



Increasing Placements in a Downturned Economy

Date December 9, 2020

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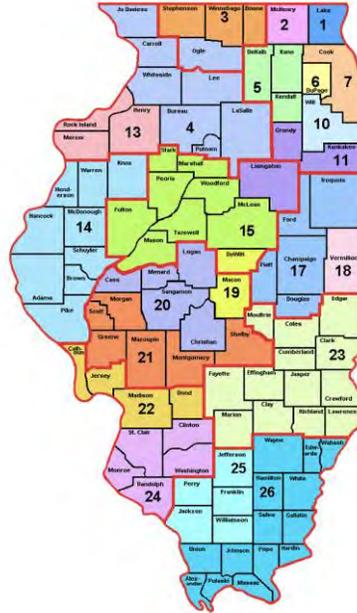


Kiersten Baer

- Online Marketing Coordinator
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- ksheary@ilstu.edu
- 309-438-1838



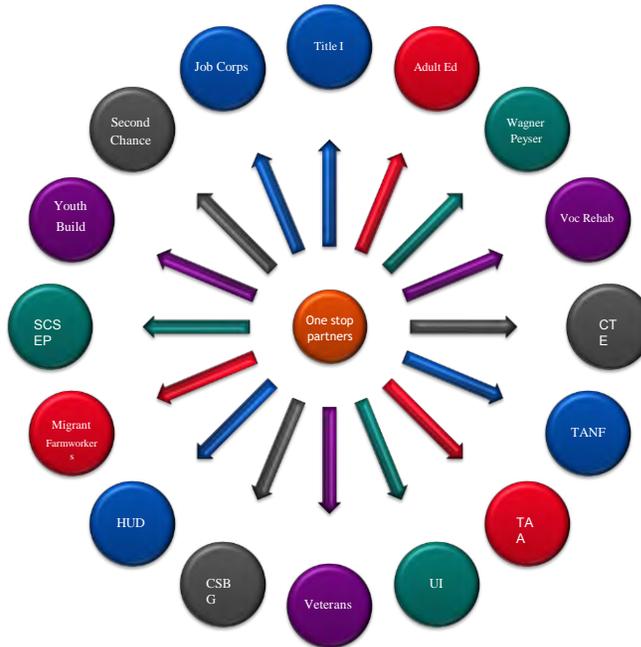
Where is Your Local Area?



3



Which partner do you best represent?



4

2 Different Approaches



Self-Directed Job Placement



Staff-Directed Job Placement



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Increasing The Placement Rate during Recession:
Job Seekers Must Create Better Tools



Today's Agenda

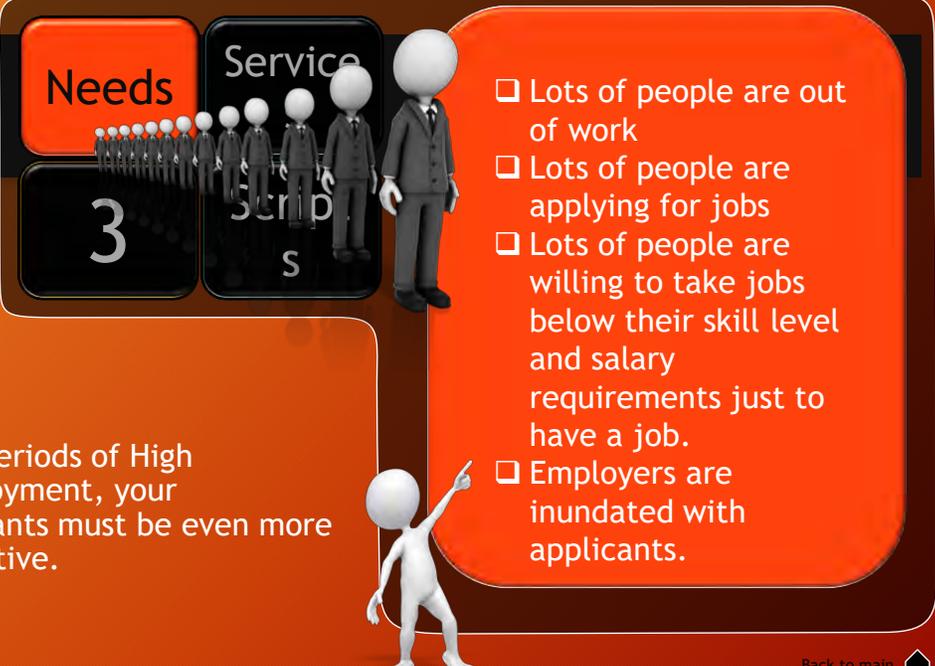
Helping people build better tools to get jobs

How to coach participants on moving from one-size fit all resumes to customized resumes.

