

CDC EMPLOYMENT TIMES

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JUST IN TIME JOB FAIR, APRIL 30TH

UWM's Just In Time Job Fair will be held on Thursday, April 30th from 11:00 am to 3:00 pm. in the Wisconsin Room of the Union. The Just In Time Job Fair is our newest job fair for students in all majors. This free job fair helps match students and alumni with employers who have late semester hiring and/or recruiting needs.

The last career fair of the semester provides students with a final opportunity to meet with potential employers interested in hiring UWM students. Representatives from a wide range of organizations, including temporary employment agencies, recruit for full-time and/or summer jobs and internships.

There are numerous benefits to attending a career fair. At this career

fair you will be able to:

- Speak with representatives from business, government and social services.
- Gather first-hand career information and explore career options.
- Learn about internships, co-ops and employment.
- Practice talking with professionals.

There are a variety of organizations that will be attending this year's fair. A partial list of organizations recruiting all majors are: Aflac, Alpine Valley Music Theatre, American Marketing and Publishing, City of Milwaukee, Dane County Sherriff Department, Sanofi-Aventis Pharmaceuticals, Social Security Admini-

stration, T-Mobile, US Marines Officer Training Program, UPS and US Bank.

There are also organizations recruiting for specific majors. For an updated list of career fairs, including employers who are attending the Just in Time Job Fair, see this link:

<http://www.uwm.edu/Dept/CDC/careerfairs.html>

There are many things that you can do to make the most of a career day or career fair. Here is a good place to start:

http://www.uwm.edu/Dept/CDC/Career_Day_Preprep.pdf

A career fair may be just what you need to get the job you are looking for. We hope to see you there!

DON'T REJECT YOURSELF

In searching for employment, your ego is going to be on the line, and it will get battered. Even if you get the job on the first try, there will be the night(s) before the letter, e-mail or phone call comes. Nights when your stomach knots up anticipating the rejection. And should the rejection actually come, the pain in your stomach will become temporarily chronic. Self-esteem is highly vulnerable to rejection.

You must remember, though, that employers reject people for all sorts of reasons, few of which have anything to do with you. Perhaps they found somebody else earlier, but politely went through with the interviews anyway. Maybe the budget is tight right now, but they want to conduct interviews to have names on file. Or perhaps your skills weren't polished enough for them yet.

Economic factors may mean there are more graduates in the field than there are jobs. Or maybe they see what you don't: That the job isn't right for you, that you would not be comfortable in the company.

None of this implies that you're worthless, although it may be hard to fight that feeling after a few rejections. You must keep your self-esteem up or the job hunt will get you down. And the danger of getting down, besides aggravating the knot in your stomach, is that you might start acting desperate before you really have to. You might jump for a job that is way beneath your abilities simply because you're scared.

So for your own economic and mental/emotional/spiritual well-being, hang on to your ego. Job hunting is tough, chancy, and time consuming. Your belief in

yourself is necessary to get you through it.

Source: "Job Hunting Made Easier" in *The Graduate: A Handbook for Leaving School*



"We Learn By Doing, If We Reflect on What We Have Done."

-John Dewey

Countering Job Market Gloom: Ten Positive Ideas

We hear daily that unemployment figures are up across the country and that includes Milwaukee and Wisconsin. You can't open the newspaper without seeing headlines on job loss, unemployment and prominent companies laying off employees.

Much of the information is true and we are certainly going through challenging times—but all this negativism can also be misleading and sometimes, unnecessarily discouraging. Media often has a mixed record in bringing multiple perspectives to complex issues—like employment.

As college students today, it's natural to let these reports influence your attitude and enthusiasm for graduation and the job market. Some students are considering graduate school as an alternative to job hunting—even when it doesn't really fit into their career plans. Not usually a good idea.

There's no doubt that UWM seniors need to gear up for this challenging market. When times were tough, people have always had to summon new strength and strategies to be successful. Working smarter and harder is necessary. Nothing new about that.

Peter Drucker, Management Consultant, preaches that often, the one factor that makes a difference in success or failure is ---simply hard work.

OK—so it's clear that you've got a lot of work ahead of you in facing this job market. Your resume needs to be better than ever; elevator speech clear and persuasive; networking strategies planned and thoughtful; on-line applications matching the stated requirements; interviewing skills sharp and follow-up persistent and professional. But you can do it.

Let's also bring some objectivity and balance to the picture—and in so doing, hopefully provide momentum for your job seeking. I'd like to present 10 ideas on job hunting and the job market that are positive and encouraging.

1. Job Market Statistics

Don't let all that gloom and doom of job market data get you down—most if it doesn't apply to you. Although several companies and industries may be losing ground, there are always those that are flourishing and looking for talent. Additionally, an employer may be laying off staff in some areas and hiring in others—or not hiring at a targeted level, but continuing to recruit college graduates for entry-level opportunities.

