HOT CAREER TOPICS

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

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Visit our web site at: www.ccbcmd.edu/employment/online
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Industries Anticipating Growth
National Trends

- **Energy**, especially Green
  [http://www.careervoyages.gov/green-main.cfm](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
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

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Suggested Resources

- Baltimore Business Journal
- Baltimore Business Journal’s Book of Lists
- USA Today
- Forbes
- Fortune Magazine
- Hoover’s
- Career Voyages
- O*Net
- 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:
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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