

LIBERAL ARTS CAREER NEWS

The Career Development Newsletter for the Liberal Arts Professions



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Get 2009 off to a great start with these 6 ideas for a successful job search in 2009.

1. Know what YOU want.

If you don't know what you want to do, you won't be able to convert conversations into opportunities. People won't be really able to help you, regardless of how much they try. And you'll waste time chasing jobs that aren't good fits for you.

Picture this - You meet a potential employer in line at the grocery store or at a networking event. You tell them that you are looking for a job, and they ask, "What are you looking for?"

Right: The focused job seeker replies, "I have [x] years of experience helping companies respond to customer satisfaction problems [or whatever you do], and I'm looking for a job doing [that] for [employer name] in [location]."

Wrong: The desperate or unfocused job seeker replies, "Oh, I could do anything you need in your office (or plant or store)." How can someone reasonably respond to that? A patient person might ask you several questions to draw out what you have done and could possibly do for them. Unfortunately, most people don't have that time or the interest to help you figure it out. In their shoes, you wouldn't be either.



2. Develop your personal list of target employers.

When you look for a job without a list of possible employers you are targeting, you are at the mercy of the jobs you find advertised or stumble over in your networking. You may get lucky and end up with a good employer, and you may not.

If you don't know the best employers, do some research to identify them. Ask friends, colleagues, your network. Study the local newspapers and online news sources.

3. Focus on networking, not on resume distribution.

In 13 years of studying and observing the process of using the Internet to find a job, I've seen that sending out massive quantities of resumes, in response to job postings or, worse, using a resume distribution service, does not work. It may feel productive, but it's not - with very few exceptions.

The data show that fewer than 10% of people find jobs through job boards. People are hired by people they know, so get out there and get known.

- Track down former colleagues and classmates. LinkedIn, Twitter, Facebook, et al, can be good sources of contact information for reconnecting with old friends and making new ones.
- Join a local job search support group. Exchange ideas and information with other people in the same boat and usually get help from a professional at weekly, low-cost meetings.
- Join the local chapter of a national organization that is relevant and appropriate for your target job and where you can meet people who work for your target employers.

4. Increase personal marketing and branding (LinkedIn, VisualCV, ZoomInfo, Ziggs)

If you don't Google yourself regularly, you are at a disadvantage. Potential employers will probably Google you, and if you don't know what they will find, you are defenseless. A strong personal brand will help you stand out as the real you, and help you put your best foot forward.

Further, if you don't have a good LinkedIn Profile, you are at an increasing disadvantage in the job marketplace. In a December 2008 poll of recruiters

by ERE.com (a recruiters' forum), 66% of recruiters plan to use LinkedIn for recruiting in 2009. Can you afford to be invisible for two-thirds of recruiters?

5. Help others with their job search.

As the Beatles told us 30+ years ago, "We get by with a little help from our friends." You don't have to give someone else your hottest lead, unless you decide that it's really not right for you. But, you can help them connect with someone you know who works (or worked) at their target employer, give them help with their resume, a ride to the next job search support group meeting, etc.

Particularly when you are unemployed, helping others can help you feel more useful personally. And it often, but not always, comes back to you. That person you helped with their resume has a neighbor who might be able to help you, and so on.

6. Remember your manners.

Sadly, being polite and using good personal etiquette will help you stand out from the crowd of unknowing or thoughtless people. A thank you note sent to anyone you interview with (including the HR person as well as the hiring manager and any other staff members you met with) will be an important differentiator. According to the experts, fewer than 5% of people do send out thank you notes, so you can see how much it will stand out.

And, strangely, one of the most effective thank you notes you can send is a thank you note after you've received the thanks-but-no-thanks rejection letter.

■

Joyce, Susan P., Job-Hunt.org. Excerpted with permission. Visit the whole article at <http://www.job-hunt.org/onlinejobsearchguide/2009-new-years-job-search-resolutions.shtml>.

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WHAT IS YOUR JOB IDENTITY PERCENTAGE?

If you had to assign a percentage or scale of how much your career is attached to your self-identity, what number would you give it? Or let me put it this way. If you were fired or laid off tomorrow, would you be relieved or sink into a deep depression?

