

Careers in the Digital Age

- 1.1 Thriving with Technology
- 1.2 The Job Market
- 1.3 Career Management

Lesson 1.1

Thriving with Technology

Learning Objectives

LO 1-1 Explain how technology affects consumers in their personal lives and careers.

LO 1-2 List ways you can protect yourself as change creates benefits and threats.

Living in the Digital Era

- Technology has changed every aspect of our lives: work, play, communication, and learning.
 - Internet
 - Social media
 - Using technology to collect consumer data
 - Data mining and warehousing
 - Protecting your identity
 - Guarding your privacy

Coping with Change

- Stay informed.
- Be a **lifelong learner**—someone who actively seeks new knowledge, skills, and experiences that will add to professional and personal growth throughout life.
- Take classes to stay current.
 - **Upgrading**—advancing to a higher level of skill to increase your usefulness to an employer.
 - **Retraining**—learning new and different skills so that you can retain the same level of employability.

Complete a Self-Assessment

- Think about what you like doing, what you do well, and what skills and knowledge you want to enhance.
- **Self-assessment inventory** lists your strong and weak points along with plans for improvement as you prepare for a career.

Self-Assessment Inventory

Strengths	Weaknesses	Plan of Action
<i>Education:</i> High school diploma, including business courses	<i>Education:</i> Weak in basic math skills; need to learn more software packages such as Excel	Take extra classes in algebra; learn Excel and other software
<i>Experience:</i> Internship in office—part-time summer job as administrative assistant; volunteer at church	<i>Experience:</i> Need experience using database programs	Look for part-time job that involves using database applications; take an online course in Access
<i>Aptitudes and Abilities:</i> Good hand-eye coordination; work well with people	<i>Aptitudes and Abilities:</i> Poor public speaker	Practice speaking in small groups; lead a class at church; attend more social functions
<i>Appearance:</i> Neat and clean	<i>Appearance:</i> Need more professional work clothes	Start buying clothes appropriate for work

Lesson 1.2

The Job Market

Learning Objectives

LO 2-1 Discuss how technology affects career planning.

LO 2-2 Prepare job application tools and describe how to successfully apply for a job.

Explore Career Opportunities

Using Three Federal Government Publications

1. *Dictionary of Occupational Titles (DOT)*
2. *Occupational Outlook Handbook (OOH)*
3. *Monthly Labor Review*

DOT Assignment

■ Purpose

- Find Title & Definition of 3 careers
 - Directions on web page

[DOT Assignment](#)

■ How???? Go to the:

- *Dictionary of Occupational Titles*
 - <https://www.oalj.dol.gov/LIB/DOT.HTM>
 - Use alpha listing
 - Copy & Paste to word
 - Save & Upload
 - Sample of Complete Assignment: [DOT](#)

John Holland Code....

What personality types are inside of you?

- Realistic
- Investigative
- Artistic
- Social
- Enterprising
- Conventional

Career Research.....

Positive features of a job

Income – What you earn \$\$\$

Salary - the amount of monthly or annual pay that you will earn for your labor.

Wages – hourly

Benefits are company-provided supplements to salary

sick pay

vacation time

profit-sharing plans

health insurance

Opportunity for promotion is the ability to advance to different positions

Greater responsibility

Higher pay

Self image

Negatives of a job

- **Employee expenses** include any costs of working paid by the employee that are not reimbursed by the employer.
 - Examples include the costs of parking and transportation, such as gasoline or bus fare.
 - The cost of these expenses can make a job less attractive.
- **Work characteristics** are the daily activities of the job and the environment in which they must be performed.
 - Examples include working indoors versus outdoors, working alone versus working on a team, and having a high or low degree of stress.
 - Some work characteristics can make a job less attractive to some workers.

Job Analysis

- ❑ A **job analysis** is an evaluation of the positive and negative attributes of a given type of work.
- ❑ A job analysis can help you identify types of work that would be a good fit for you.
- ❑ [Job Analysis Form](#)
- ❑ John Holland Interest Code

Assignments You've Done So Far.....

1. Survey
2. Pre-Test
3. Career Essay
4. 1.3 Self-Assessment
5. Bell Quiz - 2
6. DOT
7. John Holland Code
8. JOB ANALYSIS

List of References

- Use the same heading as you used on your Resume, Cover Letter, Thank You Letter:
 - Name
 - Address
 - Phone #
 - Email address
- List at least three people but not more than five
 - One can be simply a “character reference”
 - The others should be work or school related
- At the bottom list your high school name, address, & phone #
 - Graduation: May 2016
 - Wasilla High School
 - 701 E. Bogard Rd
 - Wasilla, AK 99654
 - (907) 352-8200

List of References (cont.)

