



CHESTER
COUNTY

LIBRARY & DISTRICT CENTER

Read • Connect • Discover

Business News

Focus on Careers

450 Exton Square Parkway, Exton, PA 19341

Spring 2009

Employment Outlook

According to the Bureau of Labor statistics, the civilian unemployment rate soared to 8.1 percent in February 2009. In the hopes of shedding light on what resources the Chester County Library has to offer job seekers, this entire issue of *Business News* is dedicated to those looking for employment. Good luck to all of you in your job search!

*"Libraries will get you through times of no money better than money will get you through times of no libraries."
~ Henry David Thoreau*

Career Q & A

How can I tap into the "hidden" job market?

According to Charley Timmins, Career Strategist and owner/partner of PMA, LLC, an innovative Human Capital solutions firm, "If you were lacking any contemporary understanding of the "hidden" job market, how can you develop an effective game plan?" Many jobs/positions are never advertised so jobseekers should target companies that match their skill set. Sending customized letters to specific companies of interest is a great way to find a job. In order for this to work, you must have the correct name, title, and address of a key person, preferably the manager of the department you are targeting. Read on and see how **ReferenceUSA**, a free business

database, can help you find this type of information. This database is available at all libraries in the Chester County Library System and from home or office.

Networking Sites

Jobseekers have a good chance of finding their next job through other people they know. Networking sites have changed everything. Before these sites, potential employees would list the names of previous bosses and coworkers who were most likely to provide a positive recommendation. With these sites you build your network, starting with people you know and invite them to join your network. If they are already members, you can identify contacts they know into your network as well. You can then use these connections to find CEOs and other executives in a company you are targeting. Sounds great, doesn't it?

The flip side, however, is that professional networking sites such as **LinkedIn** and **Jobster**, along with social networking sites like **Facebook** and **MySpace** are making it easier for employers to get information about candidates too. Instead of restricting reference checking to the candidate's sources, recruiters can access entire personal networks. Today, even professionals and CEOs are subject to being evaluated by this informal reference checking. Recruiters may find former coworkers who know something that you or your

listed references were not willing to share. So you may want to spend a little time to re-examine what your profile says about you.

Company Websites

Many companies have applications for jobs on their websites. You type in the company's web address (ex. **www.comcast.com**) and look for words like jobs, careers or employment. Each website is different so you may be asked to fill in your information in different ways.

Sometimes you may need to type your information in a form, or cut and paste your resume into a text box. The company may also give you the option to upload your resume onto their website, like you would in your e-mail. Other websites include questionnaires similar to those on paper applications. On most company sites you are required to *Register* and will need to create a user name and password. By doing so your information can be saved so that you could continue filling out an application you were unable to finish, as well as apply for new jobs.

Business News, a quarterly publication, is aimed at informing the business community and library customers about the Library's business resources and services. *Business News*, along with other pertinent information for the business community, is also available at http://www.ccls.org/cwo/Find_a_Resource/Business.

Reference Department
610.280.2620/21

CCL Business INC
www.ccls.org/cwo/Find_a_Resource/Business

Business E-Mail
business@ccls.org

Careers for the Disabled

CAREERS & the disABLED Magazine, established in 1986, is the nation's first and only career-guidance and recruitment magazine for people with disabilities who have undergraduate, graduate or professional degrees. Each issue features a special Braille section. This magazine has won many awards, including several "Award of Excellence" acknowledgments from the President's Committee on Employment of People with Disabilities. It is published six times a year: Fall, Winter, Spring and Summer editions plus extra "Expo Guide" issues. You can also find information on diversity recruitment at www.eop.com/cd.html.

Located in the King of Prussia area, the **Sierra Group**, www.thesierragroup.com, is a wonderful portal for people with disabilities.

Employment Sites

LOCAL JOB SITES

PA CareerLink www.cwds.state.pa.us
Find job openings with companies and with the state of Pennsylvania.

If you have questions on using CWDS, contact or visit the local PA CareerLink office:

PA CareerLink Chester County at Coatesville

250 East Harmony Street

Coatesville, PA 19320

Phone: 610.384.9393

E-mail: Rick Rivera – frivera@state.pa.us

Hours: Monday-Thursday 8:30 AM-4:30 PM

Friday 8:30 AM-12:00 PM

Careerbuilder

www.philly.com/philly/jobs

Locate a job by route/highway number in the metropolitan Philadelphia area.

