

HOT CAREER TOPICS

Where The Jobs Are Now And Search Strategies to Compete in Today's Market

Presented by:

Linda Bertell – Catonsville

Madeline Hart – Essex

Jean Rusnak – Catonsville, Dundalk

Career Development and Counseling Services

Visit our web site at: www.ccbcmd.edu/employment/online

6/3/2009

Industries Anticipating Growth

National Trends

- **Energy**, especially Green
<http://www.careervoyages.gov/green-main.cfm>
- **Engineering**- Mechanical, Electrical, Computer
- **Health Care**, especially Technicians – [Pharmacy](#), Radiology, Health Informatics, Dental
- **Education** – Special Ed, Adult Ed, Urban School Systems, Retraining Programs
- **Computers** – CADD, [Health Informatics](#), Data Security, Data Communication, Networking
- **Accounting** – Financial Planning, General Accounting
- **Security** – Homeland, State, Local, Fire and Police
- **Construction** – Roads, Repairs, Renovations
- **Automotive** - Mechanics

U.S. News Annual List-30 Best Careers for 2009

- Audiologist
- Biomedical equipment technician
- Clergy
- Curriculum/training specialist
- Engineer
- Firefighter
- Fundraiser
- Genetic counselor
- Ghostwriter
- Government manager
- Hairstylist/Cosmetologist
- Health policy specialist
- Higher education administrator
- Landscape architect
- Librarian
- Locksmith/Security system technician
- Management consultant
- Mediator
- Occupational therapist
- Optometrist
- Pharmacist
- Physical therapist
- Physician assistant
- Politician/Elected official
- Registered nurse
- School psychologist
- Systems analyst
- Urban planner
- Usability/User experience specialist
- Veterinarian

Suggested Resources

- [Baltimore Business Journal](#)
- Baltimore Business Journal's Book of Lists
- [USA Today](#)
- Forbes
- [Fortune Magazine](#)
- Hoover's
- Career Voyages
- O*Net
- Occupational Outlook Handbook, Bureau of Labor Statistics
- [Maryland Department of Labor and Licensing](#)
- [Career InfoNet](#)



RESEARCHING OCCUPATIONS

What to consider when researching a career:

- **Tasks:** What are the specific, daily job functions of the career you are considering?
- **Skills:** What skills will you need? “Soft skills” as well as technical skills are important.
- **Education Requirements:** What level of education is needed for the career you are interested in?

What to consider when researching a career:

Tasks: What are the specific, daily job functions of the career you are considering?

Skills: What skills will you need? “Soft skills” as well as technical skills are important.

Education Requirements: What level of education is needed for the career you are interested in?

- **Salary:** Learn the salary ranges for the career you are considering.
- **Job Outlook:** Is the job field (industry) you are researching trending up or down.
- **Related Occupations:** Learn about other options in the career area you are interested in.

WEBSITES

- <http://online.onecenter.org>
- <http://www.bls.gov/oco>
- [What Can I Do With A Major In?](#)
- [CCBC Catalogue](#)



JOB SEARCH STRATEGIES AND WORKPLACE TRENDS

WORK YOUR NETWORK

- Connect with employers through friends, relatives, neighbors, community and civic groups
- Informational Interviewing
- Best way to find a job is through word of mouth

CONNECT WITH SOCIAL AND PUBLIC NETWORKS ON THE WEB

- LinkedIn, Facebook, Twitter and Blogging
- Professional Associations in your Field

MATCH YOUR SKILLS WITH THE JOB

- Research industries and companies of interest
- Send resumes to jobs and companies that are a good fit

FIND RELATED OR PART TIME WORK

- Provides experience
- Demonstrates initiative to employer
- Can fill a gap in work history
- Internships –not just for college students

WORKPLACE TRENDS

WHAT'S 'OUT'

- Mass mailing *generic* resumes will not get employers attention
- Overly detailed resume that makes relevant information hard to find.
- Unusual resume formats that hide employment gaps

WHAT'S 'IN'

- Researching employers and applying to companies where interests and skills match.
- Streamlined resumes that focus on accomplishments and relevant skills matching the job
- Fill employment gaps with volunteer or temp work to demonstrate initiative and experience

MORE WORKPLACE TRENDS

What's "OUT"

- Set reference list
- Narrow focus in your job search

What's "IN"

- Customized reference list for each job opportunity. Consider who can best address your skills for a particular job
- Think creatively about how your skills can be applied in new ways or in an entirely new position.

Career Planning

- Self-Assessment
- Career Exploration
- Education and Experience

Visit the Career Center's Web Site:

www.ccbcmd.edu/employment/online

Summary

- Familiarize yourself with the current trends
Local, State and National
- Research Occupations to gather specific information such as required skills and abilities, education, salary
- Stay Current with job search strategies and workplace trends of the day