- DO NOT USE
 - FAMILY MEMBERS (unless professional work relationship also)
 - SAME AGE FRIENDS
 - ANYONE UNDER THE AGE OF 21.

- DO USE
 - Teachers
 - Counselors
 - Former Employers are GREAT.
 - High School Administrators
 - Parent's of close friends – usually a “character” reference.
 - Coaches/Sponsors/Advisors

- People you have known for at least a year

- Sample Reference:
 - Ed Marman, School Counselor
 - Wasilla High School
 - 701 E. Bogard Rd.
 - Wasilla, AK 99654
 - (907) 352-8241
 - ed.marman@matsuk12.us

Sample Reference List

Jeanette Perdue
701 E. Bogard Rd.
Wasilla, AK 99654-9511
(907) 352-8245
jeanette.perdue@matsuk12.us

Pat Gakin, Counselor
Wasilla High School
701 E. Bogard Rd.
Wasilla, AK 99654

(907) 352-8243
pat.gakin@matsuk12.us

Jay Page, Vice President
First National Bank Anchorage
1234 W. 76th Ave.
Anchorage, AK 99502

(907) 357-2222
jpage@fmbalaska.com

Dwight Probasco, Principal
Wasilla High School
701 E. Bogard Rd.
Wasilla, AK 99654
dwight.probasco@matsuk12.us

(907) 352-8213

High School Attended
Wasilla High School
(Fall 2011 – Spring 2015)
701 E. Bogard Rd.
Wasilla, AK 99654
(907) 352-8200

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Filling Out A Job Application

- Take all information with you that you will need to fill out the form
 - Phone #
 - Employer's names & addresses
 - Dates of employment
- Proofread, Proofread, Proofread
- Do not have to give SS# unless you are hired
- Employers cannot ask your ethnicity, exact age, disability details, marital status

Filling Out A Job Application

- Print Neatly
- Blue or Black Ink (no skipping or blotting)
- Keep responses in space provided
- Fill in ALL blanks (N/A or a line)
 - Tells employer you did not skip or rush by the question.
- Be Truthful
- Do not abbreviate

State of Alaska Job Application

- Go to www.jobs.alaska.gov
 1. ON LEFT - [Job Seeker Resources](#)
 2. ON RIGHT – UNDER “OTHER RESOURCES” – **Employment Application (Word)**
 3. Download Job Application, Save As: First Last Generic Job App in your Personal Finance Folder
 4. Fill in Job App, SAVE
 5. Print & hand in
 6. Go Find a job!



Resumes

Look over the several
samples on my web
page

Parts of the Resume

- Personal information - Heading
- Career objective – Can leave off!
- Education – Special Course Work
- Work experience
- Activities & Achievements
- Additional qualifications/Profile
- Interest/Hobbies
- References

General Guidelines for a Resume

- Keep resume to one page.
- Include all information pertinent to job for which you are applying.
- Choose a format that is attractive, professional looking, and easy to read-make it look good.
- Proofread carefully.
- Use a high-resolution printer and good quality paper.
- Employers will look @ a resume for about 10-20 seconds.
- The Objective can be left off if you cannot come up with a good AND appropriate one!

General Guidelines for a Resume, Continued

- Never use the word “I”
- A resume is a “Fact Sheet” about yourself.
- Put at the top the most important thing – “What do you want them to see about you?”
- They are not sentences, do not use periods at the end of each one!
- Be creative BUT NEVER LIE.
- Why should everyone volunteer – it shows interest & responsibility.

General Guidelines for a Resume, Continued.....

- Do not “decorate” your resume w/graphics & special fonts.
- If your GPA is below a 3, DO NOT list it.
- What type of activities are considered volunteer & community service:
more than you think!
- Never go below a size 10 font!
- Do not keep changing fonts.
- Do not be overly creative!
- Always on one page.

Letter of Application

- Be specific.
- Be direct.
- Be Interesting

Paragraph #1: Identify Purpose – “why you are writing to them”

Paragraph #2: Why you are a good choice for this job.

Paragraph #3: Ask for interview – be assertive – give contact info.

