

Connecticut Career Resource Network Update

Small Businesses Hiring College Grads


“Herman Trend Alert” - October 6, 2004 www.HermanGroup.com

Over the years, research has proven that the greatest growth in the economy, including hiring, comes from small business rather than large organizations. As small and medium-size businesses grow in response to demand generated by an expanding economy, they will need more talented and energetic people to join their teams. The nature of the work in a small business, different than a large corporation, is that each employee must be more versatile, collaborative, multi-talented, and skilled at multi-tasking. Creativity and entrepreneurship is valued among these workers who are expected to take initiative and actively engage their colleagues in stimulating thought and high performance. The type of



THINK SMALL!!
Job search small businesses
as potential employers.

employee needed by a growing small company is a *make-things-happen* individual who is fresh, open, and *eager-to-learn*. Workers who come from other employers, particularly those where they have learned bad habits of conformity or marginal productivity, do not perform well in the environment of a smaller organization that is more dependent on the strong contribution of each member of the employee team. To thrive in the environment of opportunity that is emerging in our society, smaller employers will be looking for recent college graduates that are flexible and adaptable, yet educated and trained to get things done. These working young

men and women will bring a substantial base of knowledge, experience in working with others, and a desire to make a mark for themselves as quickly as they can. They will be looking for opportunities to jump-start their careers, to get on a fast track to higher achievement and greater potential. And, to the benefit of entrepreneurial small business owners, these young people will not be burdened by a that-will-not-work attitude. Nothing is impossible in their minds, which is exactly what small business leaders need to grow and respond to rapidly changing customer expectations and market conditions. As they discover this source of the people they need, more small businesses will recruit on college campuses. This experience will be new for them and new for the career counselors accustomed to courting larger employers with college recruiting departments. 

CCRN

Department of Labor
Office of Research

WINTER 2004–2005

CT Economic Data November 2004

Total nonfarm employment increased by 6,100 during the past 12 months.

The unemployment rate fell 0.7% from a year ago (5.4% to 4.7%).

Personal income for first quarter 2005 is forecasted to increase 4.0% from a year earlier.

Net business formation, as measured by starts minus stops registered with the Secretary of the State, was up 21.5% to 18,637 from November 2003.

The production worker hourly earnings rose \$0.77 or 4.3% over the past year.

CREATING FUTURES—Change, Choice and Challenge


Water's Edge Resort and Spa Westbrook, CT Friday—May 13, 2005

SAVE THE DATE and come join us down by the shore for the *CT Learns and Works 2005 Annual Spring Conference*, beginning at 8:15 a.m. (registration at 7:30 a.m.) and ending at 3:00 p.m.

The Keynote Speaker will be Cindy White, Professor of Communication at Central Connecticut State University. She will be discussing cultural diversity and communication in the workplace. One of the featured speakers will be Valmarie Rhoden, from an award-winning magnet school in Miami, Florida. She will be presenting a workshop on Best Practices in Urban Education.

Additional tentative workshop speakers and topics include: Kathy Kriskey, Career Coach; Workplace Safety Issues for Youth; the Adult Journey: Options for Seniors; promoting a healthy and happy workplace; community service as a prerequisite to graduation from school; and career portfolios presented by Mark Danaher, Manchester High School.

The CT Department of Labor's Career Express Bus will be available all day for tours. This is a mobile Career Center, with state-of-the-art telecommunications equipment, high-speed Internet access, computer workstations, and an on-board conference area. The Career Express can provide career assistance to students, job seekers, employers and community groups wherever needed in Connecticut.

Go to www.ctlearnsandworks.org for more information and to submit your name and address to be added to the conference's mailing list. People who are on the conference's mailing list or on the CCRN Update newsletter mailing list will automatically receive the formal conference announcement. Registration for the conference will also be available online. We hope to see you there! 



CAREER PATHS

Whether you're just starting high school, or you're reaching for your diploma, NOW is the best time to find out what is out there and what it takes to succeed.

BIOTECHNOLOGY

You tried your parents' patience with all of the 'experiments' that went awry.

You've never been able to decide which you like more: biology or chemistry.