People choose careers for a multitude of reasons. Some pick them solely for the money, some for the intrinsic satisfaction, and others work to keep busy. But regardless of which category you fit in, a part of you is wrapped up in the idea of your career.

Leave out the fact that a job is a financial necessity or that it provides financial security. So I ask again - if you lost your job, which of these best describes how you would feel? Remember: Pretend money is NOT a factor.

#1 (5-15% of self identity): Could care less. If you woke up tomorrow and got laid off you would simply walk over to the competitor and get a job there without a second glance back.

#2 (15-30% of self identity): Mild annoyance or irritation would be the only emotions elicited if the job was no longer there, and simply because it will require some change and effort on your part. No sleepless nights ensued.

#3 (30-50% of self identity): This loss would hit hard. Moderate therapy (shopping, anyone?!), an overindulgent night out at the bar, or emotional eating would result after this letdown.

#4 (50-75% of self identity): Your friends and family would notice considerable differences in your demeanor and mood. Feelings of helplessness and confusion would filter in after losing your job.

#5 (75-100% of self identity): Total and complete devastation. Your world just ended, and not because of financial reasons. This job was the reason you got up in the morning.

Unemployment and layoffs are an unfortunate reality of the economy we live in. As many people are facing that as a possibility. It's a good idea to have a realistic perception and understanding of how important your career is to your self-identity. And more than that, it is good to have a reality check. Often times we get wrapped up in our careers simply because it is where we spend the majority of our time - not because it is our passion or what drives us.

So what is your job identity percentage? And do you feel that it is at a healthy level of attachment?



Kleinman, Lauren. Reprinted with permission from Jobacle.com. Visit the article online at <http://www.jobacle.com/blog/2008/12/10/what-is-your-job-identity-percentage.html>.

A LITTLE LEVITY

“The first step towards getting somewhere is to decide that you are not going to stay where you are.”
-- John Pierpont Morgan--



THE TOP 100 MOST ETHICAL COMPANIES

Want to be sure that your conscience will approve of your employer? Ethisphere.com recently released its annual list of the world's most ethical companies, based on seven categories of criteria that proved their use of "ethical leadership as a purposeful method to drive profits." While they are listed in no particular order, here are some who made the grade:

Banking: HSBC Bank, Rabobank, Standard Chartered Bank, Westpac Banking Corporation

Agriculture: Dole Food Company

Business Services: Accenture Ltd., Manpower, Noblis Inc., Paychex, Pitney Bowes

Apparel: Nike, Patagonia, Timberland

Automotive: BMW, Cummins Inc., Honda Motor Company, Johnson Controls

Computer Hardware: Cisco Systems, Sun Microsystems, Xerox Corporation

Computer Software: Oracle Corporation, Salesforce.com, Symantec Corporation

Consumer Products: Aveda Corporation, Henkel AG, Kao Corp., S.C. Johnson & Son, Unilever, Whirlpool Corporation

Diversified Industries: General Electric, Smiths Group

Financial Services: American Express, NYSE Euronext, Principal Financial Group, The Hartford Financial Services Group

Food & Beverage: General Mills, Kellogg Company, PepsiCo, Stonyfield Farm

Industrial Mfg: Caterpillar, Deere & Company

Insurance: AFLAC, Allianz

Internet: Google

Media & Entertainment: Kiplinger, Pearson, Time Warner

Travel & Hospitality: Accor, Marriott Int'l

Restaurants: McDonald's, Starbucks

Retail: Gap, IKEA, Marks & Spencer, Target Corp., Ten Thousand Villages, Trader Joe's

Telecommunication: Avaya, Vodafone Group

Real Estate: Jones Lang LaSalle

Transportation: Nippon Yusen Kaisha, UPS

Press release, June 3, 2008. View the entire piece at <http://ethisphere.com/wme2008/>.

JOB PROFILE

TEACHER ASSISTANTS

Teacher assistants provide instructional and clerical support for classroom teachers, allowing teachers more time for lesson planning and teaching. They support and assist children in learning class material using the teacher's lesson plans, providing students with individualized attention. Teacher assistants also supervise students in the cafeteria, schoolyard, and hallways; they record grades, set up equipment, and help prepare materials for instruction. As schools become more inclusive and integrate special education students into general education classrooms, teacher assistants in both general education and special education classrooms increasingly assist students with disabilities. Teacher assistants also are called teacher aides or instructional aides. While the majority of teacher assistants work in primary and secondary educational settings, others work in preschools and other child care centers. Almost 4 in 10 teacher assistants work part time.

