

CORD

---Collaborative Organizations Responding to Dislocation

July 1, 2010

THE IMPORTANCE OF CAREER TRENDS

When considering a new vocation, interpreting career trends is extremely important. It can reveal not only the current 'hot' jobs but those projected to grow in the future (as well those declining). It is also critical in determining the training you'll need.

Trends are driven by change. Any initiative that can save time, make things easier, faster, cheaper, safer or impact the environment are viewed as positive. This has led to fewer unskilled jobs, with those types of jobs generally moving overseas to countries such as India and China. But skilled trades have a positive outlook.

The types of positions that look good for the future include those that move people or products (delivery), entertainment fields (including computer simulation), healthcare, and marketing jobs. Falling are positions such as retailers (home shopping and internet purchases have eroded this occupation), cashiers (have you checked out Woodman's, where you can check yourself out?), and similar positions.

Increased internet purchasing has created less demand for those offering services between the producer and seller—the middle person—such as auto dealers, sales personnel, travel agents, etc. Those types of positions can still be successful, but they must offer 'above and beyond' services that cannot routinely and generally be completed by the customer alone.

The following jobs, in general (and not listing all), should be 'high demand' over the next decade. They also may be more 'in demand' in one region of the country but not another in some instances:

- **Business**—marketing (especially internet) managers, advertising exec., real estate agent, security/financial service rep.
- **Education**—teachers (and aides), especially math and science, and adult education instructors
- **Entertainment**—technical writer, commercial artists, producers, dancers, directors, actors, content creators, news reporters
- **Health Care**—EMTs, chiropractors, surgeons, RNs, dental hygienists, medical assistants, respiratory therapists, radiologists, CNAs
- **Information Technology (IT)**—computer system analysts & engineers, WEB specialists & developers, network support, Java programmer, IT manager, data base administrator
- **Law Enforcement**—corrections officer, security guard, anti-terrorist specialists, law officers

'Any initiative that can save time, make things easier, faster, cheaper, safer, or impact the environment are viewed as positive.'

(Continued on Page 2)

Inside This Issue

- 1 Career Trends
- 2 Don't Underestimate Importance of Cover Letters
- 3 Wisconsin Job Trends
- 4 Variety of Classes Offered

COVER LETTER CAN 'MAKE OR BREAK' YOU

Many job applicants place their major efforts into their resume, which is certainly not a bad thing, but be sure to not overlook the importance of your cover letter. An effective cover letter can get you into the 'considered' pile. An ineffective one can get you eliminated from consideration immediately.

The cover letter should accompany any resume you send out. Cover letters are now expected as a part of the application process. It should complement—not duplicate—your resume. Be sure to tailor it to the company to which you are applying. It creates a positive first impression and should explain the reasons you're interested in that particular company while providing information on why you're qualified for that job, describing your most relevant skills or experiences.

Be sure there are no grammatical mistakes, misspellings, or other flaws that may eliminate you from consideration immediately. Have a knowledgeable friend or peer review your letter for costly mistakes. They may also have ideas for improving the content of your letter.

Address the letter to the person who can hire you. Letters sent to general human relations departments tend to get eliminated quicker or sometimes they may even be lost. Research can provide the person's name, title and address. Be formal—address it to Mr. Jones, not James or Jim.

Employers look for knowledge, focus, enthusiasm and honesty. Write the letter in your own language—don't make it sound 'bookish.' Include some information on the company and how your knowledge and experience fits—it will impress the 'hirer.' Be sure to include words and phrases that have applicability to the employer. For example, if they're seeking welding skills, emphasize your knowledge and experience with MIG, TIG, SMAW or other pertinent welding applications.

The importance of an effective cover letter cannot be overemphasized. It can be your doorway into an actual interview and hopefully landing the job!

CAREER TRENDS (Continued from page 1)

- **Services**—waiter/waitress, chef, caterer, baker, pest controller, landscape architect, child care, guidance counselor, occupational therapist, aircraft mechanic, telephone repair tech, hair stylist, social worker, veterinarian
- **Technology**—product designer, CAD operator, electrical engineer/tech, biological sciences, technical support manager, product development manager, product marketing engineer, applications engineer
- **Trades**—electrician, plumber, carpenter
- **Travel/Transportation**—drivers, hotel/restaurant managers, flight attendants, package delivery people

Trends should drive your selection of a training program to meet your future employment needs. (See Wisconsin's trends on Page 3)

"An effective cover letter can get you into the 'considered' pile!"

"Employers look for knowledge, focus, enthusiasm, and honesty."

SO WHERE WILL THE JOBS BE IN WISCONSIN?

The projection for where Wisconsin's jobs will be in the next several years is not that different from what the national projections reveal (covered in the lead article), with a few notable exceptions.

According to *Wisconsin's Job Outlook* through 2016, the top ten industries with the most new jobs are expected to be:

- Ambulatory Health Care Services---29,840
- Administrative & Support Services---24,090
- Food Services & Drinking Places---22,000
- Hospitals, including state & local government---20,950
- Social Assistance---20,410
- Professional, Scientific, & Technical Services---17,270
- Educational Services, including state & local government---11,140
- Religious, Grantmaking, Civic, Prof. & similar organizations---10,900
- Nursing & Residential Care Facilities---10,230
- Specialty Trade Contractors---7,910

The top ten occupations in Wisconsin with the most job openings (new jobs plus replacements) through 2016 are projected to be:

- Retail Salespersons---32,440
- Cashiers---31,400
- Waiters & Waitresses---30,860
- Registered Nurses---21,820
- Customer Service Representatives---21,000
- Combined Food Prep & Serving Workers, includ. fast food---20,770
- Laborer & Freight, Stock, & Material Movers---17,300
- Janitors & Cleaners, Except Maids & Housekeep. Cleaners---17,000
- Truck Drivers, Heavy & Tractor-Trailer---15,240
- Office Clerks, General---14,101

Of the various sectors (there being 11), only one (other than natural resources/mining, a very small sector) declined. Not surprisingly, that sector was manufacturing, going from 505,000 to 498,000 jobs. However, within manufacturing, there were projected increases in areas such as nonmetallic mineral product manufacturing, adding 1,500 new jobs through 2016, a 13 percent increase.