Showing participants how to write stronger cover letters

Understanding interview questions and what is really being asked.

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Needs

3

Service

Scripts

- Lots of people are out of work
- Lots of people are applying for jobs
- Lots of people are willing to take jobs below their skill level and salary requirements just to have a job.
- Employers are inundated with applicants.

During Periods of High Unemployment, your participants must be even more competitive.

Back to main 

7

Improve Your Chances Getting a Job

Using Chat:

How much time will employers on average spend looking at a resume?



8

Improve Your Chances Getting a Job

Using Chat:

What percentage of resumes submitted to a job are screened out?



7 Seconds: A or B?

Britney L. Fowler
 1168 Summit Dr.
 Annapolis, 21409
 (410)279-8893
 britney15fowler@gmail.com

Experience
 June 2018 - September 2019
Bay Hills Deli - Children's Food Preparation, Dish Washer

- Managed phone for pick up orders
- Prepared large orders of food often and accurately
- Adapted and excelled in many different tasks that were asked of me

Education
 August 2017 - June 2021
Broadneck Highschool - Senior Year

- Graduation scheduled for June of 2021
- GPA of 3.24
- Broadneck Orchestra 2017-2020
- AP & Honors Coursework
- Honors Math Achievement

Interests

- Drawing, Painting
- Guitar

Skills

- Positive experience in customer service
- Handling transactions appropriately, accurately and swiftly.
- Accurately followed safety and health guidelines.
- Able to work well in a "team"
- Can safely operate kitchen equipment
- Some knowledge of spanish
- Dependable
- Works well independently or with a team

BRITNEY L. FOWLER

PROFILE

Reliable, mature, and creative high school senior seeking a part-time position where I can use my customer service skills to provide exceptional service to the public.

CONTACT

- 410-279-8893
- britney15fowler@gmail.com
- 1168 Summit Drive
- Annapolis MD 21409

EXPERIENCE

Food Prep and Cashier
 June 2018-September 2019
 Bay Hills Deli, Annapolis MD

- Make sandwiches and deli items in a high-volume restaurant
- Answer customer questions/make recommendations
- Prepare special orders and party trays
- Ready dietary orders accurate and organized
- Accept phone orders for pick-up
- Operate kitchen equipment
- Meet all applicable health and safety standards
- Handle transactions quickly and accurately

Office Assistant
 June 2015-September 2017
 Capital Association, Annapolis MD

- Compile HQ three ring binders and materials for conference attendees
- Keep track of supplies and tell owner when supplies needed to be ordered
- Make copies of cover art
- Use paper cutter, three-hole punch, copy machine, scanner and DVD recorder

TRAITS

- Reliable and Dependable
- Friendly
- Hard Working
- Team Player
- Excellent communication skills

EDUCATION

Broadneck High School
 Graduation scheduled June 2021
 GPA 3.24 Honor Roll Achievement
 Advanced Placement (AP) and Honors Coursework
 Studio 38, Visual Arts Enrichment Program, Highly competitive admission, (October 2018-March 2020)
 Broadneck Orchestra 2017-2021 (Vocal)

7 Seconds:
A or B?

AmberLee Cirotta 78 Walnut Street
Clarksville, PA 15322
724-377-5414
C: 724-678-9631
amberlee@cirotta@gmail.com

Education
Wynnsburg University, Wynnsburg, PA
Bachelor of Art
Major: Advertising Double Minor: Business Management and Communications
Date of Graduation: May 2002

Career Related Experience
2009 - Present **Columbia Sportswear Company, Washington, PA**
Freight Supervisor
Operate computerized inventory control system. Interact with department managers to manage stock of the store. Conduct Trainer for district for Freight Supervisors, Clothing and sizing procedures. Program and display directives. Assisting customers with products and their applications for outdoor recreational activities. Eastern district trainer. Assisted in opening and training of stores. Assisted in preparation of inventories of other stores.

