Using McLeod Business Library databases 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 Welcome screen for this program has general information and the link to open the U.S. Businesses database. This 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 item.

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,
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 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.

Once you locate a list of prospective companies you can find each company’s address, phone numbers and other useful information. This 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.

Enter the Primary SIC in one of the criteria 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 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 for 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. For instance, the Job Markets 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 opening page for the Plunkett Research Online database. The Special Tool box is in the upper left section of the page. This box has the Job Seeker Resources & Tools and Search for Employers links. The Look for a Job and Build a Prospect List links are in the center column. Each Industry Research Center has an Export Company Contacts section where you can download a list of contacts for a company.

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 search criteria can also be used to narrow your search: Markets, Industry, Experience Level, Degrees, Skills, Languages, Certifications, and 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 These Databases

All networked databases offered by the Business Library are available to all patrons 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 these databases by using your personal Mason School of Business accounts.

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.

April 23, 2010/Library Reader/3
Conducting business research using the McLeod Business Library resources

by Christine Koenig

Pick your topic and make a list of key terms to use in your research. This may include a company name, product, business term, industry sector, etc.

Before you begin searching the databases, check the database descriptions on the McLeod Business Library “Databases” webpage, http://mason.wm.edu/about/library/databases/ to find which databases will be most relevant to your research, or refer to one of our Library Guides.

If your topic is still unclear, start with a resource such as EBSCO Business Source Complete, ProQuest ABI/Inform, or Factiva to gather background information on your topic.

As you find relevant articles, take note of additional terms to use for more focused searching.

Use AND to link terms for a narrower/more specific search (i.e., “apple AND computer” will find articles that contain both terms).

Use OR to link like terms together to broaden your search (i.e., “college OR university” will find articles that mention either term).

Remember print resources! Use the Earl Gregg Swem Library online catalog to search for additional resources for your topic. Many good print reference materials can be found at both the McLeod Business Library and Swem Library along with circulating business materials at Swem.

For additional help in finding relevant resources, check out the pathfinders available in hard copy in the information center located in room 2034A and also available on our “Research Links” webpage, http://mason.wm.edu/about/library/subjects/.

For additional tips on conducting research, check out Swem Library’s “Research a Topic” http://swem.wm.edu/instruction/getting-started.cfm

Class of 2010: Congratulations!

Special congratulations to Jillian Brown, Zoya Butt, Charles Kwening, Amy Leinkram, Tom Mahakian, Timothy-Paul Murphy, and Laura Rusu, the McLeod Business Library’s student assistants who are graduating on May 16, 2010.

The Business Library Director and staff wish these and all graduating students long and happy lives.

Guides (Continued from page 1)

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.

Copies

The McLeod Business Library has a public access copier. Copies cost five cents per copy (letter or legal size paper) and may be paid for by using your College of William & Mary Express card or you may pay with cash.