# ACCESSING ONLINE DATABASES FROM YOUR HOME OR OFFICE FOR JOBSEEKERS

#### U. S. JOBS/INTERNSHIPS

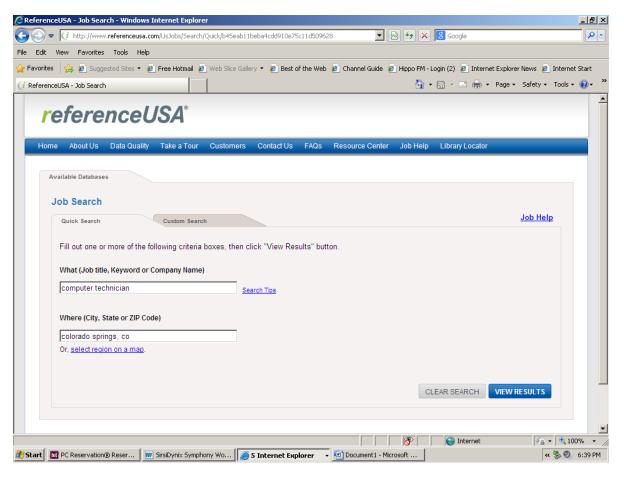
Go to our homepage at http://ppld.org.

Click on <u>Research</u> at the top of the screen on the brown bar (or half way down the blue list on the right hand side of the screen if you are on the catalog page.)

Click on Business/Finance in the first row of blue headings.

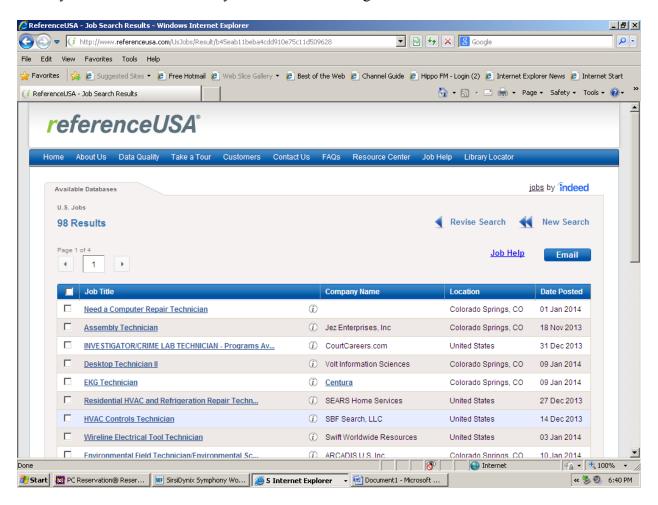
Scroll down to <u>Reference USA</u> alphabetically. When you click on Reference USA outside of the library you will be asked for a password which is your library card followed by your pin. To be accessed from outside the library your card must start with the number 4. You are not a PPLD taxpayer if your card starts with the number 7 but you are welcome to go to any of our branches to use the database in house. (No validation is required in house and you can save to a USB.) Enlarge screen and click on <u>U.S. Jobs/Internships</u>.

To start your search you can use the quick search and put in the job title and location – such as clerical or computer technician and Colorado Springs, CO or 80905.





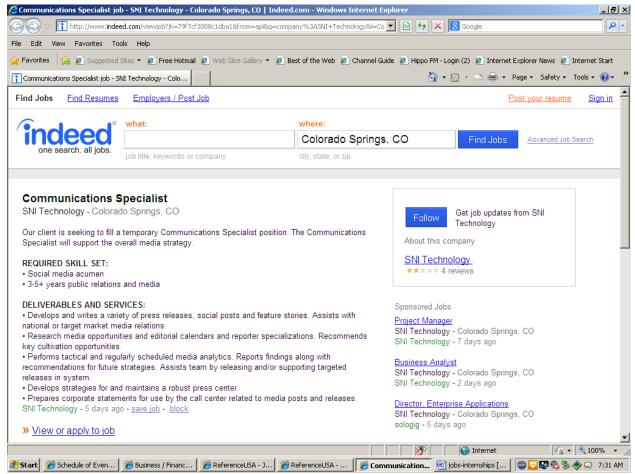
When you click on view results you will see something similar to:



Some of the positions are through staffing agencies or other advertising sources such as schools and industry organizations as well as company names. All are listed through Indeed. The company names are shown in blue under company name; others are agencies or other sources. Some of the listings that say United States are because they have multiple locations or it is a work at home opportunity.

Many of the positions listed offer you information about the job (or field) and a description of the job. You can apply directly here. If you click on the job title you get:

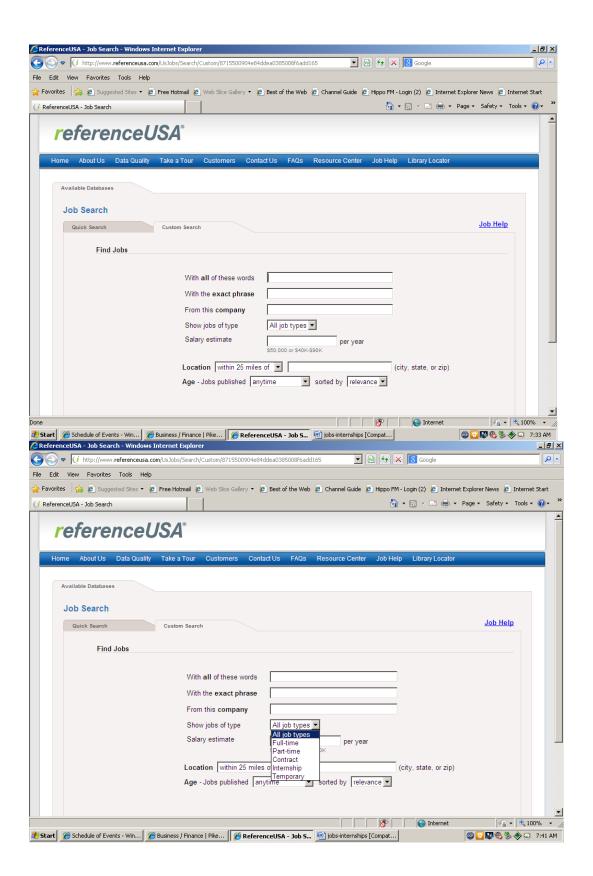


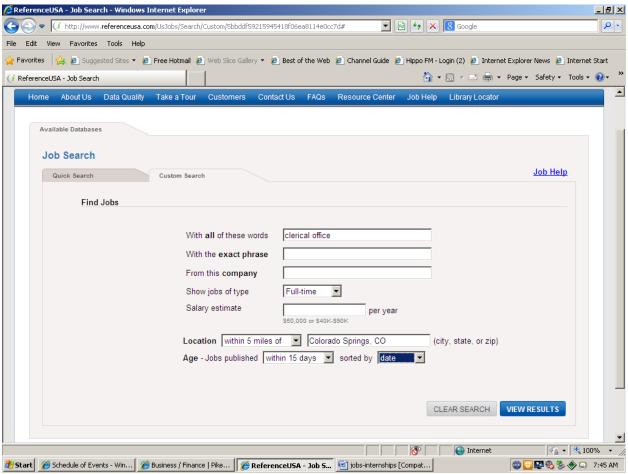


You can also do a custom search. A custom search allows you to search for keywords, company names, exact phrase, type of position (full time, part time, contract, internship or temporary) salary wanted, location (only in, within 5 miles, within 10 miles, within 15 miles, within 25 miles, within 50 miles or within 100 miles), how old the job is (published since yesterday, within 3 days, within 7 days, within 15 days or anytime) and sorted by relevance or date.

You can also click on the company name and it will go to the company record in Reference USA – U.S. Businesses.

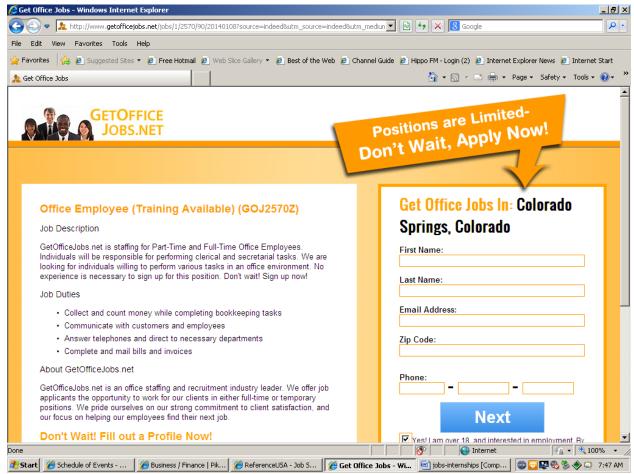






Clerical positions often get jobs listed by agencies only. You may need to play with the keyword searches to get what you want.





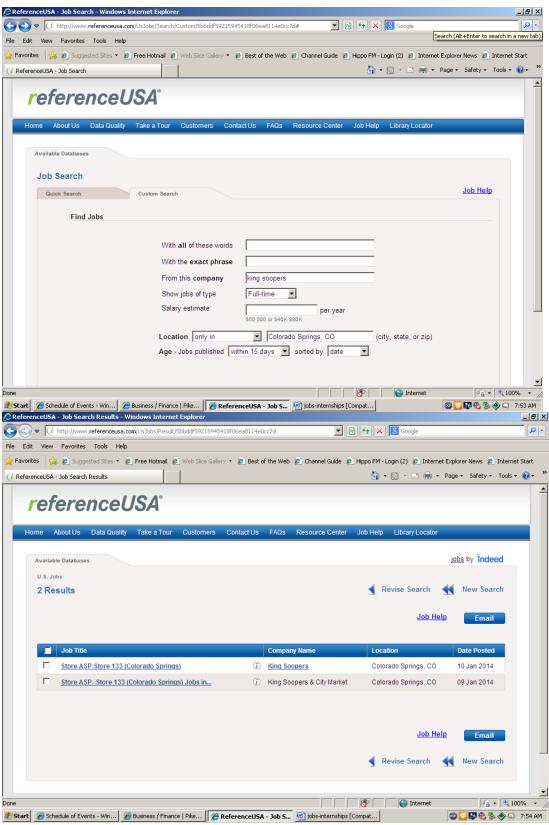
You can also search by company name. Sometimes too much information like a job title and a company name will give you a search that comes back with:

Sorry! No results found for your search. Please try the following suggestions:

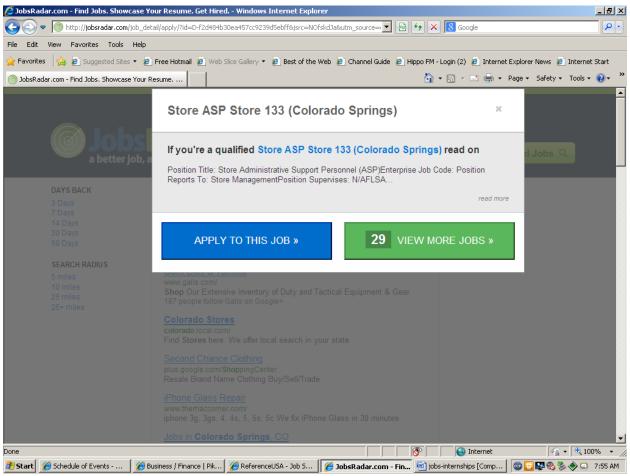
- Try more general keywords
- Check your spelling
- Replace abbreviations with the entire word
- Enter location to refine results

You can put in the company name only and location and get this:





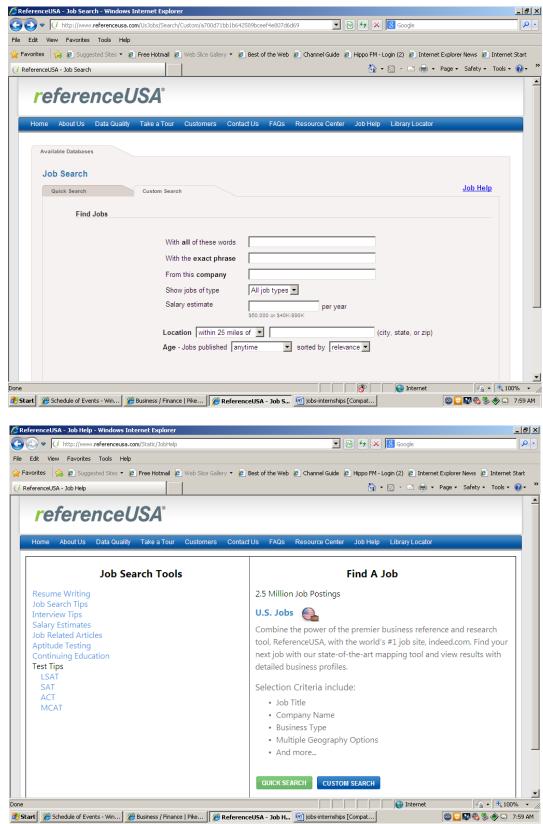
Often when you hit a specific job at a company page you will see this:



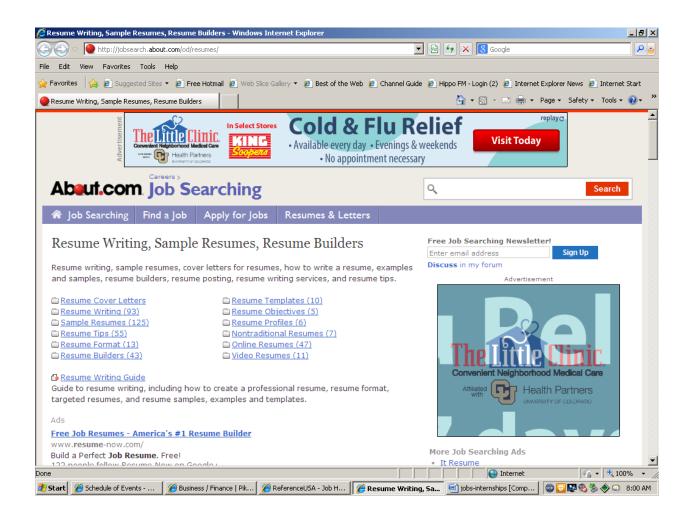
You can then apply to this job or click on view more jobs for similar positions.

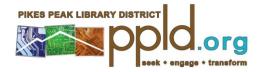
To start a new search click on "new search" in the upper right hand corner of the screen. You can then click on" job help" to find more sources for help in your job search.





Many of these links go to about.com or Careeronestop for additional resources to use in your job search.