2005-2008 **Target Corporation, Washington, PA**
Logistics Team Lead, Floor and Backrooms
Operate retail computerized inventory control system. Manage morning pull and restocking teams. Coaching and training of new team members. Interviewing new candidates for logistics department. Write performance reviews and set goals for individuals to meet company objectives. Assist program and pricing teams.

2003-2002 **Duke's Landing Impregments, Wynnsburg, PA**
Graphic Designer (Intern Summer 2001/170 hours Part-time Fall 2001-2002)
Intern designer for Western Pennsylvania businesses and organizations for an advertising specialty firm. Layout, design, and use art according to specifications and requirements. Collection of accounts. Delivery of products to business and organizations.

1999-2002 **Wynnsburg University, Wynnsburg, PA**
Student Library Assistant 2000-2002
Performed circulation desk duties. Check in and out materials. Collected fees and fees. Registered patrons. Assisted in in finding resources and using OPAC workstations. Trained new student workers to use computerized circulation system and processing of new acquisitions. Design of monthly display: Opening and closing procedures.
Yellow Jacket Advertising Account Executive/Writer 1998, 2002
Sold advertising space to local businesses. Redesign pricing sheets and promotional materials for the student paper. Research, interviews, and report university news. Publish and edit news articles.
Environmental Biology Department Teaching Assistant/Laboratory Technician 1999-2000.

AmberLee Cirotta
Freight Supervisor

78 Walnut Street
Clarksville, PA 15322 724-377-5414 H
724-678-9631 C
amberlee@cirotta@gmail.com

OBJECTIVE
Driven professional with 18 years of experience in retail operations seeking an Assistant Store Manager position with Columbia Sportswear Company.

EDUCATION
Wynnsburg University, Wynnsburg, PA
Bachelor of Arts
Major: Advertising
Double Minor: Business Administration and Communications
May 2002

EXPERIENCE
2009-Present
Freight Supervisor - Columbia Sportswear Company
• Eastern District trainer for freight supervisors
• Assisted in the opening and the training of staff in new stores including training in inventory ordering and receiving
• Supervise and purchase the store shipping and receiving function
• Lead and supervise Stock Associates
• Operate computerized inventory control system
• Ensure efficient and effective operation of the stock room, inventory and product flow
• Perform opening and closing procedures including balancing registers, preparing cash tags, and activating security systems
• Oversee and authorize cash transactions made by Sales Associates and provide assistance and training with cash registers as needed
• Prepare monthly department updates to Store Manager
• Provide excellent customer service by assisting customers with questions, concerns, and product information
• Work the back floor and increase sales to customers
• Work with Store Manager to ensure that sales goals are achieved
• Assist the Store Manager in training store staff
• Provide coaching and direction to store staff to ensure goals and standards are met
• Implement program and display directives
• Assist Store Manager/Supervisor in the Store Manager's absence
• Work with the Store Manager to build team spirit and high morale

OTHER EMPLOYMENT
2005-2008
Logistics Team Lead, Floor and Backrooms - Target Corporation
• Operated retail computerized inventory control system
• Managed morning pull and restocking teams
• Interviewed, hired, coached, and trained new team members
• Write performance reviews and set goals for team members to meet company objectives
• Assisted opening and pricing teams.

OTHER SKILLS
Word and Excel
Computer operations

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New

Blank document

Blue grey cover letter

Color block cover letter

Polished cover letter, design...

Job search log

Blank document

Single spaced (blank)

Modern student report

Behavior agreement

Small business startup check...

