

# CORD

---Collaborative Organizations Responding to Dislocation

September 1, 2009

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*"Companies are also getting on board...61 percent of 450 surveyed used social networking sites."*

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## JOB SEARCHES EXPAND TO TWITTER, FACEBOOK

More and more people are using social networks seeking employment. Just how many isn't clear, but sites such as Twitter, LinkedIn, Facebook and MySpace are quickly becoming viable job-location sites. In fact, since 2005, the percentage of US adults logging onto social networking sites has soared from eight percent to 35 percent, according to a January 2009 Pew/Internet report. It's estimated that more a quarter of those are logging on for professional reasons.

Those persons who have used the Job Center, Monster.com and other networking processes should not abandon those more traditional methods and efforts. However, by expanding your search base with these fairly-new and growing resources, your chances of making a positive connection increase greatly.

According to Dan Schawbel, author of "Me 2.0: Build a Powerful Brand to Achieve Career Success," social networking sites have "leveled the playing field." They allow job-seekers to cut through the red tape and make a direct connection with recruiters and those hiring.

LinkedIn company spokeswoman Krista Canfield estimates job searches were up 48 percent in February 2009 compared to last year. They have over 40 million users.

Companies have also launched search engines which include TwitterJobSearch.com and TweetMyJOBS.com, allowing one to go directly to job seeking efforts. Some groups have even formed a site titled Tweetups, a networking effort.

Companies are also getting on board. A January survey conducted by Standout Jobs and PBP Media reveals that in June, with limited recruitment budgets, 61 percent of 450 surveyed were on board using social networking sites. In a September, 2008 survey of 31,000 employers according to CareerBuilder, 22 percent said they use social networking sites to evaluate candidates, while nine percent said they planned on it.

But be careful of what you will or already have posted on your site. Most companies will search a person's site before even communicating with them. A rule of thumb is: "If you don't want your grandma or mom to see it, don't post it online." Also keep in mind—it's still important to have a balance of job-seeking methods and networks.

For suggestions on how to locate employment through social networks, look for the tips located at the bottom of page 2 of this newsletter. Also follow CORD activities on Facebook and/or Twitter at the following sites: <http://tinyurl.com/CORDfacebook> or <http://twitter.com/CORDrockcounty>.

## GETTING CREATIVE IN YOUR JOB SEARCH

As more persons are unemployed and seeking work, their methods are also changing, with some being creative and some even 'off the wall.' Posting to YouTube has been an expanding method, but some have taken to affixing resumes on their vehicles and some are offering rewards for job referrals.

Career advisor at CareerBuilder.com Allison Nawoj says standing out in a crowd is key to finding work. She says 3.3 people are now competing for every job in the U.S. In December, 2007, it was 1.9 applicants per job opening. CareerBuilder has reported that hiring managers have seen unconventional methods increase, from cover letters written in verse to applicants offering foot massages. Some have taken out large billboards while others have used sandwich boards, reminiscent of the 1930s depression years.

Those considering using an unconventional method should also heed another guideline—stay within the bounds of decency. Get the attention of the hiring manager in a 'safe' way. One job hunter included a metronome and his curriculum vitae in a package to call attention to his musical background. The ploy backfired when a bomb squad was called in to disarm the ticking package.

However, you also need to know your company's interests and philosophy. Over 52 percent of marketing executives and over a quarter of advertising execs say that gimmicks are unprofessional, according to a survey of 250 conducted by The Creative Group in 2008. *Continued on Page 3*

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*Some have taken out large billboards while others have used sandwich boards.*

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## SOCIAL NETWORK EMPLOYMENT LEADS



*Consider the suggestions to the right to help ensure your social networking efforts are as fruitful as possible*

**As a supplement to the Page 1 story, consider the following:**

- **Start** by signing up for accounts on several of the social network sites—Facebook, Twitter, and LinkedIn are three of the more popular ones. Develop a core network of contacts and join specific groups that relate to employment and/or the fields that you are interested in. Don't try to please or 'friend' everyone you meet—it will become overbearing and an almost impossible task to manage. Stick to your main mission.
- **Don't** expect results immediately—have some patience. The best way to begin is by posting specific job messages indicating what you're seeking or are willing to do. Also be sure to include messages to your friends or relatives and other professionals who may have either job leads or other contacts relative to your field.
- **Update** and ensure that your resume or profile is current and professional-looking. Include the basics—don't make it too long—and include supplemental information as an added resource if they want to access it. That may mean a link to a website or your blog with information on contacting you. Including a professional photo of yourself is a plus.
- **Joining** groups through LinkedIn, Facebook or Twitter that encompass specific industries can be helpful. Also using the job search engines such as TweetMtJOBS.com or TwitterJobs.com or searching through Twitter can be valuable tools to use.

## PRE-ASSESSMENT WORKSHOPS

Thursday, **September 3**, 2-4 p.m., Room J, Job Center

Wednesday, **September 9**, 3-5 p.m., Room J, Job Center

Friday, **September 11**, 2-4 p.m., Room J, Job Center

Wednesday, **September 16**, 9-11 a.m., Room J, Job Center

Friday, **September 18**, 10 a.m.-noon, Room J, Job Center

Monday, **September 21**, 2-4 p.m., Room J, Job Center

Wednesday, **September 23**, 3-5 p.m., Room J, Job Center

Also consider the **Ability Profiler Test** set for Wednesday, September 9, from 8:30 a.m. to noon in room I. This assessment is a skills and aptitude experience to help you discover how your abilities help you choose jobs.