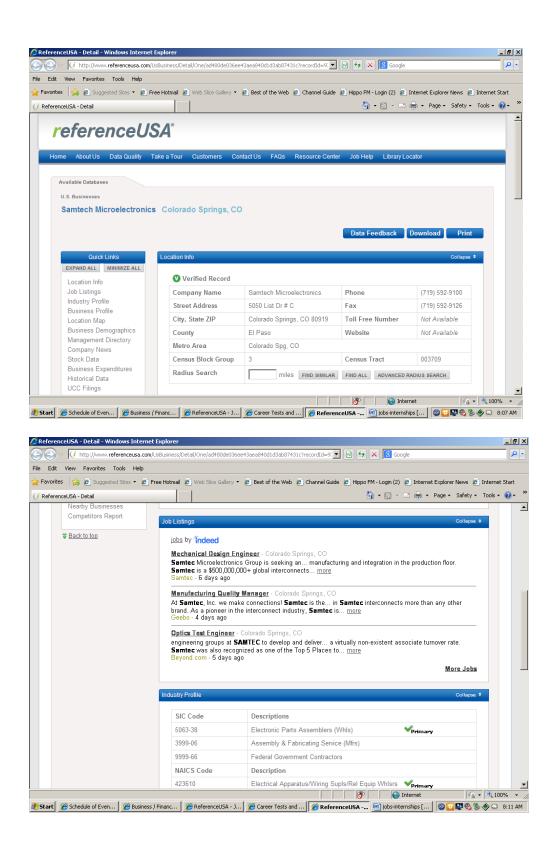


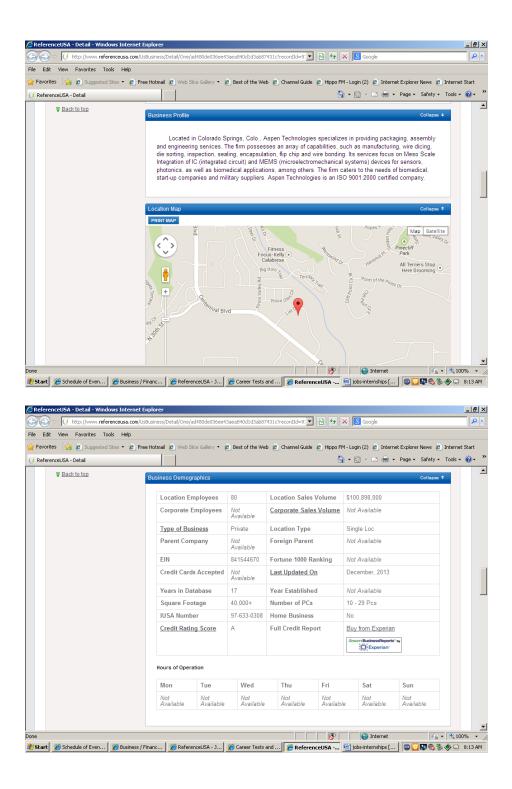


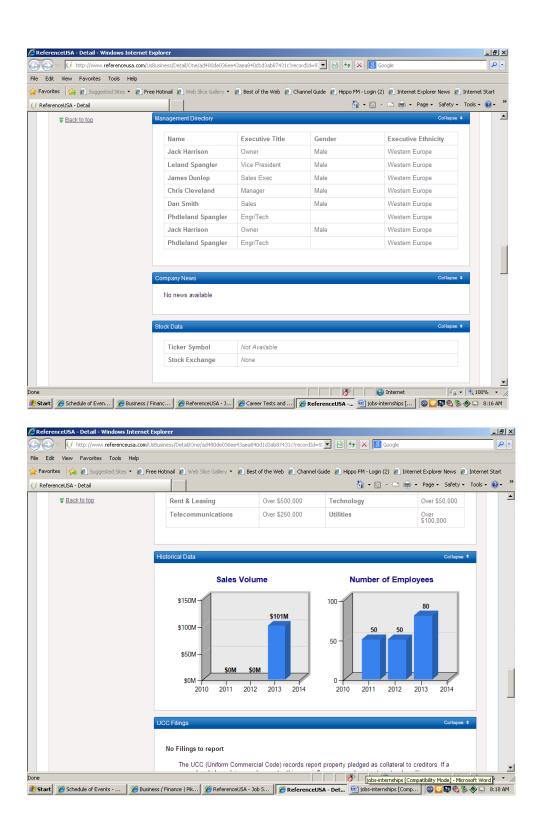
To find out more information on a specific company click on the company name instead of the job title.

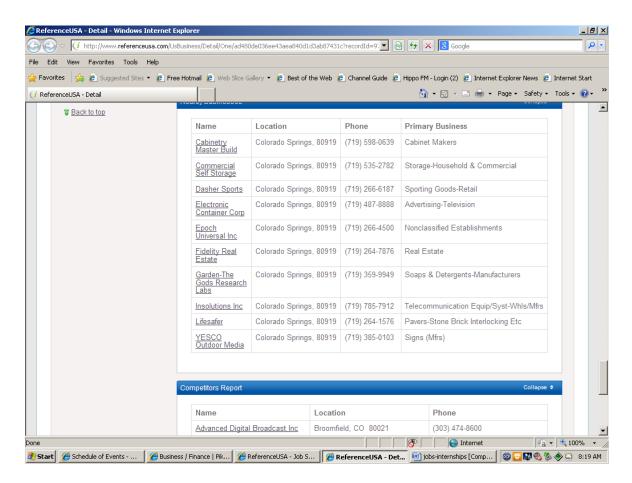
You will be taken to Reference - U. S. Businesses and see the company page with all of the information about the company you are interested in. This includes who they are and where, phone and fax numbers as well as hyperlinks to their website if they have one. Using the data found here you can prepare for your interview by finding out about what they do, how long they have been doing it and who key people are within the company as well as find articles about them and who they competitors are so you can look them up to see if they also have jobs listed.





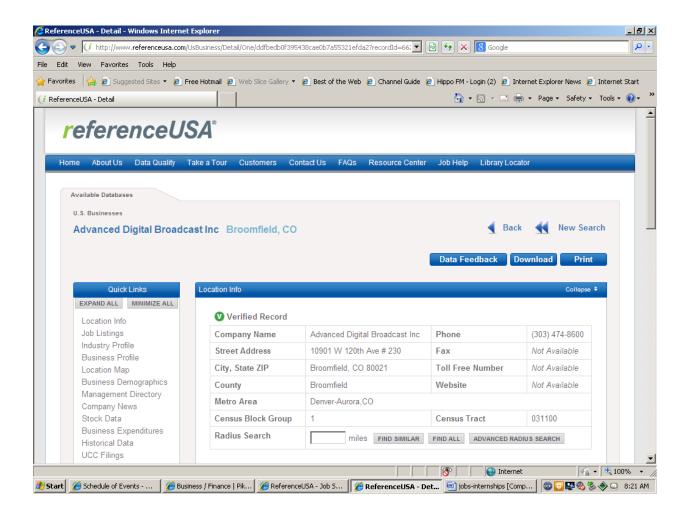






You can click on the competitor name(s) to bring up information about those companies as well.