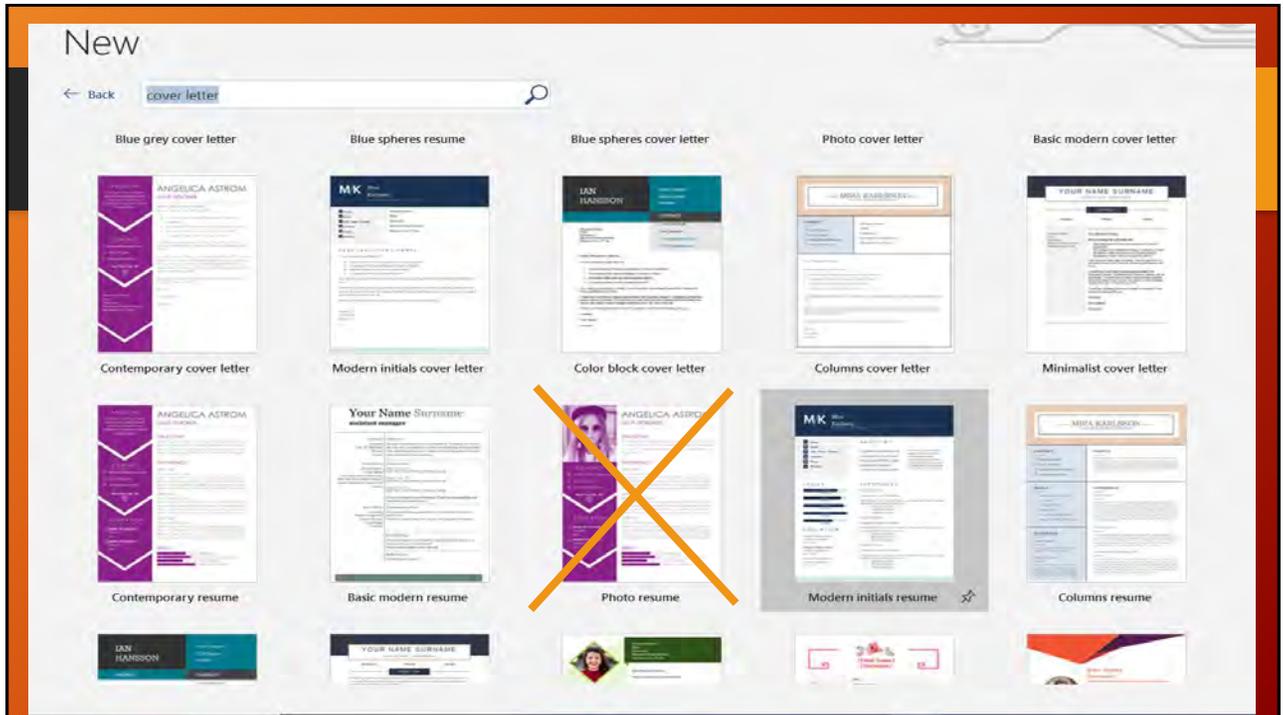
cover letters

Suggested searches: Business Cards Flyers Letters Education Resumes and Cover Letters Holiday

