

Essential Tools for Job Seekers



A proud partner of the **AmericanJobCenter** network



Thank You For Joining Us - What to Expect

- We appreciate your patience while we accommodate in-person and virtual attendees
- Online - everyone will be (should be) MUTED
- Those with cameras be aware of background – turn off camera if necessary
- Use the chat box or Q&A box if need to comment or ask questions
- Polls may be used - please participate when prompted
- Attendance will be recorded

Introduction

- Overview of the One - Stop Center services, workshops, programs and core partners
- Review tools needed to find your next job / career
- Learn tips for a successful job search
- Discuss resume, cover letter and references
- Application process and interview preparation



Understanding IowaWORKS

IowaWORKS offers:

- Employment Services, Workshops, Career Interest Profiler, Skills Assessments, Career Guidance and Counseling, Reasonable Accommodations
- Collaboration between partner programs and agencies to help individuals obtain and maintain employment

Job Search and Career Development Services

- Work Registration (lowaworks.gov)
- Skills Assessment
- Job Search Assistance
- Job Referrals and Leads
- Help with Job Search and Applications
- Career Exploration
- Assistance with Resume and Cover Letters
- Interviewing Skills (In-person & Virtual)

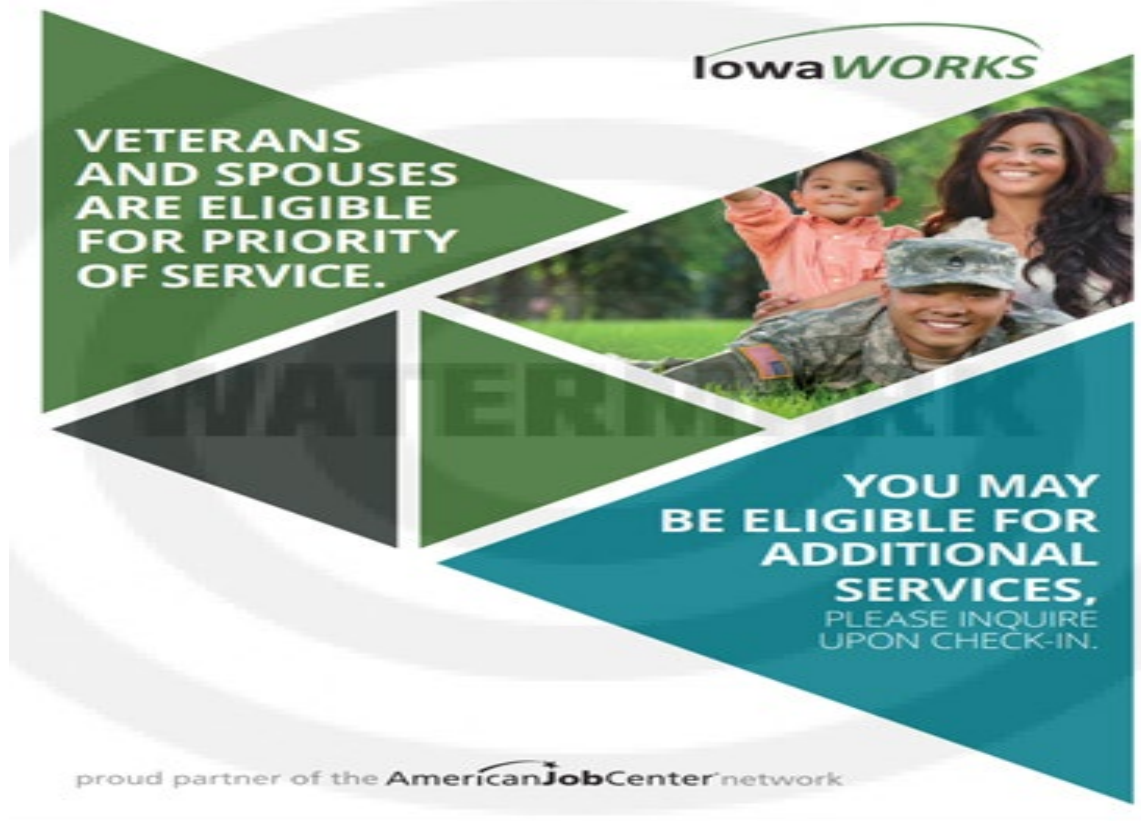
Job Seeker Services

- Veteran Services
- Unemployment Services
- Basic Computer Classes
- Office Proficiency Assessment
- Microsoft Applications
- National Career Readiness Certificate
- Job Readiness Workshops
- Meet & Greets / Hiring Events (In-person & Virtual)

