



What Job Seekers Need to Know

If you are currently unemployed or under-employed, you have lots of company. Looking for a job or investing time and money into retraining for a different career can seem like daunting tasks at any time, but are especially challenging tasks in uncertain times and in a down economy. There is a huge pool of unemployed workers currently returning to school to upgrade their skills or facing stiff competition in the job market where large numbers of unemployed workers compete for fewer job openings. Meanwhile, the unemployment rate continues to climb, but a recent article by Rachel Zupke, published in CNN.com/Living in conjunction with Career Builder, Inc., advises job seekers to not pay too much attention to the dire economic reports. Instead, experts advise the unemployed to use this time to build marketable skills, carefully target job searches and gain experience through internships, part-time work or volunteering.

Don't be overly concerned about the unemployment rate. The reality for you is that it's 0% if you have a job and 100% if you don't.

"If you want to work, you need to block out the gloom-and-doom news about the economy," says John A. Challenger, Chief Executive Officer of Challenger, Gray and Christmas, a prestigious job placement and consulting organization. "Don't listen to it," he said. "It's not relevant to any one person's approach."

Challenger continued, "Go look for a job, any job -- now...You have to get a fast start and you have to stay at it in this kind of market, because there are more people searching for fewer jobs...so you cannot let up."

The focus of today's successful job seekers should be on emphasizing their marketable skills and on how to let potential employers know how they will be assets to any company that recognizes and can utilize their talents.

Although many employers are proceeding with caution, many of them are hiring. According to a survey of 2,543 managers and human resource professionals conducted by Career Builder's Annual College Job Forecast in 2009, 43% plan to hire this year, down from 56% in 2008.

"While recent college graduates are facing a highly competitive job market right now, there are still opportunities out there," said Brent Rasmussen, president of Career Builder of North America.

So, folks may want to know where the hot jobs are. The article in CNN.com described the variety of job openings in 25 companies that are hiring new college graduates this year. The full article is available through CNN.com/Living "Employers hiring the Class of 2009".

Several large automotive and homeowners insurance

companies like Allstate and Geico, for example, are seeking claims adjusters, financial and investment analysts, actuary assistants, web developers and IT specialists. Engineering firms like Arcadis are seeking geologists, environmental scientists, and civil engineers.

Health care firms including Quest Diagnostics, Maxim Healthcare Services, and United Health Group are in need of accountants, financial analysts, product consultants, internal auditors, communications specialists, marketing specialists, and human resources personnel.

Information Technology firms, like Cbeyond, GMAC, Harris Corporation, Perot Systems, Robert Bosch, LLC, Sabre Holdings, and Sun Microsystems, will be hiring thousands of new workers with one or more of the following skills: computer science; business operations and IT management; software, mechanical, electrical, and network engineering; and geospatial analysis. They are also seeking support technicians, programmers and web developers.

New employees with IT skills are not only sought by computer and information technology firms, but are needed in a range of industry sectors: health care, government, finance, banking, education, transportation, supply chain and procurement, food and beverage and retail industries.

Experts advise that emerging jobs are most prolific in the following industries: computer technology, health care, insurance, oil and gas, utilities, retail, and agriculture. Moreover, these jobs are relatively recession-proof. While many manufacturing jobs are outsourced overseas, food production will continue to remain

stateside. Other industries that remain strong are entertainment, biotechnology, skilled trades, business services, transportation, and 'green technologies'.

Dish Network, Ryder Transportation, Kroger, Sara Lee, Tyson, Sodexo, Sherman-Williams, and Rite Aide Pharmacies are all seeking new college graduates this year, according to the report. Many of these companies aim to groom entry level college graduates for management and leadership positions. They are looking for candidates with an entrepreneurial inclination, excellent verbal and written communication skills, strong organizational skills, analytical and problem solving skills, strong computer skills, self-motivation, exceptional work ethic, flexibility, creativity, and leadership potential. Job seekers need to be open to possibly changing industries, relocating, or temporarily working part time in order to achieve their long-term career goals.

Patricia Twaddle, M.Ed.