Requirements: Training requirements for teacher assistants vary by State or school district and range from a high school diploma to some college training. Increasingly, employers prefer applicants with some related college coursework. Teacher assistants who work in Title 1 schools—those with a large proportion of students from low-income households—must hold a 2-year or higher degree, have a minimum of 2 years of college, or pass a rigorous State or local assessment. Teacher assistants should enjoy working with children from a wide range of cultural backgrounds and be able to handle classroom situations with fairness and patience. They must demonstrate initiative and a willingness to follow a teacher's directions.

Compensation:

Median annual earnings in May 2006: \$20,740

For More Information Contact:

American Federation of Teachers – www.aft.org

Source: Occupational Outlook Handbook, 2008-09
<http://www.bls.gov/oco/ocos153.htm>



TRANSITIONING FROM STUDENT TO PROFESSIONAL

The move from school to the workplace is one of the most profound transitions life throws at you. All your life you've been asked, "What do you want to be when you grow up?" Well now you are grown up. But if you're like many recent grads, you still don't have a clear answer to the question.

And that's OK. Most people entering the workforce today will start with a two- or three-year series of less-than-ideal jobs. This is the "real-world" education that will teach you the survival skills you'll need to excel in the professional world and help you clarify where you want your career to go.

Here are five tips for making the transition from student to professional go as smoothly as possible.

1. Adjust Your Focus

In school, the focus was on meeting your needs and preferences. You chose your classes, your instructors, your schedule, and the people you spent time with.

At work, you no longer have that level of control. But on the upside, you get a paycheck. And to get a job and succeed in the workplace, you'll need to turn your focus toward the people who sign those paychecks. Think like an employer, and figure out how you can contribute to the organization's business needs. After years of thinking about your own needs, your focus must shift – at least at work – to putting the organization's needs above yours.

2. Work on Your People Skills

"Drama" is often part of the fabric of school life. Tempers flare, competitions arise, and people take sides. That stuff doesn't cut it at work.

Personality clashes among employees are a huge drain on a business because any time spent resolving conflicts cuts into productivity and detracts from the bottom line. Regardless of who's right or wrong, drama in the office reflects poorly on all parties involved.

Any hiring manager will tell you that a person who is likable and pleasant to work with is a more valuable employee than an equally skilled – or even more skilled – individual with a bad attitude.

3. Watch and Learn

Learning is what school is all about. But learning is really what your first couple of jobs should be about as well. Since you're a newcomer to the working world, it's always wise to observe and learn from the more experienced workers. In any workplace, it will soon become apparent who the most respected players are. Model your behavior on those people. Seek their advice. Maybe ask one of them to act as your mentor, one who can help you do your job better and navigate the sometimes treacherous waters of workplace or office politics.

4. Network, Network, Network

As a student, your networking may have been limited to social networking on sites such as MySpace or Facebook. It's time to expand your thinking.

A strong network will help you at every step of your career, but especially at the entry level. A good word from someone who can vouch for your character and work ethic is a lot stronger than a resume that says you excelled in English Literature and were the leading scorer on the lacrosse team. When you're looking for a job, talk to anyone and everyone: family, friends, neighbors, the gas station attendant, your old boss at the pizza shop. You never know who knows someone, who knows someone, who has a job opening. Tell them what kind of job you're seeking and make sure they know how to get in touch with you.

5. Keep Updating Your Resume

Even if you're quite comfortable with your job, it's always good practice to keep your resume up to date. When you land a job, add it to your resume. Then, each time a significant accomplishment or promotion comes your way, you can update it.

A new opportunity can come along at any time and being prepared with an updated resume could put you a step ahead of other qualified candidates. So be sure to keep a record of all the contributions you make and the compliments you earn, saving copies of those that were e-mailed or handwritten. As your accomplishments and accolades build, they can help vault you to your next career challenge.

