

# CUB CAREER CORNER

MARCH 2008 ISSUE

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## THE HIDDEN TRUTH: WHY DID YOU NOT GET THE JOB? WRITTEN BY: TED SEGAL

You're confident that you interviewed well and you didn't get the position or to the next round of interviews. Why? Are you not a good candidate or maybe...it has nothing to do with you or your skills/qualifications. Don't take it as a personal failure.

Here are some things that could have happened:

---The employer gave the job to a family member

---The employer gave the job to a close friend or former colleague

---The employer "owed" someone a favor

---The employer wanted to

balance the male/female ratio.

---The employer was pressured to hire a candidate by his/her supervisor

---The employer felt it was necessary to diversify the workforce by hiring a candidate from an underrepresented group

---The employer had a strong personal bias (prefers men over women, likes older than younger, dislikes people who are overweight, won't hire people who have just graduated from college, etc.)

---The employer thinks that you don't share his/her political views, religion or philosophy of life

---The employer dislikes the employee who recom-

mended you for the job

---The employer favors potential employees who attended his/her university.

---You resemble someone from the employer's past with whom they had a negative or conflicted relationship.

These are all things that people will not tell you but that do happen everyday. So next time you feel you nailed an interview and do not get the position, please remember that there may have been circumstances that were out of your control that caused such outcome. The circumstances listed are "illegal" of course, but they are common practices and do occur more than you think.

## DID YOU KNOW THAT:

- Respiratory Therapists are required to have a license in every state except Hawaii and Alaska. They can make up to \$58,000 per year.
- Occupational Therapy is a rapidly growing field. OT's help people with disabilities become able to do more things on their own.

## WEB PAGE DEVELOPERS: WHAT ARE THE QUALIFICATIONS NEEDED TO APPLY AND DO THIS JOB?

Ever wonder what you need in order to work as a web page developer? Educational requirements vary widely for Internet jobs, and there is no established curriculum that will prepare WEB SITE DEVELOPERS. Employers prefer applicants with a bachelor's degree in com-

puter science and may want evidence of actual work experience. A portfolio that demonstrates the applicant's skills is an asset. So be prepared to show off your work by saving everything you do in a binder. Knowledge and skills in computer programming, graphic art and de-

sign, writing and business administration is essential. Web site developers also should have experience preparing layouts, designing pages, writing copy, and editing. No special licensing or certification is required for web site developers. For more info, visit LACC's Career Center.

**WHAT IS YOUR BRAND? WAYS TO MARKET YOURSELF**

We are all familiar with name brand products in stores. Companies have learned they can sell more of their product if they can make you associate the name closely with a particular quality of service or unique advantage versus other "unknown" brands.

Branding yourself is a relatively new concept in the world of employment. It utilizes the same strategy, only this time the product is YOU. Branding yourself is a way of making it clear to potential employers (or clients) what, in particular, you might be able to do for them that stands out that another person advertising a similar service or comparable skills.

Successful products have slogans, and so can YOU. When someone asks you what you

do for a living, do you answer with your job title? Do you say, for instance, "I am a manager." Most people tend to do this and this is hardly inspiring. Or do you say something like, "I work for the What's-it Manufacturing Plant." That mentions them, but it does not identify you. This is a quick way to lose someone's interest.

Branding is a way of identifying yourself with special qualities, just like short advertising slogans will identify a product with special qualities. Mercedes Benz is, "Engineered like no other car in the world." Holiday Inn is, "Pleasing people the world over." With Polaroid, "The fun develops instantly." With McDonald's "I'm lovin' it".

When someone asks you

what you do, rather than responding, "I am a manager," it could be, "I turn management around in companies so that they can profit again." Or rather than just a teacher you could describe yourself as, "I teach children to enjoy learning." This short but positive association can make you more attractive and encourages them to want to know you better. Your brand can be communicated in your conversations and be suggested with examples in your resume. A brand for you can identify you to a potential employer as having a most special quality or advantage and impress them that you would make a most desirable employee. So having said this, what is your brand? What do you bring to the plate that is unique?



Write your own personal brand statement here:

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**STEPS TO BECOMING A BETTER "NETWORKER"**

**Step 1**  
Stay in touch with people you like and respect even if they can't help you immediately. You don't want to go to someone only when you are desperate.

**Step 2**  
Talk to people you don't know everywhere you go. Cocktail parties and weddings are just the tip of the iceberg; don't forget about airplane rides, supermarket lines, sporting events, festivals, bookstores and so on.

**Step 3**  
Learn to ask "What do you do?" with comfort, sincerity and interest.

**Step 4**  
Become a better listener. Ask a question and then be quiet until you hear the answer.

**Step 5**  
Practice your own presentation of your skills. Learn more than one approach, whether frank or subtle.

**Step 6**  
Keep a great updated

brochure, business card or other form of information about yourself on you at all times. Get comfortable handing out your card.

