Conducting Research on Employers

Key Questions:

- Financial Information: What is the total revenue? Is the company in good standing?
- Key Personnel: Who is their president, CEO? Do they have any UTSA alumni you can connect with?
- History/Mission/Goals: How old is the organization? What major events shaped its history?
- Products/Services: What new products or services are being developed? Who are the primary users?
- Major Competitors: Who are they? How do they compete? Do they have more market share?
- Recruiting Profile/Company Culture: How do they describe themselves?
- Job Description: Where does this job fit into the organization?

Key Resources:

Handshake (utsa.joinhandshake.com): Look up company profiles, ratings by Handshake users, and basic company information.

LinkedIn.com: Use the Company Search and Alumni (UTSA) Search features to find out where alumni are working, profiles of employees in a company, and overall culture.

Buzzfile.com (accessible on the right side panel of any college/community section on the University Career Center site (careercenter.utsa.edu): Find revenue information, leadership, industry, competitor company, and contact information.

Glassdoor.com: Use this site to research company culture, leadership, interview styles/questions, and salary information by positions.

Better Business Bureau (www.bbb.org): Connect with very specific company ratings to ensure you are connecting with financially sound, reputable organizations.

Idealist.org: Look up non-profit organizations for general information and their cause/area of focus/location.

Library Research Guides (http://libguides.utsa.edu): Research basic information of companies by sector.

GoinGlobal (link through Handshake): Database of company information by country and sponsoring companies in the US by city.

Specific Company Websites: About Us sections and Mission, Vision, and Core Values entries are helpful for basic company information. Latest news on expansions, new initiatives, and other future trends may also be found there.