You want to use state-of-the-art laser microscopes and virtual reality equipment.

Just imagine: The biggest breakthrough in science since the polio vaccine has just been announced. After long hours, working steadily but surely, you can say:

"They found a cure and I was part of it."

What You Can Earn in Biotechnology...

Job Title	Job Growth	Salary
Medical+ Clinical Lab Technicians	10-20% average	\$14.24
Medical+ Clinical Lab Technologists	10-20% average	\$20.98
Biochemists+ Biophysicists	21-35% faster than average	\$29.95

HEALTHCARE

Your must-see TV includes all of the hospital shows.

You aspire to make people's lives healthier and happier.

When perusing the magazine aisle, you reach for health and fitness magazines.

Just imagine: Working with cutting edge technology and the latest scientific advancements. After an intense day in the emergency room, your ride home flies by as you think:

"I helped save a life today."

What You Can Earn in Healthcare...

Job Title	Job Growth	Salary
Registered Nurses	21-35% faster than average	\$23.82
Home Health Aides	36% or more much faster than average	\$8.77
Pharmacists	21-35% faster than average	\$38.72

INFORMATION TECHNOLOGY

You're *always* the first person to warn everybody about the latest email virus.

Friends' research papers have been rescued in the wee hours of the morning thanks to your handwork with the computer glitches.

Just imagine: A new virus has broken loose, wreaking havoc across the world, and businesses are counting on their security units to do something about it. Your team comes up with the solution. It all seems a bit surreal, but:

"You just saved the company from a breakdown."

What You Can Earn in Info. Technology...

Job Title	Job Growth	Salary
Computer Systems Analysts	36% or more much faster than avg	\$30.85
Computer + Information Systems Managers	36% or more much faster than average	\$69.89
Desktop Publishers	21-35% faster than average	\$25.26

FINANCIAL SERVICES

You ENJOY math homework!

You insist on being the banker in board games. And you manage to acquire the most money every time. You don't think saving money is a drag. You've been managing your budget since your first allowance.

Just imagine: You've helped people manage their finances through stock market scares and recession worries. The day comes when you realize:

"I enjoy helping people live their dream."

What You Can Earn in Financial Services...

Job Title	Job Growth	Salary
Accountants+ Auditors	10-20% average	\$26.65
Bookkeeping Accounting and Auditing Clerks	less than 10% slower than average	\$13.93
Tax Preparers	21-35% faster than average	\$15.69

HOSPITALITY

You have impeccable manners and you're proud of it!

You enjoy chatting with people from all over the state, the country, even the world.

For you, food isn't just a hobby; it's an art. You want to be the next celebrity chef.

Just imagine: The most popular hotel in town isn't your vacation destination, it's your place of work. And you manage it. In other words, your boss can count on you to:

"Make that VIP guest happy and comfortable."

What You Can Earn in Hospitality...

Job Title	Job Growth	Salary
Waiters+ Waitresses	10-20% average	\$6.78
Restaurant Cooks	10-20% average	\$9.26
Hotel, Motel+ Resort Desk Clerks	21-35% faster than average	\$8.39

CONSTRUCTION

The fascinations of your childhood can come to life.

You have the opportunity to design, create, and build a lasting legacy.

And while you're having fun, you also get paid a great salary!

Just imagine: You're working on an exciting construction project. How impressive will it sound when you can point out to all your friends one day:

"Yeah, I built that."

What You Can Earn in Construction...

Job Title	Job Growth	Salary
Heating A/C, Refrigeration Mechanics+ Installers	21-35% faster than average	\$14.39
Electricians	21-35% faster than average	\$21.20
Construction Managers	10-20% average	\$35.96

Source: www.careerjourneys.gov; Bureau of Labor Statistics 2003 U.S. median hourly wages and 2002-2012 employment projection series. Go to www.ctdol.state.us/lmi for CT employment & wage data.

