The Library Reader

Congratulations
to the
McLeod Business Library

student assistants who are graduating on May 16!

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Using McLeod Business Library Resources in Your Job Search

The McLeod Business Library has some databases that can help you in your job search.

Besides the databases that can give you company financial and historical information and tell you how a company is doing, we have three databases that offer some special tools to help you locate the right match for you.

These databases are Reference USA, Plunkett Research Online, and Bloomberg Professional Service.

Reference USA

The Reference USA database is basically a directory that can locate all businesses in a specific area that meet your particular requirements. Once the businesses are listed, each business file gives you the names and contact information of important people in the company.

Reference USA is a directory of businesses, large and small, public and private, located throughout the United States. The database contains information on more than 14 million U.S. businesses.

The information is developed from the following resources: more than 5,600 yellow page and business white page telephone directories; annual reports, 10Ks and other Security and Exchange
Commission reports; national, state and municipal government data; chamber of commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information including National Change of Address updates.

The Welcome screen for this program has general information and the main link to open the U.S. Businesses database. The U.S. Businesses database opens with the Quick Search page, which will give you very broad results and you may have numerous companies to page through looking for a particular company or group of companies.

To narrow your search for job hunting you should use the Custom Search function that is accessed by clicking on the Custom Search tab near the top of the page. The Custom Search page has 37 criteria in nine categories. This search function is used by first selecting the criteria you want to use in your search (i.e., Sales Volume, City, Primary SIC, etc.) by clicking on the check box next to the item. As each item is selected a special box with one or more criteria fields is displayed in the column next to the list of items.

As you enter search criteria into the data fields you may see how this affects the pool of companies. The initial pool is the full 14 million companies in the database. Each time you enter a criterion the pool will be reduced to include only those companies that meet that criterion. To view the new pool, click on the Update Count button on the right side of the screen.

You may do this until the number of companies in the pool is a low enough number that you can work with.

Clicking on the View Results button will open a table with 25 companies to a page. Clicking on a company will open that company’s Detailed Listing page. This page will give you the company’s address, phone number, SIC and NAICS lines of business and other information, including contact information.

The Job Search

The Custom Search page can be very useful when you are conducting a job search. Using the SIC and NAICS codes, geographic criteria and business size criteria you can target the type of business, size of the company (by number of employees or sales volume) and the location (either general or specific to a particular section of a city) you want to search.

The fact that once you locate a list of prospective companies you can find each company’s address, phone numbers and other useful information is important in preparing lists of prospective job opportunities. Also, the contact information on the Detailed Listing page is very useful while preparing cover letters for resumes or applications.

An example of a job search would be if you were looking for law offices in Phoenix, Arizona. On the Custom Search page you would select criteria for the Primary SIC, City, and Employees.

In the criteria data fields in the special boxes, enter the Primary SIC in one of the ten boxes provided. For attorneys the SIC would be 8111 (the NAICS code for law offices would be 54111002 – if you chose to use the NAICS instead of the SIC). Next select Arizona from the drop-down menu, and then select Phoenix from the list of cities. Finally you would select the size of the firm you would be interested in contacting. An example would be 10-19 employees.

Clicking on the View Results button will give you a list of about 116 hits for you to consider. Adjusting the criteria may reduce the number of hits. For example if you are familiar with the
Phoenix area you might want to list zip codes for a specific area instead of the entire city. Also, you might want to consider larger or smaller offices (more or fewer employees).

Each Detailed Listing page will give you data about the company and contact information.

**Plunkett Research Online**

The Plunkett Research Online database has a selection of tools designed for job hunters. The home page has a Special Tools box (with links to the Resources & Tools for Job Seekers and Search for Employers pages) as well as several links in the Things You Can Do section.

**Search for Employers Page**

The Search for Employers page is an employment search center that provides profiles of selected employers. You can use the search engine to find profiles of mid-size or major companies. The search engine has a number of criteria in eight categories you may use to narrow your search.

An important feature of this page is the link to Indeed.com, an instrument you may use to search the Internet for employers, by job type or companies, that are not included in Plunkett.

**Resources & Tools for Job Seekers**

The Resources & Tools for Job Seekers page offers a wealth of information to help you develop a strategy for a successful job hunt. This page has ten links to other pages with information. These links are:

- Job Market Trends
- Job Market Statistics
- Seven Keys to Research
- How to Apply for a Job Online
- Associations & Organizations
- Temporary Employment Agencies
- Links to Job Search Sites
- Occupational Outlook Handbook
- Career Guide to Industries, and
- Also See: Search for Employers (which will take you to the Search for Employers page mentioned above)

Each of these pages offers extensive information concerning the topic area indicated by the page name. For instance, the Job Market Trends link opens the Market Research & Trends page with ten articles about various aspects of the job market.

