

## The LAUNCH Podcast How to Leverage the Library to Land your Dream Job with Edward Lim and Kelly Kennedy

[00:00:00] **Emma Bjorngard-Basayne:** [00:00:00] Hey everyone. Welcome to this episode of The LAUNCH Podcast. I'm Emma Bjornard-Basayne, academic advisor in the school of business at the Stamford campus.

[00:00:18] **Kayla Hogrefe:** [00:00:18] And I'm Kayla Hogrefe, academic advisor for the school of business on the Hartford campus.

[00:00:22] **Emma Bjorngard-Basayne:** [00:00:22] In this episode, we speak to Edward Lim, our new business librarian and to Kelly Kennedy, our associate director of student development and outreach in the school of business.

[00:00:33] **Kayla Hogrefe:** [00:00:33] We highly recommend that if you haven't already, you go back and check out the previous launch podcast episode, which is an interview that Emma and I did only with Edward Lim, the business librarian. And it will provide you more of a solid foundation for understanding the business library resources that you can have to offer.

[00:00:53] in this episode, we speak with Kelly and Edward specifically about how the library can help you in your [00:01:00] job and internship search. So, Emma, what stood out to you in talking to Edward and Kelly in this episode?

[00:01:07] **Emma Bjorngard-Basayne:** [00:01:07] Yeah, there was one thing in particular that Kelly mentioned that I felt was very, I dunno, inspiring, I guess is the word for it?

[00:01:13] So she described a student who had this one, you know, dream job in mind with this company. she didn't end up getting it however, She did some research on the competitors to that company and actually ended up getting a job with one of them. So I thought that was a really good way of kind of turning things around and then actually ending up getting what you wanted.

[00:01:37] So,

[00:01:38] **Kayla Hogrefe:** [00:01:38] yeah, Emma, that stood out to me as well. And it's just another one of those times where you don't know what you don't know, like. I didn't know when I was graduating from college and I was starting to look for jobs, just how much you could leverage these library resources to help you in your job, search and help you get ahead when it comes to interviews and internships and communicating with potential [00:02:00] employers.

[00:02:00] So, without further ado, please listen to this interview with Edward and Kelly.

[00:02:14] What are your names and your positions at UConn?

[00:02:17] **Edward Lim:** [00:02:17] Hello, I'm Edward Lim, the business and entrepreneurship librarian at UConn.

[00:02:22] **Kelly Kennedy:** [00:02:22] I am Kelly Kennedy and I'm the associate director for student development and outreach. And I handle all the career education for the school of business.

[00:02:30] **Emma Bjorngard-Basayne:** [00:02:30] Great. So if students are interested in say delving into a specific industry, what are some industry specific resources that you would want to talk about?

[00:02:40] **Kelly Kennedy:** [00:02:40] Sure. Some industry specific resources are so important because research in general, as far as job search, as many of you know, I'm super passionate about research because it has some specific reasons to sort of rise above. You will be that applicants that will help you rise above the rest and [00:03:00] in a very down economy, which we all know we're in at the moment.

[00:03:04] It's important that you showcase your competitive nature. So there is ways for you to showcase your excitement about the particular job on your company. Your conversations are heightened. You will hear me say in the 3005 class, that the most common question is why this company, why this industry.

[00:03:26] And quite frankly, just saying that your major is. Marketing or your major is finance is not enough of an answer. You have to have a little bit more fruitful conversations with the employer. You go through the cover letter or through the conversation at the interview.

[00:03:44] **Emma Bjorngard-Basayne:** [00:03:44] Edward, do you have anything that you want to add to that or expand on.

[00:03:48] **Edward Lim:** [00:03:48] I guess you could sorry if you have a particular company in mind and then try to find out what industry is offering. I think a lot of students have a preconception [00:04:00] about what the company does, but it might not be in that particular industry. So I always encourage students to go look up the company in some of the financial databases we have.

