Welcome back to those of you who have enjoyed a restful summer break—and to those who haven’t...well, think of all the individuals we’ve assisted this summer! As my boss stated in my annual evaluation, “It has been an interesting time to be the director of a Career Center this year” (I agree). Providing career services in difficult economic times can be challenging. Unemployment is up; students are considering limited job prospects as they select college majors; dislocated workers want guarantees re: their program choices and job placement; employers are hesitant to post positions and are reducing the number of recruiting visits. So I say once again, “Is there any good news?” And once again I’ll say, “Well actually, there is”:

1) Technology provides an opportunity to send current career information to thousands of staff, students, counselors and 505 residents. We can also give timely feedback to students and alumni when they submit their resumes online.

2) Students are learning to use nontraditional methods to search for employment, and these networking methods are usually more effective than traditional job search methods.

3) I have an awesome staff that has remained upbeat and supportive when faced with the economic downturn and increased workload (and did I mention how ‘green’ they are?).

4) There are still plenty of career opportunities in law enforcement, healthcare, education, social services, engineering, accounting, sales, government, etc.

I’m not a Spartan, but I have a new best friend at MSU. Watching Tyler Oakley’s ‘YouTube’ career videos made me smile (and are also pretty good). Check out his “Two Minute Commercial” advice at [http://www.youtube.com/watch?v=gVl6RAcXbMg&feature=channel](http://www.youtube.com/watch?v=gVl6RAcXbMg&feature=channel) and “Communicating Effectively” at [http://www.youtube.com/watch?v=3DqQI5FjaTg&feature=channel](http://www.youtube.com/watch?v=3DqQI5FjaTg&feature=channel).

We’re gearing up for the fall semester and look forward to seeing new faces around the campus. Please feel free to forward this newsletter to students, friends and family, and I wish you the best as you start this academic year.

- Sandy
What is a Green-Collar Job, Exactly?

Although this TIME article is from May 2008, Phil Angelide’s comments re: green collar jobs are worth viewing.

Here’s how he defines a green job: “It has to pay decent wages and benefits that can support a family; has to be part of a real career path with upward mobility; and it needs to reduce waste and pollution and benefit the environment.”

To him and his allies, green jobs are more than making wind turbines or solar panels—it can be anything that puts America on the path to a cleaner, more energy-efficient future. Angelide’s group will not only be working in technology, but will be creating jobs in the industrial sector. In other words, blue collar will become green.

Read the article at http://www.time.com/time/printout/0,8816,1809506,00.html#

Five Tips for the ‘09 Grad

Finding a job can be hard work, especially in a tight job market. Here are some tips for the ‘09 grad who hasn’t landed a job yet:

1. Consider Rewiring Your Resume. Think outside the box: what extra training and volunteer experience do you have? You may have the skills to get your dream job, but no employer knows that unless you pull them out from hiding under your degree and job titles and make them explicit in your resume. What happened when you helped out at the food bank? Did the administration go wireless? Did efficiency increase? Did new volunteers increase? Now may be a good time to revise your resume remembering to focus not just on tasks, but also on results.

2. Network. When scheduling informational interviews or networking, remember that you are just planting a seed with that first meeting. You’ll need to nurture the relationship by staying in touch. Follow-up is really important—send a thank-you email with something like “great talking with you today, here’s my resume for future reference.”

3. Join a professional organization that relates to your career choice. A professional society is an instant network. Their web sites are usually filled with helpful information.

4. Clean up your cyberspace. Employers run background checks and use the web as part of that process. Take the time to review your online profiles, photos, etc. Are you comfortable? If not, take them off.

5. Don’t give up. Identify part-time, temp. or contract opportunities. Stay persistent and continue adding on experience, even if it’s not in your ideal career field.

Or you could try “singing” for a job, as HLN’s iReporter Alec Biedrzycki did with his “Hire Me” resume at http://www.youtube.com/watch?v=Ot4K-KCLaqS

"Job seekers over 40 need a resume that looks forward, not backward. Change the perspective from "look at everything I have done" to "look at everything I can do for you."

Steven Greenberg, Forbes.com
8 Weird Things Said in Job Interviews

Maybe you’re nervous and feel the employer would appreciate your honesty, but you shouldn’t tell an interviewer that it’s probably best if they don’t do a background check on you. CareerBuilder asked hiring managers to share the craziest things they’ve heard from applicants in job interviews:

“If I get an offer, how long do I have before I take the drug test?”

“Well, as you can see, I’m a virile man and I’m single—if you ladies know what I’m saying”

“I would be a great asset to the events team because I party all the time”

“I’m not wanted in this state”

“If I can’t walk to work, can you pick me up?

“What is the company’s policy on Monday absences?”

“Cigarettes are getting more expensive so I need another job”

“If this doesn’t work out, can I call you sometime?”


Resume Tip of the Month...

Addressing Your Cover Letter

Avoid “To whom it may concern” as a salutation in a letter. (It may not really concern anyone on the receiving end.) Try to discover the name and title of the person you wish to address—a phone call is the best way, as info. on the internet may be outdated. If you are unable to acquire a name, use the title, section or division. (e.g. To the Director of Marketing: or To the Consumer Affairs Department.)

Interview Tip of the Month...

Turn your cell phone off!

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