Also not surprisingly, the largest jump comes in the education and health services sector, jumping from 614,000 to 707,000. All other industries have smaller projected increases. Those include Trade, Transportation & Utilities; Information; Financial; Professional & Business Services; Leisure & Hospitality; Other Services; and Government.

Education-Portal.com indicated some of Wisconsin's fastest-growing career opportunities also feature some of the nation's most lucrative salaries. Among their top listings are Medical Assisting, Data Communications Specialists, Medical Records, Physicians Assistants, and Computer Software Engineering.



The medical field holds great occupational opportunities both locally and nationally.

CHECK OUT THESE OPPORTUNITIES

There are several **Dislocated Worker** workshops that may be of interest to you (even if you are not in the WIA program—these are open to all). Call the Rock County Job Center for information or to schedule a session—Julie Funk at (608) 741-3462, 741-3578 or Susan at (608) 741-3447.

- Career Assessment & Planning 201** Fri., July 2, 1-3:30 p.m., Rm. B
- Java & Jobs** Fri., July 2, 9:30-10:30 a.m., Annex
- Job Center Closed** Mon., July 5
- Interviewing 101** Tue., July 6, 2-4 p.m., Annex
- Choice, Change & Adjustment 101** Weds., July 7, 9-11:30 a.m., Rm. B
- FutureTrac Workshop** (for NEG-eligible only) Wed., July 7, 9-11 a.m., Job Center
Call 741-3447 or 741-3462 for above class

- Disloc. Wrker Orientation (NEG-elig only)** Thu., July 8, 1-3 p.m., Room K
- Success Skills Training II** Fri., July 9, 8:30 a.m.-noon, Rm. B
- Java & Jobs** Fri., July 9, 9:30-10:30 a.m., Annex
- Interview 201** Mon., July 12, 9-11 a.m., Rm. C
- Resume 101** Mon., July 12, 1-3 p.m., Rm. C
- Choice, Change & Adjustment 101** Mon., July 12, 1-3:30 p.m., Rm. B
- Things to Do When the Paycheck Stops** Mon., July 12, 1-3 p.m., Room I
- Wiscareers** Tue., July 13, 9-11 a.m., Rm. A
- Smart Shopping & Food Preparation** Tue., July 13, 10:30-11:30 am, Rm. B
- Resume 201** Tue., July 13, 9-11 a.m., Annex
- Interview 101** Weds., July 14, 1-3 p.m., Rm. B
- Job Search Usg Job Center of Wisconsin** Wed., July 14, 1-3 p.m., Annex
- Success Skills Training III** Fri., July 16, 8:30 a.m.-noon, Rm. B
- Java & Jobs** Fri., July 16, 9:30-10:30 a.m., Annex
- Resume 201** Mon., July 19, 9-11 a.m., Rm. C
- Choice, Change & Adjustment 101** Mon., July 19, 9-11:30 a.m., Rm. B
- Resume 101** Mon., July 19, 1-3 p.m., Rm. C
- Career Assessment & Planning 201** Tue., July 20, 9-11:30 a.m., Rm. B
- Interviewing 201** Tue., July 20, 10 a.m.-noon, Annex
- Interview 101** Weds., July 21, 1-3 p.m., Rm. B
- Disloc. Wrkr Orientat. (NEG elig. Only)** Wed., July 21, 9-11 a.m., Room K
- Success Skills Training I** Fri., July 23, 8:30 a.m.-noon, Rm. B
- Java & Jobs** Fri., July 23, 9:30-10:30 a.m., Annex
- Interview 201** Mon., July 25, 9-11 a.m., Rm. C
- Career Assessment & Planning 201** Tue., July 27, 1-3:30 p.m., Rm. B
- Resume 101** Tue., July 27, 1-3 p.m., Annex
- Choice, Change & Adjustment 101** Weds., July 28, 9-11:30 a.m., Rm. B
- Interview 101** Weds., July 28, 1-3 p.m., Rm. B
- Job Search Using Monster** Wed., July 28, 10 am-noon, Annex
- Java & Jobs** Fri., July 30, 9:30-10:30 a.m., Annex

E-Hub Classes to Be Offered This Fall

Be on the lookout in upcoming issues of the CORD Newsletter for details on E-Hub classes, which will be offered starting this fall. If you're considering starting or expanding a business, this is for you! Call Eric Kuznacic at (608) 741-3502.

JULY 2010						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST 2010						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

QUOTE OF THE DAY

“A discovery is said to be an accident meeting a prepared mind.”

---Albert Szent-Gyorgyi

The CORD Newsletter is designed to provide helpful information and tips to area dislocated workers. Have comments or ideas for stories?

Contact the editor:

Gregg Bosak, SWWDB,
Rock County Job Center,
g.bosak@swwdb.org
or call (608) 741-3463