[00:04:11] If they are lists of companies, if they are private companies, it can be tricky. But we do have databases that cover private companies, especially if a certain size. So for example, coal covers us private companies that have at least 1 million in revenue or funding. So yeah, also, you know, merchant online.

[00:04:32] S&P net advantage, you can try searching and just to get it, what industry he operates in. I think in this day and this age, it can get blurry, can get fuzzy. Is companies do more than one thing we say is so good. Financial database. We'll be able to point that out and we'll be able to sort of give you a guide on what industry falls.

[00:04:54] And then once you know what industry it comes under, you'd be a lot easier to find similar companies [00:05:00] or competitors or peers.

[00:05:02] **Emma Bjorngard-Basayne:** [00:05:02] Just a quick follow up question for Kelly. Is this something that you see students kind of struggle with or that they have questions around and they come to you to talk about?

[00:05:11] **Kelly Kennedy:** [00:05:11] Yeah. Excellent question. Emma, I think when it comes to the research databases, and this is why Edward is my new BFF is because I absolutely love the library, but it's overwhelming. When you see the amount of databases, I believe we have 33 business databases at this moment that we subscribe to. So around that number, that's a lot.

[00:05:32] And so what specific information are you looking for? Financial data target companies in your industry? So if we were to break that down, for example, we had a student who was interested in Nielsen and, you know, they pretty much hired about six or seven students at that time for full time opportunities.

[00:05:51] They probably interviewed around 25 of our students though. So you have a few students that were disappointed that they didn't receive the offer. So what would you did [00:06:00] was we strategize around what were the competitors? And with that in mind, a student found actually three competitors and she applied to all three of them because she liked the culture of the company.

[00:06:11] She liked the business that they were in their TV ratings company. And therefore she applied to three other competitors and they don't, she definitely got a full time offer. So although she was disappointed that she didn't get the offer from Nielsen, who came to our, expo and our career fairs, she went above and beyond that 5% did a little research from using the merchant database.

[00:06:36] she used the PrivCo, all of which, Edward has been wonderful making some introductory. Videos and making it simple for students to use these databases, because certainly not going to tell you how much they cost, because I don't know, but they do cost a tremendous amount of money and they are part of your tuition here.

[00:06:56] And it's important that you utilize them. I mean, my [00:07:00] favorite one is merchant. I mean, you've heard me say that a million times because when students are doing company research on who are the companies in their particular industry and geographic area, You need to know who those companies are. You should be able to name them off the top of your head.

[00:07:17] And they would, they don't necessarily have to be the ones that are coming to campus. You know, I know both of, you know, this, when you're talking to the students, they have companies in mind. You have to remember, we're going to be in a virtual recruiting. World's coming this fall. So all, all bets are off on whether or not they come to the career fair.

[00:07:35] You still can apply. So, if you need to be out there making up patience and being more strategic about your applications, it's important that you understand the databases that are available to you that most folks do not have.

[00:07:50] **Kayla Hogrefe:** [00:07:50] When should a student start utilizing these resources and databases? Is it like senior year when we are looking for a job or [00:08:00] earlier, if we're just trying to decide on a major in an industry?

[00:08:03] **Kelly Kennedy:** [00:08:03] Excellent question, Kayla. I think that my class, of course, BUSN 3005 is in the sophomore year. But quite frankly, you could take a look at these companies and get familiar with them in your freshman year. We utilize the databases for the course in order for you to look up companies in your industry and geographic area.

[00:08:24] So for example, you know, it can be overwhelming and I'm sure that Edward, even if you download some of those, those Excel sheets, I mean, it's a lot of companies, so I know that you have to take the time to download them. Pick a few of them go to their websites. There are multiple layers of this research and it takes time.

[00:08:42] So I would say as soon as you're ready, go for it.

[00:08:46] **Edward Lim:** [00:08:46] I just want to add to that. I think you mentioned about when, usually the story of how I see it as two, two points. One is at a point when you need it. So you're applying for a job or you have a job interview, you need to find certain things. then [00:09:00] you approach the librarian, you know, me to ask for help, but I also met many students who are kind of inquisitive or self starters. So whenever they find free time, especially during the summer, they would just log into the database and see what's up available. It doesn't matter something else I wanted to add as well. especially in your freshmen year where you're not sure. What you, you know, you don't know what you don't know.

