

# The Problem with On-Line Job Applications

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# On-Line Job Applications

## *Applicant Tracking Systems (ATS)*

- Note: This information is provided as a general reference and does not apply systemically to all ATS programs or to all companies as a whole.

# What Happens in an Internet Minute?



## And Future Growth is Staggering



# #1 Job Search Method

Click

Review

Apply

Pray



# Unbeknownst to many job seekers, a whopping 85% of resumes are never seen by human eyes

- Why?

- Employers are using applicant tracking software to parse the information from your resume and map it into a database called an **ATS** (applicant tracking system).
- From this information, the system will assign them a score based on how well they match the job the employer is trying to fill, and then rank and sort all candidates. Naturally, the potential employees with the highest scores move on, while others are left in the dust.





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Wordle is a toy for generating “word clouds” from text that you provide.

The clouds give greater prominence to words that appear more frequently in the source text. You can tweak your clouds with different fonts, layouts, and color schemes. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery to share with your friends.

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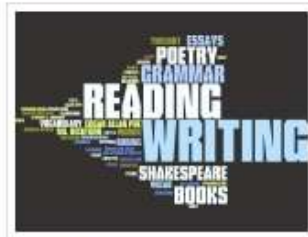
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[English notebook cover](#)

by Ace Acedemic!

3 years, 8 months ago



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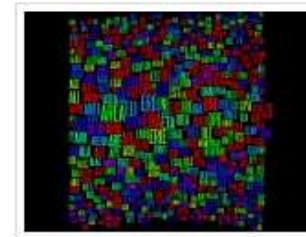
3 years, 8 months ago



[US Constitution](#)

by Jonathan

3 years, 5 months ago



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4 years, 4 months ago

# Wordle Test

- Favorite Job Portal
  - Select 5 jobs from different companies
  - Highlight and copy the entire job posting
    - Ctrl “A” then Ctrl “C”
  - Paste the entire posting into Wordle
    - Ctrl “V”
- Print each posting
  - Change “create” to your design
- Paste your entire resume into Wordle
- Compare all 6 documents for Keywords



# Job Announcements

The screenshot shows the Indeed job search interface. At the top left is the Indeed logo with the tagline 'one search. all jobs.'. To the right are search filters: 'what:' with a text box containing 'computer analyst' and 'where:' with a text box containing 'st louis, mo'. A blue 'Find Jobs' button is on the right. Below the search boxes, it says 'Jobs 1 to 10 of 492'. The left sidebar contains filters for 'Sort by: relevance - date', 'Distance: within 25 miles', and a 'Salary Estimate' dropdown menu with options from '\$50,000+' to '\$130,000+'. The main content area lists three job postings:

- Application Developer (Java)-Senior** - Sponsored Jobs  
Envision, LLC - St. Louis, MO  
analysts, and other members of the technical staff to develop software. Required Skills : BS in Computer... as a programmer/analyst. Experience in software...  
Envision, LLC - 4 days ago
- Application Developer (Java)-Intermediate-11438**  
Envision, LLC - St. Louis, MO  
Skills/Experience: BS in Computer Science or equivalent experience Minimum of 4 years of experience as a programmer/analyst in a technical or scientific...  
Envision, LLC - 17 days ago
- Molecular Analyst - new**  
Monsanto ★★★★★ 37 reviews - St. Louis, MO  
The scientist must have strong experience in molecular biology including genomic DNA and RNA extraction, RNA in vitro transcription, PCR, Southern blot analysis...  
Monsanto - 2 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)
- Senior Business Analyst - new**  
MasterCard ★★★★★ 14 reviews - St. Louis, MO  
Performing risk assessments around security risks to the organization. Work with appropriate personnel to identify and document compensating controls which may...  
MasterCard - 9 hours ago - [save job](#) - [block](#) - [email](#) - [more...](#)



# Resume



# Editing

Edit	Language	Font	Layout	Color
			Re-layout with current settings	
			Maximum words...	
			Prefer Alphabetical Order	
			<input checked="" type="checkbox"/> Rounder Edges	
			<input type="checkbox"/> Straighter Edges	
			Any Which Way	
			<input checked="" type="checkbox"/> Horizontal	
			<input type="checkbox"/> Mostly Horizontal	
			<input type="checkbox"/> Half and Half	
			<input type="checkbox"/> Mostly Vertical	
			<input type="checkbox"/> Vertical	

grant  
use duties  
experience  
Prepo  
Proofread exhibit  
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under



# Couple of Questions?

- Have you ever completed a job application and received “NO” feedback?
- You are asked to upload a resume and you want to attach a cover letter. Does the cover letter become the first page of the resume or the last?



# Where do résumés go after I hit send?

- The first step is to make sure that you understand and follow to the letter the employer's resume and application submission instructions.
- **Two Rules when completing an online application**
  - #1 Read and follow all directions
  - #2 If you have a problem refer to rule #1

# Running the Numbers

- A recent survey indicated that 93% of the fortune 1000 companies are now using an ATS system
- Microsoft receives about 50,000 resumes a month
- Starbucks attracted 7.6 million job applicants over the last 12 months for the 65,000 job openings nationwide
- Proctor & Gamble Inc. received nearly a million applicants for their 2,000 positions

# Did You Know?

- 2 out of 3 companies do not respond to unqualified candidates
- At least 85% of resumes are discarded for using the wrong words
- .001 out of 10 respond to every candidate
- More than 40% of the resumes are rejected for using the wrong format

# Resume Versions

- Presentation Resume
  - Resume that you email to employers
  - Take to Job Fairs
- ATS Resume
  - Formatting is very specific
  - Resume submitted with online application
- Interview Resume
  - Comprehensive
  - T-Based

# ATS Formatting

- Keywords
  - Make sure your application is filled with “Keywords” that come from the job you are targeting
  - The more specific your skill set is and the more closely it’s matched to the online ad, the greater chance you have of success
  - Use their words not yours!
    - MS Office Suite vs. Word/Excel/etc.