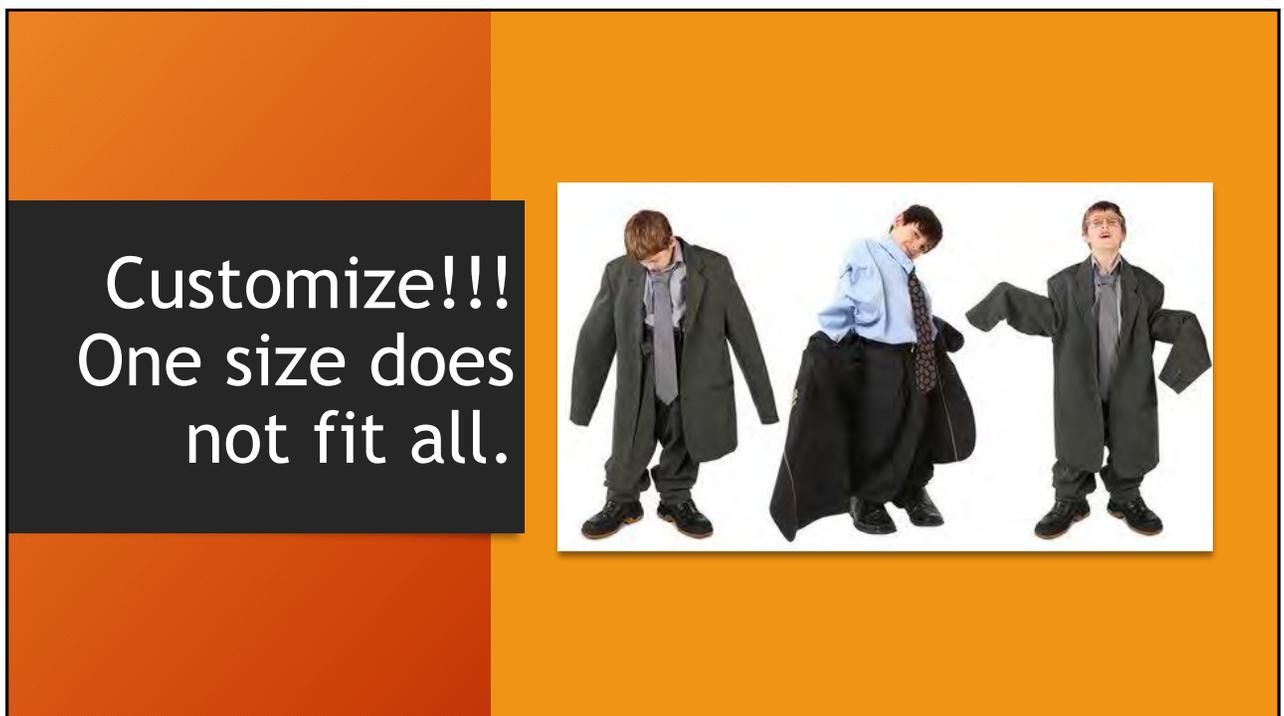
Type here to search

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You are the employer

Review the HVAC Job Description

Evaluate Both Cover Letters and Resumes

Complete Rating Scale as though you are the employer for both applicants

Be prepared to say who you would be the better candidate for you and why.

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How did they do in your screening?

Who is the best candidate for the job on paper?

Rating	Numerical Score	Description of Score
Does not meet	0	(no evidence)
Might Meet	1	(not clear in resume or cover letter that candidate has specified skill/requirement)
Does meet	2	(clear evidence in resume or cover letter that skill/requirement has been met).

	Miguel	Michael
3 years' experience		
Start up and troubleshoot furnaces, air handlers, heat pumps and condensation units		
Residential and commercial experience		
Understands low voltage wiring, relays, transformers, wiring diagrams		
Excellent customer relations skills		
Experienced in layout, design, fabrication and installation of duct work		
Knowledge of tools, testing devices used to adjust, clean and calibrate systems		
Ability to train entry level personnel		
TOTAL SCORE:		

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MIGUEL RODRIGUEZ
Welding & Fabrication | Welding Instructor
(805) 348-9442

OBJECTIVE
 Seeking for a position where I can successfully utilize my technical knowledge and skills to enhance productivity.

EXPERIENCE
WAC - Sun Valley - 05/2017 - Present

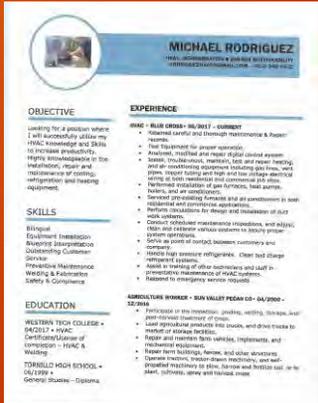
- Ranked number 1st through assessment & Super inside
- Instructed in Welding & Fabrication equipment
- Test Preparation for proper operation
- Assisted, installed and repair digital sensor-based system

Welding Instruct - Sun Valley - 04/2002 - 02/2016

- Welding Instructing
- Fitting
- Dressing
- Cleaning

EDUCATION
Western Technical - 04/2013 - Grad
 Certificate/License of completion - WAC & Welding
Welding and Fabrication - 05/2019
General Studies - Diploma

SKILLS
 Microsoft Word
 Microsoft Excel
 Microsoft PowerPoint
 Microsoft Outlook
 Microsoft Access
 Microsoft Publisher
 Microsoft OneNote
 Microsoft Teams
 Microsoft SharePoint



MICHAEL RODRIGUEZ
Welding & Fabrication | Welding Instructor
(805) 348-9442

OBJECTIVE
 Seeking for a position where I can successfully utilize my technical knowledge and skills to enhance productivity.