[00:09:26] So one way you could do go about doing this is look at some of the industry reports, and just trying to find out what's, what are the trends? What, what has happened, you know, in the past, in for this, with clay industry and just getting a, a few on what kind of issues or what kind of challenges the industry is facing.

[00:09:45] Are they hiring? Are they expanding? This could inform you and you know, if something interesting comes up then. Yeah, no. And then the last thing I wanted to add about the financial databases is, you don't just look at peers or competitors. [00:10:00] A lot of the databases, they have a family tree. So you could actually, you know, you mentioned about Nielsen, so that's Newson media research that does the DV ratings.

[00:10:10] They come under a holding company called Nielsen holdings. So you could use this way to look for sisters companies, you know, companies that are under the same holding company, or you could look for subsidiaries. You know, maybe the subsidiary hiring, but the main company is not hiring or the other way around.

[00:10:28] So you could try to explore a little bit, I definitely come across students where they don't realize they're working for a larger company. So that says a lot about your career progression as well, because you could move to another company that's part of the holding company and things like that. So, so just to keep your eyes and your mind open.

[00:10:46] **Kayla Hogrefe:** [00:10:46] It sounds a lot more fruitful than monster.com for finding companies like you'll want to work for.

[00:10:52] **Kelly Kennedy:** [00:10:52] Yes, I would not recommend, sorry, but, I think that what you're talking about too is [00:11:00] conversational, you know, raising the bar. To be honest with you when you're doing an interview. it's really only about 5% more that one applicant is doing in terms of their research and preparation for the interview.

[00:11:10] That actually gets them the job. So, you know, students will say to me, Oh, what, there's 600 finance majors and everyone looks the same and everyone is the same. Well, you need to do that. Legwork. The work here is the digging. The work here is what Edward is talking about doing. I present more that your conversation is going to be much different.

[00:11:31] So, you know, a United technologies is a really good example of that. They, I think they own eight companies, and, they come to campus and a student will, you know, may go over to the table, went during the expo or something like that and have a conversation with them and say, I like your company.

[00:11:49] But the student that's going to walk up and say, I did a little bit search on your company. I noticed you have eight, eight family trees. You have this, you have that. I noticed [00:12:00] your press release. Please indicated this. And I'm excited about that. Your application, this just went from zero to 10 in about three seconds.

[00:12:10] that recruiter, the little bells are going to go off and they're going to say, look at that. you know, Kayla, Emma, she was ready to talk with me, not just, I'm a finance major and I'm interested in your FDLP program. Can you tell me what I'll get out of it? That that answer to, tell me about yourself is not going to land on internship.

[00:12:30] Freshman year or sophomore when you're a junior year, those people are raising the bar in their conversation and they're doing it through research.

[00:12:38] **Emma Bjorngard-Basayne:** [00:12:38] It seems to that if you do that research, then you can kind of think about how you can contribute. You know, I mean, at least start thinking about that and bringing that up to our recruiter.

[00:12:50] **Kelly Kennedy:** [00:12:50] Absolutely. And. I think that when, you know, you have unique character traits that have accompany that really define the culture. Like we [00:13:00] had one company that wrote a job description that said must be able to throw a Frisbee, right. There was one line in the job description. If you took the time to do a little research on that company, you would have seen that they're a credit agency that was actually started by two Yale grads down in new Haven.

[00:13:17] And they actually are the ones that use our UConn pro card. So if you saw the levels of care or station that you can bring to that recruiter, you can start showcasing how much you really do. Like this industry. It really is showcases that and a recruiter is looking for this. They are literally looking for that student that has jumped higher than the others.

[00:13:43] And that's really that difference. That makes a difference. And you become that many expert. I know some of our students are interested in private companies like our finance majors. They're always saying, well, do you know Kelly? You know, Kelly, do you know of any companies I say, get to the PrivCo database, get to that [00:14:00] merchant database.