With your fresh diploma or degree in hand and a head full of knowledge, you probably thought your education was complete. But a successful transition from school to work is a learning process all its own. ■

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JOB PROFILE

TRAINING MANAGERS

Increasingly, management recognizes that training offers a way of developing skills, enhancing productivity and quality of work, and building worker loyalty to the firm. *Training managers* provide worker training either in the classroom or onsite. This includes setting up teaching materials prior to the class, involving the class, and issuing completion certificates at the end of the class. They have the responsibility for the entire learning process, and its environment, to ensure that the course meets its objectives and is measured and evaluated to understand how learning impacts business results. *Training specialists* plan, organize, and direct a wide range of training activities, responding to corporate and worker service requests. They consult with onsite supervisors regarding available performance improvement services and conduct orientation sessions and arrange on-the-job training for new employees.

Requirements:

The educational backgrounds of training managers and specialists vary considerably, reflecting the diversity of duties and levels of responsibility. In filling entry-level jobs, many employers seek college graduates who have majored in human resources, human resources administration, or industrial and labor relations. Other employers look for college graduates with a technical or business background or a well-rounded liberal arts education. As in many other fields, knowledge of computers and information systems also is useful. Training managers and specialists must speak and write effectively. The growing diversity of the workforce requires that they work with or supervise people with various cultural backgrounds, levels of education, and experience.

Compensation: Median earnings as of May 2006 were \$80,250 for Training Managers, and \$47,830 for Training Specialists.

For More Information Contact:

Amer. Society for Training & Development – www.astd.org

Source: Occupational Outlook Handbook, 2008-09
<http://www.bls.gov/oco/cg/cgs021.htm>

WORKPLACE TRENDS

FEDERAL STIMULUS ACT PROVIDES MORE FOR UNEMPLOYED

The House and Senate have approved the final \$787 billion American Recovery and Reinvestment Act that fill gaps in the safety net for millions of unemployed workers. The ARRA will have several major impacts for unemployed workers. It will:

- **Expand & modernize the unemployment system.** Only 37% of unemployed workers currently receive unemployment benefits. The ARRA will provide up to \$7 billion to states to cover more than 500,000 workers not covered under the current system, and set aside \$500 million to help every state address the related administrative demands.
- **Extend & increase unemployment insurance benefits.** An estimated 17.9 million Americans experiencing unemployment in 2009 will receive a \$25/week increase in their UI benefits. The Act will also continue the temporary emergency federal benefits program, previously set to expire in March, through the end of December.
- **Suspend taxation on unemployment benefits.** The ARRA suspends taxation on the first \$2400 in unemployment benefits.
- **Provide a COBRA subsidy to unemployed workers.** The final ARRA includes a 65% subsidy for COBRA premiums so that health care coverage will be more attainable for millions of jobless Americans. An estimated 7 million people will retain health coverage as they look for work with this COBRA subsidy.
- **Waive federal interest on state loans to pay unemployment benefits.** The bill waives the payment of the federal interest that accrues on the federal loans through December 31, 2010.
- **Reauthorize and expand the Trade Adjustment Assistance program.** This important part of the social safety net is designed to help workers who lose their jobs due to trade receive income support and job training after dislocation.

Press release, Feb. 14, 2009. View the entire piece at http://nelp.3cdn.net/8dcff64d1cea59f8b6_9im6bn1qh.pdf.

FAMOUS FIRST JOBS

Waiting for that perfect job to come along before jumping into your working life? Probably not necessary, if the lives of these celebrities are any indication. Once you see how these famous folks got their start, you may think twice about considering a more meager beginning.

Abraham Lincoln started as a dry goods store owner, and failed miserably.

Donald Trump worked for his father collecting rents from unhappy tenants.

Maya Angelou performed in a nightclub in the 1950s.

Sean Connery worked as a bricklayer, a lifeguard and a coffin polisher.

Gerald Ford worked briefly as a model.

Michael Dell washed dishes at a Chinese restaurant.

Sylvester Stallone had an early job cleaning lion cages.

Adolf Hitler had early artistic dreams and was a postcard painter.

Bill Gates was a congressional page at the Washington state Capitol.

Jerry Seinfeld was a telemarketer selling light bulbs.

Madonna worked at Dunkin Donuts.

John F. Kennedy was a ranch hand.

