

Planning Your Career and Education

Learning Objectives

Read to answer these key questions:

- What are some employment trends for the future?
- What are work skills necessary for success in the twenty-first century?
- How do I research a career?
- How do I plan my education?
- What are some new job search strategies?
- What is a dangerous opportunity?

It is always easier to get where you are going if you have a road map or a plan. To start the journey, it is helpful to know about yourself, including your personality, interests, talents, and values. Once you have this picture, you will need to know about the world of work and job trends that will affect your future employment opportunities. Next, you will need to make decisions about which road to follow. Then, you will need to plan your education to reach your destination. Finally, you will need some job-seeking skills such as writing a resume and cover letter, using social media to market yourself online, and preparing for a successful interview.



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"What is the recipe for successful achievement? To my mind there are just four essential ingredients: Choose a career you love, give it the best there is in you, seize your opportunities, and be a member of the team."

Benjamin Fairless

Keep Your Eyes on the Future

The world is changing quickly, and these changes will affect your future career. To assure your future career success, you will need to become aware of career trends and observe how they change over time so that you can adjust your career plans accordingly. For example, recently a school was established for training bank tellers. The school quickly went out of business and the students demanded their money back because they were not able to get jobs. A careful observer of career trends would have noticed that bank tellers are being replaced by automatic teller machines (ATMs) and would not have started a school for training bank tellers. Students observant of career trends would not have paid money for the training. It is probably a good idea for bank tellers to look ahead and plan a new career direction.

How can you find out about career trends that may affect you in the future? Become a careful observer by reading about current events. Good sources of information include:

- Your local newspaper, especially the business section
- News programs
- Current magazines
- Government statistics and publications
- The Internet

When thinking about future trends, use your critical thinking skills. Sometimes trends change quickly or interact in different ways. For example, since we are using email to a great extent today, it might seem that mail carriers would not be as much in demand in the future. However, since people are buying more goods over the Internet, there has been an increased demand for mail carriers and other delivery services.

Develop the habit of looking at what is happening to see if you can identify trends that may affect your future.

Usually trends get started as a way to meet the following needs:¹

- To save money
- To reduce cost
- To do things faster
- To make things easier to use
- To improve safety and reliability
- To lessen the impact on the environment

The following are some trends to watch that may affect your future career. As you read about each trend, think about how it could affect you.

Baby Boomers, Generation X, the Millennials and the New Generation Z

About every 20 years, sociologists begin to describe a new generation with similar characteristics based on shared historical experiences. Each generation has different opportunities and challenges in the workplace.

The Baby Boomers were born following World War II between 1946 and 1964. Four out of every 10 adults today are in this Baby Boom Generation.² Because there are so many aging Baby Boomers, the average age of Americans is increasing. Life expectancy is also increasing. In 2016 the projected life expectancy is 76.3 for men and 81.2 for women.³ In the new millennium, many more people will live to be 100 years old or more! Think about the implications of an older population. Older people need such things as health care, recreation, travel, and financial planning. Occupations related to these needs are likely to be in demand now and in the future.

Those born between 1965 and 1977 are often referred to as Generation X. They are sometimes called the “baby bust” generation because fewer babies were born during this period than in the previous generations. There is much in the media about this generation having to pay higher taxes and Social Security payments to support the large number of aging Baby Boomers. Some say that this generation will not enjoy the prosperity of the Baby Boomers. Those who left college in the early nineties faced a recession and the worst job market since World War II.⁴ Many left college in debt and returned home to live with their parents. Because of a lack of employment opportunities, many in this generation became entrepreneurs, starting new companies at a faster rate than previous generations.

Jane Bryant Quinn notes that in spite of economic challenges, Generation Xers have a lot going for them:⁵

- They have record-high levels of education, which correlate with higher income and lower unemployment.
- Generation Xers are computer literate, and those who use computers on the job earn 10 to 15 percent more than those who don't.
- This group often has a good work ethic valued by employers. However, they value a balanced lifestyle with time for outside interests and family.
- As Baby Boomers retire, more job opportunities are created for this group.
- Unlike the Baby Boomers, this generation was born into a more integrated and more diverse society. They are better able than previous generations to adapt to diversity in society and the workplace.

Those in the New Millennial Generation were born between 1977 and 1995. This generation is sometimes called Generation Y or the Echo Boomers, since they are the children of the Baby Boomers.⁶ This new generation of approximately 60 million is three times larger than Generation X and will eventually exceed the number of Baby Boomers.

Millennials are more ethnically diverse than previous generations with 34 percent ethnic minorities. One in four lives with a single parent; three in four have working mothers. Most of them started using computers before they were five years old. Marketing researchers describe this new generation as “technologically adept, info-savvy, a cyber-generation, the clickeratti.”⁷ They are the connected generation, accustomed to cell phones, chatting on the Internet, and listening to downloaded music.

Young people in the Millennial Generation share a different historical perspective from the Baby Boom Generation. Baby Boomers remember the Vietnam War and the assassinations of President John F. Kennedy and Martin Luther King. For Millennials, school shootings such as Columbine and acts of terrorism such as the Oklahoma City bombing and the 9–11 attack on New York City stand out as important events. The Millennial Generation will see their main problems as dealing with violence, easy access to weapons, and the threat of terrorism.

Neil Howe and William Strauss paint a very positive picture of this new generation in their book *Millennials Rising: The Next Great Generation*:

- Millennials will rebel by tearing down old institutions that do not work and building new and better institutions. The authors predict that this will be the can-do generation filled with technology planners, community shapers, institution builders, and world leaders.
- Surveys show that this generation describes themselves as happy, confident, and positive.
- They are cooperative team players.
- They generally accept authority and respect their parents' values.
- They follow rules. The rates of homicides, violent crime, abortion, and teen pregnancy are decreasing rapidly.
- The use of alcohol, drugs, and tobacco is decreasing.
- Millennials have a fascination with and mastery of new technology.
- Their most important values are individuality and uniqueness.⁸



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In the past, new generations emerged about every twenty years. However, because of rapid social change, generations are now being defined in shorter time periods. **A new generation born since 1995 is currently emerging.** Various names for this generation have been proposed such as Generation Z, Generation Wii, the iGeneration, Gen Tech, Digital Natives, Net Gen, and the Plurals.⁹ These names reflect this generation's fascination and ease of using technology as well as their increasing diversity. This is a large generation with one in four Americans under 18 years old.¹⁰

This generation has been affected by historical events such as the election of President Obama (the first biracial president), events surrounding 9/11, wars in Iraq and Afghanistan, the tsunami and nuclear meltdown in Japan, school violence, and economic recession. They are referred to as digital natives since they have always lived in a world with the Internet, smart phones, and other devices.

Some characteristic of this new generation include:¹¹

- This is the last generation with a Caucasian majority. Only 55% of this generation is Caucasian as compared to 72% of Baby Boomers. In 2019, less than 50% of births will be Caucasian.
- They are more positive than older Americans about becoming an ethnically diverse society and more likely to have friends from different racial, ethnic, and religious groups.
- There is a continuing decline in two-parent households with only two out of three people from two parent households. Increased same sex marriage is changing the definition of family.
- Women are more likely to get a college degree and hold 51% of managerial and professional jobs. As a result, gender roles are blending with men assuming more familial responsibilities.
- It is an age of “girl power.” Girls ages 8–15 care more about their grades than boys and have more expectations of receiving a college degree and having work that changes the world.
- Technology will continue to influence this group as in the New Millennial Generation. Use of technology will transform the way that people communicate and purchase goods. People will communicate with shorter and more immediate communications such as texting and Twitter. More purchases will be made on the Internet.
- This generation hopes to use technology as a tool to change the world.

