

Southwest MN Private Industry Council 202 North 1st Street, Suite #100, Montevideo, MN 56265
www.swmnpic.org lchristian@swmnpic.org 320.269.5561 Toll Free 1-800-422-1346

THE FUTURE'S 15 MOST WANTED WORKERS

By Kate Lorenz

This spring there seems to have been an explosion of positive employment news that's left skeptics wondering, "Is this news too good to be true?" and job seekers crying foul.

While we are not out of the woods yet, President Barack Obama was cautiously optimistic in a recent radio address. "Even as we have come a long way, we still have a ways to go," Obama said. "No matter what the economic statistics say, I won't be satisfied until folks who need work can find good jobs. After a recession that stole 8 million jobs, this is going to take some time."

Unfortunately, it's not expected to be smooth sailing when we come out on the other side of the recession. As difficult as it may be to believe given today's still shaky employment situation, economists are projecting a labor shortage soon.

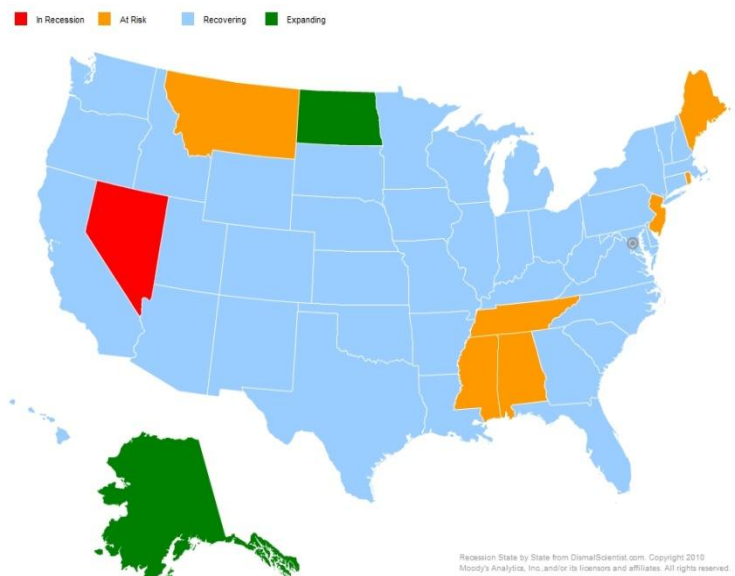
"By 2018, with no change in current labor force participation rates or immigration rates and an expected return to healthy economic growth, we will have more jobs than people to fill them," wrote Barry Bluestone, dean of the School of Public Policy and Urban Affairs at Northeastern University, and Mark Melnik, deputy director for research at the Boston Redevelopment Authority, in their report "After the Recovery: Help Needed."

The report, which was sponsored by MetLife Foundation and Civic Ventures, a think tank on baby boomers, work and social purpose, predicts that within the next eight years there could be at least 5 million job vacancies in the United States, nearly half of them (2.4 million) in social sector jobs in education, health care, government and nonprofit organizations.

The report identified 15 jobs expected to provide the largest number of potential new career opportunities in the coming decade.

In this Issue:

- Pg. 1** *The Future's 15 Most Wanted*
- Pg. 2** *Knowledge Worker Course*
- Pg. 3** *9 Surefire Ways to get fired*
- Pg. 4** *5 Ways to Turn off Employers*
- Pg. 5** *5 Ways College Gave You....*
- Pg. 5** *Creating a Reference List*
- Pg. 6** *Workshops*
- Pg. 6** *FREE Industrial Maintenance*
- Pg. 7** *10 Things that Cost More*
- Pg. 7** *Continued-Future's 15 Most*



This map from DismalScientist.com shows states that are moderating and recovering from the recession.

Continued on Pg 7....

Minnesota State Colleges & Universities Knowledge Worker Course

The Knowledge Worker course consists of 16 hours of course instruction and has been developed for the adult learner. The course is offered in a hybrid fashion over a four-week period of time. The first four hours will be instructor-facilitated and take place in a computer lab in your community. The remaining 12 hours will take place online and involve a combination of online discussions, course research and independent study. This course is offered at no charge to the student because it is grant funded.

This course consists of four modules:

- Introduction to Knowledge Worker
- Career Pathways
- Innovation & Creativity in the Workplace
- Technology in the Workplace

Module 1: Introduction to Knowledge Worker

Knowledge workers bring benefits to organizations in a variety of important ways. The first session is a face-to-face session introducing participants to understanding the role of the knowledge worker and interface with social media tools on the internet that now drive more powerful forms of collaboration. The session will include methods of analyzing data, identifying and understanding trends of the knowledge worker including divergent and convergent thinking.