Brad Pitt moved refrigerators.

Rush Limbaugh was a shoe shiner.

Madeleine Albright sold bras in a Denver department store.

CAREER PATH PROFILE

Want to know where your education can lead? This feature traces the career path of a member of society who got his/her start with a liberal arts degree.

ANDREA RICH

Original Degree: B.A. in Communications
 School: UCLA
 Prominent Employer: Los Angeles County Museum of Art
 Former Title: President/CEO/Director

CAREER PATH

ADDITIONAL EDUCATION

- M.A. in Communications, UCLA
 - Ph.D. in Communications, UCLA

WORK EXPERIENCE

- 20+ years as a teacher and administrator, UCLA
 - Executive Vice Chancellor/COO, UCLA, 5 yrs
 - President/CEO, Los Angeles County Museum of Art, 1995-2005
 - Currently a Director at Mattel, Inc. and Douglas Emmet, Inc.

In the preface to an interview with Ms. Rich, the Los Angeles Business Journal explained how her management background overcame her lack of experience in the arts to obtain the high-ranking position:

"When Andrea Rich arrived at the Los Angeles County Museum of Art in 1995, many in L.A.'s arts community were apprehensive. After all, Rich...was virtually unknown among museum curators and directors, who were a bit mystified as to why LACMA's board would select someone without an arts background to run one of the largest collections in the Western United States. LACMA however, decided that the museum didn't need another art expert - it needed a manager, and Rich had a reputation as a good one. The institution had been adrift since the 1992 departure of longtime leader Earl A. "Rusty" Powell, and attendance was down some 40 percent from its 1991 peak. Could an outsider turn LACMA around? The answer appears to be yes". ■

Read the entire interview at:

<http://www.allbusiness.com/north-america/united-states-california-metro-areas/671797-1.html>



GETTING HIRED

INTERVIEWING FOR A JOB OVER A MEAL

As if the job interview process isn't stressful enough, now they say they want to do it over lunch. Ah, yes, but that's what it is all about, isn't it? How better to assess a candidate's social skills and ability to perform under pressure than to invite her to lunch?

Never fear. Handling a job interview over a meal does not have to spell disaster. But it is all about preparation. Just like any other job interview, a job seeker needs to prepare in advance. This means job seekers should:

- *practice job interview techniques*
- *refresh their memory about all their accomplishments for easier recall*
- *dress appropriately for the appointment*
- *be engaged and involved in the entire job interview process*
- *ask appropriate questions*

However, after all the basics are done, here are the five additional things to remember when interviewing for a job over the lunch hour.

Advance reconnaissance. Just to be on the safe side, candidates might want to check out the restaurant in advance or arrive a little early. First, be sure to get directions to the location and determine the parking situation (valet or self-park?) so there's less likelihood of being late. Next find out where the restrooms are (just in case). Finally, preview the menu to decide what might be the best dining option.

Be polite. As in any interview situation, job seekers should always be on their best behavior. If any issues arise (problem with the meal or service), be diplomatic. And be sure to thank the server as well as the interviewer.

Table manners. Now is the time to remember what mama said: no elbows on the table, napkin goes in the lap, and no speaking with a mouth full of food. In addition to this, the cell phone or pager must be turned off.

About the meal. For those who have checked out the menu in advance, this part is easy. Stay away from messy food. Go for something simple. Do not look at this as a freebie and order the most expensive item on the menu, even if it is a favorite. By all means no alcohol or dessert. Looking like an indulgent glutton is not the way to impress. And if this happens to be a group interview, don't start to eat until everyone is served.

Lunch tab. While everyone should always carry a little mad money with them, just in case, the employer always pays for the lunch. They extended the invitation after all. Don't try to be diplomatic and offer to pay – it's inappropriate and could prove embarrassing.

What it all comes down to is that interviewing for a job over lunch has many of the same characteristics as any other interview situation; it's just a matter of politely slipping in responses to questions between mouthfuls. ■

Visit the original article at:
<http://www.employaid.com/articles/articles.asp?ID=18>.

SUGGESTIONS?