EXPERIENCE
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- Ranked number 1st through assessment & Super inside
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EDUCATION
Western Technical - 04/2013 - Grad
 Certificate/License of completion - WAC & Welding
Welding and Fabrication - 05/2019
General Studies - Diploma

SKILLS
 Microsoft Word
 Microsoft Excel
 Microsoft PowerPoint
 Microsoft Outlook
 Microsoft Access
 Microsoft Publisher
 Microsoft OneNote
 Microsoft Teams
 Microsoft SharePoint

Resume/Cover Letter Activity

Discussion Questions:



How to Customize Your Resume and Cover Letter

List all of the skills and requirements listed in the job posting. Review your cover letter and your resume to make sure every point in the job posting is addressed.

Skill or Requirement	Cover Letter	Resume

Tool to Use with Participants



Writing Cover Letters

“Ah, do I have to?”



ABOUT ME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CONTACT

✉ someone@example.com
 ☎ (112) 885-1234
 🌐 www.example.com

📍

(Recipient Name)
 (Title)
 (Company)
 (Recipient Street Address)
 (Recipient City, ST Zip)

ANGELICA ASTROM

DEAR (RECIPIENT NAME),
 Are you looking for a [job title] with:

- [number] years of hands-on experience in [area of expertise]
- Knowledge of the latest technology in [industry or field]
- [Bachelor written and oral communication skills]
- [A passion to learn and to increase his skills]

If so, then you need look no further. You will see from my attached resume that I meet all of these qualifications and more.

I would very much like to discuss opportunities with [Company Name], to schedule an interview, please call me at [phone], the best time to reach me is between [earliest time] and [latest time], but you can leave a voice message at any time, and I will return your call.

Thank you for taking the time to review my resume. I look forward to talking with you.

Sincerely,
 (Your Name)

Enclosure

Cover Letters

- **26% of recruiters** read cover letters and consider them important in their decision to hire.
- Another **study on employer preference** suggests that 56% want applicants to attach a cover letter to the resume.
- A **CareerBuilder study** found that 49% of HR managers consider a covering letter the second-best thing to give your resume a boost (number one being **customizing your resume**).

Alan Smithee
 29 Neilbolt Street,
 Derry, Maine 04414
 (207) 555-5555
Professional.email.address@gmail.com
www.linkedin.com/in/fakedude

Dear Human,

Do I even need to write this cover letter? Just hire me already.

Thanks,
 -Alan

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To write a cover letter, have a job description that outlines assets and qualifications

Medical Assistant Posting:

“We are seeking Medical Assistant who is **friendly, well-spoken, and can multitask in a fast-paced environment.**”

Cover Letter

“I am **friendly and enjoy engaging with people from all walks of life.** I have **developed conversational skills and can relate well to patients.** I recognize that in a medical office environment that days can be long, hectic and require multitasking. I am **up for the challenge.**”

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To write a cover letter, have a job description that outlines assets and qualifications

Production Worker Job Posting:

“Must be willing to learn new skills, can work with minimal instruction and has attention to detail.”