Module 2: Career Pathways

Career Pathways will lead participants to a career plan that will use the best of who you are, the strengths of your values and skills, and the power of your dreams and desires to shape a life that will be fulfilling and productive. Participants will also explore tools for resume creation to present their skills and accomplishments to employers and investigate techniques for an effective and successful job search.

Module 3: Innovation & Creativity in the Workplace

True or False - Most people believe they are not creative. (True)

True or False - Today's workplace needs creative people who are able to practice innovation. (True)
So if most people believe they are not creative, yet today's workplace needs creative people, how do we suddenly become creative (develop original ideas that have value)? Further, how do we get used to practicing innovation (putting original ideas into action)? In this module, participants will learn how to generate creative ideas individually. They will also have the experience of practicing innovation by collaborating with others in an online learning environment. By completing the individual and collaborative activities in this module, participants will increase their confidence in their ability to be both creative and innovative.

Module 4: Technology in the Workplace

Technology in the workplace is the final module. Participants will review critical internet marketing communication skills through comprehensive social media that covers all aspects of online marketing, public relations and corporate communications. The session will include analyzing new media communications strategies that will integrate social media, online research and marketing tools for the knowledge worker.

Pre-requisites: Students should already have some basic computer skills and access to the Internet either from home or in the community. One of the intended outcomes of this course is that students will be able to continue their educational goals by successfully enrolling in and completing college-level online courses.

MnSCU is a project partner in the Minnesota Intelligent Rural Communities initiative, a Blandin Foundation-administered project funded in large part through an American Recovery and Reinvestment Act grant. More about MIRC is available at www.blandinfoundation.org.



An equal opportunity educator and member of the Minnesota State Colleges & Universities system

www.swmpic.org

Are you
interested
in developing the
SKILLS
necessary for today's
workforce?

Sign up today for class
to be held on:

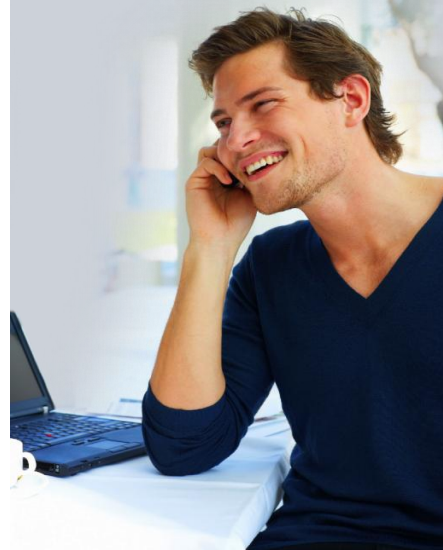
**Wednesday,
October 26, 2011
3:00-7:00 p.m.**

**412 2nd Street NW
Ortonville**

For more information or to
register contact:

Vicki Oakes
Vic.oakes@gmail.com

Sandy Larson
Customized Training Coordinator
Alexandria Technical and
Community College
320-762-4406
1-888-234-1313
sandy1@alextech.edu



9 Surefire Ways to Get Fired

Mistakes help us grow as individuals and make us better people, or so we're told. At work that's definitely true. Call the CEO by the wrong name once and you'll never do it again. For this reason, level-headed bosses aren't looking to fire anyone for the occasional gaffe.

Still, even the nicest of bosses will reach a limit. Oversleeping one morning probably won't get you fired; doing it three times a week probably will.

In the spirit of keeping you in your supervisor's good graces (and employed), here are nine moves that will get you fired.

1. Being sort of punctual

Each company has its own culture, which might mean stumbling into work 10 minutes late is no biggie to the boss. When it comes to deadlines, however, punctuality is non-negotiable. When other people -- and consequently their reputations -- depend on you to complete work in a timely manner, excuses don't work. Arriving late to a meeting or not at all is a high-profile way to show you don't respect other people's time, too.

2. Hang on, I'll tell you after I update my Facebook profile

Jobs that rely on the Internet provide ample distractions for employees who would rather play online Texas Hold 'Em than work. Many employers allow workers to spend some time checking personal e-mail accounts and catching up on celebrity gossip. A reasonable amount of time. When your duties take a back seat to updating your Facebook status, the boss won't have a problem giving you a pink slip for neglecting your duties.

