



THE CAREER CHRONICLE

Grossmont College Career Center / Student Employment Services

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OCCUPATIONAL OUTLOOK 2014



2014 WORKFORCE, STEADY TREND UPWARD!

San Diego County Employers will continue to add workers at a slow but constant rate throughout 2014.

Job seekers should note the following Advice:

Find out prior to the interview, the skills and educational background required by employers and use examples to illustrate these. Skills, training and experience are important, however, employers are demanding that job seekers use industry jargon or "Key Word" nouns, in the context of the industry or occupation for which they are applying.

Be flexible in a dynamic work environment. Employers are looking for workers who are willing to adapt and take on new responsibilities and challenges.

Keep skills current. Technology changes at a rapid pace. As one employer stated: "Take advantage of the many courses the community colleges offer to upgrade your skills".

Refine attitude and soft skills. Employers across all industries are willing to train for technical skills, but **will not** tolerate deficiencies in communication, problem solving, and work ethic.

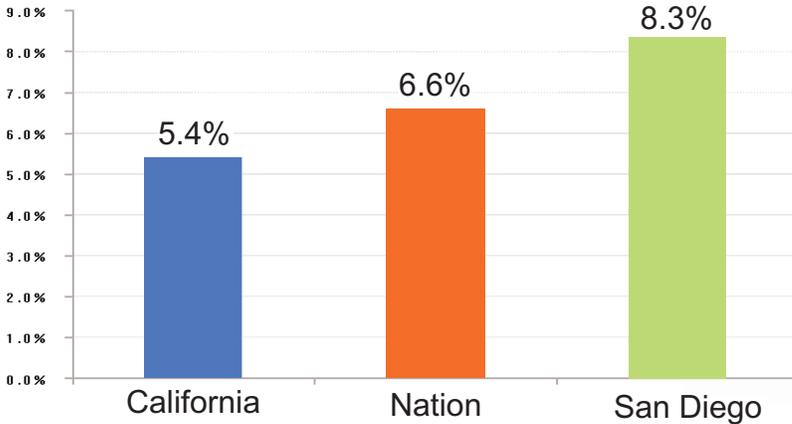
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STEM * Job Growth Rate 2012-2018



Source: San Diego Workforce Partnership 2014

The job market is recovering and “This is the best news we’ve seen in a long time,” says Tom Becker, Manpower’s Vice President of Recruiting for North America. The 13% net outlook is two points higher than it was a year ago. The percentage of employers who said they wanted to boost their staffs climbed by 2%. The number who plan to cut their staff is a low 4%.

Source: Forbes 2014

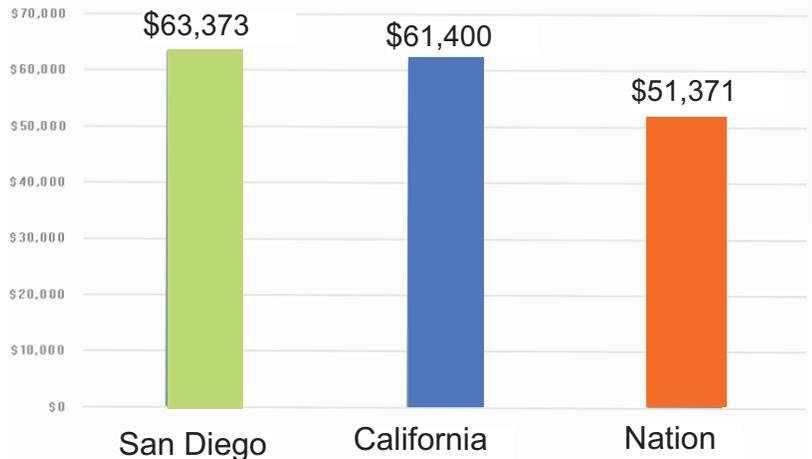
“Although we expect measured, stable growth in new hiring for the coming year, the good news is that employers anticipate the lowest rate of workforce reductions in nearly four decades,” said ManpowerGroup President, Jonas Prising.

What should job-seekers expect for the future?

Hwang predicts that demand will remain strong for IT positions, for call center work, and for jobs in the light industrial sector. “Overall though, the picture is very positive,” she says. “I’d say there is cautious optimism in employment.”