## REFERENCE USA

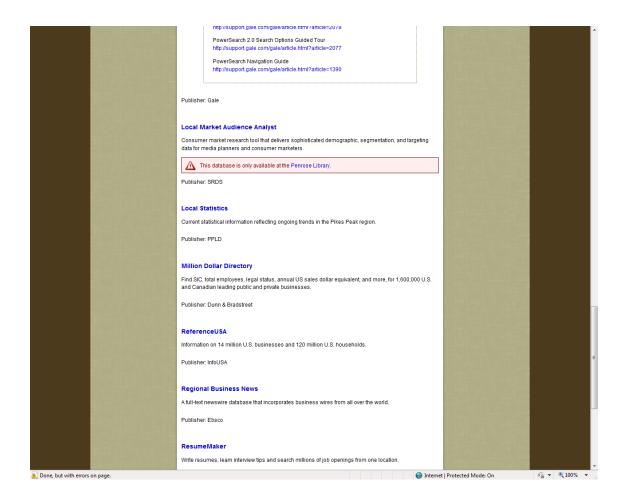
Reference USA is an extremely powerful database. It has nine components, two business and the others residential. The **U.S. businesses** database covers over 31million U.S. businesses The information given includes name, address, contact, phone, fax, toll free number, number of employees, sales, latitude/longitude, credit rating, public/private, stock abbreviation, and website address as well as SIC and NAICS (type of business) codes, officers and their titles and gender and biographies. It will tell you the number of personal computers, whether is it home based, year established, yellow page ad spending, square footage, hours of operation, credit cards accepted, competitors locally, nearby businesses, business expenditures and UCC filings. It also gives a map if you need to locate the business on a map. It also includes public filings and magazines and newspaper articles for the larger companies. They have also added the capability of getting annual reports and 10k's and press releases if it is a publicly traded company. It also



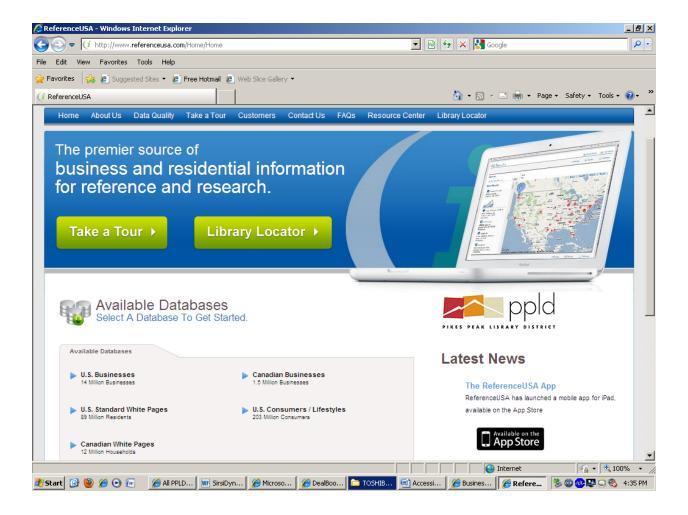
offers the capability of identifying surrounding businesses or homes by tenths of a mile up to a mile away and by miles up to 150 miles away. This information can be used to create mailing lists of the surrounding neighborhoods.

### To find Reference USA Information

- 1. Go to the library's homepage at ppld.org.
- 2. Choose Research
- 3. Choose Business/Finance
- 4. Choose Reference USA
- 5. Type in your library card number for the password and your pin number
- 6. Choose U. S. Businesses



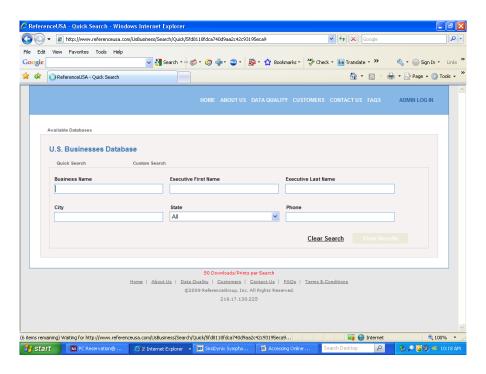




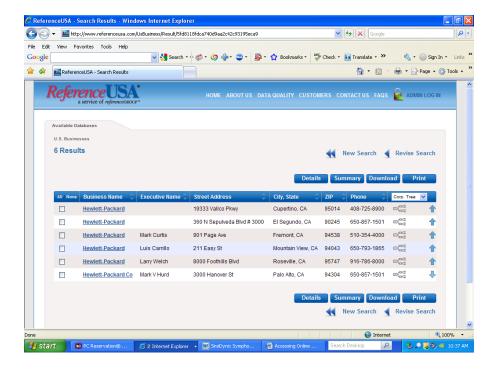
The screen has you select your database to search. Click on the one you wish to search.