JobsinPA.com

www.jobsinpa.com/home/home.aspx

Click on the **Jobseekers** tab at the top of the page and scroll down to **Career Agent**. After initial registration, you will receive e-mails with job links that match your employment profile.

Pennsylvania Civil Service Job Bank
www.scsc.state.pa.us

Find Pennsylvania State Civil Service jobs.

Job-Hunt Org

www.job-hunt.org/jobs/careers/pennsylvania-careers.shtml

Browse down the page to see job analysis for different cities.

OTHER USEFUL WEBSITES

Idealist www.idealists.org

A site for careers in the non-profit sector.

Hire Heroes USA

www.hireheroesusa.org

A link to career opportunities nationwide for returning service men and women, specializing in the career placement of those wounded or disabled.

Snagajob.com www.snagajob.com

Source for part-time and hourly employment.

Indeed www.indeed.com

A search engine for employment that gives job seekers free access to millions of employment opportunities from thousands of websites. Can search for national as well as local jobs.

USAJOBS www.usajobs.gov

The government's official one-stop source for Federal jobs and employment information.

The Chester County Library System's website, www.ccls.org, is another tool to use in your job search.

- Select **CCL Business Inc** from the **Find a Resource** box.
- Click on **Business Web Links>Jobs and Careers**. You will find many categories dealing with all aspects of careers and job hunting.

Here are some of our **general** favorite websites:

The Riley Guide

www.rileyguide.com

One of the best job sites around. It is an excellent starting point for anyone looking for jobs and is well-organized and well-maintained.

The Ten Step Plan for Career Change
from **Quintessential Careers**

www.quintcareers.com/career_change.html

This article presents a ten-step guide to career change, including how to research new careers, transferable skills, training and education, and career change "do's and don'ts."

Occupational Outlook Handbook

www.bls.gov.oco

A site maintained by the Bureau of Labor Statistics where you can search for occupations by name, working conditions, training, job outlook, earnings and much more.

Preparing Your Resume for the Internet and Posting It Online

from **The Riley Guide**

www.rileyguide.com/eresume.html

A guide to electronic resumes from *The Riley Guide*. It includes information on writing a plain text resume.

Guide to Job Interviewing Resources

from **Quintessential Careers**

www.quintcareers.com/intvres.html

This a collection of interviewing resources. Highlights include a "Job Interview Questions Database" with 109 typical job interview questions and "Interview Question Collections" from other websites.

Databases

ReferenceUSA is a business database for researching companies. One of the main advantages of using this database is that it contains information on over 14 million companies, many of them small and privately-owned.

This free database may be accessed at any library in the **Chester County System**, as well as from home or office. For remote access you will need a Chester County Library System card.

Here is what the US business module in **ReferenceUSA** offers:

- ✓ Use keywords/phrases from **ReferenceUSA** profiles to tailor your resume.

- ✓ Refine your search with over two dozen unique selects including location, size/type of business, etc.
- ✓ Use the information to learn what the company does, who the key people are, SIC/NAICS codes.
- ✓ Get maps and driving directions, competitor's reports and headline news.

If you are interested in career opportunities with a big corporation, try International Businesses (powered by **OneSource**). Find:

- ✓ Information on large American companies such as Comcast, Verizon and CVS
- ✓ Foreign companies that need US representatives
- ✓ Key executives that may have a LinkedIn profile
- ✓ News of possible mergers

To Access Reference USA:

- Go to the Library System's website, www.ccls.org.
- Select **CCL Business Inc** from the **Find a Resource** box.
- Click on **Business Databases**.
- Click on **ReferenceUSA**.
- If accessing **ReferenceUSA** from home or office, **enter all 14 digits of your library barcode** in the box provided.

Learning Express Library is a comprehensive, interactive online learning platform of practice tests and tutorials course series to help students and adult learners pass academic or licensing tests. It also has information on resume writing and job search skills. Registration is required.

To Access Learning Express Library:

- Go to the Library System's website, www.ccls.org.
- Click on **Databases** (left side of page).
- Click on **Databases By Name**.
- Click **L**.

The Chester County Library has many books for loan on resumes, interviewing and careers – located in the 331 and 650.14 call number range.