U.S. Department of Labor—Bureau of Labor Statistics
Occupational Outlook Quarterly Online 'Grab-Bag' - Fall 2004
www.bls.gov



Millions of students rely on scholarships and other financial aid to help fund their education. But some offers of funding—or services to locate funding—are scams designed to take your money rather than to help you find it. Research and resources from the Federal Trade Commission (FTC) and the U.S. Department of Education can help you spot the frauds. According to the FTC, websites and emails promoting scholarship searches remain major sources of deception. For the past few years, though, consulting services—such as phony financial-aid seminars—have sparked the most complaints. To avoid the crooks, be wary of offers that request financial information or upfront payment, give guarantees, or claim that you are a finalist or have been ‘selected’ for a scholarship. Where can you get legitimate help? An abundance of free materials, much of it in both Spanish and English, is available from several Federal agencies. For example, at no charge, the U.S. Department of Education provides information on financial aid and on free scholarship searches. Call the Education Publications Center toll-free, 1-877-4-ED-PUBS (433-7827); write ED PUBS, P.O. Box 1398, Jessup, MD 20794-1398, or check out the student-aid page online at www.studentaid.ed.gov. For information or if you have any questions about student financial aid, contact the CT Education & Employment Information Center (EEIC) at 800-842-0229, or email them at www.ctde.org/eic. Other places to look for financial-aid and scholarship sources are school guidance offices and public libraries that have scholarship directories.




College students, there's a sure-fire way to improve your chances of having a job at graduation: get your foot in the office door while you're still in school. Often when hiring new college grads, employers look first to their interns.

In fact, according to a 2004 National Association of Colleges and Employers survey, internship programs are the most effective recruiting method that employers have. Cooperative assignments, or ‘co-ops’ (long-term work assignments) interspersed with college attendance—ranked a close second as a means of recruitment. The prospect of a job offer isn't the only reason to get in on these programs, however. Internships and co-ops provide valuable experience to strengthen a resume, bolster confidence, and help students to determine the types of work that they might like to do. Finding and applying for an internship or co-op takes a little work, but the effort is rarely wasted. Researching and communicating with potential employers, completing applications, and creating resumes and cover letters are excellent ways to practice for a full-fledged job search. To learn more about internship or co-op programs in your area of study, talk to your academic advisor. Many departments keep listings of available opportunities. Your school's career services office and library may also be good starting points for gathering information. For more information about the National Association of Colleges and Employers (NACE) or its 2004 Job Outlook Survey, call toll-free, 1-800-544-5272, or visit the NACE website at www.naceweb.org.



Would-be mathematicians, engineers, and accountants usually take advanced math in high school. But so do many aspiring librarians, writers, and anyone else who wants to earn a college degree. In part, that's because people who take advanced math in high school are more likely to complete a college degree, according to data from the National Center for Education Statistics. The data show that over 60 percent of students who took a trigonometry, pre-calculus, or calculus class in high school earned a bachelor's or higher degree. Even finishing lower levels of high school math increased students' odds of earning a degree, however—and the odds increased with each additional math class completed. For example, students who took high school math through Algebra 1 earned college

degrees 10 percent of the time, more than twice the rate of those who didn't take algebra. Taking geometry in high school more than doubled the degree-completion rate (22 percent), and students whose highest math class was Algebra 2 nearly doubled that rate (40 percent). Taking trigonometry raised the degree-completion rate to 62 percent. Notwithstanding, most students who studied calculus in high school went on to complete a bachelor's or higher degree. Students who stopped at pre-calculus earned college degrees 75 percent of the time; those who continued taking math through calculus had an 83 percent completion rate. Data are from a September 2003 report, “Postsecondary Attainment, Attendance, Curriculum, and Performance.” The report examines the high school and post-high school transcripts for a group of 1992 high school graduates who attended postsecondary institutions between 1992 and 2000. For more information, write the National Center for Education Statistics, 1990 KSt. NW, Washington, DC 20006. Or call toll-free, 1-877-4-ED-PUBS (433-7827).



