



FOR PROFIT

ORGANIZATION KNOWLEDGE

- Annual Report, especially the letter to Shareholders
- Company history
- Company mission statement
- Company leaders (CEO, etc.)
- Organizational structure
- Principle products/line of business
- Primary locations
- Stock price/trends; PE ratio
- Annual revenue
- Capitalization

INDUSTRY KNOWLEDGE

- Industry background/general information
- Competitors
- Relative size in industry/market share
- Industry trends and facts
- Industry jargon

CURRENT EVENTS

- New products/lines of business
- Recent news articles about company and/or industry

RESOURCES*

ReferenceUSA, IBISWorld, Business Insights Essentials, Business Source Complete, Mergent Online

*Please refer to undergradcareers.nd.edu for specific resources

NONPROFIT ORGANIZATION

ORGANIZATION KNOWLEDGE

- Mission and services
- Population(s) served
- How the organization refers to its constituents—clients, guests, patrons, members
- Executive Director, CEO or President of local, regional, national, and/or international levels
- Income and assets; sources of funding and percentage of each to overall funds
- Local, regional, national, and world aspects of the organization
- Size of local and/or national organization
- Volunteer structure and size
- Board of Directors
- Partnerships with community, other agencies and organizations, corporations
- Initiatives, achievements, and impact measures from the Annual Report

SECTOR KNOWLEDGE

- Current size, numbers served, number of employees within the nonprofit sector
- Sector trends and current economic state

CURRENT EVENTS

- Recent news articles about the organization
- Recent articles about the topic or population of concern to the organization

RESOURCES*

Idealist, National Council of Nonprofits GuideStar, National Center for Charitable Statistics, Nonprofit Career Core Competencies

*Please refer to undergradcareers.nd.edu for specific resources

GOVERNMENT AGENCY

ORGANIZATION KNOWLEDGE

- Public service mission
- Top position titles and names in agency
- Level of government at which the agency functions (city, state, federal)
- Branch of government
- Size and jurisdiction of office and its parent agency
- Recruiting terminology
- Political appointments, elected, and hired positions within the agency
- Partnerships with nonprofit organizations
- Contracts and business relationships with for-profit organizations
- Relationship of government agency to other government departments or agencies; differences between focus of public services and connection between them

SECTOR KNOWLEDGE

- Sector trends and current economic state

CURRENT EVENTS

- Recent news articles about the organization
- Recent articles about topics relevant to the agency's focus and services

RESOURCES*

Index of U.S. Government Departments and Agencies, The Guardian Public Sector Careers, Government Executive News, GoGovernment, Best Places to Work in the Federal Government 2016

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