

### **What is Employer Research?**

Employer research is a process of locating and analyzing information about potential employers. It consists of finding information about the organization you are applying to, analyzing what you found and making informed employment decisions. Whether you are interested in working for a company, school system, hospital, non-profit organization, or government agency, you should take the time to find out about the organization and industry.

### **Why Research Employers?**

Taking the time to conduct employer research is an integral part of the job search. Your research is a critical factor in helping you find the best job for you. Conducting employer research can help you:

- Make an informed employment decision.
- Discover if the company is a good match for you.
- Identify the company's strengths and needs so you can optimally market yourself.
- Show potential employers your initiative and enthusiasm.
- Answer interview questions confidently.
- Know what questions to ask of the prospective employer.

### **What Do I Look For?**

While conducting your research you should gather information about the specific position of interest, the company/organization and the industry in general. For example, if you are interviewing with General Motors you would research the specific job opportunities available, the company and what it does, as well as the automotive field and the role GM plays in the marketplace. You can start your research by locating the following information about the organization's:

- Age
- Services/products
- Mission Statement
- Growth pattern
- Reputation
- Competitors
- Strategies and goals
- Location(s)
- History/background
- Size
- Number of employees
- Sales
- Assets and earnings
- Personnel
- Foreign operations
- New products or projects
- Divisions/subsidiaries
- Type of facilities

### **How Do I Research?**

Your approach to employer research should be the same as your methods for researching a paper or project. Put together a comprehensive list of resources that have the information you need, study the information, and start making judgments about what you find.

### **Where do I look?**

You can find information on companies and organizations on the internet by using google search engine

## **Career Services**

The Broome-Tioga Workforce Center

Several directories are available for corporations, non-profit and government agencies and educational institutions.

Links available through the front pages of Career Service's homepage:

Other resource:

- [Vault.com](http://Vault.com)
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## **Other Websites**

Here are a few websites that have links to information on companies and organizations from all over the world:

## **General information**

- *The Riley Guide* - [www.rileyguide.com](http://www.rileyguide.com)
- *WetFeet* - [www.wetfeet.com](http://www.wetfeet.com)

## **Business**

- *Hoover's On-Line* - [www.hoovers.com](http://www.hoovers.com)
- *EDGAR* - [www.sec.gov/edgar.shtml](http://www.sec.gov/edgar.shtml)
- *Marketwatch* - [www.marketwatch.com](http://www.marketwatch.com)

## **Non-Profit**

- *Idealist.org* - [www.idealist.org/](http://www.idealist.org/)
- *Guidestar.org* - [www.guidestar.org/](http://www.guidestar.org/)
- *Give.org* - [www.give.org/reports/index.asp](http://www.give.org/reports/index.asp)

## **Education**

- *U.S. Department of Education* - [www.ed.gov](http://www.ed.gov)
- *U.S. Department of State* - [www.state.gov/m/a/os](http://www.state.gov/m/a/os)
- *Web66: International School Web Site Registry* - [www.grandpajunior.com/School-list.shtml](http://www.grandpajunior.com/School-list.shtml)

## **Healthcare**

- *Doctor Directory* - [www.hospitaldirectory.com](http://www.hospitaldirectory.com)
- *Mental Health Directory* - [www.mentalhealth.net](http://www.mentalhealth.net)

## **The Employer**

For direct information about a company, go to your prospective employer's website, or call the human resources department and request information such as annual reports, sales and marketing brochures, the employee handbook, and a description of the position you are applying for. Annualreports.com is another source for annual reports.

**Annual Reports** can be useful for information about:

- The company's mission and philosophy
- How much the organization values its employees
- The health of the company's industry
- The company's outlook and future growth prospects

**Sales and marketing brochures** will tell you about the company's products/services. This can help you develop questions to ask during your interview.

The **employee handbook** will give you information about salary, vacation time, sick leave policies, etc. This information will help you see the entire package the company offers to its employees.

If possible, request a **position description** of the job you are applying for. This could give you insight into the specific duties, responsibilities and expectations the company places on the position.

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### **Your network**

One of the best ways to find out about a prospective employer is from its employees. Use your contacts to gain access to people who have a tie to the organization. If possible, conduct informational interviews to find out more about the organization.

Talking with people one-on-one about the company can give you invaluable information.

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Also, check out the company message boards located at [Vault.com](http://Vault.com) for inside information straight from the company's employees.