It is predicted that the world of work for both the Millennials and Generation Z will be dramatically different. Previous generations anticipated having a lifetime career. By the year 2020, many jobs will probably be short-term contracts. This arrangement will provide cost savings and efficiency for employers and flexibility for employees to start or stop work to take vacations, train for new jobs, or meet family responsibilities. One in five people will be self-employed. Retirement will be postponed as people look forward to living longer and healthier lives.¹²

Journal Entry #1

Describe your generation (Baby Boomer, Generation X, New Millennial or Generation Z.) What are your best qualities and challenges?

"One child, one teacher,
one book, one pen can
change the world."
Malala Yousafzai

Developments Affecting Future Careers

Jobs of the future will continue to be influenced by changes in our society and economy. These new developments will affect the job market for the future.¹³

We are evolving into a service, technology, and information society. Fewer people are working in agriculture and manufacturing. Futurists note that we are moving toward a service economy based on high technology, rapid communications, biotechnology for use in agriculture and medicine, health care, and sales of merchandise.¹⁴ Service areas with increasing numbers of jobs include health care and social assistance; professional, scientific, and technical services; education services; accommodation and food services; government; retail trade; transportation and warehousing; finance and insurance; arts, entertainment, and recreation; wholesale trade; real estate, rental, and leasing; and information management.

There will be an increased need for education. Constant change in society and innovation in technology will require lifelong learning on the job. Education will take place in a variety of forms: community college courses, training on the job, private training sessions, and learning on your own. Those who do not keep up with the new technology will find that their skills quickly become obsolete. Those who do keep up will find their skills in demand. Higher education is linked to greater earnings and increased employment opportunities.

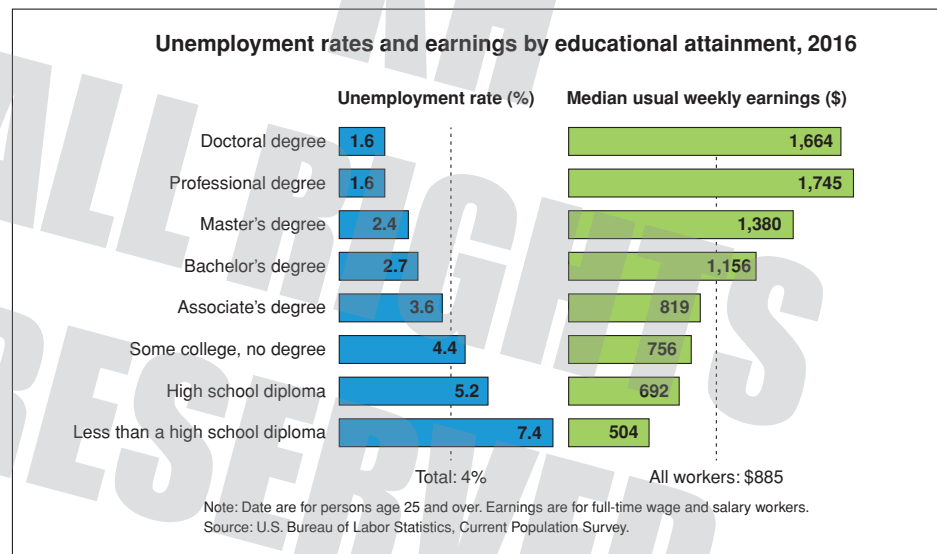


Figure 4.1 Education Pays, Unemployment rate and median weekly earnings, 2014.¹⁵

There will be increased opportunities for Stem (science, technology, engineering, and math) jobs. These jobs will grow 17% by 2020. These occupations jobs include many of the highest paying jobs.

Beware of job outsourcing. To reduce costs and improve profits, many jobs in technology, manufacturing, and service are being outsourced to countries such as India, China, and Taiwan, where well-educated, English-speaking workers are being used to do these jobs. For example, programmers in India can produce software at only 10% of the cost of these services in the United States. Jobs that are currently being outsourced include accounting, payroll clerks, customer service, data entry, assembly line workers, industrial engineering, machine operators, computer-assisted design (CAD) technicians, purchasing managers, textile workers, software developers, and technical support. Jobs that are most likely to be outsourced are¹⁶

- Repetitive jobs, such as accounting,
- Well-defined jobs, such as customer service,
- Small manageable projects, such as software development,
- Jobs in which proximity to the customer is not important, such as technical support.

Jobs that are least likely to be outsourced include

- Jobs with ambiguity, such as top management jobs,
- Unpredictable jobs, such as troubleshooters,
- Jobs that require understanding of the culture, such as marketing,
- Jobs that require close proximity to the customer, such as auto repair,
- Jobs requiring a high degree of innovation and creativity, such as product design,
- Jobs in entertainment, music, art, and design.

To protect yourself from outsourcing,

- Strive to be the best in the field.
- Be creative and innovative.
- Avoid repetitive jobs that do not require proximity to the customer.
- Choose a career where the demand is so high that it won't matter if some are outsourced.
- Consider a job in the skilled trades: carpenters, plumbers, electricians, hair stylists, construction workers, auto mechanics, and dental hygienists will always be in demand.

Globalization is changing the job market. Multinational corporations will locate their companies based on the availability of workers and the cost of labor. This trend will reduce the cost of goods and services but will change the nature of the job market. While this trend has resulted in outsourcing, there are increasing numbers of jobs in the United States requiring workers who speak different languages and understand how to do business in other countries.

Nontraditional jobs are increasing. Unlike traditional workers, nontraditional workers do not have full-time, year-round jobs with health and retirement benefits. Employers are moving toward using nontraditional workers, including multiple job holders, contingent and part-time workers, independent contractors, and temporary workers. Nearly four out of five employers use nontraditional workers to help them become more efficient, prevent layoffs, and access workers with special skills. There are advantages and disadvantages to this arrangement. Nontraditional workers have no benefits and risk unemployment. However, this arrangement can provide workers with a flexible work schedule in which they work during some periods and pursue other interests or gain new skills when not working.



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Automation will continue to reduce repetitive jobs in every industry. Increasingly sophisticated robots will be used to decrease the cost of goods and services. Engineers and technicians will be needed to design and maintain these robots.

There is a mismatch between workers and available jobs. It is often difficult for companies to fill jobs requiring highly skilled technical and scientific workers. These workers are often hired in other countries and use technology to work remotely.

More companies will use teleworking. Teleworking involves using smart phones to do some work at home. Currently, about 40% of workers use their smart phones to do some work at home. As a result, there will be increased flexibility of work hours and more people will work remotely using smart devices. There will be increased demand for application designers and designers for smart devices.

E-commerce is changing the way we do business. E-commerce is the purchasing of goods, services, and information over the Internet. More people are using e-commerce because of convenience, selection, cost savings, and ease of shopping. Online sales are a growing part of the market, increasing 10–20% a year for the past several years. By 2017, the web will account for 10% of retail sales, and approximately 43% of sales are influenced by online research.¹⁷ There are more career opportunities in related fields such as computer graphics, web design, online marketing, and package delivery services.

Business will increase virtual collaboration. Workers are increasingly using Skype and other collaboration software to work with others.

New media literacy will become an essential skill for most new jobs. Workers who do not keep up with new media will quickly find their skills obsolete.