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John A. Challenger

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What are 'Green Jobs' Anyway?



Sources: a **Time Magazine** article from May, 2008 "What Is a Green-Collar Job, Exactly?"; An **Urban Habitat** article "Green Collar Jobs," by Raquel Pinderhughes, Director of Urban Studies, San Francisco State University; and a **New York Times** article published August 14, 2009 "Growing 'Green Jobs' Is A Long-Term Task, Advocates Say," by Peter Behr



Five million new 'green jobs' have been promised in President Obama's economic stimulus package, which is slated to spend over \$150 billion over the next ten years to create jobs that provide a living wage for American's green-collar workers while simultaneously promoting sustainable, economically sound, environmentally friendly, and more efficient business practices.

Green jobs include all those that advance energy reduction strategies as well as those that utilize renewable energy sources, including jobs that make use of more efficient construction materials and methods and jobs entailing the refurbishing of existing structures.

Phil Angelides is a venture capitalist and former Democratic candidate for governor of California, and chair of the Apollo Alliance, a coalition of business, labor, and environmental groups. His definition of a green-collar job is rather broad. "It has to pay decent wages and benefits that can support a family. It has to be part of a real career path, with upward mobility. And it needs to reduce waste and pollution and benefit the environment."

Defined this broadly, a green-collar job can be any job that helps put the U.S. on the path to a cleaner, more energy efficient future. These include jobs in the public transit sector, jobs in alternative energy production, and jobs in construction trades that make new and existing structures more energy efficient.

Traditional blue collar manufacturing jobs can be included, provided what is being manufactured is more or less 'green'. That means jobs in factories producing SUVs don't count, but ones producing hybrid cars do.

In the Time Magazine article, critics argued that environmentalists who are pushing policies like cap-and-trade and other initiatives against global warming will hurt the American economy. Some estimated that implementing those policies could result in 4 million jobs lost by 2030, and some argued that these policies would raise the cost of energy substantially and could lead to even more job losses.

Against the criticism that going green-collar will cause economic loss, green-collar job advocates argue that the hard work of decarbonizing the American economy will actually create millions of new jobs. They purport that alternative fuels, renewable energy, and increased energy efficiency will burgeon the fledging economic recovery. They also stress that because 75% of the buildings in this country will either be refurbished or replaced between now and 2030,

overall energy costs will be reduced. Overhauling wasteful buildings will not be the only benefit. Our inefficient, dangerously unstable electric grid will need to be overhauled, and that will take a lot of man-power.

This translates into the creation of millions of new jobs requiring little retraining that will utilize the transferable skills of laid off factory workers who are currently unemployed.

The dream is for blue-collar to become green.



Be the Face of the Movement

It's no surprise that one of the biggest supporters of the Apollo Alliance is the United Steelworkers Alliance. Labor leaders see green jobs as a way to fight outsourcing and keep manufacturing alive in America. Touting green-collar jobs can convince skeptical blue-collar workers that they have an economic stake in curbing climate change.

"Green jobs won't be sprouting up only in new technology fields," says Angelides, whose group is calling for a \$300 billion investment in green jobs over the next 10 years, "We'll be creating jobs in the industrial sector."

Raquel Pinderhughes interviewed employers in more than 100 firms which are producing green-collar jobs in the following 22 specific sectors:

- Bicycle repair and bike delivery services
- Car and truck mechanic jobs, production jobs, and gas-station jobs related to biodiesel
- Energy retrofits to increase energy efficiency and conservation
- Green building

- Green waste composting on a large scale
- Hauling and reuse of construction materials and debris
- Hazard materials clean-up
- Landscaping
- Manufacturing jobs related to large scale production of appropriate technologies, (i.e. solar panels, bike cargo systems, green waste bins, etc.)
- Materials reuse
- Non-toxic household cleaning in residential and commercial buildings
- Parks and open space expansion and maintenance
- Printing with non-toxic inks and dyes
- Public transit systems related to driving, maintenance and repair
- Recycling and reuse
- Small businesses producing products from recycled materials
- Solar installation
- Tree cutting and pruning
- Peri-urban and urban agriculture
- Water retrofits to increase water efficiency and conservation
- Whole home performance, including attic insulation, weatherization, etc.