New Books

Resumes/Cover Letters

15-Minute Cover Letter: Write an Effective Cover Letter Right Now,

Michael Farr (650.142 F).

This book is divided into six quick chapters detailing cover letters. Also offers a collection of dozens of professionally written cover letter samples along with step-by-step advice for creating attention-getting letters of your own.

How to Say It On Your Resume: A Top Recruiting Director's Guide to Writing the Perfect Resume for Every Job,

Brad Karsh (650.142 K).

Knowing how employers choose candidates, the author shows how to make a resume stand out. Whether readers are looking to make a career change, re-enter the workforce, find a first job, or acquire an internal position, Karsh demonstrates how to transform any resume – and get results.

Job Searching

How'd You Score That Gig?: A Guide to the Coolest Jobs – and How to Get Them,

Alexandra Levitt (640.14 L).

Written with twenty- and thirtysomethings in mind, this book, can nonetheless be used by people of all ages. Engaging and practical, it includes insider accounts of the coolest careers and provides specific action steps for breaking in. So before you settle for a position that just isn't you, shake it up – and land the career of your dreams!

What Does Somebody Have To Do to Get a Job Around Here?: 44 Insider Secrets That Will Get You Hired,

Cynthia Shapiro (650.142 S).

If you are looking for a job, you need every advantage you can get. This book puts a former Human Resources executive turned employee advocate in your corner. Cynthia Shapiro reveals the best-kept job secrets that employers don't want you to know. Her unique brand of career advice has been seen on ABC, CNN, FOX News, PBS and MSNBC.

150 Best Recession-Proof Jobs,

Laurence Shatkin (331.702 O).

This book unveils the most secure and high-paying jobs in good times and bad times. In just two steps, readers begin to focus on their career options and learn more about secure jobs of interest to them. First, readers explore 75 lists that rank the best recession-proof jobs according to pay, growth, openings, education level, personality type and more. Following is a review of job descriptions which includes information about a job's pay, growth, openings, tasks, skills needed and much more.

Ten Steps to a Federal Job: How to Land a Job in the Obama Administration, 2nd Edition,

Kathryn Troutman (650.142 T).

Learn what you must know and do to get a good federal job – with health insurance, retirement benefits and a stable future. Inside this book, find how to translate your work experience and education into federal employment. Aim for the 10 hottest federal fields. Effectively present specialized experience, as needed. Expand your short private industry resume into a typical 4-page USAJOBS federal resume. Determine and use the right words that federal hiring authorities look for.

Careers

Top 100 Careers Without a Four-Year Degree: Your Complete Guidebook to Major Jobs in Many Fields,

Michael Farr, (331.702 F).

The number of jobs requiring less than a four-year degree is growing. Explore 100 careers that don't require a bachelor's degree, assess which ones match your skills and get the job you want quickly with the help of this authoritative resource. In one time-saving volume, job seekers and students find everything they need to research careers; learn about pay, outlook, education and skills for the 100 jobs; match their personal skills to the jobs; and take seven steps to land a good job in less time.

The Career Chronicles: An Insider's Guide to What Jobs are Really Like: The Good, the Bad, and the Ugly From Over 750 Professionals,

Michael Gregory (331.702 G).

A comprehensive career guide that offers a candid view of what it's really like to work

in fields from engineering to health care. More than 750 professionals confess the best, worst and most surprising parts of their jobs, giving graduates an insider's view before they start their own on-the-job training. Also is a great book for anyone embarking on a new career or making a serious change.

The Career Coward's Guide to Changing Careers: Sensible Strategies for Overcoming Job Search Fears, Katy Piotrowski (650.14 P).

A book to help adult job seekers tackle this intimidating job search situation. In her friendly and comforting style, career coach Katy Piotrowski walks career changers through all the basic steps of transitioning from their current career to the new one that they will love.

Networking

Job-Hunting Online: A Guide to Job Listings, Message Boards, Research Sites, the UnderWeb, Counseling, Networking, Self-Assessment Tools, Niche Sites, Mark Emory Bolles (025.0665 B).

This resource helps job seekers navigate the overwhelming amount of information available on the Internet to find the most useful sites and avoid common pitfalls. Filled with hundreds of annotated website recommendations and newly reorganized to follow the action steps of a successful job hunt, this time-saving desktop guide is essential to an effective online job search.