Career Trends for 2020

The good news is that over 20 million new jobs will be created by 2020, which represents a 14% annual growth rate. Approximately 60% of the competitive, high-demand, and high-paying jobs will require at least a bachelor's degree. Majors most in demand include accounting, engineering, computer science, business, and economics. However, most college students are majoring in history, education, and social science, which are lower in demand. Here are some specific areas where there will be increasing demand in the future.¹⁸

Data analysis. Companies are increasingly using data for market research. Opportunities exist for those who can find and analyze data.

Mental health. After being neglected for a long time, people are beginning to understand the importance of mental health for safety and the enjoyment of life. Current health-care insurance includes mental health coverage that will result in increased demand for services.

Technology-related jobs will continue to increase. Information and technology workers are now the largest group of workers in the United States. The Bureau of Labor Statistics reports that two million technology-related jobs will be created by 2018. Jobs in computer systems design and related services are expected to increase by 34% by 2018.¹⁹

Careers in **information technology** include the design, development, and support of computers, software, hardware, and networks. Some newer jobs in this area include animation for video games, film, videos, setting up websites, and Internet security. Jobs that will grow faster than the average include computer network administrators, data communications analysts, web developers, and App designers. Some new fields include data loss prevention, online security, and risk management. Computer science degrees are especially marketable when combined with traditional majors such as finance, accounting, or marketing.²⁰

Radiation and laser technologies will provide new technical careers in the future. It has been said that lasers will be as important to the 21st century as electricity was for the 20th century. New uses for lasers are being found in medicine, energy, industry, computers, communications, entertainment, and outer space. The use of lasers is creating new jobs and causing others to become obsolete. For example, many welders are being replaced by laser technicians, who have significantly higher earnings. New jobs will open for people who purchase, install, and maintain lasers.

Careers in fiber optics and telecommunications are among the top new emerging fields in the 21st century. Fiber optics are thin glass fibers that transmit light. This new technology may soon make copper wire obsolete. One of the most important uses of fiber optics is to speed up delivery of data over the Internet and to improve telecommunications. It is also widely used in medical instruments, including laser surgery.

Artificial intelligence has interesting possibilities for the future. It enables computers to recognize patterns, improve from experience, make inferences, and approximate human thought. Artificial intelligence will be increasingly used in robots and smart machines. Two recent examples are iPhone's Siri, which uses voice recognition software to search the Internet, and Google's development of the self-driving car.

Research. There will be high demand for people with advanced degrees in engineering, chemistry, math, biology, biotechnology, and other sciences who will be the innovators in technology, medicine, and manufacturing.

Biology. Future historians may describe the 21st century as the biology century because of all the developments in this area. One of the most important developments is the Human Genome Project, which has identified the genes in human DNA, the carrier of genetic material. This research has resulted in new careers in biotechnology and biomedical technology.

Biotechnology will become increasingly important as a way to combat disease, develop new surgical procedures and devices, increase food production, reduce pollution, improve recycling, and provide new tools for law enforcement. Biotechnology includes genomic profiling, biomedical engineering, new pharmaceuticals, genetic engineering, and DNA identification. In the future, biotechnology may be used to find cures for diabetes, arthritis, Alzheimer's disease, and heart disease.

The field of **biomedical engineering**, which involves developing and testing health-care innovations, is expected to grow by 72% by 2018.²¹ Biomedical technology is the field in which bionic implants are being developed for the human body. Scientists are working on the development of artificial limbs and organs including eyes, ears, hearts, and kidneys. A promising new development in this field is brain and computer interfaces. Scientists recently implanted a computer chip into the brain of a quadriplegic, enabling him to control a computer and television with his mind.²² Biotechnology also develops new diagnostic test equipment and surgical tools.

Veterinary medicine. The demand for veterinarians is expected to increase by 35% because of the demand for pet products and health. However, it is interesting to note that there will be 35 times as many jobs for nurses as for veterinarians.²³

Health-care occupations will add the most new jobs between 2012 and 2022 and registered nurses will see the most job growth.²⁴ This trend is being driven by an aging



population, increased longevity, health-care reform, and new developments in the pharmaceutical and medical fields. Demand will be especially high for dentists, nurses, physician specialists, optometrists, physical therapists, audiologists, pharmacists, athletic trainers, and elder-care providers. Because of increasing health-care costs, many of the jobs done by doctors, nurses, dentists, or physical therapists are now being done by physician's assistants, dental assistants, physical therapy aides, and home health aides. Health-care workers will increasingly use technology to do their work. For example, a new occupation is nursing informatics, which combines traditional nursing skills with computer and information science. Health care will be continually connected to technology such as in the biomedical engineering field.

Environmental science. There will be increased demand for limited resources requiring new technology to conserve water, control pollution, manage global warming, and produce food.

Green jobs are occupations dealing with the efficient use of energy, finding renewable sources of energy, and preserving the environment. As fossil fuels are depleted, the world is facing a major transformation

in how energy is generated and used. Sustainability, wind turbines, solar panels, farmer's markets, biofuels, and wind energy are just some of the ways to transition to a post-fossil fuel world. Jobs in this field include engineers who design new technology, consultants to audit energy needs, and technicians who install and maintain systems. Here are some titles of green jobs: environmental lawyer, environmental technician, sustainability consultant, sustainability project director, green architect, green building project manager, marine biologist, environmental technician, energy efficiency specialist, organic farmer, compliance manager, product engineer, wind energy engineer, and solar engineer.

Finance. Money management has become increasingly complex and important requiring professionals who understand finance, investments, and taxes.

Business. Today's business managers need to understand increased competition, the global economy, and must stay up-to-date with the latest forms of communication and social media. The median salaries in this category range from 70,000 to 80,000 and beyond making this occupation a good choice for those interested in higher incomes. Jobs with fast growth include market research analysts, marketing specialists, personal financial advisers, and health-care managers.

Entrepreneurship and small business. An important trend for the new millennium is the increase in entrepreneurship, which means starting your own business. Small



businesses that can find innovative ways of meeting customer needs will be in demand for the future. A growing number of entrepreneurs operate their small businesses from home, taking advantage of telecommuting and the Internet to communicate with customers. While being an entrepreneur has some risks involved, there are many benefits, such as flexible scheduling, being your own boss, taking charge of your destiny, and greater potential for future income if your company is successful. You won't have to worry about being outsourced either.

Teaching. As the current generation of Baby Boomers retires, there will be increased jobs for educators who will serve the children of the New Millennial generation.

The effect of terrorism and the need for security. Fear of terrorism has changed attitudes that will affect career trends for years to come. Terrorist attacks have created an atmosphere of uncertainty that has had a negative effect on the economy and has increased unemployment. People are choosing to stay in the safety of their homes, offices, cars, and gated communities. Since people are spending more time at home, they spend more money making their homes comfortable. As a result, construction, home remodeling, and sales of entertainment systems are increasing.

Another result of terrorism is the shift toward occupations that provide value to society and in which people can search for personal satisfaction. More people volunteer their time to help others and are considering careers in education, social work, and medical occupations. When people are forced to relocate because of unemployment, they are considering moving to smaller towns that have a sense of community and a feeling of safety.

As the world population continues to grow, there is continued conflict over resources and ideologies and an increased need for security and safety. Law enforcement, intelligence, forensics, international relations, foreign affairs, and security administration careers will be in demand.

