

CPCC CAREER SERVICES



Finding a Job in a Tight Market

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Get There.

CENTRAL PIEDMONT COMMUNITY COLLEGE

Our Agenda Today



- Top ten tips to help with your job search
- Try to identify at least 3 things that you can do differently
- Remember, job search takes time.

**PowerPoint slides and
notes from this presentation
will be
available online at
www.cpcc.edu/transition**

1. Networking

- Why? #1 way to find a job!
- Brain storm all your different worlds
- Talk to people that are “connected”



- At social events, stand by the food. Give your elevator speech.
- Send emails/ use social networking to re-establish your contacts
- Informational interviewing is often overlooked but helpful
- Go to special networking events like Pink Slip Parties in Charlotte

Shelley Canter (author of *Make the Right Career Move: 28 Critical Insights And Strategies to Land Your Dream Job*),

“Over the past 20 years, studies have consistently shown that at least 70-80% of jobs come through one's network. My experience is that in bad economies, this statistic is even higher.”

Brady K.. Canter, R.J., & Shannon, M.P. (2008). Managing your career in turbulent times. Retrieved February 18, 2009, from Law Practice Today Web site: <http://www.abanet.org/lpm/lpt/articles/mgt11083.shtml>

2. Maximize Your Use of Social Networking Sites

- Enables you to target specific employers
- Ask contacts for assistance (not a job)
- Offer your assistance too
- Focus on relationship building (not your “pitch”)
- Concentrate on quality, not quantity
- Okay to state your employment status

Weston, R. (2009, May 4). Guide for newly jobless on social networks. Retrieved May 13, from MSNBC Website:
<http://www.msnbc.msn.com/id/30481596//>

Dan Schawbel (author of *Me 2.0: Build a Powerful Brand to Achieve Career Success*), comments about online social networks that

“Most job seekers don’t optimize their profile, cultivate their network, join and participate in groups, use applications and exchange endorsements.”

Weston, R. (2009, May 4). Guide for newly jobless on social networks. Retrieved May 13, from MSNBC Website:
<http://www.msnbc.msn.com/id/30481596//>

A Brief Word about Twitter

- Include a brief pitch in your bio
- Research and connect with recruiters
- Write updates about your job search
- Use sites like tweetmyjobs.com to find out about job openings
- Is this appropriate for *your industry*?

Sisk, B. (2009, May 17). Twitter your way to a job offer. Retrieved May 18, from Charlotte Observer Website:

<http://www.charlotteobserver.com/business/story/727830.html>

3. How to Work a Career Fair

- Research companies and if possible apply to jobs in advance
- Bring resumes and business cards
- Use an elevator speech
- Network with other job seekers
- Get recruiters' information for follow-up
- Dress professionally



4. Look Off the Beaten Path

- Besides major job boards, explore others
- Start with CPCC Directory of Companies
- Linkup.com searches company websites
- Applying at company website shows you want to work for that specific company.
- Local and industry specific job boards, alumni groups, Craig's List, Business Journal Book of Lists

- Inquire in person – not all companies post “help wanted” signs
- Advertising in newspaper? Check their website for other jobs.
- www.CEOexpress.com has helpful links to many newspapers
- ReferenceUSA at Library has lots of good info.



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The screenshot shows a web browser window with the URL <http://www.cpcc.edu/career/community/additional>. The browser's address bar includes a search engine (Google) and navigation buttons. The page title is "Additional Resources — Central Piedmont Community ...". The navigation menu at the top includes "Prospective Students", "Current Students", "Business Community", "Faculty & Staff", and "Alumni & Friends". The breadcrumb trail reads "CPCC Home → Career Services → Community Career Counseling → Additional Resources".

The main content area is titled "Additional Resources" and contains several links and descriptions:

- [Job Seeking Skills Class](#)
- [Job Search Support Groups](#)
- [Career Fairs](#)
CPCC Central Campus, Free and open to the public
For more information, call 704.330.6551
- [Program Career Options](#)
- [Corporate & Continuing Education](#)
- [Directory of Companies](#)
- [Career Links](#)
- [Career Transition Services for the Community](#)
CPCC's career counseling service designed especially for community members and individuals taking Corporate & Continuing Education Courses.
- EXPAN Software**
Software that allows you to explore different educational and career options. It also provides a template for building a resume. Available through Public Libraries of Charlotte & Mecklenburg County, 704.336.2725.
- [Small Business Seminars](#)
Free seminars offered by CPCC's Institute, conducted at local public libraries. One-on-one entrepreneurship counseling is also available through the Institute. 704.330.4673
- Ben Craig Center**
Provides general information about starting a small business. Located at UNCC. 704.548.1090
- [ACA 120: Career Assessment Class](#)

The left sidebar contains a list of navigation links: "Career Services", "Students & Graduates", "Employers", "I-M Us!", "Family", "Faculty & Staff", "Community Career Counseling", "Additional Resources", "Our Staff & Locations", "FAQ", and "CPCC CAREER FAIR". A red arrow points to the "Additional Resources" link in this sidebar.