Pinderhughes noted that although many new jobs are being created, not all of them will meet the 'green' criteria because they won't offer workers a supportive work experience that contributes to improvements in their quality of life. Recent research on sustainable agriculture in the U.S. has revealed that although crops are being grown with less toxic inputs, workers are terribly exploited on many of these farms. Some manufacturers producing food made with organic ingredients and some supermarkets known for selling healthy, organic food have been denying full-time status to their employees. By hiring only part-time workers, companies avoid paying for benefits like health insurance, vacation and sick leave.

The vast majority of green-collar jobs will not require high levels of education. Employees can learn many job skills through on-the-job training or brief retraining programs. Employers primarily want workers with good communication skills who are responsible and reliable. *Patricia Twaddle*



Upcoming Events

Schedule of Career Counseling Off campus Visits Fall 2009:

Columbia campus:
9/10 10/15 11/12

Mexico Advanced Technology Center
9/17 10/22

Hannibal campus:
10/1 11/3

Kirkville campus:
9/22 11/5

To schedule an appointment for individualized career counseling at the campus nearest you, please call the Career and Placement Services office at (660) 263-4110 ext 232.

For students attending the Moberly campus, individualized career counseling is available Monday - Friday between 8 a.m. - 5 p.m. by appointment.

Services include:

- **Vocational assessment:** career interest, aptitude, values and personality inventories
- **Support services:** time and stress management, learning styles assessment, study skills resources, counseling for test anxiety, referrals to community resources for financial aid and personal counseling
- **Scholarships and grants:** through the MACC New Traditions program

COMPETENCY MODELS -

Missouri Employers Identify Key Skills

New studies by state economic developers spell out the skills that workers need in order to succeed in occupations important to Missouri's future.

The Missouri Department of Economic Development and its business partners across the state are releasing "competency models" identifying the core competencies needed for careers in industries the state has targeted for growth, including information technology, transportation, energy and life sciences.

An article describing these competency models is available online through the Department of Elementary and Secondary Education's web site at:

<http://dese.mo.gov/divcareered/>

MC_newsroom_competency-models_073109.htm

Tips on Building an Effective Network

Excerpts from an article by Bob Roth, who welcomes students to visit his web site: <http://www.The4Realities.com>. Bob Roth is the author of "The 4 Realities Of Success During and After College" and "The College Student's Guide To Landing A Great Job."

Picture yourself standing in the center of a circle surrounded by all of your friends, relatives and acquaintances, approximately 200 people. Then, picture each of those 200 people at the center of their own circles, surrounded by everyone they know. If you were to contact all 200 of your relatives, friends and acquaintances with a question, you would have access to information and feedback from the more than 40,000 people in their networks. That is the power of networking.

You may think that you don't know 200 people, but most students do. You just don't realize it yet. So let's see if we can identify the 200 people you know. Start by listing your relatives, friends and acquaintances. Include everyone in the following groups:

High School - Use your yearbook to list classmates, class officers, club members, team members, teachers, administrators, counselors and service personnel. Also include acquaintances in the classes ahead of you and behind you in school.

College - Roommates, dorm mates, friends, classmates, class officers, club members, team members, professors, administrators, counselors and service personnel. Also include acquaintances in classes ahead of you and behind you in college.

Local Community - (At Home and At College) Neighbors, police, fire, ambulance, bank, hospital, religious institutions, library, recreation, accountant, barber, hair stylist, car mechanic, retailers, business professionals, politicians, community leaders, city employees, village and town employees, etc.

Relatives - Parents, siblings, close relatives, more distant relatives.

Employers - (Past and Present) Supervisors, co-workers, executives, employees in other departments, suppliers, customers and delivery people.

Associations - Local and national business, professional and community organizations.

Military - Active and retired military personnel, members of the military reserves.

