

Career Management Digest

Entering the World of Work: Oh, The Places You'll Go

Dr. Suess' book, "Oh, The Places You'll Go!" is a popular high school graduation gift. If we were to summarize the book's overall message, it's basically saying, "You have the whole world out there....go for it". Whether you are graduating from high school or college, finishing some courses that will increase your employability or changing your career direction, the resources and ideas included should get you off to a good start.

GETTING STARTED WITH YOUR JOB SEARCH

Where do you start your job search? The most important aspect to consider in your job search is how employers actually hire. What is the process they use? Where do they look for talent?

One very good source for this information is an annual survey put out from Jobvite. Jobvite is a company that offers an application tracking, recruiting and talent acquisition software package to employers. They are interested in trends in both how employers recruit and hire, and in how job seekers look for jobs. They have conducted a national survey for the past 7 years. This 2014 survey was conducted in August 2014 and involved 1086 HR and recruiting professionals.

According to their survey, the companies are putting advertising dollars into: social media networks, referrals, corporate career sites, direct sourcing and mobile career sites. The impact of social media networking is not to be ignored. It also points out that by advertising on their corporate websites, it is in your best interest to "company search" as well as "job search". It also points out that you need to get yourself out there in a variety of ways and use a variety of resources. The survey also pointed out that businesses find their best candidates using:

60% - referrals
54% - internal transfers
51% - direct source
40% - intern-to-hire

This shows you that networking is huge; 6 out of 10 new hires are based on a referral from someone who already works where you want to work. Another reason to company search. Ask around—where do people you know already work? Do they love their job? Can they let you know when there is an opening and would they put a good word in for you?

ONLINE JOB SEARCH

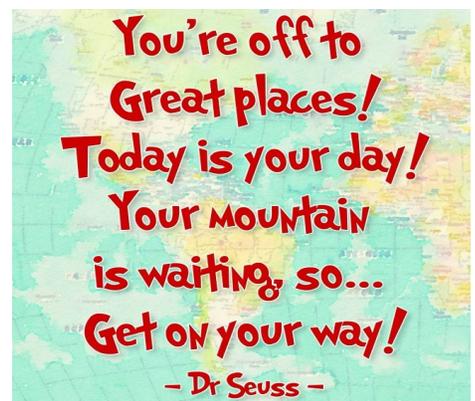
Of course, you are all going to continue to search online for open positions. So, here are some sites that you may want to look at:

- minnesotaworks.net
- jobsinminneapolis.com
- Glassdoor.com
- Craigslist
- Indeed.com
- CareerBuilder.com
- [Company websites](#)

STATE of MINNESOTA JOB SEARCH

The State of MN will be a great place for you to apply. A huge percentage of State workers are over 50, and in certain departments are over 55. They are going to be retiring soon. So, there will be job openings. The state website is a little different process; here are some tips:

This state website (<https://statejobs.doer.state.mn.us>) lists all of the openings throughout the State. One tip is to keep your search broad. It's better to have to search through too many openings than to have a narrow search that may not pick up the perfect job for you. And think about it: there are accountants, engineers, and office personnel in many departments within the State system.



The resume that you should put on the State website is different that what you have on other sites. Usually, it is recommended to have a one- or maybe a two-page resume. On the State site, you should have a five- to seven-page resume. The State does a keyword search of resumes and doesn't have age discrimination. You should list EVERYTHING you did in the past – all of the software you have worked on, the tools you know how to use, etc. We suggest that you complete this resume now, before you want to apply for a job. ~Continued on page 2

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It will take some time to do it. And now you have a complete resume for your use in the future too. Often in government jobs, you will see them ask for KSA (Knowledge, Skills and Abilities). This is why being very thorough is critical.

Lastly, use the job search agent. The State is required by law to post openings, but if they expect to get a lot of applicants, they may only post it for a day, or over a weekend. That is where the job search agent comes into play. The agent will email you whenever there is an opening that fits your criteria. This way, you won't miss out on anything.

PROS AND CONS OF SOCIAL MEDIA

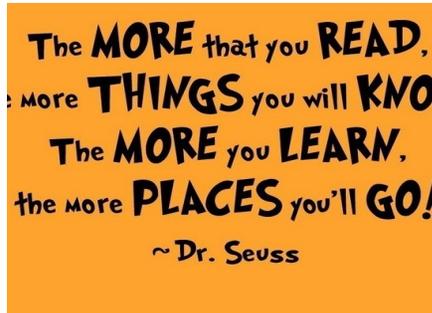
Using social media to job search has both pros and cons. The Pros:

- It makes networking easier
- You have the ability to control your online presence
- You have a professional online presence
- Some jobs are only posted online
- It gives you easier access to re-searching companies

The Cons:

- Please note that your personal information is out there and is online and out there forever!
- Be careful what you post and

only post what you are comfortable with the world knowing ! (Some call this the Grandma rule- if you wouldn't want your grandma to read/see/hear what you've posted, it's probably inappropriate.)



You may need to "clean up" your social media page....are the photos, shared posts, the "what's on your mind?" sections, etc. Don't count on your privacy settings to keep others from accessing your page. It's very easy for them to get a feel for who you are by reading your Facebook page: your politics, what you do with your free time, who your friends are, what kind of language you use and more. Colleges and businesses do search candidates before they hire!

~Ed Duda, Career Counselor, Workforce Development, Inc.-Olmsted County

~Valerie Kvale, Placement Specialist, Workforce Development, Inc., Freeborn County

GREAT WAYS TO GAIN HANDS-ON EXPERIENCE

Often you will see job postings for entry level positions that require anywhere from 1 year to 5 years of experience. Whether you are just wrapping up school or switching careers/jobs, trying to figure out how to get experience so that you can get that ENTRY LEVEL JOB can be daunting.

Here are some great ways you can gain experience so you can get into the job/career that you want:

INTERNSHIP or AP- PRENTICESHIP

These are great ways to see if it is a good career choice for you, see if you like the company culture and if you fit well with it, and gain some great experience!



Volunteering is another great way to see if a career is something you could see yourself doing, gain some experience and also create some STRONG PROFESSIONAL CONTACTS that could help you get into your next job! Though you may not get paid for your time, the time you put in may help you get a good paying job over other candidates. Something to think about!

~Amy Lofquist, Career Counselor, Workforce Development, Inc., Steele County

WEBSITES FOR FURTHER EXPLORATION :

- <http://www.dli.mn.gov/appr.asp> (registered apprenticeships)
- <http://www.minnesotabuildingtrades.org/node/55>
- <https://www.careerwise.mnscu.edu/education/apprenticeships.html>
- <http://www.mncareerpathways.org/pathways/apprenticeshipSearch>



- Don't forget to check with colleges and universities in your area. Many of them have connections with area businesses that are interested in internships/apprenticeships, etc. and can link you to them.

Workforce Development, Inc. is an Equal Opportunity Employer/Service Provider and a proud partner of the American Job Center network. This information is available in alternative formats for people with disabilities by calling 507.292.5180 or by using your preferred relay service.