**Things You Can Do (Look for a Job and Build a Prospect List)**

The links in the Things You Can Do section are Look for a Job and Build a Prospect List. The Look for a Job link will open the Look for a Job page which has a brief overview of how to use Plunkett to help you with your job search.

The Build a Prospect List link will open a page with a brief description of how to use the Export Company Contacts section in each Industry Research Center to create a search for companies that meet criteria you select. The results may be exported to an Excel or text file.

**Bloomberg Professional Service**
The Bloomberg Professional Service (referred to simply as Bloomberg) offers a search feature for actual companies that are hiring. Follow these guidelines to access this feature:

Type `<JOBS>` to locate the Bloomberg Career Center.

Use “95) Build Your Resume” to post information about yourself for recruiters.

Search by “Popular Categories” to find listings of jobs in any of the following areas:

- Accounting/Auditing
- Advertising/Marketing/Public Relations
- Banking/Consulting
- Finance/Economics/Analyst
- Information Technology/MIS
- Portfolio Management
- Sales/Traders/Brokers
- Insurance
- Legal
- Operations

Use “Advanced Search” to search by *Keyword* (i.e., job title), narrow by *Region, City,* or *Roles/Category.* You may also define the *Minimum Salary* you are expecting.

The following additional search criteria can also be used to narrow your search:

- Markets
- Industry
- Experience Level
- Degrees
- Skills
- Languages
- Certifications
- Expected Travel

Keep in mind the more search criteria entered, the smaller the number of job postings retrieved in the search.

Job postings include job descriptions, contact information, and deadlines for applying.

**Accessing McLeod Business Library Databases**

All networked electronic databases offered by the Business Library are available to all patrons. Patrons may access this program by using one of the many computer workstations in the McLeod Business Library in Alan B. Miller Hall or the Peninsula Center in Newport News.

Mason School of Business faculty, staff, and graduate students also may access the Business Library databases by using your personal Mason School of Business accounts through the Remote Desktop Connection program. All faculty and graduate student computers should have the Remote Desktop Connection program installed. If you do not have this program please contact the Mason School of Business Information Technology help desk for assistance.
The Bloomberg terminals are located in the McLeod Business Library, Room 2036. You must come into the library to use these terminals. There are also Bloomberg terminals located in the Financial Markets classroom.

Library Guides for Research Assistance

The McLeod Business Library has created a series of Library Guides to help our patrons with their research. The guides are designed to give the patron a good start in finding where to go to find useful research tools and how to use them.

So far there are seven guides available in the wooden display rack between the windows in the Library Research Room (Room 2034A) in the McLeod Business Library. More are under development and will be added to the rack as they become available.

The Library Guides currently available are:

- Company Information,
- Entrepreneurship,
- Global Business Etiquette,
- Industry Research,
- Management,
- Marketing, and
- Navigating Through Phoenix

There are some older Pathfinders still available that cover subjects such as Accounting, Business Sustainability and Investment Sources.

Electronic versions of these research tools are on the McLeod Business Library’s web site at http://mason.wm.edu/about/library/subjects.

Visit the McLeod Business Library on Facebook

The McLeod Business Library has a page on Facebook. We wanted to have a presence in this networking tool so that our patrons may have easy access to research help.

As group and class projects come to the attention of the Business Reference Librarian, she will create a list of research pointers and references that would be helpful to the students for each project. The lists will be posted on the library Facebook page in the links section. Students can then access the list for research help. Research help for other projects and classes will also be available so students can see if some research tips that helped others could be useful for their own research.

Students are encouraged to check the Facebook page regularly and post questions they may have concerning their research needs.
The various research assistance lists will be updated as additional reference materials are uncovered.

You may access the library’s Facebook page by searching for “McLeod Business Library” in Facebook, by clicking on the link on the McLeod Business Library’s home page (http://mason.wm.edu/about/library), or by going to the following web address directly: http://www.facebook.com/pages/Williamsburg-VA/McLeod-Business-Library/354042375194.

Graduating Student Assistants

The following student assistants who have been working in the McLeod Business Library are graduating on May 16. We wish them all a very happy graduation experience and long and joyous lives:

Jillian Brown
Zoya Butt
Charles Kwening
Amy Leinkram
Thomas Mahakian
Timothy-Paul Murphy
Laura Rusu

The Library Reader

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