Future Careers: What’s Hot, What’s Not

Preparing for a career is a serious business, and the wrong choice can be costly. You don’t want to graduate after several years’ of work only to find that your industry has relocated to China.

So what will tomorrow’s in-demand jobs be--and which jobs are on their way out?

Not hot: Data entry, customer service, and collections

As companies look for ways to save on labor costs, more of them are off-shoring entry-level “knowledge worker” jobs such as customer service, collections, and data entry. Many of these jobs can be handled remotely from countries like India, where English is widely spoken and the educational system is good.

Hot: Avoid off-shoring with these careers

A wise bet is to nail down a career that requires your actual presence—jobs that can’t be done from overseas, no matter how inexpensive or brilliant the workers are: for example, doctors, hair stylists, teachers, nurses, auto-repair specialists, and physical therapists. Alternatively, careers that require a high degree of creativity are good choices—for instance, writing, marketing, and advertising. Cultural differences and language barriers will likely prevent most of these industries from moving offshore.

Source: Yahoo! HotJobs

Five Job Search “Don’ts” for New College Grads

1. Don’t rely solely on the internet. When thousands of candidates are applying and posting their resumes to the same jobs online, candidates need to stand out by also making connections and networking their way into a company.

2. Don’t forget to follow up. It’s not enough to send numerous resumes and pray the phone rings. Follow up by calling or emailing to see if they received your resume. Follow up a week later to ask if you can provide additional information and/or to let them know you’re still interested.

3. Don’t set expectations too high. New grads often focus on looking for the perfect job, instead of a first job. In this economy, the first job should be about finding a position where you’ll be busy and learn a great deal from co-workers.

4. Don’t appear unprofessional. Make sure you’re ready for employer’s scrutiny. Change off-color voicemail greetings or email addresses and sanitize your Facebook page. Rid your profile of the ‘three Bs’ (beer, bongs, and bikinis).

5. Don’t hesitate to use your college Career Center. We’re here to help!

CONGRATULATIONS
to all 2010 Parkland graduates!

Best wishes as you pursue your career goals!
With the job market just beginning to recover (the Department of Labor reported 290,000 jobs were added by U.S. companies in April), the outlook for college grads has generally been gloomy. In a NACE survey conducted between Feb. and April, of 31,470 students from over 400 colleges and universities, just 25% of students who had applied for a job before graduation had secured one. Still, that's an improvement over 2009, when only 19.7% had found jobs by the same time.

The students, have entered the job market when it's actually getting a bit better," says Ed Koc, the director of strategic and foundation research at NACE and the lead researcher on the study. "But there are things to be nervous about." For one, some experts worry that students who have lined up jobs might be taking whatever position they're offered-not necessarily that more jobs are available to them, Mr. Koc says.

5 Career-Killing Facebook Mistakes

With more than 400 million active visitors, Facebook is arguably the most popular social networking site out there. And while the site is known for its casual social aspect, many users also use it as a professional network tool. Surveys suggest that approximately 30 percent of employers are using Facebook to screen potential employees. Don’t commit these five Facebook faux pas—it might cost you a great opportunity:

1. **Complaining about your current job** - While everyone complains about work sometimes, doing so in a public forum where it can be found by others is not the best career move.

2. **Posting information that conflicts with your resume** - If you say that your degree is from Harvard, but your Facebook profile says you went to UCLA, you’re likely to be immediately cut from the interview list.

3. **Statuses you wouldn’t want your boss to see** - Everyone should know to avoid statuses like “Tom plans to call in sick tomorrow so he can party. Who cares that my big work project isn’t done?” But you should also be aware of less flamboyant statuses like “Sarah is watching the gold-medal hockey game online at her desk.”

4. **Not understanding your security settings** - If you are going to use Facebook professionally, and even if you aren’t, make sure you take the time to go through your privacy options. At the very least, your profile should be set so that people who are not your friend cannot see any of your pictures or information.

5. **Losing by association** - You can’t control what your friends post to your profile (although you can remove it once you see it). If a potential client or employer sees those Friday-night pictures your friend has tagged you in, it might reflect poorly on you, even if the picture of you is completely innocent. It’s unfortunate, but we do judge others by the company they keep, at least to some extent.

*Source: Investopedia.com, Yahoo! HotJobs*
**Interview Tip of the Month...**

The “Qualifying” Interview

At many companies you need to “qualify” before you can be called in for an interview. What’s on your resume probably earns you a spot in this first round, but you’ll need more to get to the next level. If you’re in a competitive or very popular field, screening is a simple way for the HR people to manage the large number of applicants. Consider this your trial or practice session. Regardless of who is doing the screening, they’re looking for one thing—they want to make sure that you are who your resume says you are. You may be given a series of tests to gauge your proficiencies and skills. They might also ask you to talk about how you used your skills and what you gained from your experiences.

Visit [www.collegecentral.com/parkland](http://www.collegecentral.com/parkland) for regional job postings and more!

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**Resume Tip of the Month...**

Using “Key Words”

Many large employers use scanners to “read” your resume before it is read by hiring managers. These scanners look for key words on resumes and match them to job requirements. These key words are typically job titles, degrees, majors, skills, and industry specific tasks and knowledge. If you are looking for a job with a specific company, you can use their job postings to identify the key words that describe the job requirements for the positions you want.

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**Cover Letter Tip of the Month...**

You’re selling a “product”

When you’re job hunting, you’re selling a “product” and that product is you. You’ve got to make the prospective employer want your services. A cover letter gives you the chance to make that happen. Whenever possible, address the letter to a specific person. If you’ve done your homework (called or checked the company’s Web site) you should be able to accomplish this. However, if you’re replying to a blind ad that only lists a box number, use “Dear Recruiter” as your addressee. Other introductions you can use if you absolutely cannot identify a specific person are: Human Resources Director, Director/Manager of (fill in the department you are seeking employment). When you can identify a specific person, be sure to check for the correct spelling of their name and their title.

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**Writing a resume?**

Need Help?

Stop by The Career Center (A175) or call 217.351.2536 to make an appointment.

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**The Career Center**

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