Source: Forbes 2014

Medium Household Income



Source: U.S. Census Bureau 2014

Top 10 Best Employers for workers over 50!

Introducing the winners of the AARP Best Employers for Workers Over 50 award, co-sponsored by the Society for Human Resource Management, a biennial program that recognizes employers with exemplary practices for recruiting and retaining mature workers.

- | | |
|---|---|
| 1. National Institutes of Health (NIH) | 6. The YMCA of Greater Rochester |
| 2. Scripps Health | 7. West Virginia University |
| 3. Atlantic Health System | 8. Bon Secours Virginia |
| 4. The University of Texas
MD Anderson Cancer Center | 9. National Rural Electric
Cooperative Association |
| 5. Mercy Health System | 10. WellStar Health System |

Source: AARP 2013



How to Make LinkedIn Help You Find A Job

Write a crisp, detailed summary of your career.

Shoot for between 100 and 300 words, and try to tell a compelling story about yourself that includes specifics and quantifiable achievements. Use keywords and phrases that you would find in a job description that would interest you.

Flesh out the experience section.

This is your chance to write an online résumé. Many people only include their current job. Take the time to list the significant jobs that built your career. You don't need to be exhaustive.

List your skills.

Below Experience and Education you'll find "Skills & Expertise." LinkedIn introduced this feature in Feb. 2011, so if you created your profile before then, as I did, you may have never fleshed this out. Take a minimum of 10 minutes and do it. This section offers a shorthand way to tell potential employers what you can do. It also gives your connections the chance to "endorse" you for those skills, an option since Sept. 2012.

Get at least five recommendations.

In brief, they can seem repetitive and gratuitous, but they can also be helpful because not only do they show up on your LinkedIn page, they also appear on the page of the recommendation writer, and his or her connections can all read them. Also, recruiters do read them. Like your career summary, recommendations should include meaty specifics about skills and accomplishments. In the world of LinkedIn, it's acceptable to offer to draft a recommendation for the person you're asking to recommend you.

Add websites that showcase your work.

For a journalist, this is easier than for other types of workers, since their writing gets posted online with ready Web addresses. For a designer or photographer, this is an opportunity to include a link to a personal website that showcases your work. If you're in sales, you can link to customers.

Connect

Connections are the backbone of your LinkedIn profile, and what gives you the strength to network. For instance, if you're interested in working for Company X and you see that one of your connections has a contact there, you can ask your connection to make an introduction for you.

Student Employment Services

HOT JOBS!!

Marketing and Design Intern, – \$8 - 9/hr. (Job #3445471)

Description: An employer in San Diego has an immediate opening for a Marketing & Design Intern who is energetic, creative, and wants hands-on experience in the rapidly-growing recycling and waste to energy industry.

Requirements: Some experience working with Adobe CS5-6 platform (Photoshop, Illustrator, and InDesign). Strong writing skill, ability to write advertising copy and press releases; 2+ years of experience or study in marketing or graphic design-related fields.

English Language Development Assistant/Bilingual Spanish, – \$13.71-16.70/hr. (Job #3438063)

Description: Assist a certificated teacher in providing instruction to individuals or small groups of limited or non-English speaking students in a classroom environment by translating written materials and oral lectures; tutor students in various subjects including math, history, geography, English and others as needed; lead groups in learning activities.

Requirements: Ability to reinforce instruction to individual or small groups of students as directed by the teacher. Read, write, translate and interpret English and a designated second language. Perform a variety of clerical duties in support of classroom activities. Understand and follow oral and written directions. Establish and maintain cooperative and effective working relationships

Field Referee / Safety Monitor, - \$9/hr. (Job #3440539)

Description: looking for Safety Monitors / Field Referees to join our team in San Diego County. The ideal candidates will monitor game play and players on and off the field and enforce the safety rules, perform safety rules debriefing of customers, chronograph paintball markers, and perform good customer service, and other tasks as needed by management.

Requirements: Have a positive and cheerful attitude that will enable you to achieve the highest level of customer service. Have excellent communication skills. Work well in a fast-paced, busy environment and stay calm under pressure. Must be able to use walkie-talkie radio and whistle.

For more information, stop by the Student Employment Services in Building 60 Room 145

“Community colleges play an important role in helping people transition between careers by providing the retooling they need to take on a new career.”

-Barack Obama



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