Results from the March (most current available) Bureau of Labor Statistics Report states Wisconsin has a season-

ally adjusted unemployment rate of 8.5%. The seasonally adjusted national unemployment rate is 8.5% also according to the Bureau of Labor Statistics. Additionally the March unemployment rate for college graduates over 25 is 4.3%—considerably less than the general rate. College graduates are doing much better than the general population.

Seasonal adjustment of data is a statistical technique that measures and removes the influences of seasonal patterns that are predictable to show how employment and unemployment are changed from month to month.

Over the course of the year, the labor markets fluctuate due to seasonal events like harvests, weather, school schedules, and major holidays. These seasonal events follow semi-regular pattern each year, and their influence on statistics can be eliminated by adjusting statistics from month to month. To observe cyclical, underlying trends, the seasonally adjusted data is used.

According to the US Department of Labor, typically the monthly unemployment numbers reported in the news are seasonally adjusted. This does not happen all of the time. A recent article reported that the March unemployment rate for Wisconsin was 9.4%. This is data that is not seasonally adjusted. The unadjusted national unemployment rate is at 9.0%.

2. Your Personal Job Market

It's important to know that all the statistics and projections on the economy and job market represent the view from 20,000 feet—it's the big picture. To be successful, each graduate needs to develop their own individualized or "ground level view" of the job market.

Each "ground level view" is unique, personal and customized to your situation, your skills, background, experience, major and goals. Key elements include organizations, openings, opportunities and people in your network which and who match your career goals. Getting comfortable and competent identifying your personal job market is the foundation for a successful job search. This requires some time and commitment—and often the help of a Career Coach or Counselor.

3. Some Employers are Doing Well

Even though many companies are cutting jobs, many are holding steady and even adding college graduates to their organization. Manpower's December 2008 report stated that 67% of US employers plan to hold staff levels steady for the first quarter of 2009. This can be attributed to uncertainty in the economic environment. In this recent study of 31,800 employers, 16% planned to

increase staff and 13% to reduce their payrolls. "The large number of employers that plan to sit on the sidelines in terms of hiring suggests that while they may not be adding a lot of workers, they recognize that having available talent is critical to business success," said Jonas Prising, President of Manpower North America. "Employers who are smart are preparing now to be ready when the economy recovers." Employers in the Midwest and South anticipate the strongest hiring outlook.

4. UWM's Situation

Here at UWM, employer participation in the **Fall 2008 All Majors Career Day** matched 2007 totals. As usual, there was a waiting list of employers for the 92 slots. This event is always an indicator of Milwaukee Metro area employment prospects—and specifically, employer interest in recruiting UWM students and alumni. A survey of the employers at the 2008 event showed that 40% of employers were planning to increase hiring. 22% of employers noted their hiring needs would remain the same. They also rated the following qualities as essential when hiring new graduates: sound work ethic, communication skills, willingness to learn, positive attitude/enthusiasm, and an understanding of their industry challenges.

Additionally, employer participation at Diversity Career Day in March was similar to last year. Out of the employers surveyed, 77% planned to increase hiring or stay the same as last year. 79% of the employers were hiring college graduates and 60% stated they were planning to hire for internships. Out of the employers surveyed, only 16% planned to decrease hiring as compared to last year.

PantherJobs—the web-based technology that connects UWM students and alumni with employers presently has 350 jobs posted including top employers like Kohl's, Johnson Controls, Rockwell, Brady, State of Wisconsin, Bank Mutual, Roundy's, WE Energies, Medical College of Wisconsin, Direct Supply, M&I Bank among others including many non-profits like Children's Service Society, Literacy Services, Meta House, and Goodwill Industries and smaller, medium size and emerging companies as well. If an employer is on PantherJobs, it means they are specifically interested in UWM students and alumni.

http://www.uwm.edu/Dept/CDC/panther_jobs.html

Also, there's an employer database of over 3,000 employers who have recruiting partnerships with UWM located in PantherJobs. This is great resource for proactively identifying organizations who may want to hire you—or for making contacts.

"The only place success comes before work is in the dictionary."

-Donald Kendall

Countering Job Market Gloom, Continued

5. UWM's Class of 2008 Employment Status

The Class of 2008 is presently engaged with this challenging economy and is on track to be as successful as the class of 2006. Preliminary data from the Employment Survey of the Class of 2008 includes the following:

- 83% are employed or in graduate school—that's at the 6 month point after graduation—92% of the class of 2006 were employed or in graduate school 9 months after graduation.
- Just as importantly, for the class of 2008, 70% report they are in positions related to their education.
- 78% are satisfied, very satisfied or extremely satisfied with their jobs.