Careers with a Good Outlook for the Future

Jobs That Will Always Be in Demand ²⁵	2016 Best Jobs Rankings ²⁶	Top 10 Jobs for the Next Decade and Beyond ²⁷
Teachers	App Developer	Computer Programmer
Lawyers	Nurse Practitioner	Day Care Provider
Engineers	Information Security Analyst	Elder Care Specialist
Doctors	Computer Systems Analyst	Employment Specialist
Law Enforcement	Physical Therapist	Environmental Engineer
Accountants	Market Research Analyst	Home Health Aide
Food Preparers and Servers	Medical Sonographer	Management Consultant
	Dental Hygienist	Networking Specialist
	Operations Research Analyst	Physician's Assistant
	Health Services Manager	Social Services Coordinator

Journal Entry #2

Do a quick review of the developments affecting future careers and career trends for 2020. Write one paragraph about how any of these trends might affect your future.

Top Jobs for the Future²⁸

Based on current career trends, here are some jobs that should be in high demand for the next 10 years.

Field of Employment	Job Titles
Business	Marketing Manager, Security and Financial Service, Internet Marketing Specialist, Advertising Executive, Buyer, Sales Person, Real Estate Agent, Business Development Manager, Marketing Researcher, Recruiter
Education	Teacher, Teacher's Aide, Adult Education Instructor, Math and Science Teacher
Entertainment	Dancer, Producer, Director, Actor, Content Creator, Musician, Artist, Commercial Artist, Writer, Technical Writer, Newspaper Reporter, News Anchor Person
Health	Emergency Medical Technician, Surgeon, Chiropractor, Dental Hygienist, Registered Nurse, Medical Assistant, Therapist, Respiratory Therapist, Home Health Aide, Primary Care Physician, Medical Lab Technician, Radiology Technician, Physical Therapist, Dental Assistant, Nurse's Aide
Information Technology	Computer Systems Analyst, Computer Engineer, Web Specialist, Network Support Technician, Java Programmer, Information Technology Manager, Web Developer, Database Administrator, Network Engineer
Law/Law Enforcement	Correction Officer, Law Officer, Anti-Terrorist Specialist, Security Guard, Tax/Estate Attorney, Intellectual Property Attorney
Services	Veterinarian, Social Worker, Hair Stylist, Telephone Repair Technician, Aircraft Mechanic, Guidance Counselor, Occupational Therapist, Child Care Assistant, Baker, Landscape Architect, Pest Controller, Chef, Caterer, Food Server
Sports	Athlete, Coach, Umpire, Physical Trainer
Technology	Electrical Engineer, Biological Scientist, Electronic Technician, CAD Operator, Product Designer, Sales Engineer, Applications Engineer, Product Marketing Engineer, Technical Support Manager, Product Development Manager
Trades	Carpenter, Plumber, Electrician
Travel/Transportation	Package Delivery Person, Flight Attendant, Hotel/Restaurant Manager, Taxi Driver, Chauffeur, Driver

QUIZ

Career Trends of the Future

Test what you have learned by selecting the correct answers to the following questions:

- Students in Generation Z are
 - limited by technology.
 - more likely to have a lifetime career.
 - more likely to appreciate ethnic diversity.
- Use of the Internet will result in
 - increased e-commerce.
 - increased use of conventional stores.
 - decreased mail delivery.
- The largest group of workers in the United States is in
 - manufacturing.
 - information technology.
 - agriculture.
- Jobs unlikely to be outsourced include
 - jobs that require close proximity to the customer.
 - computer programming jobs.
 - customer service jobs.
- Future historians will describe the 21st century as the
 - art and entertainment century.
 - biology century.
 - industrial development century.

How did you do on the quiz? Check your answers: 1. c, 2. a, 3. b, 4. a, 5. b

Work Skills for the 21st Century

Because of rapid changes in technology, college students of today may be preparing for jobs that do not exist right now. After graduation, many college students find employment that is not even related to their college majors. One researcher found that 48 percent of college graduates find employment in fields not related to their college majors.²⁹ More important than one's college major are the general skills learned in college that prepare students for the future.

To define skills needed in the future workplace, the U.S. Secretary of Labor created the Secretary's Commission on Achieving Necessary Skills (SCANS). Based on interviews with employers and educators, the members of the commission outlined foundation skills and workplace competencies needed to succeed in the workplace in the 21st century.³⁰ The following skills apply to all occupations in all fields and will help you to become a successful employee, regardless of your major. As you read through these skills, think about your competency in these areas.

Foundation Skills

Basic Skills

- Reading
- Writing
- Basic arithmetic
- Higher-level mathematics
- Listening
- Speaking



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Thinking Skills

- Creative thinking
- Decision making
- Problem solving
- Mental visualization
- Knowing how to learn
- Reasoning



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Personal Qualities

- Responsibility
- Self-esteem
- Sociability
- Self-management
- Integrity/honesty

Workplace Competencies

The following are some workplace competencies required to be successful in all well-paying jobs. The successful employee:

- can manage resources such as time, money, materials, and human resources;
- has good interpersonal skills and can participate as a member of a team, teach others, serve clients and customers, exercise leadership, negotiate workable solutions, and work with diverse individuals;
- can learn new information on the job and use computers to acquire, organize, analyze, and communicate information;
- works within the system, monitors and corrects performance, and improves the system as needed;
- uses technology to produce the desired results.

Because the workplace is changing, these skills may be more important than the background acquired through a college major. Work to develop these skills and you will be prepared for whatever lies ahead.

"The supreme accomplishment is to blur the line between work and play."

Arnold Toynbee

How to Research Your Career

After you have assessed your personality, interests, values, and talents, the next step is to learn about the world of work. If you can match your personal strengths to the world of work, you can find work that is interesting and you can excel in it. To learn about the world of work, you will need to research possible careers. This includes reading career descriptions and investigating career outlooks, salaries, and educational requirements.

Career Descriptions

The career description tells you about the nature of the work, working conditions, employment, training, qualifications, advancement, job outlook, earnings, and related occupations. The two best sources of job descriptions are the *Occupational Outlook Handbook* and *Occupational Outlook Quarterly*. The *Handbook*, published by the Bureau of Labor Statistics, is like an encyclopedia of careers. You can search alphabetically by career or by career cluster.

The *Occupational Outlook Quarterly* is a periodical with up-to-date articles on new and emerging occupations, training opportunities, salary trends, and new studies from the Bureau of Labor Statistics. You can find these resources in a public or school library, at a college career center, or on the *College Success Website* at <http://www.collegesuccess1.com/Links9Career.htm>.

Career Outlook

It is especially important to know about the career outlook of an occupation you are considering. Career outlook includes salary and availability of employment. How much does the occupation pay? Will the occupation exist in the future, and will there be employment opportunities? Of course, you will want to prepare yourself for careers that pay well and have future employment opportunities.

You can find information about career outlooks in the sources listed above, current periodicals, and materials from the Bureau of Labor Statistics. The following table, for example, lists the fastest-growing occupations, occupations with the highest salaries, and occupations with the largest job growth. Information from the Bureau of Labor Statistics is also available online.



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Employment Projections 2008–2018³¹

10 Fastest-Growing Occupations	10 Industries with the Largest Wage and Salary Employment Growth	10 Occupations with the Largest Numerical Job Growth
Biomedical engineers	Management, scientific, technical	Registered nurses
Network systems and data communications analysts	Physicians	Home health aides
Home health aides	Computer systems design and related	Customer service representatives
Personal and home care aides	General merchandise stores	Food preparation workers
Financial examiners	Employment services	Personal and home care aides
Medical scientists	Local government	Retail salespersons
Physician assistants	Home health care services	Office clerks
Skin care specialists	Services for elderly and disabled	Accountants and auditors
Biochemists and biophysicists	Nursing care facilities	Nursing aides, orderlies
Athletic trainers	Full-service restaurants	Postsecondary teachers

Planning Your Education

Once you have assessed your personal characteristics and researched your career options, it is important to plan your education. If you have a plan, you will be able to finish your education more quickly and avoid taking unnecessary classes. You can begin work on your educational plan by following the steps below. After you have done some work on your plan, visit your college counselor or advisor to make sure that your plan is appropriate.

