

JOB SEARCH HEADLINERS

JCCC COMMUNITY CAREER SERVICES
www.jccc.edu/communitycareerservices | www.jccc.edu/jobclubs

ROLLERCOASTER RIDE OF EMOTIONS

Life is like an onion: You peel it off one layer at a time, and sometimes you weep.

~ Carl Sandburg

JOB LOSS

Being laid off is a major trauma to a person's psyche. From the time you receive the layoff notice until re-employment is secured, you will experience a rollercoaster ride of emotions. As with any loss, you will experience grief and go through the grieving process which may include the following stages: shock and denial; anger; depression and detachment; reconnection; hope; acceptance - with a reconstruction plan; and then the final step -return to a meaningful life.

THE BLUES

Depression sets in when dealing with any loss including job loss. However, if you stay in a depressive mood for more than two weeks, seek medical help. If at anytime you are feeling suicidal or homicidal and have developed a plan to carry out these acts, seek medical intervention immediately - call 911. For mental health resources, go to www.jccc.edu/jobclubs, click on 'Job Search Resources' then 'Low Cost Area Mental Health Services'.

Worrying does not empty tomorrow of its troubles. It empties today of its strength.

ATTITUDE IS EVERYTHING

We make a living by what we get, but we make a life by what we give.

~ Winston Churchill

GET ACTIVE

Exercise every day. Walking is wonderful way to get endorphins charging. Connect with nature - it's a stress buster! Journal about your feelings - research shows that it helps. Enjoy a good laugh - oh, what sweet medicine! Get out from behind the computer and outside your house three times a day - at least one of these times network with others.

LEND A HAND - Volunteer!

To help keep the job hunt process in perspective, do volunteer work. Arrange to do project volunteer events with fellow jobclubbers. By helping others, you can improve your attitude, as well as gain a new appreciation for what you do have. Go to www.volunteermatch.org or www.volunteerkc.org for a listing of volunteer opportunities in the area.

JOB SEARCH

"The hardest work in the world is being out of work."

~ W.M. Young, Jr.

PROVEN JOB SEARCH STRATEGY

Richard Bolles, What Color is Your Parachute, states the most effective means of job hunting includes: (1) Knowing what you want to do; (2) defining the skills you want to contribute; (3) identifying your target market, i.e.: location, size, environment, etc.; (4) developing a list of target companies; (5) identifying sources of contacts . . . for the ultimate goal of connecting with the hiring manager; (6) Marketing yourself to the decision-maker.

HR - The Black Hole

Have you heard of the black hole phenomenon? Chances are you have experienced it more than you would like. The experience is precipitated when a job seeker applies for a job through HR . . . then sits back and waits . . . actually expecting to hear from someone and then getting frustrated with the process. Yes, apply through HR on the company website, but you must also get your resume into the hands of the hiring manager. This is where networking is beneficial. However if you cannot find a connection to the hiring manager, do some exploration - call the company, check the company website, check LinkedIn, explore marketing directories, etc.

CAREER EXPERT & ADVOCATE- Diane Stafford, KC Star

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INTERNET JOB SITES

Mainstream job banks like monster.com and careerbuilder.com have not been as successful as hoped or advertised. Job search engines have been helpful to many job seekers such as indeed.com. Industry or profession specific job banks are helpful as well. In addition, professional organizations often have active local chapters with job banks. Find a list of 250+ job banks on jccc.edu/jobclubs, 'Job Search Resources', 'Job Banks, Associations, Recruiting and Staffing'.

RECRUITERS

For many professionals, the use of recruiters in the job search process is helpful. However, recruiters do not work for the jobseeker. Retained recruiters work for the company requesting the search – they get paid whether they place someone or not. Contingency recruiters work for themselves and the company requesting the search – they get paid only if they place someone. Executives and senior management need to utilize retained recruiters in their job search campaign.

HOW TO IDENTIFY TARGET COMPANIES

Find companies by reading the Kansas City Business Journal and The Kansas City Star. Search companies by using the KCBJ Book of Lists (available in 142RC). Use online databases. If you have a Johnson County Library card and pin number, you can access ReferenceUSA from any location and perform a custom search by industry, zip code, sales, employees, etc. In 142RC, you may access Sorkin's directory, as well as numerous other databases online via JCCC Billington Library. Other lists include: KC Small Business list of '2010 KC Smart Companies to Watch'; KC Animal Health Corridor list of animal health/nutrition companies in the 18-county area; Thinkkc.com list of companies recruited to the metro area and list of companies with headquarters and regional offices in the metro; and KC Advanced Energy lists companies involved in energy initiatives.

"Far and away the best prize that life has to offer is the chance to work hard at work worth doing."

-Theodore Roosevelt

JOB FAIRS – The Energy Zappers

Job fairs are an unlikely place to find professional level job opportunities. If you attend a job fair, go with the attitude "High Motivation, Low Expectations" and you will not be disappointed. Talk with the company representatives, as well as with the people standing in line with you.

POSTING YOUR RESUME ONLINE

Posting your resume online is a passive and ineffective way to job hunt. If you do post online, be prepared to receive sales calls and spam. Avoid the threat of identity theft by utilizing the site's confidential tool or share only your initials and email address – not your last name, phone number or address.