6. Help from the Federal Government

President Obama's 800-900 billion, 4 million jobs Economic Stimulus Package which is moving its way through Congress will have a positive effect on Wisconsin and Milwaukee. Millions are slotted for Wisconsin, adding jobs in energy, environment, community service, childcare, law enforcement, education, transportation and construction. Your task as a job hunter—stay aware of this legislation and begin to research how it will translate to jobs and employers in your field. It will.

<http://www.brookings.edu/topics/u-s-economy.aspx>

http://www.npr.org/blogs/money/?sc=gaw&qclid=CNS0sPOA2pgCFQEoGgodNU_Z1g

<http://www.madison.com/wsj/home/local/430562>

7. Networking and the Hidden Job Market

It's critical that you learn that many jobs are in the hidden job market—they aren't on the job boards, employer websites or in print. Depending on your field, this could include 50-80% of possible opportunities. Striking the right balance between networking and applying for the "real time" openings which are on the web or in print, is an important part of your job seeking strategy.

http://www.uwm.edu/Dept/CDC/jobsearch_advertised.html

It's also important to know that networking is not schmoozing or interacting in social or career circles where you're not comfortable—but rather meeting with people who already know you—and believe in you—and as your confidence develops, getting meetings with their referrals or others you don't know. It's not asking if they are aware of where jobs are but rather asking thoughtful, researched questions about their work, field, employer and industry. That's how

you make a professional impression. That's how you impress people—and this positive impression can later translate to job prospects. Experts advise that the best way to get a job is not always as a job seeker but as an information seeker. It's in these informational encounters that your best self can come out. CDC has several programs and resources to help you in this process.

http://www.uwm.edu/Dept/CDC/student_services.html

<https://pantherfile.uwm.edu/briants/Katie.mp3>

http://www.uwm.edu/Dept/CDC/networking_event_2009.htm

8. Your Career Development Center Partnership

Job seeking is certainly stressful. So don't go it alone. The Career Development Center has people, programs and resources to help you in your job search. We provide a full range of services to help you set goals, learn employer research techniques, develop networking skills, write a great resume and prepare for interviews. Stop by the CDC in 128 Mellencamp Hall and meet with a Peer Adviser (CRA—Career Resource Assistant) or Career Counselor on a walk-in basis in order to get started. And the CDC website is a virtual career center which has many resources, tools and downloads to help you. The CDC is everywhere at UWM—in the classroom and curricula, on the web and in 128 Mellencamp Hall.

http://www.uwm.edu/Dept/CDC/student_services.html

9. Better Days Ahead

Simple even trite sayings often become truthful. Tough times don't last—but tough people do. You're always going to face challenges in your career life—learning to face them now with creativity, innovation, resiliency and determination will provide invaluable lessons for your future transitions. A valuable editorial in The Journal Sentinel recently pointed out, "If you think of the economy as a field of grain, this has been the season that the sun and rain failed us. But the grain still grew.....and even now, the scattered seed of good ideas is germinating.....we found kernels of optimism everywhere we looked." It's helpful to point out the optimism in these challenging times.

We are resilient—the last time we had difficult times like these, 1982-83, this country was on the cusp of building the "New Economy." Many of the 30 largest companies in America today didn't exist then—companies like Google, Verizon, Microsoft, Home Depot and Apple.

UW Madison and UW Milwaukee are

working hard on incredible research which has and will continue to attract new, top companies to Wisconsin and the Milwaukee Metro area.

Wisconsin is attracting investors for many start-ups and existing companies are showing evidence of increased efficiencies and innovation which will translate to job opportunities. Just one example is Johnson Controls now manufacturing the batteries for Ford's plug-in hybrids.

The Milwaukee Metro Region is well grounded in 1,000s of manufacturing jobs. Yes, thousands of jobs have been lost, but lessons have been learned, global markets found and manufacturing in SE Wisconsin will always be a center of excellence in this economy.

There continue to be many examples of Milwaukee and Wisconsin companies growing in industries like energy, the environment, eldercare, construction, water and technology to name six prominent areas. There are others.

Milwaukee has made progress on social ills like crime, teen birth rates and infant mortalities. There are jobs presently and more to come in these areas.

Healthcare is expanding—and will need trained professionals in a wide variety of areas.

10. Have Faith

Richard Bolles, author of the best selling book on job hunting book, **What Color is Your Parachute:**

<http://www.jobhuntersbible.com/>

says—**"When you're at a crossroads and if you happen have an old faith hanging in your closet, it's probably a good time to bring it put an dust it off."**

Faith can embrace the spiritual—the divine—if meaningful and personal for you, by all means use faith as a resource. It can also mean faith in your family, in your friends, colleagues and network; faith in your professors, in your university—UW Milwaukee—and maybe most importantly, faith in yourself. Every generation has had to work hard to research and secure meaningful jobs—it's no different today.

This is a question we all need to pose. "What's it going to take for me to be successful in my career field?"