# Resume | Cover Letter

- Should be in a Word format.
  - doc vs. docx is optimal
  - PDF is acceptable with reservations
- The only fonts that you should use in your resume are the “universal fonts”. These are the ones that open the same on PCs and Macs of all ages. These are: Times Roman, Arial, Century, MS Sans Serif, Book Antiqua, Century Gothic, or Calibri

# Resume

- Tailor your résumé to the listing; make sure it includes keywords
- Avoid placing your contact information in the header of the resume, because filtering software could ignore headers and footers and actually delete that info
- Resume Formatting
  - Do not have lines that run across the width of the page
  - Do not format using tables
  - Do not use borders around your resume
  - A one-inch margin top and bottom is best

# Horror Stories

- Out of every 1,000 applicants who view a job requisition only 25 will complete the application correctly and only 3-5 will be called in for an interview
- Peter Cappelli, from the University of Pennsylvania, recently noted a case after a company's resume-screening system concluded that none of the 29,000 applicants for an engineering job had the right qualifications.

# Examples

- Example #1:
  - Locally conducted an experiment in late 2011 with 50 job seekers.
- Example #2
  - Designed an ATS program with only one set of instructions: “Type in all appropriate information”

# On-Line Application Tips

- Use Keywords found in the job description
- Use correct formatting
- Craft a short and targeted cover letter
- Save your work frequently
- Print each page prior to moving to next page
- Avoid using the “back” button



# Additional Tips

- Trigger Points
  - Complete each field on the application
  - Some required fields may not have an asterisks
    - Salary
      - Alpha/Numeric or Numeric
    - Date of Birth
      - Eligibility
    - Conviction
      - Unique set of search terms

# Additional Tips

- Don't hide keywords (white letters)
- Don't use special characters
- Overly formatted resumes and resumes embedded with pictures, graphics and logos can be incompatible with most ATS software.
- ATS choking – Don't over use the cut and paste process. (clipboard)
- Blacklisting – Apply for non-qualified jobs too many times

# Additional Tips

- Don't over click buttons on slow computer
- Complete blank job application
- Many ATS are timed – Plan to spend at least one hour per application
- Be ready to complete an online assessment (45-60 minutes)
- Don't Assume
- Follow-Up

# Cover Letters

- The resumes with the most keywords, in the right places within the document and used most frequently rise to the top.
- Because ATS function by tracking keywords, a **Cover Letter** with keywords relevant to the job posting can help your resume's ranking, and therefore the likelihood of it being reviewed by a person.

# "Experts" say cover letters are a waste of time

- ATS programs are commercial enterprises, tailored to the needs of the Business. If you see one of these options activated
  - A dialog box for inserting a cover letter
  - A dialog box *requesting* a cover letter as part of the application process
  - A dialog box *demanding* a cover letter be part of the application process
  - A dialog box *requesting* specific information as to your suitability
- It means that someone in the selection cycle thinks information in addition to the resume will speed the recruitment process. When a ATS has one of these options, it would be crazy not to take advantage of the opportunity to promote yourself.

# Organization

## Job Application

### 1. Applicant Information

• Your Legal Name:		
• Do you have a nickname?		
• Your Address:		
• City/State/Zip Code:		
• Home Telephone:	(    )    -	
• Cell Telephone:	(    )    -	
• Email Address:		
• Are you 18 years or older?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
• Are you a citizen of the United States?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
• Are you legally eligible for employment in the United States?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
• Have you served in the Armed Forces of the United States?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes give dates	to	
Branch		
Highest Rank		
Duties/Skills		
• Are you now a member of the National Guard or the Reserves?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Rank		
Duties/Skills		
• Have you ever been convicted of a felony?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
• If yes, please explain	<p>"Note: You don't want the details of a conviction stored in an employer's file or computer. In the space where it asks about your convictions, write, "Please see me." During the interview, you can explain what happened"</p>	

## Job Search Log

A	B	C	D	E	F
<b>Resume submissions</b>					
Job Applied For	Company Name	Contact Name/Title	Phone	Fax	



# Application Process

- Find the Position
  - 1<sup>st</sup> Hour – Research the company
  - 2<sup>nd</sup> Hour – Customize Resume/Cover Ltr
  - 3<sup>rd</sup> Hour – Complete the ATS process
  - 4<sup>th</sup> Hour – Behavioral Assessment Link
  - 5<sup>th</sup> Hour – Follow-up
- Quality versus Quantity



# Additional Workshops

- Skills Gap Analysis
- Resume Review (30 Second Resume Test)
- Interview Techniques / Career Portfolio
- Social Media (Optimize not setup  
LinkedIn/Facebook/Twitter)
- Networking
- Elevator Speech
- Navigating a Career Fair

# Questions

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**MISSOURI CAREER CENTER**  
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