The business database contains information on United States businesses and international businesses, if they have a physical US presence, not just a PO Box address. You can do two basic types of searches in this database, a quick search or a custom search.

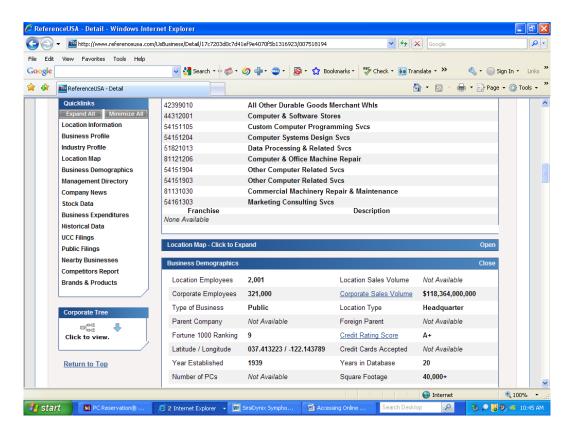




A quick search allows you to type in the name of a specific business that you need information on. You can type the name and hit search now or you can also add city or state if this information is known. Your search will produce a list of the businesses that fit the criteria you selected. For example, Hewlett Packard and California produces:



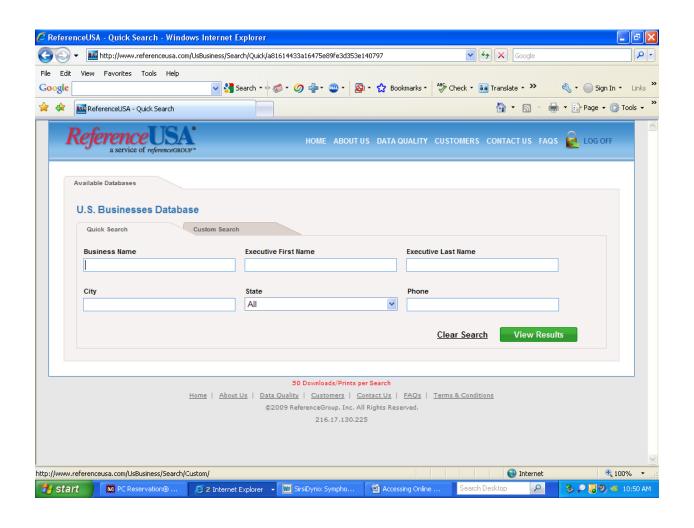
If you then select the record for Hewlett Packard for the parent company by choosing the name of the company with the arrow pointing up and then by clicking on the name in blue you will get the complete record for that company that will look like this:



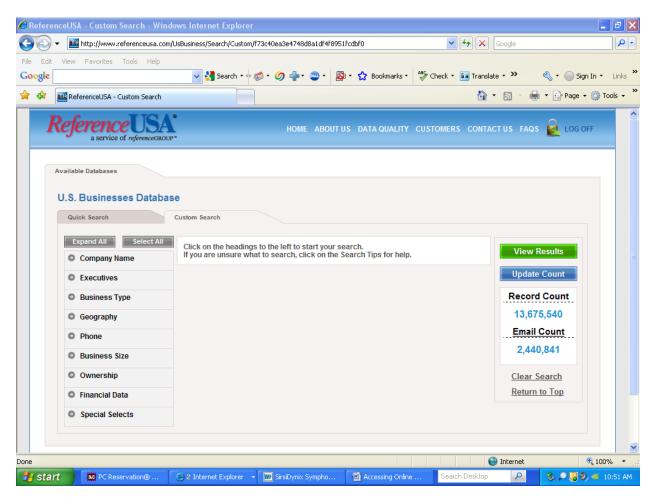
Do not use the search terms "company", "corporation" or "limited" or any of the accepted abbreviations, unless you have looked it up before. The database looks for exact hits and will not find the company if there is a difference in the abbreviation or way it is spelled. If you have a long company name try and search it using the first two or three words, if you get no hits shorten it to two words more unique (i.e. not Colorado Springs) only. The field is a specified length and it will cut off a word in the middle of it and if you don't have it exactly it will not display.

To do a custom search, click on the custom search icon. You can then do searches on specific criteria or you can do combination searches on multiple criteria at the same time.





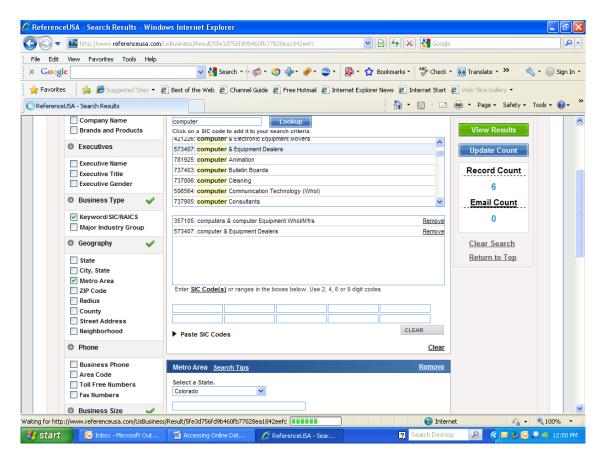




The fields for a custom search include Company Name, Executive, Business Type, Geography, Phone, Business Size, Ownership, Financial Data and Special Selects. The Name category includes company name, and brands and products. Executives includes: Executive name, title or gender. The Business Type includes keyword/SIC/NAICS or major industry group. The Geography allows you to search by street address, zip code, state, radius, MSA (metropolitan statistical area), city, and county or neighborhood. In this category you can combine address or neighborhood with anything else otherwise if you choose two, for example – city and state you will retrieve the results for the state alphabetized by company name because it defaults to the largest geographic field. The *Phone* searches by business phone, 800 numbers, area code or fax. Business Size allows you to choose the size of business by number of employees or amount of sales; both of these figures are given in ranges. Ownership allows you to search by Public companies/private, foreign parent, home based business and headquarters/branch. Financial Data searches stock exchange, ticker symbol, credit rating or business expenditures. Special Selects allows you to search by government offices, year established, number of personal computers, years in database, yellow page ad size, web address, Fortune 1000 companies or square footage.