Iowa *WORKS* Can Help You

- Adult, Youth and Dislocated Worker
- HiSET
- GAP
- Pre-Apprenticeship (commonly through high schools)
- Registered Apprenticeship (www.earnandlearn.iowa.gov)
- Vocational Rehabilitation (IVRS)
- Ticket to Work
- Job Corps
- Senior Community Service Employment Program
- Re-Entry Career Planning
- Go to lowaworkforcedevelopment.gov for more resources

VETERANS Priority of Service



IowaWORKS

VETERANS AND SPOUSES ARE ELIGIBLE FOR PRIORITY OF SERVICE.

YOU MAY BE ELIGIBLE FOR ADDITIONAL SERVICES, PLEASE INQUIRE UPON CHECK-IN.

proud partner of the **AmericanJobCenter** network

The graphic features a central photograph of a smiling family: a man in a military uniform, a woman, and a young child. The text is arranged in green and teal geometric shapes around the photo. The IowaWORKS logo is at the top, and the AmericanJobCenter logo is at the bottom.

Resources Available at Iowa *Works*

- One on one assistance with friendly, knowledgeable Career Planners
- Resources to direct you to current job opportunities
- Computer Lab, Fax, Scanner
- Language Learning Opportunities - Rosetta Stone
- Tips Sheets, Hiring events/ Job Fair info
- Referrals to Community Resources and Partner Programs

****All services are free****

Finding your Career Path



O*NET OnLine

A proud partner of the [americanjobcenter](#) network

Occupation Quick Search:

[Help](#)

[Find Occupations](#)

[Advanced Search](#)

[Crosswalks](#)

[Share](#)

[O*NET Sites](#)



Build your future with O*NET OnLine.

Welcome to your tool for career exploration and job analysis!

O*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!

[What is O*NET?](#)

What's New?

New BLS info in O*NET websites

[Learn More](#)

Get O*NET news by [email](#) or [RSS](#).

I want to be a...

Start the career you've dreamed about, or find one you never imagined.

[Find It Now](#)

at My Next Move

ATTN: VETERANS

Put your military skills and experience to work in civilian life. Learn how at:

[MY NEXT MOVE](#) **FOR VETERANS**

[Get Started](#)



Occupation Search

[Keyword](#) or [O*NET-SOC Code](#):



Find Occupations

[Browse](#) groups of similar occupations to explore careers. Choose from industry,



Advanced Search

[Focus](#) on occupations that use a specific tool or software. Explore occupations that need

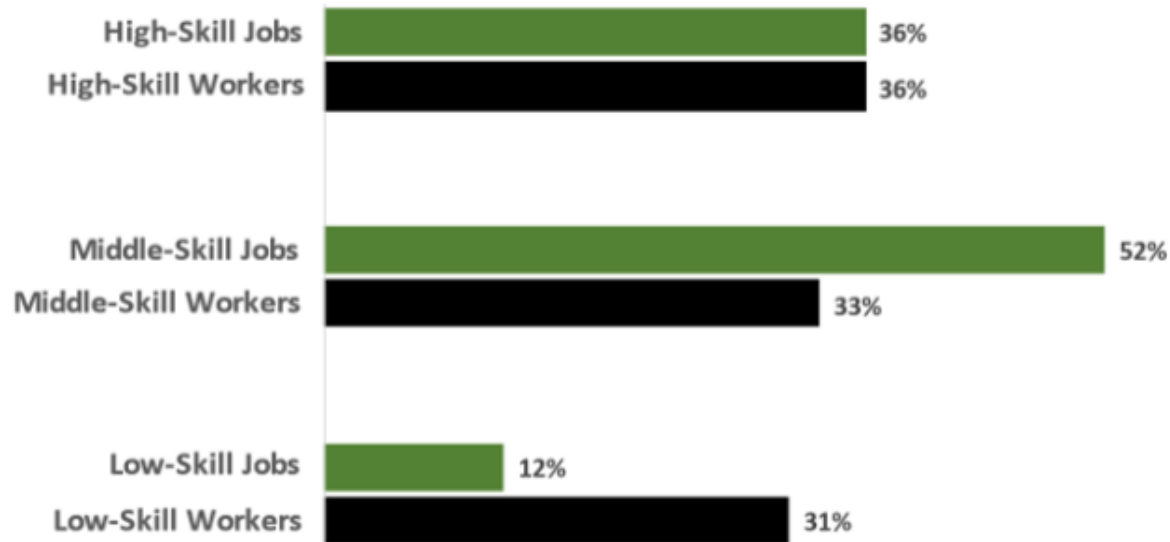


Crosswalks

[Connect](#) to a wealth of O*NET data. Enter a code or title from another classification to find

