EMPLOYER RESEARCH GUIDE

UT
COLLEGE OF ENGINEERING
THE UNIVERSITY OF TOLEDO

It's important to research employers prior to having a conversation with a recruiter or company representative. Showing the initiative to learn more will only help you have well thought out conversations, elevator pitches, and interviews. The research will also help you determine if the company is a right fit for you, help you tailor your resume and cover letter, and demonstrates organization and dedication.

What should you research?
The internet provides you with all the tools to learn more about an employer you are interested in. First, creating a checklist of information to collect can help you narrow down the best places for you to find information. Consider looking up the following information:
1. Company's Industry
2. Products or Services the Company Offers
3. Company Leaders (President, CEO, CFO, etc.)
4. Human Resources/Recruiter Contacts
5. Organizational Structure
6. Location(s) of the Company
7. Social, Economic, Political, and Technological Trends
8. Company's Media Presence
9. Opportunities for Professional Development

Where do I find the information?
You can spend many hours trying to find relevant information related to an employer. Some of the best places are ones you may be already using in different ways.
1. Company Website: Check out information such as company profile, mission statements and values, media, news and events, etc.
2. LinkedIn: Search for companies and see what they post on LinkedIn, a summary of their company including when they were founded, company size, specialties, etc. Many post jobs/internships, articles related to their industry, job/internship fairs, and more. You can even research to see if you have any 1st or 2nd connections to someone who works for the company.
3. Better Business Bureau: Research whether a company is BBB accredited and if there have been any complaints logged against them.
4. Professional Associations: Finding associations or groups the employer bellows to can lead you to more information related to trends, and can give you insight into the industry they compete in.
5. Google: There's a reason it's the most utilized search engine online. Using the google news feature will allow you to look specifically at the media presence of a company and see what their public image is.
6. Company Blogs: Occasionally companies have well written blogs that creatively analyze trends in their industry, discuss changes ahead, and layout community connections and events important to their mission.

Taking 15-20 minutes can make a huge difference in obtaining your next big opportunity.

Questions?
Contact your co-op director via email

FUELING **TOMORROWS**