APPLYING ONLINE

Rather than applying online via a job board, go to the company's website and apply. As mentioned previously, applying online is just one piece of the equation. You must get your resume into the hands of the hiring manager.

NETWORKING

"Be nice to people on your way up because you meet them on your way down."

~ Jimmy Durante

BUSINESS CARDS

Vistaprint.com makes quality business cards for next to nothing. Go to their "free business card" section and fill it out. It costs \$5.95 for postage and you receive 250 high quality business cards. Typically, cards are received within 7 days rather than the posted three weeks.

CREATE A 30-SECOND COMMERCIAL

A 30-second commercial starts with a catchy 'brand' slogan and then define what you can contribute to an employer. Be brief and concise. Any longer than 30-seconds, you lose your audience. Humor is always appreciated and people are more likely to remember you and what job you are seeking.

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When you are down to nothing ... the Universe is up to something!
I am convinced that life is 10 percent what happens to me and 90 percent how I react to it.

~ Charles Swindoll

PROFESSIONAL ONLINE NETWORKS

Social online networks has paved the way for professional online networks. For this metro area, LinkedIn is the most highly used professional online network and is a vital part of an effective job search campaign. Be sure to complete a profile online. Not sure how? Use the easy to follow online tutorials on LinkedIn. Ask peers, former colleagues, professional acquaintances, etc. to connect with you. Identify and become a member of online groups (up to 50) such as the JCCC Job Club LinkedIn Group (as a new jobclubber, an invitation to connect will be sent to you). LinkedIn allows you to identify companies, find connections into companies, look at job listings, etc. To project a more favorable image to potential employers who may view your profile, have only professional groups visible – not job search related groups.

GETTING THE MOST FROM JOB CLUBS

Each job club has their individual mission, functions and services. The mission of JCCC job club is to provide support and networking opportunity for job seekers and career transitioners. Job clubs provide an opportunity to network to gain access to the informal job search market. When you address the group at job club, share your name, your brand, titles of position sought, description/examples of what you will contribute to an employer and a list of your target companies. No need to elaborate on career history, educational background and personal information. Attend job club enough to connect with others. Remember, successful networking requires cultivation. Follow job club rules and be of help to others. Contribute to the group with contact information, job leads, business news, upcoming events, resume critiques, mock interviewing, even offering a jobclubber feeling the blues to meet for a cup of coffee.

ART OF NETWORKING

Networking is a vital component of an effective job search campaign. Definition of networking (Merriam-Webster): the exchange of information or services among individuals, groups, or institutions; *specifically*: the cultivation of productive relationships for employment or business. For most, networking is a learned skill/behavior. So if you are a novice at networking, watch, listen & learn from those who network well, practice networking then self-critique and modify as necessary.

"While we may not be able to control all that happens to us, we can control what happens inside us."

~Benjamin Franklin

INFORMATIONAL MEETINGS

Informational meetings are utilized to seek advice, guidance and information and allows you to develop/expand your networking circle. Never, ever use this forum to ask for a job. For details, go to www.jccc.edu/jobclubs click on 'Job Search Resources' then "Networking to Your Next Job'. Always send a thank you note. Always inform them of the follow-up you performed based on your conversation with them. Ask the person if they are amenable to connecting with you via LinkedIn. Always send them an announcement once you landed a job.

EMAIL BLAST

An 'Email Blast' is a message sent (every 3-4 weeks) to your contacts to let them know that you remain in the job search mode and to ask them for their help connecting. Start with a greeting – humor suggested. Second paragraph, start with an introductory sentence then list in bullet points position titles you are seeking then bridge to a list of target companies (again, bullet points) and ask for connections. Sign off with a note of appreciation. Also, allow recipients an easy out if they wish to be excluded in future updates–no worries.

DIGITAL COMMUNICATION

Stellar interpersonal written communication skills are essential in the job search. Before you send a cover letter, email blast, introductory email, have it critiqued – not just for grammar, but for the unwritten message that is heard from the reader's perspective. A major flaw in most written communication is coming across self-centered with little regard/appreciation for the recipient's time, help, energy, needs, etc. Go to jccc.edu/jobclubs, click on 'Job Search Resources' then "Networking to Your Next Job' for a good example of an effective networking letter.

It's never too late to be who you might have been.

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~ George Eliot

\$\$\$ FINANCES \$\$\$

All I ask is for the chance to find out money won't make me happy!

~ Ashley Brilliant

UNEMPLOYMENT BENEFITS

KANSAS: for online unemployment claim go to <https://www.uibenefits.dol.ks.gov> and for other info go to kansasworks.com. MISSOURI: for online unemployment claim go to <https://www.ui.labor.mo.gov/som/>

MAINTAIN HEALTH INSURANCE COVERAGE

Do not take the gamble! Maintain health insurance for you and your family! The most common cause of bankruptcy among middle class Americans is the inability to pay their health care expenses. Read the COBRA information your company provided you very carefully. To get a consumer's guide to health insurance by state go to www.healthinsuranceinfo.net. Compare insurance rates via www.ehealthinsurance.com; however go directly through an insurance company rather than the link. For a list of health clinic, go to www.jccc.edu/jobclubs then 'Job Search Resources' then 'Health Care, Insurance for the Unemployed'.