Iowa Skills Jobs vs. Labor

Iowa is Experiencing a Middle-Skill Job Gap
Iowa's Jobs & Workers by Skill Level, 2019-2020



Sources: 2019 Occupational Employment Statistics, Labor Market Information Division, Iowa Workforce Development.
2020 Current Population Survey, U.S. Census Bureau.

Skills Assessment and Guidance

- Assess the gaps you have in your skills set and determine what is specifically needed to bridge the gap so that you can access the right opportunities for success!
- Iowa*WORKS* can help you explore both providers and funding opportunities needed to obtain education and training.

Skills Assessment and Guidance

What specific skills or credentials are you currently lacking that have proven to be a barrier in your job search?

- High School or High School Equivalency
- English Language Proficiency
- Career Specific Skills / Credential / Certification
- Technology Skills

National Career Readiness Certificate



NATIONAL
CAREER READINESS
CERTIFICATE™

NCRC

A way to prove your skills

Nationally recognized skills assessments

Earn a certificate to add to your resume and keep in your folder

100% free / No cost to Iowa residents

National Career Readiness Certificate



- ★ Workplace Documents
- ★ Graphic Literacy
- ★ Applied Mathematics

National Career Readiness Certificate

Certificate Levels



Maximize Your Potential Workshops

Maintain a Positive Attitude

What is happening to me?

How do I handle stress?

What do I need to do to move forward?

Get a new outlook on your job search!

Maximize Your Potential

Develop a Career Plan

What are the skills needed for the job that you want?

Do you need additional training to achieve your employment goal?

Assess your current skills / Create a plan / Discover tools to put the plan into action and succeed.

Maximize Your Potential

Research Industry Trends

What occupations are high in demand in Iowa and Nationwide?

What skills training or education do I need to work in the industry?

Maximize Your Potential

Create a Great Resume

Which type of resume is better for you? (Chronological? Functional? Or Combination?)

How to write Skills / Qualification Summary?

How to tailor resume to specific job?

This workshop gives you the opportunity to craft a great Resume

Maximize Your Potential

Conduct a Job Search

Learn about:

Effective Job Search Methods

Master Application

Application Tips (Online and paper applications)

Personality Test and other Assessments (Best Practices)

Sample Cover Letter

Maximize Your Potential

Interview and Negotiate

Interviewing why is it so hard?

What questions will they ask?

How do I answer those questions?

STAR (Situation, Task, Action, Result)

How do I dress?

How do I follow up? When do I follow up?

How do I prepare for a virtual interview?

Resume Writing

1 page is best- 2 pages is the maximum

Professional email address

Font size:10-12 pt (same font throughout the document)

Arial, Calibri or Times New Roman

Use Bold or Italics for headings

Avoid technical jargon, slang and buzzwords

JANE JOBSEEKER
217 W 5TH STREET
SPENCER, IA 51301
(712) 999-1234 (Home)
janejobseeker@anyemail.com

Professional Summary

Offering superior customer service experience, including twelve years in busy retail environments of convenience stores and large retail settings. With an unwavering commitment to customer service and the ability to work as a team, am able to resolve complex issues and establish customer loyalty.

Professional Experience

Customer Service Associate Jan. 2008 to Feb. 2015
Wal-Mart, Spencer, IA
Greet customers and ascertain what each customer wants or needs. Compute sales prices, total purchases and receive and process cash or credit payment. Maintain knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices. Watch for and recognize security risks and thefts, and know how to prevent or handle these situations. Ticket, arrange and display merchandise to promote sales. Exchange merchandise for customers and accept returns. Open and close cash registers, performing tasks such as counting money, separating charge slips, coupons, and vouchers, balancing cash drawers, and making deposits.