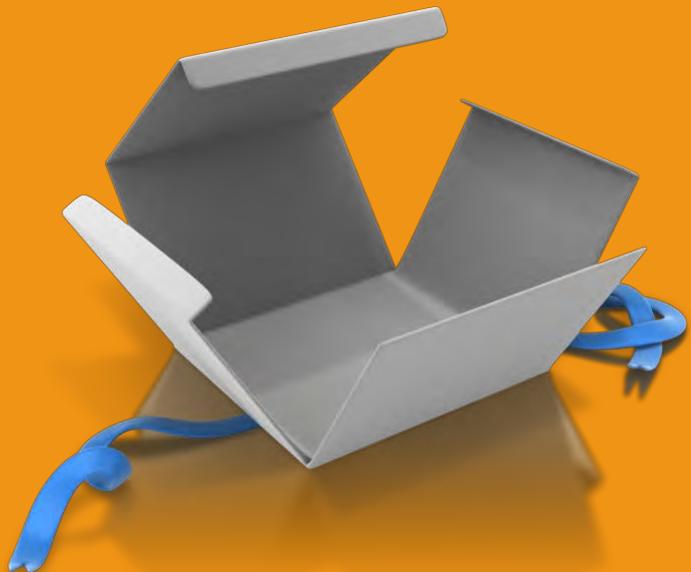
Cover Letter

“I am eager to learn new skills and be an asset to your company. Once someone shows me how to do something, I learn quickly and require minimal oversight and instruction. I have always paid attention to details which as served me well as a backyard auto mechanic.”

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A problem: People start writing cover letters and resumes before gathering the raw material.

Key question is not: “Do you have a resume?” It is: “Do you have a job posting that you would like to apply for?”



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Information to Gather:

- Professional email address
- Job descriptions in your field
- Education and Training
- College/Vocational/Technical Education
 - Classes that you took that relate to job
- Other Credentials
- Marketable Skills
- Work History and Job Duties
 - Accomplishments List
- Volunteer and Unpaid Work



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Some highlights of Gathering the Information- - The Basics: Email Addresses

That is on the
form

Email Address You will Use for Job Search: _____



- Anna.Prentice@gmail.com
- Prentice.Anna@gmail.com
- Aprentice@gmail.com
- AnnaP@gmail.com

- Anna1990@gmail.com
- HotMama@gmail.com
- Doobie911@gmail.com
- SportsAHolic@gmail.com

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If you have no experience in your field, then list courses you have successfully passed



Phlebotomist

Skin punctures

Venipunctures

Specimen processing

Clerical responsibilities



TransForce Professional Truck Driving School

CDL with Hazmat endorsement.

Course Work included:

- Basic Truck Driving Controls
- Pre-Trip Inspections
- Cargo Handling
- Emergency Protocols
- Operation and Vehicle Controls
- Defense Driving
- Road Safety
- Collision Prevention Techniques
- Electronic Driving Log-Books and DVIR
- 320 Hours of Instruction and Driving

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Gather job descriptions for past jobs and future interests

**DOLLAR
GENERAL**



DUTIES and ESSENTIAL JOB FUNCTIONS:

- Provide excellent customer service, greet and assist customers.
- Operate cash register and scanner to itemize and total customer's purchase, collect payment from customers and make change, bag merchandise, and assist customers with merchandise as necessary.
- Follow company merchandise processes; unpack, stock, restock, and rotate merchandise on shelves and build merchandise displays.
- Clean the store, take out trash, dust and mop store floors, clean restroom and receiving room, and help set up sidewalk displays.

Qualifications

KNOWLEDGE and SKILLS:

- Effective interpersonal and oral communication skills.
- Understanding of safety policies and practices.
- Ability to read and follow planogram and merchandise presentation guides.
- Knowledge of basic cash handling procedures.
- Basic mathematical skills.
- Ability to perform cash register functions.
- Ability to stock merchandise.

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Finding Accomplishments



- Did you train other workers?
- Did you resolve a challenging service issue, such as turning around a dissatisfied or irate customer or fix a problem?
- Did you or your team get any recognition for meeting goals?
- Did you complete any on-the-job training programs?
- Were you better, faster or more efficient than others?
- Did you win any employee awards?
- Did you get a promotion, earn more hours or increase your responsibilities?
- Did you think of new ideas to make the job more efficient?
- Did you make suggestions or recommendations that got implemented that speeded up productivity or saved money?
- Did you receive praise, recognition, or pats on the back from your supervisor or colleagues? For what (e.g., completing projects ahead of deadline, calming down irate customers, saving money)?
- Did you receive a promotion, award, or commendations from employer/customers/clients?
- Were you selected for special projects?
- Did you complete a particularly challenging assignment?