ACTIVITY

Steps in Planning Your Education

1. **Take your college entrance or assessment tests before you apply to colleges.** Most colleges require the Scholastic Aptitude Test (SAT) or their own local placement tests in order for you to be admitted. You can find information about these tests at your high school or college counseling center or online at <http://www.ets.org/> or <http://cbweb1.collegeboard.org/index.html>. If you are attending a community college, check the college website, admissions office, or counseling office to see what placement exams are required.
2. **Take English the first semester, and continue each semester until your English requirement is complete.** English courses provide the foundation for further college study. Your SAT or college placement test will determine what level of English you need to take. As a general rule, community colleges require one semester of college-level English. Four-year colleges and universities generally require two semesters or three quarters of college-level English. If your placement scores are low, you may be required to take review courses first.
3. **Start your math classes early, preferably in the first semester or quarter.** Many high-paying careers require a long series of math classes, particularly those in the sciences, engineering, and business. If you delay taking math courses until later, you may limit your career options and extend your time in college. Take the required math courses each semester until you have

(Continued)

finished your requirements. Having a gap between math courses will make future courses more difficult.

- _____ **4. Take the required general education courses.** Find out what your college requires for general education and put these classes on your plan. You will find this information in the college catalog. Be careful to select the correct general education plan. At community colleges, there are different plans for transfer and associate's degree students. At a university, there may be different plans for different colleges within the university. Check with a college counselor or advisor to make sure you have the correct plan.
- _____ **5. Prepare for your major.** Consult your college catalog to see what courses are required for your major. If you are undecided on a major, take the general education courses and start working on a decision about your major. If you are interested in the sciences or engineering, start work on math in the first semester. Start on your major requirements as soon as possible so that you do not delay your graduation.
- _____ **6. Check prerequisites.** A prerequisite is a course that is required before taking a higher-level course. The college catalog lists courses offered and includes prerequisites. Most colleges will not let you register for a course for which you do not have the prerequisite. It is also difficult to succeed in an advanced course without taking the prerequisite first.
- _____ **7. Make an educational plan.** The educational plan includes all the courses you will need to graduate. Again, use the college catalog as your guide.
- _____ **8. Check your plan.** See your college counselor or advisor to check your plan. He or she can save you from taking classes that you do not need and help you to graduate in the minimum amount of time.

Finding Employment

After investing your time in achieving a college education, you will need some additional skills to get a job. Having a good resume and cover letter, marketing yourself online and knowing how to successfully interview for a job will help you to obtain your dream job.

Get Started with a Resume and Cover Letter

Your resume is important in establishing a good first impression and provides the basic content for job seeking social media sites such as LinkedIn and Facebook. A resume is a snapshot of your education and experience. It is generally one page in length. You will need a resume to apply for scholarships, part-time jobs, or find a position after you graduate. Start with a file of information you can use to create your resume. Keep your resume on file in your computer or on your flash drive so that you can revise it or post it online as needed.

A resume includes the following basic components:

- Contact information: your name, address, telephone number, and e-mail address
- A brief statement of your career objective
- A summary of your education:
 - Names and locations of schools
 - Dates of attendance
 - Diplomas or degrees received

"Think not of yourself as the architect of your career but as the sculptor. Expect to have a lot of hard hammering, chiseling, scraping and polishing."

B.C. Forbes

"The nearest to perfection that most people come is when filling out an employment application."

Source unknown



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"Find a job you like and add five days to every week."

H. Jackson Browne

- A summary of your work and/or volunteer experience
- If you have little directly related work experience, a list of courses you have taken that would help the employer understand your skills for employment
- Special skills, honors, awards, or achievements
- References (people who can recommend you for a job or scholarship)

There is no one best way to write a resume, but here are some helpful tips:

- Begin your resume with your contact information. Make sure that your email is professional. Consider creating a new email for job seeking purposes. Your email should include your first and last name.
- In the job history section, include brief statements about job tasks including what you did to make your company better. It is helpful to look for key words in the job announcement and make sure these key words are in your resume.
- List your present or most recent job first and work back chronologically.
- If you are just graduating from college and have little work experience, put the education section first along with related coursework.
- Keep in mind that the average resume gets read in 10 seconds. Make sure your resume is organized and brief. Bold those ideas that you want to highlight.
- Do not include personal information or photos.
- Carefully proofread your resume to make sure it has no errors. It is a good idea to have someone else review it also.
- Store your resume on your computer so that you can update it regularly and have it available to post online.

It is easy to upload your content to resume templates online. Here are some resume template sites:

Choose your template from a variety of examples and then create or upload your content. <http://www.myperfectresume.com/>

This site has 114 templates depending on your experience and career. You can upload your current resume into a suggested template and add their suggested improvements. <http://www.resume-now.com/>

Create a resume and set up a resume webpage. <http://www.jobwinningresume.com/>

Tips for Writing a Resume

- Write clearly
- Be brief
- Be neat
- Be honest
- Have letters of reference
- Use good-quality paper
- Post resume online

Ask for a letter of reference from your current supervisor at work or someone in a position to recommend you, such as a college professor or community member. Ask the person to address the letter “To Whom It May Concern” so that you can use the letter many times. If the person is on LinkedIn, ask him or her for an endorsement. The person recommending you should comment on your work habits, skills, and personal qualities. If appropriate, offer to write the letter yourself and then the person can edit it or send it as is. This often helps people who would like to recommend you, but are very busy. If you wait until you graduate to obtain letters of reference, potential recommenders may no longer be there or may not remember who you are. Always ask if you can use a person’s name as a reference. When you are applying for a job and references are requested, phone the persons who have agreed to recommend you and let them know to expect a call.

While most resumes are shared online, if you need a printed copy, print your resume so that it looks professional. Use a good-quality white, tan, or gray paper. It is a good idea to take a printed copy of your resume to an interview.



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When you respond to job announcements, you may be asked to send a cover letter with your resume attached. Address your letter to a specific person at the company or organization and spell the name correctly. You can call the personnel office to obtain this information. The purpose of the cover letter is to state your interest in the job, highlight your qualifications, and get the employer to read your resume and call you for an interview. The cover letter should be brief and to the point. Include the following items:

- State the job you are interested in and how you heard about the opening.
- Briefly state how your education and experience would be assets to the company.
- Ask for an interview and tell the employer how you can be contacted.
- Attach your resume.
- Your cover letter is the first contact you have with the employer. Make it neat and free from errors. Use spell check and grammar check, read it over again, and have someone else check it for you.

Select templates and view samples of cover letters online at <http://www.cover-letter-now.com/>

Establishing Your Personal Brand Online

Personal branding is the process by which we market ourselves to others. It is an important concept that has been used to sell products and services. Through the use of social media, you can use this concept to market your strengths to potential employers and to

“A major reason many Americans still struggle to find meaningful work is because they are using tactics from the 1990s and early 2000s. The future for employment is now here . . . and it’s online.”