3. Not knowing what your job is

When bosses hire people, they want them to fulfill their job duties so that the team can run smoothly. You're allowed a few growing pains when you're new, but if six months (or years) into the job, you're still asking people what you should be doing or how to perform an elemental task essential to your job, something isn't right. One of the quickest ways to lose your job is to be deemed unreliable.

4. Needing the spotlight

Children have the honor roll to recognize their outstanding work; adults have paychecks. The employee who demands praise for every bright idea or successful quarter he has will gain a reputation for being needy and distracting. Of course we all like to have a pat on the back now and then, but making sure every person in the meeting knows the boss just pitched your idea shows that you're more concerned with yourself than with the team.

5. Being too honest

Your parents and teachers probably taught you that the truth is always better than lying, and they were right. Nevertheless, remember to keep some thoughts to yourself, especially when those thoughts are that the boss has no clue what she's doing or that you could do her job better with your eyes closed. Having an honest exchange of ideas with a boss is one thing; insulting him or her, albeit with good intentions, is another.

6. Going on vacation when you're needed most

Although you have every right to use your vacation days, a quick way to damage your reputation is to be in the Bahamas during crunch time. If you have to take some personal days at your department's busiest time, plan ahead so you don't inconvenience your team. If you're gone every time a major deadline approaches, however, your reputation will suffer.

7. Proving you can't be trusted

When a co-worker or boss shares private information with you, the quickest way to risk your job is to tell everybody what you know. Not only do you betray that person's trust, but you also make that person look foolish for having confided in you in the first place. Employers have no trouble cutting ties with someone who blabs secrets.

8. Not respecting the boss in front of his or her boss

Remember: Your supervisor has to answer to someone, too. Although you should be respectful every day of the week, make sure to be on your best behavior when your boss's boss is around. If you're undermining authority or even just not doing your job well, your boss looks incompetent. The boss might not say anything when the head honcho is around, but you'll probably have to answer for your mistake soon enough.

9. Thinking you're the exception to the rule

Your parents always said you were special, but your boss doesn't have to agree with them. That's why you shouldn't expect to be exempt from the company policies, like vacation day guidelines, the dress code and other department rules. Asking for some flexibility when your children are sick is reasonable, but expecting to always leave early because you have to pick them up from school crosses a line. Your boss expects you to follow the same rules as everyone else.

By Anthony Balderrama-Career Builder.com

5 Ways to Turn Off Employers

Job searches, much like first dates, are about giving the other party -- in this case the employer -- a once-over and presenting yourself in the best possible way. Also similar to first dates, job searches give you several opportunities to make a single mistake that is a real turnoff. You're on your own when it comes to finding true love, but for staying in an employer's good graces, we've got you covered. So put on your best clothes, style your hair and make sure you don't make one of these job interview gaffes that are certain to turn off an employer:

Turnoff No. 1: Arriving too early for an interview

The reason: Interviews are scheduled at specific times for a reason. Hiring managers have other meetings and responsibilities to deal with throughout the day, so they can't interrupt their schedule just to meet with you. Also, interviews often have multiple components. If you're scheduled to meet the hiring manager first, then have a conversation with some potential colleagues, followed by a tour of the company and finally a drug test, an early (or late) arrival disrupts everyone's schedule.

The solution: By all means, arriving early is better than arriving late. However, from an interviewer's perspective, arriving 45 minutes early and letting the receptionist know you've arrived is just as bothersome as showing up 45 minutes late. If you get to the interview location too early, go to a nearby coffee shop, take a walk around the block or sit in your car to pass the time. Checking in with the front desk five or even 15 minutes early is acceptable and shows the employer you're punctual.

Turnoff No. 2: Letting your desperation show

The reason: Although you have been looking for a job for several months or even longer, don't let your frustration become the interviewer's problem. A negative attitude that causes you to vent about the hardships of being unemployed can leave you reeking of bitterness and repel employers.

The solution: Don't get us wrong -- being unemployed can be one of the worst experiences a person goes through, and anyone who has been there understands that eventually you reach a point where you want to scream. Nevertheless, do your screaming before you get to the interview.

When you're preparing for the interview, think like an employer. Do you want to hire the person with amazing qualification, a great personality and the potential to grow with the company? Or do you want to hire the person whose primary concern is getting a paycheck, who sounds angry and who might quit the moment a better job comes along? Enthusiasm impresses an employer; desperation does not.