Cashier I Jan. 2004 to Jan. 2008
Casey's, Spencer, IA
Assist customers by providing information and resolving their complaints. Receive payment by cash, check, credit cards, vouchers, or automatic debits. Greet customers entering establishments. Answer customers' questions, and provide information on procedures or policies. Maintain clean and orderly checkout areas and complete other general cleaning duties, such as mopping floors and emptying trash cans. Stock shelves, and mark prices on shelves and items. Monitor checkout stations to ensure that they have adequate cash available and that they are staffed appropriately.

Server Jan. 2002 to Dec. 2004
The Prime Rib, Spencer, IA
Took customer orders. Delivered food and drinks to customers at their tables. Checked customer identification before serving alcoholic beverages. Collected customer payments. Resolved any customer complaints and fixed any errors in their orders. Answered questions about menu items. Worked a cash register.

Education and Professional Development

Spencer High School, Iowa
High School Diploma

Technical or Computer Skills

Cash Handling, Customer Assistance, Customer Service Training, Team Player, Microsoft Word, Excel, Cleaning, Customer service, Merchandise Exchange, Payment Receiving, Team Work

Cover Letters

- Accompanies your resume
- If given an option, always send a cover letter, when sending your resume
- Make sure each cover letter, like your resume is unique to the job
- Employer will likely review first
- Demonstrate knowledge and interest to employer
- Opportunity to explain potential negative aspects (gap due to pandemic)
- Directs employer to particular parts of resume
- New cover letter for each job application

References

- Separate page
- Make sure you use managers / supervisors / co-workers
- No more “References provided upon request” Must be able to provide at least 3 references
- Consistent with formatting
 - Name
 - Title
 - Company
 - Address
 - Phone
 - Email

Filling out Job Applications

- Create a professional email address (especially for online applications)
- Resume specifically tailored to match job description.
- Resume (electronically saved on Flash Drive or computer)
- References
- Quiet time to complete application in one sitting
- Be prepared to create an account for that specific employer

Information you need to apply for jobs

ADDRESS

CITY, STATE, ZIP

PHONE NUMBER

PROFESSIONAL EMAIL ADDRESS

POSITION APPLYING FOR

HOURS AVAILABLE FOR WORK

EDUCATION

DRIVER'S LICENSE NUMBER

REFERENCES

VETERAN INFORMATION

WORK EXPERIENCE (INCLUDING: DATES,
DUTIES, SUPERVISORS, ADDRESSES)

HONEST EXPLANATION FOR ANY GAPS IN
EMPLOYMENT

WAGE/SALARY [Futurereadyiowa.com/career
coach](http://Futurereadyiowa.com/career-coach) (WWW.SALARY.COM)

Online Job Search and Application

- Follow ALL directions exactly as described on each page and that all appropriate materials have been uploaded
- Proofread and pay attention to spelling and grammar
- Everything with a red *, #, or another symbol are required field
- When submitting application, check email for confirmation
- Keep track of User ID and Password for each site (Passwords are usually case sensitive or a combination of letters, numbers & special characters)
- Be aware that some online applications "time out" - consider having information printed for easy/timely access

Mistakes to avoid on paper or online applications

- Not following directions
- Misspelled words and poor grammar
- Incomplete information or unanswered questions
- Not applying for a specific position

How Many Fs Do You Count?

FINISHED FILES ARE
THE RESULT OF YEARS
OF SCIENTIFIC
STUDY COMBINED WITH THE
EXPERIENCE OF YEARS.

LOOK!

Again



Need another look?

FINISHED **F**ILES ARE
THE RESULT OF **F** YEARS
OF **F** SCIENTI**F**IC STUDY
COMBINED WITH THE
EXPERIENCE OF **F** YEARS.

Mistakes to avoid on paper or online applications

- Incomplete work history or large unexplained gaps in work history
- Not checking entries on an online application when uploading resume
- Using words such as fired, terminated, let go
- Application not submitted by the deadline

Preparing for the Interview

- Do your Homework
- Learn the business and determine the following points:
 - Uniqueness of the industry
 - Know the culture of the company/organization
 - What is their reliance on technology (compared with your technology skills)
- Two questions to have answers to:
 - What do you know about us?
 - What about this job appeals to you?