Let's get to work on the answers—UWM and the Career Development Center are here to give you all the support, encouragement and guidance you need.

"The person who makes a success of living is the one who sees his goal steady and aims for it unswervingly. That is dedication."

-Cecil B. DeMille

YOUR RESUME

The resume is perhaps the most talked and worried about aspect of job hunting—it is your calling card, the door opener, but definitely will not get you a job by itself. It does require your best work—and reflecting on what you've done in earnest is key to the process of developing a marketable resume. Often job hunters obsess over getting it perfect. Employers all have their own preferences for style and content, and your energy also needs to be focused on how to get the resume in front of the right people as well as following up professionally and persistently in order to get a meeting or interview.

The resume must look good—possess appealing balance between white space and print; be perfect with punctuation, spelling and grammar; and make the connection for the reader between what you've done in different academic, work and experiential situations and what is required in the position for which the resume is being submitted.

Powerful and accurate **action verbs** should be used to describe your accomplishments; they generate images for the employers of you performing tasks which apply to the position. The CDC handout has a list of "action verbs," that will be useful too.

The resume is a business document—not a story—so don't include personal pronouns like *I* or *me* in the resume. One to two pages is the prescribed length. You'll want to choose a functional, chronological or combination format for your resume. You can see the differences in the CDC handout and decide which one suits your situation best. **Remember: the resume makes the "business case" for you to get an interview, and "business case" is about delivering evidence—examples, names of specific projects, accomplishments, and data which demonstrate success.**

How to start a resume is always a challenge. Using a simply stated objective focusing on the language of the position or field you're going after allows the reader to immediately connect you with the opportunity—a good thing.

An Executive Summary is also effective. It consists of four to five sentences or two to three sentences with two to four bulleted points that bring your unique background and strengths together in a single place. The top of your resume is the first thing the employer sees. You need to decide which approach is best for you.

One of the biggest mistakes job hunters make is to include statements or even a tone of wanting the job or organization to meet their professional or personal needs, e.g., "a challenging position for applying skills or developing my career." **It's not about the organization giving you something but rather the difference you're going to make for them. Your objective needs to capture how you can add value or contribute—and how that's different from what other candidates offer.**

The best process for putting a successful resume together is to draw up a draft using examples from the CDC Guide and then come by Express Lane in 128 Mellencamp to have the draft critiqued. Express Lane times and days are posted on the Career Development Center (CDC) website. Check Express Lane hours and days on the UWM CDC website.

http://www.uwm.edu/Dept/CDC/student_services.html

Below is a link to the Career Development Center's Resume Writing Guide which will walk you through resume content, marketing, references and examples.

http://www.uwm.edu/Dept/CDC/CDC_Resume_Writing_Guide.pdf

"Success consists of getting up just one more time than you fail."

-Oliver Goldsmith

INTERVIEW QUESTIONS

These are two interview questions that two employers provide helpful advice.

Q: Describe a time when your objectives and priorities had to suddenly shift. Tell me what you did. How did you decide which were the priorities?

A: People tend to answer the first but not second part of this question. They tend to describe a situation where objectives and priorities shifted by they are ultimately unable to show how they changed their own planning and priorities. Or they give a bad example, like class being cancelled and having an hour of free time and deciding to study.

What the candidate should do is describe an instance where their scheduling, planning and actions over the course of a few days or even months were affected. There are plenty of examples candidates can use from their personal lives or their work experience or other classroom or extra curricular activities— all of these are

applicable. The candidate just needs to describe to the interviewer his or her thought processes in coming to a solution in the face of a massive change.

I view the question as relating to how someone can manage their own performance, be flexible, operate under pressure and ultimately produce a result. I am always impressed by candidates who are willing to scrap plans and start again from scratch if that's what's necessary. And I'm impressed by candidates who are able and willing to see a variety of solutions at any point in a project. *-Shawn Tubman Director of Recruiting, Liberty Mutual.*

Q: Tell me about a time that you wanted something badly enough that you were willing to make sacrifices: What was the situation?

A: When an interviewer asks a question like this he or she is trying to find out about your work ethic. If the person being interviewed said that's never

happened, that would be a bad answer. If they need time to think, that's okay, but saying nothing is the worst— everybody has had to sacrifice something to get something they wanted.

There should be a sacrifice and there should be a payoff. For example, the person being interviewed could tell us about a time they had a heavy course load at school. They had exams coming up and they had to give up going out with their friends on Friday night so they could study and stay involved in their intramural sport.

The desirable outcome would be that they succeeded in what they set out to do. This answer demonstrates not only that the person being interviewed has a work ethic but they've had experience applying it and discovered that it works.—*Angela Burdick, Director of Campus Recruiting, Career Sales Force, Sun Life Financial, Waterloo, Ontario.*

Source: JobPostings, Spring 2009.