Turnoff No. 3: Being too aggressive with your follow-up

The reason: Employers want to see enthusiasm from job seekers, but they don't want to be inconvenienced by said enthusiasm. Two e-mails, a handwritten note, a few phone calls and a quick visit to the office just to see how things are going will not impress a hiring manager. That approach will scare them.

The solution: Again, enthusiasm wins over desperation every time. You need to send a thank-you note, and you can send both an e-mail and a postal letter to cover your bases. Pestering employers doesn't just make you look desperate, it also annoys them. They don't have time for so many distractions and eventually the first thing they'll think of when they see your name is, "Oh, that's the one who wouldn't leave me alone." Prove you have common sense, which includes knowing when to stop.

Turnoff No. 4: Talking trash about anyone

The reason: You probably have plenty to say about your incompetent former boss and inept co-workers, but you know better than to say it. You've been told that employers hear you talk negatively about a past boss and think, "One day you'll be talking that way about me." You might forget that the same thoughts run through their mind when you talk about other organizations, too. If you're interviewing with the No. 2 company in a specific industry, you shouldn't take cheap shots at the No. 1 company every chance you get. Employers know you're job hunting and that you've probably been just as unkind about them in other interviews.

The solution: Stay positive. Explain why you want to work for the company. Point out how your experience has prepared you for this move. You don't need to pretend that your former employer is a personal hero, but you should demonstrate that you are bringing something from the company other than your 401(k). Rather than belittle the competition, promote this company. Say, "I know your competitor is doing this, and they've had some success, but you have the ability to do this and that to beat them." The focus remains on this company and also on your ideas.

Turnoff No. 5: Lacking direction

The reason: Whether or not they are micromanagers, employers like to have some trust in their employees. If your résumé, cover letter or interview suggests that you have no goals, you are not an attractive candidate. If you don't even know where you want your career to go, how can you know this job is for you? A cover letter looking for a job instead of *this* job implies that you're floating from gig to gig until you get bored.

The solution: If you're not positive what your future looks like, at least create a narrative that satisfies you. This job might not be your ideal one, but do you see yourself learning from it and putting you on a path to something better? What could you do after you spend some time working here? Figure out what that path is so you can show an employer you know where you're going. You don't need to promise that you'll stay at this position forever, but you can suggest that you are eager to learn and want to move forward. Employers like ambition because these workers tend to care about their jobs and ultimately improve the business in some capacity.

5 Ways College Gave You More Training Than You Thought

According to a recent CareerBuilder college survey, one-in-four hiring managers say relevant experience is the top thing they look for in a new graduate. If you can find a paid internship or can afford to take an unpaid one, more power to you. You have a head start on the job market. For the rest of you -- even if you've never worked in an office -- your college days have given you more experience than you might think. You just need to strategically market your campus activities.

Before you write your résumé, consider your:

Coursework

Remember those weeks you spent in the student center working on that group advertising project? That's experience. So is that 3,000-word investigative journalism story you researched all semester. If you worked on a project or report in the classroom that directly relates to a certain field, by all means include it on your résumé. Sometimes, creating a strategic list of classes you've taken can give you an edge. For example, say you're a premed-turned-journalism major. You'd be a great candidate if you came across a posting for a science reporter job. Create a "Relevant Coursework" section on your résumé, and list your important journalism classes alongside the biology and chemistry classes you took as an underclassman. A word of caution: Don't list classes for the sake of listing classes. The section is called "Relevant Coursework" for a reason.

Part-time jobs

Meticulously folding T-shirts into identical stacks at the Gap or bussing tables at Red Lobster might not seem like the kind of experience employers are looking for. But your part-time gig taught you some important skills that can translate to any workplace. Think about when you waited tables: You probably learned to diplomatically handle all sorts of people -- even the difficult ones. Plus, working your way through school (especially if you didn't let your grades suffer) shows dedication and impressive time-management ability. When you include these jobs on your résumé, the key is to not just list your job duties. Focus on accomplishments (like when you increased sales by 10 percent at the hot dog stand) or skills learned on the job.

Campus leadership positions

It's impressive to be dorm president. It's even more impressive when you show how you successfully managed a \$10,000 budget and created and implemented a plan to reduce dorm vandalism, reduced cleaning costs by 50 percent year-over-year. Don't rely on a fancy title -- show how your time and hard work made an impact on your organization.

Clubs and other extracurriculars

Your time as a varsity athlete likely taught you leadership, teamwork and some serious time-management -- all things employers consider to be important. Or maybe you were in charge of your sorority's recruitment. You now have experience managing a budget, supervising a staff and coordinating PR efforts to make your sorority's image as positive as possible.