After you complete your list, you will find that you know more people than you thought. Record their names, mailing addresses, phone numbers, e-mail addresses and notes about your relationship, their professions and information exchanges. The group that you've just assembled is your network. However, to be effective, your network must be cultivated and nurtured. Most of all, it must be used and strengthened.

"An effective network is the secret weapon of the best job hunters."

College students who create and effectively tap their networks can unleash a plethora of targeted and useful job hunting information. Whenever you need information and contacts for your job search, you would be wise to tap your network. There will be people in your network who have the information and contacts you need.

Your network can only work if you contact the people within it. The key to a working network is mutual respect, concern for others and a genuine interest in helping others. Importantly, you must understand that networks operate in both directions. Not only do they provide you with information and contacts, you must be willing to share your information and contacts with others.

Creating and maintaining a network is very difficult, since a network requires constant attention. That means that you must contact and share information with the people in your network on a regular basis. If you only contact people when you need help, you may turn them off. The best networkers take a genuine interest in others. They contact their network just to keep in touch and to see if there is anything they can do to help. Because they can unleash the power of their network, giving people will always receive more in return.

Since networking can provide critical information about people, employers and job opportunities, it makes a lot of sense for college students to take advantage of this job hunting technique. It works in even the worst economic times and helps to uncover the jobs that never get advertised. That's why I say, "To find a great job, build a great network."

Bob Roth



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Parting Thoughts...

The Daffodil Principle - Author unknown



Several times my daughter had telephoned to say, "Mother, you must come to see the daffodils before they are over." I wanted to go, but it was a two hour drive. "I will come next Tuesday," I finally promised, after her third call.

Next Tuesday dawned cold and rainy. Still, I had promised, and I reluctantly drove there. When I finally arrived I was welcomed by the joyful sounds of happy children. I delightedly hugged and greeted them. "Forget the daffodils, Carolyn! The road is invisible in these clouds and fog, and there is nothing in the world except you and these children that I want to see badly enough to drive another inch!" I told my daughter.

She smiled calmly and said, "We drive in this all the time, Mother...I'll drive. I'm used to this...You'll never forgive yourself if you miss this experience."

After about twenty minutes, we turned onto a small gravel road and I saw a small church. On the far side of the church, I saw a hand-lettered sign with an arrow that read "Daffodil Garden". We got out of the car, each took a child's hand, and I followed Carolyn down the path.

Then, as we turned a corner, I looked up and gasped. Before me lay the most glorious sight.

It looked as though someone had taken a great vat of gold and poured it over the mountain peak and its surrounding slopes. The flowers were planted in majestic, swirling patterns, great ribbons and swaths of deep orange, creamy white, lemon yellow, salmon pink, and saffron and butter yellow. Each different colored variety was planted in large groups so that it swirled and flowed like its own river with its own unique hue.

There were five acres of flowers.

"Who did this?" I asked Carolyn.

"Just one woman," Carolyn answered. "She lives on the property."

We walked up to a small, well-kept house. On the patio we saw a poster. "Answers to questions I know you are asking," was the headline. The first answer was a simple one - "50,000 bulbs," it read. The second answer was, "one at a time, by one woman, two hands, two feet, and one brain." The third answer was, "beginning in 1958."

For me, that moment was a life-changing experience. I thought of this woman, whom I've never met, who over 50 years before began

planting one bulb at a time in order to bring her vision of beauty and joy to an obscure mountaintop.

Planting one bulb at a time, year after year, this unknown woman had forever changed the world in which she lived. One day at a time she had created something of extraordinary magnificence, beauty and inspiration.

The principle taught by her daffodil garden is that by learning to move toward our goals and desires one step at a time, often just one baby-step at a time, and learning to love the doing, learning to use the accumulation of time, one can achieve greatness. When we multiply tiny pieces of time with small increments of daily effort, we too may find that we can accomplish magnificent things. We can change the world.

It's pointless to think of the lost hours of yesterdays. Begin to use the daffodil principle today. Stop waiting. There is no better time than right now to be happy and there's no better day than today to start to create your own daffodil garden. *Author unknown*