We welcome any and all comments,
complaints or compliments. Let us know
what you think at
publisher@graduatejobs.com

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Need more in-depth advice about your career path? Some of these resources may be just the things you're looking for:

How We Decide
By Jonah Lehrer
(2009)

Uses neuroscience to explain why people make the decisions they do. How to blend feeling and reason into the best choices for your future. One possible order source:
http://www.amazon.com/How-We-Decide-Jonah-Lehrer/dp/0618620117/ref=pd_nr_b_2?ie=UTF8&source=books

Outliers: The Story of Success
By Malcolm Gladwell
(2008)

What makes high-achievers different? The author claims that we pay too much attention to what successful people are like, and too little attention to where they are from: that is, their culture, their family, their generation, and the idiosyncratic experiences of their upbringing. One possible order source:
<http://www.buy.com/retail/product.asp?sku=207944930&listingid=35399646&dcaid=17902>

Five Minds for the Future
By Howard Gardner
(2009)

Delineates the kinds of mental abilities ("minds") that will be critical to success in a 21st century landscape of accelerating change and information overload. One possible order source:
http://www.overstock.com/Books-Movies-Music-Games/Five-Minds-for-the-Future/2205461/product.html?cid=123620&fp=F&ci_src=14110944&ci_sku=10470908

Career Match: Connecting Who You Are With What You'll Love to Do
By Shoya Zichy & Ann Bidou
(2007)

Designed to help people discover their ideal work using the author's revealing ten-minute self-assessment. One possible order source:
<http://www.tower.com/career-match-ann-bidou-paperback/wapi/100799323>

Strengths Based Leadership
By Tom Rath
(2009)

The book identifies three keys to being a more effective leader: knowing your strengths and investing in others' strengths, getting people with the right strengths on your team, and understanding and meeting the four basic needs of those who look to you for leadership. One possible order source:
<http://search.barnesandnoble.com/Strengths-Based-Leadership/Tom-Rath/e/9781595620255>

JOB LINES

The Bases Group – Covington, KY
(606) 655-6160 (Business Service)

Boeing Helicopter – Philadelphia, PA
(610) 591-2910 (Aerospace)

City of Virginia Beach – VA
(804) 427-3580, ext. 815

Connecticut Library Association - CT
(203) 889-1200 (Library Science)

Denver Museum of Natural History - CO
(303) 370-6437

E! Entertainment – Los Angeles, CA
(213) 954-2666 (Broadcasting)

Health Science Center – Winnipeg, Manitoba
(204) 787-2007

Intermec Corporation – Seattle, WA
(206) 348-2820 (Computers)

Jack Eckerd Corporation – Largo, FL
(813) 399-6443 (Retail)

Journal Communications – Milwaukee, WI
(414) 224-2696 (Publishing/Printing)

Maryland Casualty Co. – Baltimore, MD
(800) 462-2562

Pearl Harbor Naval Station – Oahu, HI
(808) 471-0850

Tulane University – New Orleans, LA
(504) 865-5627

University of Houston – TX
(713) 221-8609 (Downtown Campus)
(713) 743-5788 (Main Campus)

Weirton Steel Corporation - WV
(304) 797-4668 (Manufacturing)

WEB SITES WE LIKE

AMERICAN INSTITUTE OF BIOLOGICAL SCIENCES

Provides advice on finding a career in the biological sciences, plus classified job listings.

<http://www.aibs.org/careers/>

BIG SHOES NETWORK

A job posting website and resource for work within the fields of advertising, communications, graphic design, marketing, public relations, and web design & development.

<http://bigshoesnetwork.com/>

BLACK CAREER ZONE

Job search, resume advice, and guidance in starting your own business, focused on the black community.

<http://www.blackcareerzone.com/>

BRAZEN CAREERIST

A blog site led by Penelope Trunk, attempting to “find success at the intersection of work and life.”

<http://blog.penelopetrunk.com/>

JOBVERTISE

Post your resume, receive job alerts, and search over 250,000 jobs free.

<http://jobvertise.com/>

KHMER JOBS

Search for jobs in Cambodia and create a CV using an online tool.

<http://khmer-jobs.com/>

LINK UP

A job search engine focused on searching individual company websites, not other mass job boards.

<http://www.linkup.com/>

ODIN JOBS

Uses its own matching technology to find IT jobs for applicants based on qualification, experience and preference.

<http://www.odinjobs.com/>