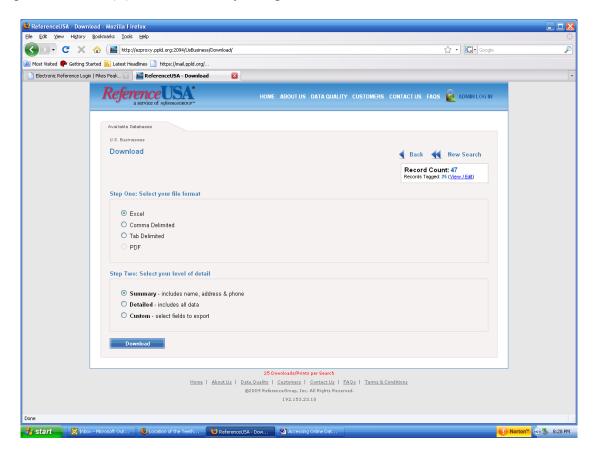
For example, if you wanted all of the companies in the Colorado Springs area that or sell or manufacture computers, have more than 10 employees and make at least 10 million, you would choose business type. You would then click on the word lookup next to "computer" which you

type in the box shown and choose computers and computer equipment whol/mfrs and computer equipment and dealers and then choose Colorado and then Colorado Springs under Geography. (When there are two boxes on the screen you must put something into the right hand box by clicking on the choices in the left hand box to complete your choices. If the right hand box is empty you get zero hits.) To choose more than one entry under number of employees or sales, hold the control key down as you click on the entry you want. Currently, this will produce a list of six hits.



You can select up to 50 entries to print as one search in-house. (From your home or office this database only allows you to print 25 entries as one search. To do this, click on the box next to the entries you want and then hit the blue print or download button at the top of the page. You will be asked if you want summary (which is name, address and phone) or detailed (which will give you the complete record with a blue line separating them on screen.) To send it to a printer and not the screen, you must click on the blue print button at the top of the screen. If your search gave you more than 50 hits, you will need to mark records for printing and then unmark them to be able to choose additional records. The limit of 25 has been established by ReferenceUSA to discourage users from breaking copyright. If you wish to download you will be asked what format and where to save to. Choose Comma delimited or Excel to download unless you know how to use the other choices or it will not be readable on your system. Save to your computer (at

home or office) or to a 3.5 floppy drive (A) or flash drive (E or F) as anything saved to the computer at PPLD (C) is erased when you log off and is not retrievable later.



If you need assistance using this database from your home or office, call 389-8968 during library hours. The biggest problem home users have is getting asked for user name and password twice. If this happens your firewall is blocking Reference USA and you will need to disable it to get in and then turn it back on. Once you are in the database you should be recognized by your computer for future searches and let in again without having to disable the firewall.

#### ALL-IN-ONE SEARCH

The All-In-One Search database is a series of individual magazine and newspaper indexes that you can search to find articles that are either full text or citation only.

You may choose to click on any or all of the indexes that come up when you choose this database. It allows you to simultaneously search multiple databases thereby saving time and typing, as you don't have to repeat your search strategy by entering the databases individually. These databases include **Business Source Premiere** which covers business and trade magazines, **MasterFILE Premiere** which covers general magazines, **Newspaper Source** which covers newspapers including 30 national and international newspapers, and **Regional Business News** which covers business journals, newspapers and newswires and others. By clicking on select all and continue you can search all of the databases at once and get rid of duplicates found.

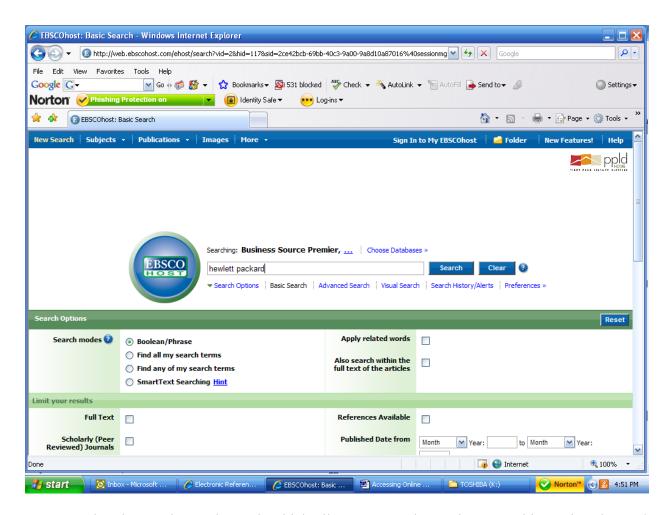
Pikes Peak Library District patrons have remote access to this database, if they have a library card from us that starts with the number 4. The 4 indicates that you are a resident or property owner of El Paso County (excluding residents of Manitou Springs, Woodland Park and Security-Widefield.) If you have a card that starts with a 7, you are participating in the Colorado Library Card (CLC) program, which involves a network of libraries throughout the state. State residents may obtain library cards at any participating library. A PPLD 7 series card will be issued with full borrowing privileges; however, access to licensed databases is only available to taxpaying cardholders or at PPLD facilities.