5. Professional, Networking & Job Search Support Groups

- Stay current in your field and network
- Research online to identify professional associations
- CPCC Career Services has listings on our website of support groups and also check <http://letsgetgoing.com/>

6. Identify Transferrable Skills

- Many available on the Internet and some linked from Career Links section of our webpage
- Skills you can use in many different industries
- Identify other places that need your skills if your industry is not hiring
- Don't make the employer guess

Jobs from Economic Stimulus (focus on growth areas)

I. Repair Infrastructure

Construction & Project Mgrs, Civil & Telecomm
Engineers, CAD Specialists

II. Monitor Financial Markets

Compliance & Tax Accountants, Internal Auditors, Gov't
Regulators

III. Energy Independence

Electrical & Mechanical Engineers, Biofuel Chemists,
Sales & Marketing Workers, Power Grid Mgr

IV. Healthcare, including Digital Records

IT, Bioinformatics and Information Security Specialists,
Software Developers, Nurses

V. Increasing Volunteers and Involvement in the Community

Social Workers, Administrators, Translators

Career Advancement Management Report (2009, February 15). The Obama effect on careers,
32, 2.

Sutter, J.D. (2009, March 2). Growing excitement, expectations for green jobs corps from
www.cnn.com

7. Volunteer

- Find something that interests you
- A resume and contact builder
- Gain exposure and stay current in field
- Either charitable or professionally oriented
- Don't overlook social organizations too
(EX: PTA or homeowners group)

Schomaker, S. (2009, March 1). Bridging Employment Gaps: Strategies from a Military Spouse. Retrieved May 14, 2009, from Career Convergence Magazine:
http://associationdatabase.com/aws/NCDA/pt/sp/career_convergence

8. Temporary Employment

- Expect computer tests initially
- Follow-up with agencies
- Staffing agencies specialize
- Great way to test out a new industry
- Network with full-time employees
- Treat this like a permanent job
- First to rebound after recession. Employers list jobs with them until economy stabilizes.

9. Part-time Work

- Take two if you can afford no benefits
- Some companies give benefits for PT work (Ex: JCPenney, Starbucks, Whole Foods, Barnes and Noble, Lowe's, and Cost Plus World Market.)
- Improves your chances of getting a FT job from one of your several PT jobs
- May be an increase in scams, so be careful about evaluating opportunities.

10. Job Scams



Watch out for:

- Requests for money
- Too good to be true?
- No experience necessary, yet pays large salary
- Work from home
- Reputable companies using a “free” email address for responses

Zupek. (2009, April 22). How to avoid job scams. Retrieved May 13, from Careerbuilder Website:
<http://www.careerbuilder.com/Article/CB-1214-Job-Search-How-to-Avoid-Job-Scams/>



- Research with BBB or Chamber of Commerce
- Look at the company website
- Avoid using the “remove from list” option (generates more spam)
- Check staffcentrix.com for screened “work from home” leads and links

Zupek. (2009, April 22). How to avoid job scams. Retrieved May 13, from Careerbuilder Website:
<http://www.careerbuilder.com/Article/CB-1214-Job-Search-How-to-Avoid-Job-Scams/>

Please Note!

- Additional assistance for our community members is available with affordable fees through CPCC Career Transitions Services
www.cpcc.edu/transitions
- Visit Career Transitions website to view this presentation.
- To access valuable job search information:
www.cpcc.edu/career
- Visit the Career Transitions table today to sign up for:
Career Exploration Groups~ June 3rd and 10th



Get There.

Helpful Links

A. Network

Pink Slip Parties <http://pinkslip.letsgetgoing.com/>

Linkedin <http://www.linkedin.com/>

List of Associations: <http://www.weddles.com/associations/index.cfm>
<http://www.asaecenter.org/>

List of Job Search Support Groups: <http://letsgetgoing.com/>

B. Look Off the Beaten Path

Read the News Online: <http://newslink.org/biznews.html#North%20Carolina>
<http://www.CEOExpress.com>

Job Search Websites: www.Linkup.com
www.indeed.com

CPCC Career Services Directory of Companies:
http://www.cpcc.edu/career/studentsgrads/directory_menu

CPCC Career Services Career Links:
<http://www.cpcc.edu/career/studentsgrads/document.2006-07-20.9614759204>

Public Library of Charlotte & Mecklenburg County:
<http://www.plcmc.org/>

C. Assess Transferrable Skills

Transferrable Skills Survey: http://www.d.umn.edu/kmc/career_transfer_survey.html

Get a Job Skills Assessment and article:

http://www.cbsnews.com/get_a_job/job_wendleton_1.html

Bureau of Labor Statistics (read skills needed in various fields): www.bls.gov/oco

Salary information: www.salary.com

D. Volunteer

United Way <http://www.uwcentralcarolinas.org/>

Hands On Charlotte <http://www.handsoncharlotte.org/>

Red Cross <http://www.redcross.org/>

E. Avoid Job Scams

Better Business Bureau <http://www.bbb.org/>

Charlotte Chamber <http://www.charlottechamber.com/>

Screened Work at Home Leads <http://www.staffcentrix.com/>