[00:14:01] Do a five minute search on what industry and what you graphic region. And you can come up with a list of close to 500, if not more of industries, you know, you don't want to be blindsided by what's in front of you. Okay. So in other words, you don't want to say, gee, there's only. Three insurance companies that from Hartford that come to the fair, but that doesn't mean that there are three only three insurance companies, 60 miles out of Hartford.

[00:14:30] If you actually did emergent database search, you would find that there are actually 1500, 1500 insurance companies, 60 miles out of Hartford. So that opens your spectrum to not limiting yourself. Now, do you need to apply for 1600, 1500? No, but it does open up your world a lot bigger than on campus recruiting.

[00:14:53] **Emma Bjorngard-Basayne:** [00:14:53] Definitely. And I was just thinking, as you were talking Kelly for Edward, if a student wants to have, you know, get [00:15:00] some help, like maybe. You know, set up an appointment with you, whether that's virtual, you know, in fall or in person, could they do that and you could help them do this search or you can talk them through how to use the platform.

[00:15:12] **Edward Lim:** [00:15:12] Yeah, definitely. So I've, I have a short video on my Business guide. We can share the URL on the show notes that that sort of, guides the students through on how to create a very simple, sort of a list company list of companies in merchant. And that kind of concept can be applied to the other databases as well.

[00:15:30] So that's, I would think that's pretty straightforward. If any students need help, I'll be more than happy to help. I guess, one thing I want to add, you know, especially for students who don't know where to start. will be to start reading, news start reading. so then trade publications. So, you know, getting the students, you know, getting the students to think, what would the professional in this particular industry particular location, what would they read to keep up?

[00:15:56] How do they keep up? And, we have access to a lot of these [00:16:00] trade magazines either. You know, now maybe library is not open at the moment, but, a lot of publications are available online. We have access to them, if we, you're not sure you can always chat with me. Yeah. So, so definitely, that's the one to sort of keep yourself informed.

[00:16:16]and then the more you learn, then the more possibilities you come up with, and then maybe you have a better idea of what industry you want or what other kind of companies you want to work for. So, so you sort of go goes both ways. You can start with something in mind, or if you don't have something in mind, then ask yourself, let two people read, you know, start reading widely.

[00:16:35] I think that will help inform you as well.

[00:16:38] **Kelly Kennedy:** [00:16:38] Excellent advice. And I think when you have students that, listening that are. Trying to choose a major that, I mean, if you're not sure I'm interested in reading the material that goes along with the policy civil industry of choice for the future, that says a lot in terms of whether or not this industry or this particular major is right for you.

[00:16:58] I know that, you know, students have [00:17:00] said, I'm not sure if I want finance or if I want accounting. We'll do a little reading about it. Is it something that gets you excited? Are you interested in the stock market? Is it, you know, there's the wall street journal, you know, you can't wait to read it in the morning.

[00:17:12] I know for, you know, I always joke with the students. I can't wait to read about job search. Wall street, not so much. I know that about me. So, so if you are somebody that gets energized by this information, that's where the library is. Your friends. I know Edward, would you say that the fact TIVA is probably the best database for news on particular companies as well?

[00:17:38] Or would you recommend a different one?

[00:17:41] **Edward Lim:** [00:17:41] I think Factiva is great in different ways. first and foremost is a very extensive, news database. you can search not just in English, but in many, many other languages as well. So, so the potential of what you're searching for, it's a lot wider than, than Google in that sense.

[00:17:59]so you could [00:18:00] actually, you know, search for publication in the particular region. Location or region, or you can search for news in a particular industry on a particular topic. so that's a, this the versatility of Factiva. I always tell this to students, you know, just to have a bit of fun, putting your own name into Vancouver and, and see what it comes up, right.

[00:18:21] Maybe when you were five years old, 10 years old, you appeared in a local newspaper. They're going to be there. Right? So Factiva is completely text only. You're not going to get images, but they do a really good job, going back into time and things like that. So coming back to your point about private companies, private companies sometimes are too small to appear on some of these databases.