Matt Keener

find a satisfying career. Throughout this textbook you have been challenged to become more aware of these personal strengths which can be used to create your own personal brand. Here are the steps for establishing your personal brand and marketing yourself:



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Define Your Brand

The first step in marketing yourself is to define your personal brand. What are your passions, goals, and personal strengths and how can they be used in the job market? Review the assessments in this textbook and write a brief description of your personal brand along with a brief job title. A few examples of a personal brand include financial expert, entrepreneur, educator, consultant, engineer, and personal trainer.

"Everyone should find something they love doing. Then work isn't work. It's a part of themselves. Of who they are."

Paul McAuley

Manage Your Online Presence

Most employers do online searches to find employees and to find information on job candidates before the interview. Make sure that your online presence is a professional one that you would want an employer to see. Make sure that your email address is a professional one or consider setting up an account for job seeking. Google your name and see what information a potential employer can find about you. Take a look at your online sites and make sure that the content is appropriate. Some online content may make it difficult to be hired including:

- photos or references to drug or alcohol use or abuse.
- discriminatory comments on race, religion, or gender.
- negative comments about previous employers.
- poor communication skills.

When using Facebook, manage your privacy settings so that no one can see your list of friends since you can be judged by the company you keep and you have no control over what your friends post. To keep your friends private, specify that no one can tag you in a Facebook photo without your authorization. Be careful about what you put on your front page, since it is the most visible page.

Set Up a Nameplate Website

Take control of your online presence by setting up a nameplate website which defines who you are and directs potential employers to your media sites. Good sites for setting up this nameplate include about.me, zerply.com, and sites.google.com. On these sites, you can

upload your photo, include your biography, list your education, describe your work experience, and provide links to LinkedIn or Facebook.



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Using Online Tools

At the present time, LinkedIn and Facebook are the most commonly used sites used by employers to research job candidates. Invest some of your time setting up accounts at these sites.

LinkedIn

LinkedIn is a directory of professionals and companies used for job searching, networking, and hiring. Many employers use LinkedIn profiles to search for potential employees. This profile is similar to a resume and includes your education and job experience. Make sure that your profile is complete and well written since it represents who you are online. Since recruiting software is used to search through profiles, use key words in your resume that relate to your desired job. Key words include job requirements, experience, software competencies, education, and previous employers. To find key words, take a look at job listings in your area of interest and expertise and include the words in your profile. It is helpful to include recommendations and endorsements which you can request from other contacts on LinkedIn. Personalize your profile by uploading a photo. Use a current photo and dress appropriately for the type of job you are seeking.

LinkedIn is also a job search tool in which you can search for and apply for jobs within the site. The job listings page allows you to search for jobs by location, industry, company, job function, level or position, employer, or key words. The site can also be used for networking. As you link to others, they can refer you to jobs open at their site. Maintaining a large network is job security because you can use it for job advancement or to find a new job in the future. You can join groups of other professionals in your area of expertise to receive notices about job openings in your area of interest. Use the status update function to let your contacts know that you are looking for a job.

When you find a specific job listing in which you are interested, you will have the option to apply within LinkedIn or you will be directed to the company website where you will need to create an account. The site also provides company profiles to help you to find the job that best matches your qualifications and help you with information useful for interviewing.

Facebook

Facebook is a social network that can be useful in finding a job. The first step in using your Facebook account to find a job is to clean up your profile to make sure that it does not contain any detrimental content. The next step is to post a status update letting your friends know that you are looking for a job and ask if they know about any job openings.



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Use Facebook as a marketing tool. Post samples or links to your work online. If you are a photographer, post some of your photos online. If you are a writer, post links to material you have written. Keep your materials up to date so that prospective employers can see your best and most recent work. If your chosen company has a public Facebook page, you can show your passion, knowledge, and interest for your dream job by participating in discussion boards that can showcase your expertise. You can “like” the company on Facebook and receive news, information, and job openings from them. You can join or create groups on Facebook to discuss your area of interest. In this way, you may be considered for a job before it is posted.

Use Facebook’s Marketplace app to search for jobs. Just click on Jobs in Marketplace and enter the job in which you are interested. It contains information about job openings and links to sites with job applications. Facebook also has an app called Social Jobs that allows you to search for jobs.

“We do not go to work only to earn an income, but to find meaning in our lives. What we do is a large part of what we are.”
Alan Ryan

Journal Entry #3

What steps can you take to establish or improve your personal brand?

“Many of life’s failures are people who do not realize how close they were to success when they gave up.”
Thomas Edison

The Job Interview

Knowing how to be successful in an interview will help you to get the job that you want. Here are some ideas for being prepared and making a good impression.

- **Learn about the job.** Before the interview, it is important to research both the company and the job. This research will help you in two ways: you will know if the job is really the one you want, and you will have information that will help you to succeed at the interview. If you have taken the time to learn about the company before the interview, you will make a good impression and show that you are really interested in the job. Here are some ways that you can find this information:
 - Your college or public library may have a profile describing the company and the products it produces. This profile may include the size of the company and the company mission or philosophy.

Tips for a Successful Job Interview

- Learn about job
- Understand criteria of interview
- Make a good impression
- Anticipate interview questions
- Send thank-you note

- Do you know someone who works for the company? Do any members of your family, friends, or teachers know someone who works for the company? If so, you can find out valuable information about the company.
- The personnel office often has informational brochures that describe the employer.
- Visit the company website on the Internet.

- **Understand the criteria used in an interview.** The interviewer represents the company and is looking for the best person to fill the job. It is your job to show the interviewer that you will do a good job. Of course you are interested in salary and benefits, but in order to get hired you must first convince the interviewer that you have something to offer the company. Focus on what you can offer the company based on your education and experience and what you have learned about the company. You may be able to obtain information on salary and benefits from the personnel office before the interview.

Interviewers look for candidates who show the enthusiasm and commitment necessary to do a good job. They are interested in hiring someone who can work as part of a team. Think about your education and experience and be prepared to describe your skills and give examples of how you have been successful on the job. Give a realistic and honest description of your work.

- **Make a good impression.** Here are some suggestions for making a good impression:
 - Dress appropriately for the interview. Look at how the employees of the company dress and then dress a little better. Of course, your attire will vary with the type of job you are seeking. You will dress differently if you are interviewing for a position as manager of a surf shop or an entry-level job in an engineering firm. Wear a conservative dark-colored or neutral suit for most professional positions. Do not wear too much jewelry, and hide excess body piercings (unless you are applying at a piercing shop). Cover any tattoos if they are not appropriate for the workplace.
 - Relax during the interview. You can relax by preparing in advance. Research the company, practice interview questions, and visualize yourself in the interview room feeling confident about the interview.
 - When you enter the interview room, smile, introduce yourself, and shake hands with the interviewer. If your hands are cold and clammy, go to the restroom before the interview and run warm water over your hands or rub them together.
 - Maintain eye contact with the interviewer and sit up straight. Poor posture or leaning back in your chair could be seen as a lack of confidence or interest in the job.

Making a Good Impression

- Dress appropriately
- Relax
- Prepare in advance
- Smile
- Shake hands
- Introduce yourself
- Maintain eye contact
- Sit up straight



“Was the interview too early for you?”