Seven Days to Online Networking: Make Connections to Advance Your Career and Business Quickly, Ellen Sautter (650.1302 S).

Online networking—building professional relationships through Internet-based social networks, discussion groups, blogs and personal Websites— is the hottest topic to hit the world of job hunting and career management. This book helps individuals maximize online networking for job search and career success by showing them where, how and why they can benefit from making professional connections online.

Let's Connect: Using LinkedIn to Get Ahead at Work, Ajay Jain (650.1302 J).

This book was written to help you understand the possibilities and principles offered by LinkedIn. While a general guidance has been provided to be able to use the site, the detailed nuts and bolts can easily be figured out on this user-friendly

and simple-to-use platform. This book is for everyone, right from those who may not have even heard of LinkedIn to those who are experienced users. There is always something new and different one can learn on this site, and this source hopes to highlight all of these. Can you afford to be Linked Out?

Upcoming Events

All events are held at the Chester County Library. Programs are free and open to the public. Upcoming events are also listed on the Library System's website, www.ccls.org, click on **Find an Event**. For information and reservations call **610.280.2624** or e-mail business@ccls.org.

Monday, April 13 • 6:30-8:30 PM

How I Started My Own Business: Three Personal Stories – Three Chester County residents will share their journey on starting their own businesses.

Friday, May 8 • 1:00-3:30 PM

Job Hunting Skills – Sharon McCaffrey, a specialist from PA CareerLink, will discuss job hunting strategies, along with advice on navigating the Commonwealth Workforce Development System (CWDS) site.

Friday, May 15 • 11:00 AM-12:00 PM

Financial Planning for Seniors – This workshop is open to everyone, but will focus on the special financial needs of seniors. Presented by Kathy M. Jordan, CLU, Chartered Financial Consultant.

Wednesday, May 27 • 6:30-8:30 PM

Control Your Debts – Learn how to manage your cash flow and reduce spending. Presented by Ted McGurk, CRPC, CMFC.

Wednesday, June 17 • 6:30-8:30 PM

Small Business Financing – Andrea Giles will discuss financial assistance programs offered through the Small Business Administration.

KUSBDC Classes

These classes are held at the Chester County Library.

How to Start and Operate a Small Business

Sponsored by the Small Business Assistance Center (SBAC), Kutztown University Small Business Development Center (KUSBDC)

and SCORE. Registration required, call **SBAC 610.444.1721** or register online at www.sbacnetwork.org. There is a one-time \$15 materials fee for these classes payable by check to Kutztown SBDC at the door or prepay online at www.kutztownsbdc.org.

Wednesday, May 13

Wednesday, June 10

6:00-8:30 PM • Struble Room

Four Part Business Planning Workshop Series

Attendees must register with KUSBDC before attending Business Plan I. The classes must be taken in order. A certificate will be awarded at completion of all four Business Planning classes. To register, call **KUSBDC 610.683.4725** or visit their website www.kutztownsbdc.org. There is a one-time \$60 materials fee for these classes. Contact KUSBDC for payment information.

Series starting April 30:

All 6:00-8:30 PM • Struble Room

Thursday, April 30

Business Plan I

Thursday, May 7

Business Plan II

Thursday, May 14

Business Plan III

Thursday, May 21

Business Plan IV

Series starting June 4:

All 6:00-8:30 PM • Struble Room

Thursday, June 4

Business Plan I

Thursday, June 11

Business Plan II

Thursday, June 18

Business Plan III

Thursday, June 24

Business Plan IV

Chester County Library System

Atglen Public Library 610.593.6848

Avon Grove Library 610.869.2004

Bayard Taylor Memorial Library 610.444.2702

Chester County Library 610.280.2600

Chester Springs Library 610.827.9212

Coatesville Area Public Library 610.384.4115

Downingtown Library 610.269.2741

Easttown Library & Info. Center 610.644.0138

Henrietta Hankin Branch Library 610.321.1700

Honey Brook Community Library 610.273.3303

Malvern Public Library 610.644.7259

Oxford Public Library 610.932.9625

Paoli Library 610.296.7996

Parkeburg Free Library 610.857.5165

Phoenixville Public Library 610.933.3013

Spring City Free Library 610.948.4130

Tredyffrin Public Library 610.688.7092

West Chester Public Library 610.696.1721