executive Director, Sec. of Dept., elected positions, legislators, Governor, Senators, Representatives: _____

Level of government at which the agency functions – city, county, township, state, region of the state, federal: _____

Branch of government – executive, judicial, legislative: _____

Counterpart to the agency at the different levels of government, for example Cincinnati Housing Authority is the municipal level of the state and federal department of Housing and Urban Development: _____

Recent news articles, reports, or stories involving the bureau, agency, or department: _____

Size and jurisdiction of office with whom you are interviewing; as well as size and jurisdiction of parent agency to the office: _____

Recruiting terminology, for example the federal government calls an open position a vacancy; GS level is a grade level equivalent to a particular salary range for the federal government; state and municipal levels of government may have their own specialized vocabulary for the hiring process: _____

Political appointments elected and hired positions within the agency with whom you are interviewing: _____

Partnerships with nonprofit agencies: _____

Contracts and business relationships with corporations and manufacturing companies: _____

Relationship of government agency with which you are interviewing to other government departments or agencies; differences between focus of public service and connection between them: _____

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