**Step 7**  
Take classes to improve your public speaking, body language and writing skills.

**Step 8**  
Join every networking club and association in your field.

**Step 9**  
Follow up on any lead, no matter how minor.



## WHAT TO ASK AT A CAREER FAIR?

So you've been invited to attend a career fair. What is the purpose of your attendance? Are you looking for internships/employment opportunities or are you looking at perhaps meeting people in the field whom you can interview to find out more about your career of interest. Perhaps you're doing both! Here's a quick list of potential questions to ask a recruiter at a career fair. Naturally, you're not going to ask all of the questions below -- you've only got a couple of minutes. This list will get you on the right track and help you avoid the sweats and stumbles. Sample questions include: What kind of person are you seeking for the position? What kind of educational background do you prefer? What employment experience is required? What additional skills, like languages or computer skills, are particularly valuable? What do you like about working for your company? How many people work at your company? What kind of benefits does your company provide? What kind of advancement opportunities does your company provide? Where does your company hope to go in the next few years? Is there anything else I should know about your company? How can I contact you if I have a few questions later? What are some rewarding/challenging aspects of this career in your opinion? How long did it take you to complete the educational requirements for this position? Please describe what a typical day/week looks like? How rapidly is the present career field growing? Remember to be friendly and conversational. Never underestimate the person to whom you may be talking because they may end up being your supervisor if they take an immediate liking to you. Also, make sure that you shake their hand firmly and always keep proper eye contact. Good luck!



## HOW SHOULD YOU NEGOTIATE SALARY?



If you are like most people, you know that no one really ever taught you how to negotiate your salary, benefits, or raises. Most likely you don't even know that you can negotiate or that negotiating is an option. What people don't know is that most companies hire you and *expect* you to negotiate. And in some cases when an employee does not negotiate, the employer may think less of you. Many people can go throughout their career without ever negotiating their compensation. However, there is always the fear of negotiation because people think that it will make people mad. When negotiating you should first think about what you are negotiating for and make sure you know that your demands are reasonable. If those demands meet the reasonable state then you should have nothing to worry about, especially getting people mad. If you are afraid of this, how would you expect to work somewhere, where you can not even ask for the vacation you want or the raise you deserve. The reality of it is that *not* negotiating will make you look bad. People are more likely to lose respect for you. No one else is going to look after you, you have to be your own boss and know what is right for you, and what you truly deserve. You should be able to present your self well when negotiating, don't act too eager, most important remember not to give out salary history information for that may throw off the employer. Remember make a counter offer, be patient, be yourself, ask for advice and never give up!

Check out our newsletter on the web at  
[www.lacitycollege.edu/services/career](http://www.lacitycollege.edu/services/career)

## THE HOLLYWOOD WORKSOURCE AND LACC TEAM UP! READ ALL ABOUT IT!

### LACC CAREER CENTER

855 North Vermont Avenue  
Los Angeles, CA 90029  
(323) 953-4000 Ext. 2210  
AD 109

For more information on our center,  
please visit us at:  
[www.lacitycollege.edu/services/career](http://www.lacitycollege.edu/services/career)



Did you know that there is WorkSource center found near the campus of Los Angeles City College? While the LACC's Career Center can help you focus on the career of your dreams and about how compatible your personality, interests, workplace values, and abilities/skills are with such, the WorkSource center can help you find full-time employment aligned with your career goals. According to the Los Angeles Community Development Department CDD News Vol. II, Issue 91, there are 18 WorkSource Centers throughout Los Angeles. These are one-stop centers that offer employment seekers computers, job opening descriptions, recruitment events, training and other services. Please visit them in the bungalows located on the south side of the campus. If you wish to contact them, please feel free to call (323) 953-4002. Good luck with your job search and don't forget to brand yourself!



## INAPPROPRIATE OFFICE TALK

Have you ever wondered what is and is not appropriate to talk about in the office? There are certain topics that can offend your coworkers. There are also topics that can cause coworkers to have a negative outlook on you. Here are some topics that you should avoid talking about:

**RELIGION:** Religion is a very touchy subject for people. People don't want to hear that you disagree with their outlooks on religion. Also, you don't want to seem like you pushing your choice of religion on someone. Talking about your religious beliefs can make fellow coworkers feel judged if they for example don't follow a religion or live lifestyles that go against your religion. People can become very offended by this.

**POLITICS:** Politics is a sensitive

issue that can cause very serious arguments and grudges, especially around election time. Talking about politics can cause fights especially if one of the parties is determined to win the argument. It is just best to leave the subject alone completely

**YOUR SEX LIFE:** You shouldn't talk about your sex life in the office period. It is no one's business and should be kept personal. It can lead to major problems in the office like sexual harassment charges if the person you are talking to chooses to and lead to gossip.

**PROBLEMS AT HOME WITH FAMILY:** Talking about problems with your family can also lead to gossip about you in the workplace. This can also cause coworkers to view you as weak, a position you don't want especially

if in a position of authority.

**HEALTH PROBLEMS:** Unless the health problem is serious and will cause you to take a considerable amount of time off, your health problems should be kept to yourself. In the case of needing to take time off, the matter should only be discussed between yourself and your employer/

By avoiding these subjects at work, you are sure to make your reputation and work life much more stable and pleasant.