CCRN's WEB GEM
www.collegejournal.com is a valuable site for undergraduate, graduate, and any career seeker looking for job-search and career-guidance information. Content comes from the powerful editorial resources of The Wall Street Journal and the website's editorial team. Content is updated daily and includes news, features and trends that will help you land a job or internship, as well as launch your career and grow it successfully. CollegeJournal.com works with top companies of all sizes to offer a searchable database of more than 30,000 career and internship opportunities that's updated daily. Additional features include salary information and negotiation tips for dozens of professions, career path counseling, job-search guidance tools and tips, career management information, financial aid, money management and related information. Use the website's free online ‘Résumé Builder’ to create a full resume in a variety of formats; take the online admissions essay course and gain an extra edge in the competitive college application process; or do a scholarship search among more than 8,000 funding sources to help pay for your education.

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“Character cannot be developed in ease and quiet. Only through experience and suffering can the soul be strengthened, ambition inspired, and success achieved.”

~ Helen Keller

You're A What ?

Dog Walker

Most dog-walking services are geared toward people who are gone for long periods during the workweek. Dog walker Cynthia Elkey says such services are especially helpful for those who have puppies or older dogs that need to go outside more often, as well as for those who have high-energy dogs. For Cynthia, this occupation allows her to earn money doing what she enjoys: being outdoors, getting exercise and caring for dogs. It also capitalizes on other strengths she has. “When I heard about this occupation, I thought it’d be perfect for me,” Cynthia says. “I’m very detail-oriented, self-motivated, like to work unsupervised, and can follow a schedule.” Cynthia typically begins her work in mid-morning or early afternoon, driving to her clients’ homes. She takes each dog for a 15-30 minute walk around the neighborhood and then brings the dog back to its home. Before moving on to her next client, she always makes sure that the dog has plenty of fresh water. “It’s a very physical job,” she says. “We’re outside a lot—in all kinds of weather.” And walking dogs, especially large or headstrong ones, can be challenging in any conditions. As an occupation, dog walking varies significantly in the details. Some dog walkers, particularly those in large urban areas, walk more than one dog at a time. The terrain and duration of the walks can range from a brief, leisurely stroll on city sidewalks to long, brisk hikes through rural parks

Furthermore, some dog walkers work independently; others have helpers or work as part of a team. Cynthia is part of the latter group; she hires other dog walkers to help her respond to a growing clientele. She and her assistants work Monday through Friday, each of them walking two to six dogs every day. As business manager, Cynthia establishes territories and arranges her teams so that each dog walker works in one area, usually close to his/her home. “You wear a lot of hats with this business,” she says. Cynthia also is responsible for advertising and marketing to attract new clients, hiring and managing employees, and doing administrative tasks such as billing clients, paying workers, and preparing taxes. In addition she holds monthly employee meetings to discuss dog health and behavioral issues. Another part of Cynthia’s job is to train her assistants. Training may include instruction on basic dog-walking techniques. The Bureau of Labor Statistics (BLS) doesn’t collect data specifically for dog walkers. Cynthia estimates that most dog walkers make about \$10 to \$15 an hour; with business owners earning more. But it’s hard to make walking dogs a full-time career. “It’s an ideal job for people who want to work part-time during the middle of the day,” she says, adding that many of her employees are



homemakers, retirees, or self-employed people. Cynthia, like many dog walkers, entered the occupation informally. In the mid-1980s, a friend asked Cynthia if she would be interested in walking her dog in the afternoons. Cynthia’s schedule allowed her to be home during the day, so the arrangement worked well. And the experience helped her realize the potential for making a living by walking dogs. Before embarking on any new career, of course people should do their research, says Cynthia. Occupational research should include learning and reading as much as possible about dogs, especially their behavior and body language. The details of creating a business requires research too, beyond learning the basics, such as how to set up a spreadsheet to track income and expenses. Some dog walkers may be required to have a business license, for example, and many opt to become insured and bonded as a safeguard for both themselves and their clients. Cynthia recommends contacting local jurisdictions for specific requirements. National and international associations also can provide valuable information, she says, especially for those who are just starting out. But some of what prospective dog walkers need to succeed comes from neither research nor instruction. “It takes a special person,” says Cynthia. “A good dog walker has patience, love and empathy for dogs.”

Excerpt from an article by Elka Jones, contributing editor to the Bureau of Labor Statistics, *Occupational Outlook Quarterly* (Summer 2004)