

Identifying and creating a list of your target employers

Although you may feel inclined to cast a wide net during your internship or job search, researching companies before applying will save you time. Creating a strategic list of target employers is important because applying to randomly selected companies is inefficient.

When you applied to universities, you probably didn't just apply to random schools; you chose ones which you believed were a good fit. Similarly, you should focus your precious job search time on companies that you believe will match well! Statistically, you **will** have to target many more companies than you did schools in order to land a job.

Find employers who have hired UIC students in the past. They are the low-hanging fruit.

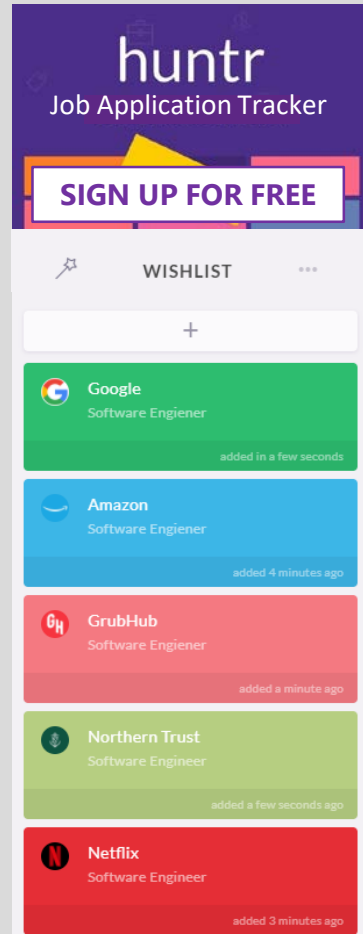
- Start here: [Who hires UIC Engineering students?](#)
- Then use the [LinkedIn Alumni](#) search feature to search UIC alumni.

As you find relevant companies, review their LinkedIn company profiles, Glassdoor and

Google "Company Name + News" to see what you can find. Add intriguing employers to a master list of target employers using a spreadsheet or a job search tool such as [Huntr](#). If you don't think an organization aligns with your goals, then move on to researching another organization. Keep going until you have 30-40 organizations that you want to contact.

Diversify your list! If you limit yourself ONLY to large name-brand corporations, you will miss out on fantastic career opportunities at small and mid-sized companies. According to [Steve Dalton's The 2-Hour Job Search](#), roughly two-thirds of all US jobs are at businesses with fewer than 100 employees! Therefore, you definitely want to have smaller organizations on your list in addition to household names.

Once you have your list, [70% of your time spent job searching](#) should be [networking](#) with and [following up](#) with recruiters and hiring managers at your target companies. We'll cover that next week.



NEXT WEEK: Reaching out to your target employers

Chemical Engineering Industry Day

REGISTER **FRIDAY, NOVEMBER 17TH** **SEATS LIMITED!** **3-5 PM | SCE Cardinal Room**

EVENTS

Jensen Hughes Info Session
 Tues. Nov. 7th | 5 - 6 PM
 SEO 1000 | ChemE/Civil/EE/ME
[Event Details](#)

Expedia: Networking Night
 Tues. Nov. 7th | 4:30 - 6 PM
 Expedia: 500 W. Madison, Chicago
[Event Details & Open Positions](#)

STLE Info Session
 Thurs. Nov. 9th | 4 – 6 PM
 ERF 2nd Fl. Atrium | All Majors
[Event Details](#)

FABTECH
 Nov. 6–9 | McCormick Place, Chicago
 Majors: ME/Materials/IE
[Event Details](#)

Career Panel with UIC Alumni
 Wed. Nov. 8th | 1 – 4 PM
 900 S. Ashland, Chicago
[Event Details](#)

ITA Networking Event
 Tues. Nov. 14th | 5:30 – 7:30 PM
 @ Echo Global | Major: CS/CompE
[Event Details](#)

Group Resume Reviews
 Mondays 3-4 PM | Fridays 12-1 PM
 SEO 822 **Bring a printed out resume**

DETAILS

LinkedIn Workshop
 Tuesdays | 3-4PM | SEO 822

DETAILS

Get Career-Ready @ ecc.uic.edu
 Career Advice | Upcoming Events | UICcareers.com
 This Week Archives | Industry Links | CPT paperwork

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 Following Up | Interviewing | Negotiating Offers

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Featured articles this week: Target Employers

- [Build your employer target list](#)
- [Top 100 tech companies in Chicago: 2017](#)
- [Fortune 100 best companies to work for: 2017](#)

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 Companies with postings on UICcareers