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- **Anticipate the interview questions.** Listen carefully to the interview questions. Ask for clarification of any question you do not understand. Answer the questions concisely and honestly. It helps to anticipate the questions that are likely to be asked and think about your answers in advance. Generally, be prepared to talk about yourself, your goals, and your reasons for applying for the job. Following are some questions that are typically asked in interviews and some suggestions for answering them:

1. **What can you tell us about yourself?** Think about the job requirements, and remember that the interviewer is looking for someone who will do a good job for the company. Talk about your education and experience as they relate to the job. You can put in interesting facts about your life and your hobbies, but keep your answers brief. This question is generally an icebreaker that helps the interviewer get a general picture of you and help you relax.
2. **Why do you want this job? Why should I hire you?** Think about the research you did on this company and several ways that you could benefit the company. A good answer might be, “I have always been good at technical skills and engineering. I am interested in putting these technical skills into practice in your company.” A not-so-good answer would be, “I’m interested in making a lot of money and need health insurance.”
3. **Why are you leaving your present job?** Instead of saying that the boss was horrible and the working conditions were intolerable (even if this was the case), think of some positive reasons for leaving, such as:
 - I am looking for a job that provides challenge and an opportunity for growth.
 - I received my degree and am looking for a job where I can use my education.
 - I had a part-time job to help me through school. I have graduated and am looking for a career.
 - I moved (or the company downsized or went out of business).

Be careful about discussing problems on your previous job. The interviewers might assume that you were the cause of the problems or that you could not get along with other people.

4. **What are your strengths and weaknesses?** Think about your strengths in relation to the job requirements, and be prepared to talk about them during the interview. When asked about your weaknesses, smile and try to turn them into strengths. For example, if you are an introvert, you might say that you are quiet and like to concentrate on your work, but you make an effort to communicate with others on the job. If you are an extrovert, say that you enjoy talking and working with others, but you are good at time management and get the job done on time. If you are a perfectionist, say that you like to do an excellent job, but you know the importance of meeting deadlines, so you do the best you can in the time available.
5. **Tell us about a difficulty or problem that you solved on the job.** Think about some problem that you successfully solved on the job and describe how you did it. Focus on what you accomplished. If the problem was one that dealt with other people, do not focus on blaming or complaining. Focus on your desire to work things out and work well with everyone.
6. **Tell us about one of your achievements on the job.** Give examples of projects you have done on the job that have turned out well and projects that gave you a sense of pride and accomplishment.

Tips for Answering Questions

- Listen carefully
- Ask for clarification
- Answer concisely and honestly

7. **What do you like best about your work? What do you like least?** Think about these questions in advance and use the question about what you like best to highlight your skills for the job. For the question about what you like the least, be honest but express your willingness to do the job that is required.
8. **Are there any questions that you would like to ask?** Based on your research on the company, think of some specific questions that show your interest in the company. A good question might be, "Tell me about your company's plans for the future." A not-so-good question would be, "How much vacation do I get?"
9. **Write a thank-you note.** After the interview, write a thank-you note and express your interest in the job. It makes a good impression and causes the interviewer to think about you again.

Journal Entry #4

A friend is looking for a job. What advice would you give him or her about the resume and job interview?

QUIZ

Employment Skills

1. Career outlook refers to
 - a. whether the job is done inside or outside.
 - b. the salary and availability of employment.
 - c. realistic careers.
2. In planning your education,
 - a. you can delay taking English courses.
 - b. start your math classes early.
 - c. complete general education before you begin your major.
3. A resume is generally ____ page(s) in length.
 - a. one
 - b. two
 - c. four
4. The cover letter
 - a. contains a brief statement of how your qualifications would be an asset to the company.
 - b. includes a detailed list of your education and experience.
 - c. does not include a request for an interview.
5. Personal branding refers to
 - a. wearing name brand clothing.
 - b. the design of your resume.
 - c. using social media to market yourself online.

How did you do on the quiz? Check your answers: 1. b, 2. b, 3. a, 4. a, 5. c

Life Is a Dangerous Opportunity

Even though we may do our best in planning our career and education, life does not always turn out as planned. Unexpected events happen, putting our life in crisis. The crisis might be loss of employment, divorce, illness, or death of a loved one. How we deal with the crisis events in our lives can have a great impact on our current well-being and the future.

The Chinese word for crisis has two characters: one character represents danger and the other represents opportunity. Every crisis has the danger of loss of something important and the resulting emotions of frustration, sorrow, and grief. But every crisis also has an opportunity. Sometimes it is difficult to see the opportunity because we are overwhelmed by the danger. A crisis, however, can provide an impetus for change and growth. A crisis forces us to look inside ourselves to find capabilities that have always been there, although we did not know it. If life goes too smoothly, there is no motivation to change. If we get too comfortable, we stop growing. There is no testing of our capabilities. We stay in the same patterns.

To find the opportunity in a crisis, focus on what is possible in the situation. Every adversity has the seed of a greater benefit or possibility. Expect things to work out well. Expect success. To deal with negative emotions, consider that feelings are not simply a result of what happens to us, but of our interpretation of events. If we focus on the danger, we cannot see the possibilities.

As a practical application, consider the example of someone who has just lost a job. John had worked as a construction worker for nearly 10 years when he injured his back. His doctor told him that he would no longer be able to do physical labor. John was 30 years old and had two children and large house and truck payments. He was having difficulty finding a job that paid as well as his construction job, and was suffering from many negative emotions resulting from his loss of employment.

John decided that he would have to use his brain rather than his back. As soon as he was up and moving, he started taking some general education courses at the local college. He assessed his skills and identified his strengths. He was a good father and communicated well with his children. He had wanted to go to college, but got married early and started to work in construction instead. John decided that he would really enjoy being a marriage and family counselor. It would mean getting a bachelor's and a master's degree, which would take five or more years.

John began to search for a way to accomplish this new goal. He first tackled the financial problems. He investigated vocational rehabilitation, veteran's benefits, financial aid, and scholarships. He sold his house and his truck. His wife took a part-time job. He worked out a careful budget. He began to work toward his new goal with a high degree of motivation and self-satisfaction. He had found a new opportunity.



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"When written in Chinese, the word 'crisis' is composed of two characters; one represents danger and the other represents opportunity."

John F. Kennedy

Journal Entry #5

At times in life, you may face a crisis or setback which causes an unexpected change in plans. If you think positively about the situation, you can think of some new opportunities for the future. This situation is called a dangerous opportunity. Describe a dangerous opportunity you have faced in your life. What were the dangers and what opportunities did you find?

"Life is not about waiting for the storms to pass . . . it's about learning how to dance in the rain."

Vivian Greene



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College Success 1

The College Success 1 website is continually updated with supplementary material for each chapter including Word documents of the journal entries, classroom activities, handouts, videos, links to related materials, and much more. See <http://www.collegesuccess1.com/>.

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KH
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Sample Cover Letter

Sara Student
222 College Avenue
San Diego, CA 92019
(619) 123-4567

June 20, 2018

Mr. John Smith
Director of Human Resources
Future Technology Company
111 Technology Way
La Jolla, CA 92111

Dear Mr. Smith:

At our college job fair last week, I enjoyed speaking with you about some new engineering jobs available at Future Technology Company. As you suggested, I am sending my resume. I am interested in your opening for an electrical engineer. Is there anything else I need to do to apply for this position?

While at UCSD, I gained experience in laboratory projects, writing scientific reports, and preparing technical presentations. Some engineering projects that I completed relate to work done at your company:

- Constructed a programmable robot with motor and sensors
- Worked with a group of students on the design of a satellite communications system
- Completed lab projects on innovative fiber-optic fabrication techniques
- Proposed a design for a prosthetic device to help the visually impaired

For my senior design project, I used my knowledge of digital signal processing and systems integration to design and construct a voice modulator. This project involved applying theory to hardware and understanding information processing as well as the relation of a computer to its controlled devices.