Tell Me About Yourself

The Elevator Pitch

- Timing: 15-45 seconds to explain your value to a potential employer
- Content: reveal what you'd bring to the table, what you can do for them
- Stick to no more than 3 most important positive points related to your homework, the position and your experience related to the position you are interviewing for
- It should contain what you are passionate about and how do your key strengths bring value to a potential employer
- Delivery: practice, practice, practice

Best Ways to Prepare for Interview

- Do your homework!
- Know ahead of time the details of job description
- Create Elevator Pitch and practice
- If virtual, assure area around you is clean, has appropriate lighting and no extra noise in the background
- Using the STAR method to frame your responses to interview questions:
 - ✓ Identify a Situation
 - ✓ What was the Task?
 - ✓ What Action did you take?
 - ✓ What was the Result?

Behavioral Interview Questions

- Situational Questions: “Tell me about a time when . . .”
- Almost impossible to do well unless you have prepared in advance
- Focuses on problem solving skills

Always use STAR method for your answer

- Identify a Situation
- What was the Task?
- What Action did you take?
- What was the Result?

Dress for Success

- Be confident
- Dress one step up from what the occupation will likely wear
- Prepare clothing well in advance of interview
- Make sure clothing is clean and pressed
- Wear clean and professional shoes
- Personal appearance

Appearance and First Impressions Matter!!!

- Most interviewers make up their minds within the first 5 minutes of meeting you whether they are going to hire you.
- A big part of this is how you walk into the room.
- How did you greet the receptionist?
- Did you make eye contact when introducing yourself?
- Follow the lead of the employer, if they want to bump elbows, shake hands or fist bump.
- If virtual, be mindful of when you are muted.

Leaving a Good Impression

1. Be prepared with your own list of questions related to the position and or corporation.
 - a. How is the company planning for growth ?
 - b. How will this position assist in growth?
 - c. What are some of the challenges a person in this position will likely face?
2. Thank the interviewer for their time and follow the lead of the employer, if they want to bump elbows, shake hands or fist bump.
3. Send a follow-up email to thank the employer for their time and the interview.

Most Common Interview Mistakes

1. **Not being prepared!**
2. Dressing inappropriately
3. Failing to present a detailed resume
4. Lying about items during the interview/resume
5. Using negative comments when describing a former boss or place of employment
6. Displaying a bad attitude
7. Chewing gum
8. Fidgeting, poor posture
9. Talking too much
10. Failing to follow up

Job Searching and Social Media

According to a recent survey, **75%** of employers are using social media to screen prospective employees during the hiring process.

It is critical to create, develop and monitor your image online.



We are here to help

Career Planners are available in your local IowaWORKS American Job Centers to help you 1 on 1 with your job search! They can help identify open job opportunities, craft your perfect resume, conduct a mock interview and more!

Schedule a time to meet with one of our skilled career planners either in person or online! Contact your local center or schedule a virtual meeting by logging into IowaWORKS.gov and going to Meetings on your Dashboard!

Find contact information for your local center at

www.iowaworkforcedevelopment.gov/contact



▼ Current Month's Events		
	Workshop/Training	59
	Job Fair	2
	Meetings	14

We are here to help

- **Sending out resumes/applications and not getting interviews?** Attend **Create a Great Resume** workshop.
- **Getting interviews but not job offers?** Attend **Interview & Negotiate** – then try a **Mock Interview (In-person or Virtual)**.
- **Not sure what your next step is?** Check out **Research Industry Trends** to learn about current trends and occupations that match your interests.

We are here to help

- **Sending cover letters that read like IRS tax forms?** Join us for the **Conduct a Job Search** workshop, which explains cover letters, thank you notes, etc.
- **Reinvent Yourself:** Don't become too attached to who you think you should be. **Let it go and try new things.** That may mean expanding your job skills and using them in another way. Join us for **Develop a Career Plan.**
- **Let us help you!** “Think outside the box” and explore training and skill upgrading opportunities.

We Are Here For YOU!

Let Us Know! Topics to Consider

- Wow Employers in 30 Seconds!
- Mock Interviews
- Secret Interviewing Tips and Answering Tough Questions
- Conflict in the Workplace
- Bring Your A Game to Work
- Make a Great Resume
- Application Tips and Online Applications
- Make a Great Resume
- Top Job Search Strategies
- How to Keep a Positive Attitude While Job Searching
- Budgeting and Money Management

**Questions or
comments?**

**Thank you for
attending today's
workshop!**