## CREATIVE JOB SEARCHES

(Continued from page 2)

One group in Massachusetts started their own 'job show' to promote themselves on cable-access TV. Each week, five jobless record 30-second 'ads' aimed at prospective employers. They are also posted on YouTube.

Since the wait for a job has stretched to an average (unemployment) of over 21 weeks compared to not quite 18 weeks in 2008, according to the U.S. Bureau of Labor Statistics, some have taken to sending a coffee mug and asking to meet a potential employer for coffee. Others have used their business card with a hole punched in it, representing the 'hole in the company' without his services. The means you use can be humorous, insightful, unusual...but be sure they are also respectful and on target. It just may get you that desired interview!

*Computer skills are almost mandatory for not only searching for a job, but also functioning in many contemporary occupations*

## JAVA AND JOBS

Don't forget to take advantage of the **Java and Jobs** sessions held from 10:30-11:30 a.m. on each Friday at the Job Center Annex at 1795 Lafayette St., Janesville—at the UAW Local 95 Union Hall. These sessions are open to anyone interested in discussing any subjects on their mind—from what you've experienced in your job search to schooling to handling financial situations. It is also an excellent opportunity to network with others in the same situation you are and learn from them. You don't have to be a union member nor have worked at GM—these are open to anyone looking to connect with others experiencing similar circumstances. Call Ed Martinez at 741-3427 or 755-5120, Ext. 103 if you'd like further information.



## CHECK OUT THESE OPPORTUNITIES

There are several **Dislocated Worker** sessions that may be of interest to you. Call the Rock County Job Center for information or to schedule a session—Julie Funk at (608) 741-3462 or Carol Kohl at (608) 741-3418.

**Getting Through the Tough Times**            Thus., Sept. 3, 10:30 a.m.-noon-Rm I  
**Things to Do When the Paycheck Stops**    Tues., Sept. 8, 9-10:30 a.m.-Room H  
**Resume Writing**                                Weds., Sept. 9, 1-3 p.m., Annex  
**Jumpstart Your Job Search**                Mon., Sept. 14, 9-10: 30 a.m., Annex  
**Resume Writing (hands-on using Jobcenterofwisconsin.org)**  
   Weds., Sept. 16, 1-3 p.m., Annex

**Getting Through the Tough Times**            Thus., Sept. 17, 1-2:30 p.m., Room A  
**Interviewing Workshop**                      Mon., Sept. 21, 10 a.m.-noon, Annex  
**Things to Do When the Paycheck Stops**    Tues., Sept. 22, 1-2:30 p.m., Room H  
**Jumpstart Your Job Search**                Mon., Sept. 28, 9-10:30 a.m., Annex

In addition, several Computer classes are being offered throughout the month at various times as follows:

- **Basic Computers**, Weds., September 2, 10 a.m.-noon, Annex
- **Introductory Word**, Thus., September 3, 1-3 p.m., Job Cent.-Room A
- **E-Mail Basics**, Fri., September 4, 1-3 p.m., Job Center-Class A
- **Typing**, Tues., September 8, 10:30 a.m.-1 p.m., Job Center-Room A
- **Typing**, Weds., September 9, 10:30 a.m.-1 p.m., Job Center-Room A
- **Typing**, Thus., September 10, 10:30 a.m.-1 p.m., Job Center-Room A
- **Typing**, Fri., September 11, 10:30 a.m.-1 p.m., Job Center-Room A
- **Internet Searches**, Mon., September 14, 10 a.m.-noon, Annex
- **Introductory Word**, Tues., September 22, 9-11 a.m., Annex
- **Basic Computers**, Weds., September 23, 9-11 a.m., Job Cent-Rm A
- **E-Mail Basics**, Tues., September 29, 10 a.m.-noon, Annex
- **Internet Searches**, Weds., September 30, 1-3 p.m., Job Center-Rm A

### Dislocated Worker Orientation Sessions

- Weds., September 2, 10 a.m.-noon, Job Center Annex
- Tues., September 8, 1-3 p.m., Job Center-Room D/E
- Tues., September 15, 2-4 p.m., Job Center Annex
- Thus., September 24, 2-4 p.m., Job Center-Room D/E
- Mon., September 28, 9-11 a.m., Job Center Annex

**EMPLOYMENT CERTIFICATION PROGRAMS:** A series of workshops presented at the Job Center in partnership with Rock County Human Services, Job Service, BTC and UW-Extension, call (608) 741-3578 for more details:

- **WIA Pre-Assessment**—Tue., Sep. 1, 4:30-6:30; Thu., Sep. 3, 2-4 pm; Wed., Sep. 9, 3-4 pm; Fri., Sep 11, 2-4 pm; Wed., Sep. 16, 9-11 am; Fri., Sep. 18, 10 am-noon; Mon, Sep. 21, 2-4 pm; Wed., Sep. 23, 3-5 pm; Mon., Sep. 28, 10 am-noon
- **Success Skills Training**—Fri., Sep. 4, 11, 18, 25-all 8:30 am-noon
- **Choice, Change & Adjustment**-Mon., Sep. 14 & 21, 10 am-noon
- **Food Safety**-Tues., Sep. 15-10:30-11:30 a.m.

SEPTEMBER 2009						
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### QUOTE OF THE DAY

“Don’t confuse fame with success. Madonna is one; Helen Keller the other.”  
 ---Erma Bombeck