GET FINANCES IN ORDER

Assess the family budget and discuss ways to decrease monthly expenses, i.e.: cut cable television, renegotiate cell phone plan, stop eating out, reduce entertainment expenses, stop lawn service, reduce your child's extra-curricular activities, ask the school for a reduction in meal cost, grocery shop on double coupon days, etc. Talk to your financial advisor. Talk to creditors to arrange new terms. Talk with your mortgage company about a new payment plan. Talk to your lender about revising your car payment.

ELIGIBILITY FOR WIA EDUCATIONAL FUNDS

To check provisional eligibility for the WIA (Workforce Investment Act) educational retraining grant money or other training monies, Kansas residents, www.kansasworks.com, and Missouri residents, <https://missouricareersource.com>. Kansas Workforce Partnership Centers requires candidates to register and attend a WIA presentation. JCCC is an approved educational provider and can help develop an educational plan for WIA purposes.

INTERIM WORK

If you need cash coming in, consider interim work – full-time or project work. Interim work does not have to be within your profession or industry and does not have to be documented on your resume. Interim project work allows you to earn money while maintaining enough flexibility to continue your search for a professional level position. For some ideas, go to www.jccc.edu/jobclubs, click on 'Job Search Resources' then 'Survival \$\$\$ Gigs and Ideas'.

RESUMES

If we could sell our experiences for what they cost us, we'd all be millionaires.

~ Abigail Van Buren

MULTIPLE RESUMES

Gone are the days of having just one generic resume. Resumes need to be revised for each position sought. Incorporate words from the job advertisement, jargon words relevant to your industry and credentials applicable to your profession. Nearly half of all mid-sized companies and almost all large companies are scanning resumes. By developing a target resume, you increase the chances of getting through the scanning process and actually have human eyes look at it. Developing a marketable resume takes time, lots of time, as well as input from peers, even professional resume writers.

3-PARAGRAPH COVER LETTER

One of the most dreaded pieces of the job search . . . writing the cover letter. Make it easy on yourself by implementing the 3 paragraph model. First paragraph includes an introductory statement that includes the company name, position name and how you found out about the position. Whenever you can, include the name of a referral. Second paragraph includes a couple of bridge sentences followed by 3-5 bullet points addressing the qualifications and experience sought.

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Consider using a 'T' format (company requirements | your qualifications) for the second paragraph. Third paragraph relays your interest and appreciation. Do not start the first and second paragraphs with the word 'I'.

THE INTERVIEW PROCESS

You never get a second chance to make a first impression

~ W. Triesthof

BEHAVIORAL INTERVIEWING

Many companies utilize the 'behavioral' type interviewing style. Behavioral interviewing is based on the theory that "*past behavior predicts future behavior*". Companies ask for specific examples of past behavior such as use of your technical skills, management style, interpersonal skills, etc. Being adept in behavioral interviewing takes practice – in front of the mirror rehearsing out loud or through mock interviews.

ALWAYS SEND THANK YOU NOTES

After the interview (within 24 hours), send a thank you note to everyone who interviewed you and who you met along the way. The note may be emailed, but most people still appreciate receiving a hand-written note – but nothing generic, make it personal in regards to the interaction you had with the individual. Consider purchasing personalized stationery.

POST INTERVIEW MARKETING

Even when you do not receive an offer, send notes to all the individuals you meet within the organization and thank them for the opportunity to interview, wish them success with their selected candidate and ask them to please remember you when opportunities become available in the future because you want to be part of their team!

SMALL BUSINESS OPTION

"What counts is not necessarily the size of the dog in the fight - it's the size of the fight in the dog."

~ Dwight D. Eisenhower

STARTING A SMALL BUSINESS

If you are interested in starting a small business, connect with the JCCC Small Business Development Center at ksbdc@jccc.edu or call 913.469.3878. A full listing of the area SBDC's can be found under 'Job Search Resources' at www.jccc.edu/jobclubs.

FEDERAL WORK

"The pay is good and I can walk to work."

John F. Kennedy

FEDERAL EMPLOYMENT

www.usajobs.gov is the main portal for federal job listings. However, it is advised that you visit websites of specific federal departments to check for additional job listings.

SECURING FEDERAL CONTRACTS

To learn more about securing a federal contract or to be listed as a subcontractor, go to Heartland PTAC at 4747 Troost, KCMO, 816.235.2891 or www.HeartlandPTAC.org. To learn what contracts are up for bid, go to www.fedbizopps.gov. Consider attending the GSA Small Business Breakfast Meetings to network. Details at www.gsa.gov/r6smallbusiness.

SHARING YOUR SUCCESS

... to know even one life has breathed easier because you have lived – this is to have succeeded.

~ Ralph Waldo Emerson

COOKIE TIME!

When you have landed a job, share your success and gratitude to job club by sharing your story . . . and cookies!

Congratulations!

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Please stay connected. And, please forward job opportunities from your new employer.