How to Job Search in an Uncertain Economy
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Planning your future in an uncertain economy can seem daunting, but it doesn’t have to be. There are only so many things you can control, and while the job market might look a little shaky, it’s your best bet to focus on yourself and your academic success, instead.

There are lots of opportunities available out there, you just have to look for them. We recommend you use a SWOT analysis approach to corner your area of the job market and look for what is best for you. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats. These are determined by internal and external factors.

The internal factors, your strengths and weaknesses are unique to you, and only you have control over them. It is important to know what you’re good at and where you fall short. What do you already bring to the table? What can you do to improve your marketability in this economy? Make a list, and look for ways to strengthen your weak areas by participating in internships and coops, and pursuing service learning opportunities. Take those extra classes that will give you a leg up on the job market. Is your GPA not so hot? Get a tutor. Be proactive and focused, and it will take you a long way.

The external factors are opportunities and threats in the job market. These things are what you don’t have a lot of control over. While you should definitely be aware of them, they should not be your primary sources of concern.

Right now, the job market is tight and highly competitive, so know what it is that employers are looking for and tailor your experiences to meet that demand. More and more employers are looking to see what kind of soft skills a potential employee can offer. They want to know if a candidate has good communication skills, and if he or she write clearly and effectively. They want to hire people with a strong work ethic and character. Think about how you can showcase these things and you’ll be golden.

Here are some ways that you can make yourself marketable:

- Keep a strong GPA
- Network with people in your field
- Identify your skills and how they fit in with the job you want
- Clean up your resume
- Participate in Internships & Co-ops
- Take advantage of service learning opportunities
- Improve your oral and written communication skills
- Practice your interviewing skills

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