I am excited about the possibility of continuing work in this field and would enjoy the opportunity to discuss my qualifications in more detail. I am available for an interview at your convenience. I look forward to hearing from you.

Sincerely,

Sara Student

Encl.: Resume

Sample Resume for a Recent College Graduate

Sara Student

222 College Avenue; San Diego, CA 92019

(619) 123-4567

saraengineer@aol.com

OBJECTIVE	Electrical Engineer
HIGHLIGHTS	Recent degree in Electrical Engineering Specialized coursework in electromagnetism, photonics and lasers, biomedical imaging devices, and experimental techniques
EDUCATION	B.S., Electrical Engineering, University of California, San Diego, CA, 2017 A.S. with Honors, Cuyamaca College, El Cajon, CA, 2015
	KEY RELATED COURSES <ul style="list-style-type: none">• Circuits and systems: solving network equations, Laplace transforms, practical robotics development• Electromagnetism: Maxwell's equations, wave guides and transmission, electromagnetic properties of circuits and materials• Experimental techniques: built and programmed a voice processor; studied transducers, computer architecture, and interfacing; applied integrated construction techniques• Photonics and lasers: laser stability and design, holography, optical information processing, pattern recognition, electro-optic modulation, fiber optics• Biomedical imaging devices: microscopy, x-rays, and neural imaging; designed an optical prosthesis• Quantum physics: uncertainty principle, wave equation and spin, particle models, scattering theory and radiation
SKILLS	Computer Skills: PSpice, Matlab, Java, DSP, Assembly Language, Unix, Windows, Microsoft Word, Excel, and PowerPoint Technical Skills: Microprocessors, circuits, optical components, oscilloscope, function generator, photovoltaics, signal processing, typing, SQUID testing Personal Skills: Leadership, good people skills, organized, responsible, creative, motivated, hardworking, good writing skills
EMPLOYMENT	Intern, Quantum Design, La Jolla, CA, Summer 2015 Computer Lab Assistant, UCSD, La Jolla, CA, 2016–2017 Teacher's Aide, Cuyamaca College, El Cajon, CA, 2013–2015 Volunteer, Habitat for Humanity, Tijuana, Mexico, 2013–2015
INTERESTS	Optics, computing, programming, physics, electronic music, sampling, marine biology, and scuba diving
ACHIEVEMENTS	Advanced Placement Scholar Dean's List, Phi Theta Kappa Honor Society Provost's Honors List

Resume Worksheet for Your Ideal Career

Name _____

Date _____

Use this worksheet to prepare a resume similar to the sample on the previous page. Assume that you have graduated from college and are applying for your ideal career.

1. What is the specific job title of your ideal job?
2. What are two or three qualifications you possess that would especially qualify you for this job? These qualifications can be listed under Highlights on your resume.
3. List your degree or degrees, major, and dates of completion.
4. List five courses you will take to prepare for your ideal career. For each course, list some key components that would catch the interest of your potential employer. Use a college catalog to complete this section.
5. List the skills you would need in each of these areas.

Computer skills:

Technical or other job-related skills:

Personal skills related to your job objective:

6. List employment that would prepare you for your ideal job. Consider internships or part-time employment.
7. What are your interests?
8. What special achievements or awards do you have?

Interview Worksheet

Name _____

Date _____

Answer the following questions to prepare for the interview for your ideal job. If you do not know what your ideal job is, pretend that you are interviewing for any professional job. You may want to practice these questions with a classmate.

1. What can you tell us about yourself?

2. Why are you leaving your present job?

3. What are your strengths and weaknesses?

4. Tell us about a difficulty or problem that you solved on the job.

5. Tell us about one of your achievements on the job.

6. What do you like best about your work? What do you like least?

7. Are there any questions that you would like to ask?

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Rate Your Skills for Success in the Workplace

Name _____

Date _____

Read each statement relating to skills needed for success in the workplace. Use the following scale to rate your competencies:

5 = Excellent **4** = Very good **3** = Average **2** = Needs improvement **1** = Need to develop

- _____ **1.** I have good reading skills. I can locate information I need to read and understand and interpret it. I can pick out the main idea and judge the accuracy of the information.
- _____ **2.** I have good writing skills. I can communicate thoughts, ideas, and information in writing. I know how to edit and revise my writing and use correct spelling, punctuation, and grammar.
- _____ **3.** I am good at arithmetic. I can perform basic computations using whole numbers and percentages. I can make reasonable estimates without a calculator and can read tables, graphs, and charts.
- _____ **4.** I am good at mathematics. I can use a variety of mathematical techniques including statistics to predict the occurrence of events.
- _____ **5.** I am good at speaking. I can organize my ideas and participate in discussions and group presentations. I speak clearly and am a good listener. I ask questions to obtain feedback when needed.
- _____ **6.** I am a creative thinker. I can come up with new ideas and unusual connections. I can imagine new possibilities and combine ideas in new ways.
- _____ **7.** I make good decisions. I can specify goals and constraints, generate alternatives, consider risks, and evaluate alternatives.
- _____ **8.** I am good at solving problems. I can see when a problem exists, identify the reasons for the problem, and devise a plan of action for solving the problem.
- _____ **9.** I am good at mental visualization. I can see things in my mind's eye. Examples include building a project from a blueprint or imagining the taste of a recipe from reading it.
- _____ **10.** I know how to learn new information. I am aware of my learning style and can use learning strategies to obtain new knowledge.
- _____ **11.** I am good at reasoning. I can use logic to draw conclusions and apply rules and principles to new situations.
- _____ **12.** I am a responsible person. I work toward accomplishing goals, set high standards, and pay attention to details. I usually accomplish tasks on time.
- _____ **13.** I have high self-esteem. I believe in my self-worth and maintain a positive view of myself.
- _____ **14.** I am sociable, understanding, friendly, adaptable, polite, and relate well to others.
- _____ **15.** I am good at self-management. I know my background, skills, and abilities and set realistic goals for myself. I monitor my progress toward completing my goals and complete them.
- _____ **16.** I practice integrity and honesty. I recognize when I am faced with a decision that involves ethics and choose ethical behavior.

- _____ **17.** I am good at managing my time. I set goals, prioritize, and follow schedules to complete tasks on time.
- _____ **18.** I manage money well. I know how to use and prepare a budget and keep records, making adjustments when necessary.
- _____ **19.** I can manage material and resources. I can store and distribute materials, supplies, parts, equipment, space, or products.
- _____ **20.** I can participate as a member of a team. I can work cooperatively with others and contribute to group efforts.
- _____ **21.** I can teach others. I can help others to learn needed knowledge and skills.
- _____ **22.** I can exercise leadership. I know how to communicate, encourage, persuade, and motivate individuals.
- _____ **23.** I am a good negotiator. I can work toward an agreement and resolve divergent interests.
- _____ **24.** I can work with men and women from a variety of ethnic, social, or educational backgrounds.
- _____ **25.** I can acquire and evaluate information. I can identify a need for information and find the information I need.
- _____ **26.** I can organize and maintain information. I can find written or computerized information.
- _____ **27.** I can use computers to process information.
- _____ **28.** I have an understanding of social, organizational, and technological systems and can operate effectively in these systems.
- _____ **29.** I can improve the design of a system to improve the quality of products and services.
- _____ **30.** I can use machines and computers to accomplish the desired task.
- _____ **Total**

Score your skills for success in the workplace.

150–121	Excellent
120–91	Very good
90–61	Average
Below 60	Need improvement

From the previous list of workplace skills, make a list of five of your strong points. What do you do well?

From the list of workplace skills, make a list of areas you need to improve.