Letter of Application - continued

- Easy to read font
- Plain, 8 1/2 x 11 paper
- Block or Modified Block – not a mixture!
- Always use size 12

Letters of Reference

(Recommendation)

- Ask someone who can attest to your character, abilities, and experience.
- Provide a copy of your resume when you request a letter of reference.
- Give them a reasonable timeline!
- Make photocopies of letters of reference and keep originals.
- Ask for multiple original copies

Reference Letter

- A **reference letter** is a statement attesting to your character, abilities, and experience, written by someone who can be relied upon to give a sincere report.
- The letter should be on company letterhead.
- When you receive a reference letter, make copies to give to potential employers
- Keep the original for your files because you may need to make additional copies for other job applications.

Preparing for the Job Interview

- Learn about the company.
- Be prepared to answer questions.
- Be prepared to ask questions.

Making a Good First Impression

- Arrive on time.
- Dress appropriately.
- Go alone.
- Be prepared.
- Appear poised and self-confident.
- Be courteous.
- Think before you answer each question.
- Emphasize strong points.
- Be enthusiastic.

The Follow-up

- **Follow-up** is contact with the employer after the interview but before hiring occurs.
 - Thank-you letter:
 - shows appreciation to the employer for taking time to speak with you.
 - brings you to the forefront of the interviewer's mind, providing a reminder of your qualifications and interest.
 - Other Forms of Follow-Up:
 - Stop by to check the status of your application.
 - Call about the status of your application
 - Send an e-mail similar to a thank-you letter.

Thank You Letter

- Shows appreciation to the employer for taking time to speak with you.
- Brings you to the forefront of the interviewer's mind, providing a reminder of your qualifications and interest.
- Remind the interviewer of how great your interview was.
- Remind interviewer of your interest in the job.
- Express your eagerness to hear from the interviewer.
- Keep letter short and to the point.
- Make sure the letter is error-free.

Lesson 1.3

Career Management

Learning Objectives

LO 3-1 Describe effective career planning techniques for an employee.

LO 3-2 Discuss the importance of career planning for self-employment.

Employee Career Planning

- The steps in career planning include:
 - self-analysis (wants and needs)
 - research (find careers that best fit your skills)
 - a plan of action (seek experience)
 - periodic re-evaluation (think about your current and future career goals)

The Importance of Goals

- A **goal** is a desired end toward which efforts are directed.
- Goals provide a sense of direction and purpose in life.
 - **Short-term**—expect to reach in a few days or weeks.
 - **Intermediate**—wish to accomplish in the next few months or years.
 - **Long-term**—achieve in 5 to 10 years or longer.

The Roles of Experience and Education

- **Experience** is the knowledge and skills acquired from working in a career field.
- As your level of **education** increases, your earnings likely increase with it.

The Need for Plan B

- Many people find it to their advantage to be prepared for the worst while they are hoping for the best, since job security is a thing of the past in many jobs and industries.
- Plan B options:
 - Get a part-time job.
 - Polish a hobby.
 - Develop networking contacts.
 - Learn new skills.
 - Be aware.

Self-Employment

- An **entrepreneur** is someone who organizes, manages, and assumes the ownership risks of being self-employed in a new business.
 - Challenging
 - Rewarding

Advantages of Self-Employment

- Make the decisions.
- Be your own boss.
- Feel in control of your own future.
- Keep the profits.

Disadvantages of Self-Employment

- If business fails: Large investment lost
- Difficult to get credit or credit is more expensive
- Long hours in the start-up and money is tight because most of the profits go back into the business

Types of Small Businesses

- Opportunities for business ownership
 - A **side business** or secondary occupation, while also working full time for an employer
 - A **lifestyle business**: one that provides a good income for the owner and allows him or her more freedom to meet personal needs.
 - A **venture business**: one that continues to grow and will eventually become a large corporation

Getting Started in Business

- Certain cultures seem to encourage entrepreneurship more than others.
- A good place to start is to talk with advisers at a Small Business Development Center (SBDC).
- Another good resource is SCORE, which offers free business mentoring services from both active and retired business executives from a wide array of backgrounds.

The Business Plan

- A **business plan** is a formal document that outlines the path a business intends to take to earn and grow revenues. It includes:
 - Executive Summary
 - Company Description
 - Market Analysis
 - Organization and Management
 - Service or Product List
 - Marketing and Sales
 - Funding Request
 - Financial Projections
 - Appendix

Is Entrepreneurship Right for You?

- Your answers to the following questions will give you a better idea of whether you should consider self-employment.
 - *Are you self-motivated?*
 - *Do you like people?*
 - *Are you a leader?*
 - *Do you take responsibility?*
 - *Are you organized?*
 - *Do you work hard?*
 - *Do you make decisions easily and quickly?*
 - *Are you trustworthy?*
 - *Are you persistent?*
 - *Do you keep good records?*