### To find the All-In-One Search database:

- 1. Go to the library's homepage at ppld.org
- 2. Choose Research
- 3. Choose **Business/Finance**
- 4. Choose **All-In-One Search**. To select the individual databases that you want to search, click the box next to the title and click enter.
- 5. Type in your library card number as the password and your pin number.

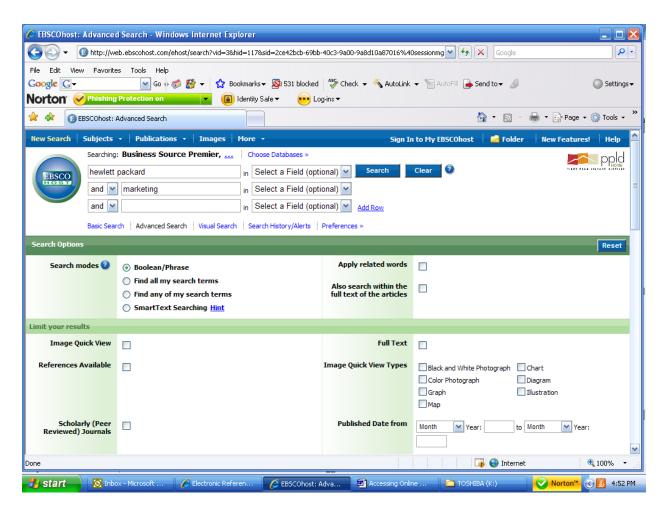
There are two main searches in this database: keyword search and advanced search. The keyword search is a basic search for a one word or phrase. Type in the information you want and it will retrieve everything that it finds. You can denote a specific magazine or newspaper that you want to search or a date of publication if you want. You can also specify full text, though this may exclude articles because some publications, like the *Wall Street Journal* are not full text. Your search word(s) will be highlighted when you bring up the articles retrieved.





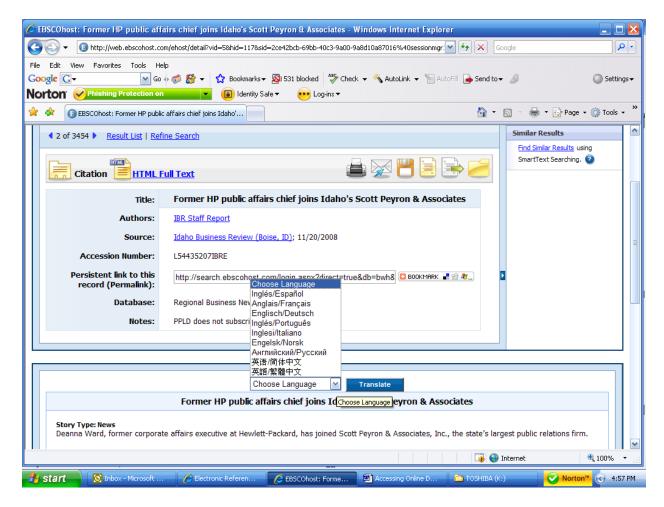
You can also do an advanced search which allows you to do Boolean searching using the *and*, *or*, and *not* capabilities of the system. You can then identify the fields you want to search such as author, keyword, subject, or journal. This will pick up search terms when they appear in the same article, but not next to each other.





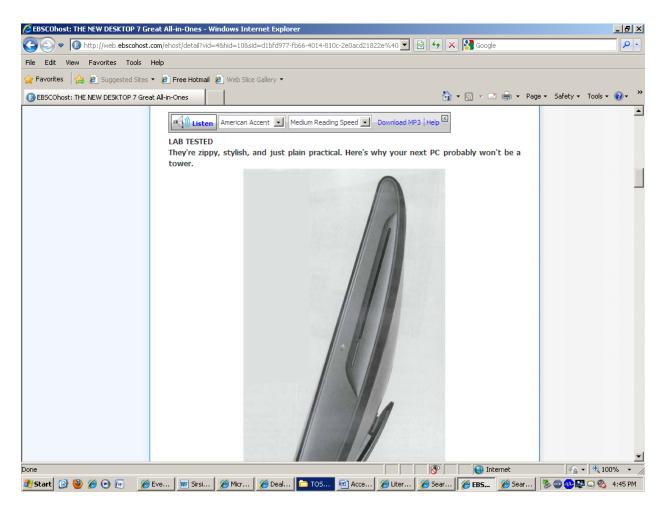
One attribute that the database has allows you to translate the full text article to another language if your first language is not English. Currently you can choose from over 20 languages. The citation remains in English but the text of the article is translated to the language chosen by you. You can also listen to or download to listen to the article in three accents and speeds. These are free services and can be used by you in many different ways to benefit your business.





You can now also have it read to you in an American accent, a British accent or an Australian accent in a slow, medium or fast speed or download it to an MP3 player to listen to later.





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