[00:18:42] But the local media sort of covers the successful businesses. So you they're going to appear in news articles and then you're going to find them in Factiva so I know our students are very entrepreneurial, very innovative. They want to do like really ground breaks, making new stuff, you know, industry doesn't really exist.

[00:19:00] [00:19:00] For what they are, they want to do. So Factiva would be your sort of best bet because you're looking for news articles. You might find somebody else across the wall in China or in India who developing a similar app to what you have. so that's really great for awareness building. Factiva can be very challenging to use at first.

[00:19:20] I, I always say it's a very steep learning curve, but once you, you saw get a hang of it, I think it's pretty straight forward.

[00:19:27] **Kelly Kennedy:** [00:19:27] Sure. And they can access the chat button on the upper right hand corner that actually there's sort of a librarian on call there. If you are doing this at home, as we will be. you know, in the next couple of months.

[00:19:39] So if students want to do a little research and they have some challenges, the librarian is there. I know she's constantly, there's someone there constantly to, chat with me. anytime I get stuck on a database, which is really great, I think asking those questions of the librarian using you as a resource is, is a phenomenal thing for students to [00:20:00] remember that they're not just sitting at home with the databases.

[00:20:04] **Kayla Hogrefe:** [00:20:04] What if a student wants to graduate or intern abroad, are there resources? You mentioned it a little bit with Factiva, but can a student learn more and do research on companies and opportunities around the world and not just in the U S

[00:20:18] **Kelly Kennedy:** [00:20:18] in terms of the career aspect? Yeah, I would say that, the international search, the center for career development has a going global website.

[00:20:27] That's really excellent. That would showcase some opportunities for the students. So they'd be able to kind of familiarize themselves with some of the companies that are currently highly hiring, say London. You know, Paris, anything that they're thinking about, and then they can take that second layer research and go to the library databases and look up those companies to become more familiar with them.

[00:20:50] I think, I don't know if Edward has any other suggestions, but that's usually, I usually say start with the glowing going global website. Yeah. Central for, for development, [00:21:00] because we do pay for that service and it's, it's very well organized. however, if you want to do over and above, which there's your 5% that's going to help you see, you know, what companies, it may even showcase for you, what companies are actually doing.

[00:21:15] Some of the internships where we have partners for the study abroad. So many of our companies that we partner with, or the study abroad office partners with, when they go to London, they do three week internships. Those, companies are familiar with UConn students and previous students have done that.

[00:21:33] So I think, you know, that's a good way to see you. Who's done it before. Who can you talk to using LinkedIn? Those are different sources that I would use as a job coach. but perhaps the librarian has any other international type resources that you can suggest.

[00:21:51] **Edward Lim:** [00:21:51] I'm just going to add very quickly that there's no specific job search platform or anything, but most of the databases that we [00:22:00] subscribe to, I have a global international kind of coverage, like for example, to cover international private companies, but the thresholds are a set a lot higher.

[00:22:11] So they are looking at international companies. We have 15 million in funding. So it's a fairly large ones. So you might not be able to find something for Factive because the, the coverage is global and they cover different languages. So you definitely will get results in, you know, newspapers, magazines, from overseas outside of the U S definitely.



[00:22:33] So if you are looking for research and to find out more about company of country, about culture and things like that. I think you can definitely make use of, the library resources.

[00:22:43] **Kelly Kennedy:** [00:22:43] I can't stress enough, the importance of researching that you want to showcase that this is your career going forward.

[00:22:51] That loyalty is really important to a company. So you are showcasing that when you sort of go on an interview or, or quote something in a cover [00:23:00] letter that you found on these resources, databases that perhaps not the average applicant is going to find. So they are going to see that spark as someone that they want to hire.

[00:23:13] And I think so you're getting a win-win there, you're out. You're becoming that many expert and you're also showcasing what kind of employee you're actually going to be. You're going to go above and beyond. So I think these databases should be your friends, the librarian, the library, the library, resources, all of these things are going to be really important in a job search.