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Duties Versus Accomplishments

• Cashier, Target Department Store, March 2017- June 2019

- Ran cash register
- Took money, checks, credit cards
- Balanced cash drawer
- Asked customer if they wanted paper or plastic
- Scanned items
- Bagged items

• Cashier, Target Department Store, March 2017 - June 2019

- **Delivered fast, friendly service to Target customers**
- **Handled 250-300 customers at check-out per shift**
- **Collected cash, checks and credit card payments totaling several thousand dollars a day with 99.9 percent accuracy.**
- **Responded quickly and responsibly to customers and team members**
- **Cross trained to work in multiple areas of the store**

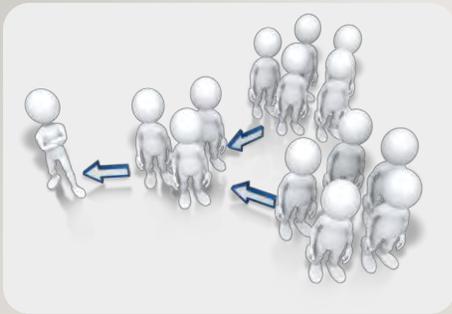
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Creating Effective Job Search Tools Makes a Difference



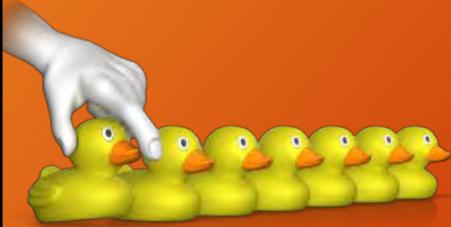
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Employers **hate** risk.
Interviews (like
resume review) are
to weed out risks.



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Get Your Ducks in Row for Interviewing



- Need a job order
- Need to anticipate questions
- Need to prepare answers to the common questions remembering to build into answer:
 - Do you have skills for the job?
 - Will you fit in and be a member of a team.
 - Will you stay if I hire you?
- Need to prepare answers to the tougher interview questions:
 - Job hopping (short term jobs)
 - Have been fired
 - Conflict on a job
- Need to practice, practice, practice

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Having a Job Description is The Core of Preparing



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Interview questions: What Are They Really Asking?

100's of potential questions an employer could ask.



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Can anyone think of one question that you have been asked at more than one job interview.

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Memorizing answers to 100 questions is too hard.
Reduce the number of questions to 3 and it is easier.

Are we going to like working with you? Will you fit in here?

Do you have the skills and qualifications to do the job?

Are you going to stay if we hire you or are you going to quit soon after?

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Pull out the interview question strips you cut out.
What is the question behind the question?

Are we going to like working with you? Will you fit in here?

Do you have the skills and qualifications to do the job?

Are you going to stay if we hire you or are you going to quit soon after?



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DEBRIEF

- Count how many cards are in each pile?
- Did anyone have a hard time figuring out which category some of the questions belonged?
- How does understanding that there are only three questions, not one hundred questions, help you to prepare for an interview?



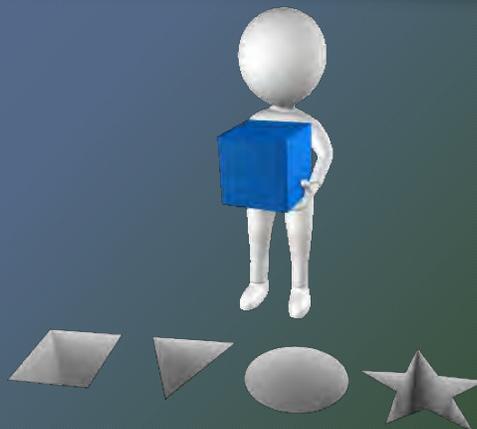
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Build Your Answers Based on Three Categories

To build interview answers that show that you are the right person for the job, **you need to have the job description!**

In your answer:

- Have skills/qualifications
- Show how you will fit in
- Show that you will stay



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Build a bulleted list of things you want to make sure that you cover in the interview.

Skills and
Qualifications

Will fit in to team

Demonstrate that I
will stay/retain.

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Key Concepts to Increase Job Seeker Success

SUCCESS



During downturned economy, job search is more competitive. Job Seekers must have stronger tools.

Build entire strategy around customizing.

- Resume
- Cover Letter
- Interviewing answers

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Questions



Jodie Sue Kelly
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www.cygnetassociates.com