

# Student Development

Spring Newsletter

March 2011

## HOW TO GET A JOB IN 2011

"Success is never final. Failure is never fatal. It is courage that counts."  
~ Winston Churchill



With the ever-changing employment and economic climates worldwide, it is very important that job seekers stay current about what is going on in their target markets and target organizations.

With the internet the flow of information between people and across borders is so rapid that you must also be able to react and respond quickly when opportunities present themselves.

In order to stay informed and promptly react in the global marketplace in 2011,

every job seeker must also understand and have a handle on these critical elements of a successful job search:

### ~ *Understanding and Communicating Your Unique Value*

- It is no longer enough to say what you can do and what results you have created. If you want to be taken seriously and not overlooked in a sea of qualified candidates, you must convey the value you can bring to an employer in a form and

language in which they can relate.

### ~ *Branded Career Marketing*

**Materials** - One of the critical ways of communicating your value is through cover letters, resumes, curriculum vitae, leadership training, and other career collateral on and offline. These assets should effectively convey your competitive edge in a way that is efficient and powerful.

~ **Social Media** - It is critical in developing your network authentically and strategically, accessing job opportunities and being identified by those who need what you offer most. Beware of the Facebook trap. Prospective employers are online. Do not use profanity or post indecent pictures of yourself. Be discerning about projecting a professional image.

~ **Your Online Reputation** - Many employers will consider what is said about you online almost as important as what your resume or curriculum vitae communicates. Care must be taken to insure you are not unknowingly hurting your chances for the perfect job because of digital dirt. Be sure to post smart and take precaution in what and how you post information online. Employers often judge candidates by their social media accounts, so be discreet in posting.

### ~ **Online and Offline Networking** ~

Online networking is essential to building your global network and extending your reach into non-local networks and markets. However, whenever possible, taking relationships offline is also an essential key to cementing and strengthening relationships in many cultures.

Sometimes steps must be taken to create those opportunities, but the time and effort invested can be the critical piece of the puzzle for being selected for certain job opportunities.

~ **Cultural Differences** - There is no one size fits all in any part of the job search when it comes to looking for a job in a new state or country. Do your homework and find out how culture will affect your job search if you want to secure a new position in your location of choice.

In our efforts to address the needs of students to promote academic, personal, and career success, career development services are available in the *Student Development Center*. The Center can assist you with career exploration and enhance the job search process.

Preparing for the world of work can be a very difficult task. Students are encouraged to visit the *Student Development Center* for individual consultations addressing resume/cover letter writing, interviewing, and networking skills.

## Job Growth

Fast-growing industries are not short-term solutions to career dilemmas.

Growing industries are not to be

confused with other hot business ideas that flame-out fast. Real growing industries exist because long-term demands for products or services exist.

Industries grow out of need for the products they deliver, not short-term wants. Careers are not built on short-term needs; industry growth offers long-term career opportunities (i.e., technology, health care).

There are varying estimates of industry predictions; however, career experts have identified the following industries and specialty areas as the most likely to grow rapidly and strongly in the immediate future. Carefully evaluate these industries and the way your major may apply. They offer new and exciting job opportunities now and in the coming year.

### Top 5 Fastest Growing Industries to Consider



**Consulting:** Management, technology, and scientific-related areas will increase.

**Elderly Services:** As "boomers" reach senior citizenship and enjoy good health, a wide variety of services will need staff.

**Therapy:** Physical, occupational, and speech therapies are the most promising for opportunities.

**Internet Hosting and Publishing:** As

mainstream readers move from the printed word to electronic news and information, hosting and publishing job opportunities should dramatically increase.

**Home Health Care:** As the population ages and health insurance companies tighten their budgets, home health care opportunities expand.

Source: Bureau of Labor Statistics

### Start Your Scholarship Search!

Gain access to scholarship and financial aid information. Search for scholarships that seem most appropriate for you and match your profile:

ABAC Scholarships - <http://www.abac.edu/Scholarships/>

FastAid - [www.fastaid.com](http://www.fastaid.com)

Gates Millennium Program - <http://www.gmsp.org/publicweb/Scholarships.aspx>

Dell Scholars Program - <http://www.dellscholars.org/>

FreSch! Scholarship Search - [www.freschinfo.com](http://www.freschinfo.com)

Wired Scholar - [www.wiredscholar.com](http://www.wiredscholar.com)



SAT	March 12, 2011
ACT	April 9, 2011
<b>Graduation!</b>	May 6, 2011
SAT	May 7, 2011
CLEP	By Appt.
ECORE	By Appt.
MELAB	By Appt.
CAT	By Appt.