[00:23:35] And it surprises most who, when I tell that to. but they really are an important skill for you to learn and know

[00:23:43] **Emma Bjorngard-Basayne:** [00:23:43] I was an undergrad. I know then that I should reach out to Kelly and Edward and you guys will help me figure out how to do this search and support me through that process.

[00:23:53] **Kelly Kennedy:** [00:23:53] Absolutely. And they can not only obviously work with Edward being our new business librarian, who is [00:24:00] fantastic. But also, my class site, the 3005 site is open to all students. And, I will post many of the videos that we're talking about here, including the video, and instruction for Mergent. And I know Edward has done a couple of new ones this summer, so we will post those as well.

[00:24:18] So that any student who is feeling a little lost can go there and find the resources very clearly. with links back to the business databases.

[00:24:27] **Emma Bjorngard-Basayne:** [00:24:27] If students want to get in contact with you both, how can they reach you?

[00:24:32] **Kelly Kennedy:** [00:24:32] Good question, Emma. They can reach me via email. They can, which is [kelly.kennedy@UConn.edu](mailto:kelly.kennedy@uconn.edu). Or they can go into nexus and make an actual 15 minute or 30 minute appointment with me. And I'm happy to help them in any way. They don't have to be in the class. Any business school student who's interested in talking about their career. I'm open and ready to talk.

[00:24:56] **Edward Lim:** [00:24:56] it's the same for me. So you can drop me an email at [00:25:00] [edward.lim@UConn.edu](mailto:edward.lim@uconn.edu), or you can go to the, the library, you know, the business guide, they have created this, a button that allows you see to make an appointment with me.

[00:25:09]so it's the same. It's a, it's a half an hour appointment. If you want to talk to me over video, over call. If that's easier over email.

[00:25:26] **Kayla Hogrefe:** [00:25:26] thank you to Kelly and Edward for that interview. Tons of helpful information. Emma, what were your key takeaways?

[00:25:32] **Emma Bjorngard-Basayne:** [00:25:32] I think I just want to reiterate, the importance of using these different tools that the library offers to do research on a company, because if you know. More about the company that you're looking at, like what they do, obviously, who they are. Maybe you can help figure it out, you know, what their needs are. And then how can you respond to that? So you can articulate say in an interview, how you can contribute to their specific needs. So I think [00:26:00] that was something that really stood out to me that I hadn't thought about before.

[00:26:04] **Kayla Hogrefe:** [00:26:04] Yeah, it's super important when you're talking to employers and when you're interviewing to showcase what you can contribute and the unique perspective and knowledge that you can offer the company to help them solve their unique problems, rather than just what you hope to gain from working there. they want to see that you are going to come into their company culture and into the arena with some new ideas and you have things to contribute there. I was really struck by just how, a little bit more effort, just a little bit of research and a little bit of reading and keeping up on current events can really set students, lightyears apart and light years ahead of when they're we're interviewing and when they're trying to land that big job.

[00:26:46]I think when. We have a lot of students graduating and entering the workforce and so many good students with good grades who have been involved. What's going to set you apart from the pack. And I think it's really doing this research, hitting [00:27:00] the ground running on the job search by knowing what you're talking about and who you want to talk to and what you want to say.

[00:27:05] **Emma Bjorngard-Basayne:** [00:27:05] Yeah. Yeah. And then just like one last thought that I, I had to, I kind of liked their discussion where they mentioned how, you know, if you find it. Fun and interesting to do research in a certain industry, maybe that tells you something that that's maybe a direction that you should explore, you know, just in terms of what career path to, to go after, you know, so that was also something I hadn't thought about before, but very true.

[00:27:31] **Kayla Hogrefe:** [00:27:31] Yeah. Like what motivates you when you wake up in the morning? What news are you reading? Or like, what's the first thing that you dive into? Yeah, so, tons of great resources. I'll put some links in the episode notes and, we'll catch you next time.