Volunteer work

If you spent a day or two a week helping out at a nursing home or writing up fliers for a political campaign, don't discount the value of your work. More than 60 percent of hiring managers say they count volunteer work as relevant experience, according to CareerBuilder.com. Again, keep in mind that a list of accomplishments and skills is much more compelling than a list of job duties.

Careerbuilder.com writer

Creating a Reference List

Robert Half International

A less-than-glowing reference can set you apart from other job candidates — in the wrong way.

Following are some suggestions for assembling a reference list that works for, not against, you:

Don't ambush your contacts.

Make sure the people you ask potential employers to reach out to are aware that you've listed them as references and are comfortable speaking on your behalf.

Before you submit a reference list to a prospective employer, provide each contact with an updated copy of your resume. Also describe the company and position you've applied for, as well as the name of the person who will likely be calling.

Contacting references beforehand will also allow you to make sure each individual is enthusiastic about your request.

Choose wisely.

Consider which of your references can best discuss the traits and qualities you possess that directly relate to the job. If you're applying for a management position, for example, it's helpful to provide contact information for a previous supervisor and someone you managed.

Remember, it's a small world.

Some employers may go the extra mile to learn more about you, and social media sites can make such detective work easier than in the past. You should not only avoid burning bridges with former colleagues but also be selective about who's in your online network since a hiring manager could contact these individuals.

Go the extra mile.

Make it easy for an employer to speak to your references by providing clear contact information for each individual. Include the person's name, phone number and email address.

Tell the truth.

Hiring managers are bound to find out if you stretched the truth during the hiring process, so resist any temptation to be less than honest about your prior experience — and make sure your references are forthright, too.

Say thanks.

Even if a reference doesn't end up speaking to a hiring manager on your behalf, thank that person and keep him or her updated on the status of your search. If you are hired, be sure to send a thank-you note or even a small gift to your references.

FREE!

INDUSTRIAL MAINTENANCE CLASSES

Will be located in **Benson**

Tentative Start Date is:
September 19th, 2011

These are **FREE** classes to
give you skills in:

- Welding
- Industrial Safety
- Fluid Power
- Boiler Engineering
- Electrical controls
- Programmable Logic Controls
- Mechanical Power Transmission

If you have an interest in Manufacturing or Renewable Energy Industries, this will help you focus on the fundamental skills needed for entry-level positions.

If you would like more information, please call your local ABE office or WorkForce Center to request an interest survey

Application and forms are available online at

www.tinyurl.com/indmaint

**"It's not the
work that's
hard, it's the
discipline."**

~Anonymous

DOES YOUR JOB SEARCH NEED A TIME OUT?

SW MN Private Industry Council
Presents:

Weekly Workshops

*Every Wednesday 1-3 PM Free Everyone
and Anyone Welcome!*

1st Wednesday: **Applications** *Online and
paper

2nd Wednesday: **Write a winning resume!**
*New resume trends

3rd Wednesday: **Interviews** *Tips and
Suggestions

4th Wednesday: **Financial Education** *Good &
bad credit

At the Montevideo Workforce Center!

10 things that cost more this year

The cost of technology goes down steadily, making HDTVs and Blu-ray players today a much better deal than they were a year ago. It's too bad that most other things rise in price.

Here's a list of 10 things that cost more this year than they did in 2010:

•**Car insurance.** Rates at the end of 2010 averaged \$1,000 per year but were going up faster than inflation. (Compare rates on 2,000 models.) That's especially so because insurers are adding on high-tech monitoring abilities and passing along the costs. So not only are you going to pay more, but your privacy controls are going to go down.

•**Chocolate.** There has been a veritable chocolate crisis going on in the world, and that has as much to do with political unrest and global finance as it does with weather. Cocoa was at a 30-year high earlier this year, and demand is growing. Expect to see fancier presentations even of basic chocolate -- meaning smaller boxes for bigger prices.

•**VoIP services.** Now that taxes have hit the voice-over-IP market, rates will go up as fast -- or faster -- than those of traditional telephone service providers. It doesn't help that new free VoIP services over smartphones provide killer competition. Expect struggling companies, like Vonage, to keep raising rates directly and/or tacking on extra fees.

•**Airfare.** Even if you see an abundance of ads for \$1 fares and the like, don't believe the hype. The total cost for traveling on an airplane is going up. Airlines have had such success with added fees for baggage, seating, snacks and blankets that they're not yet done imagining other things to charge you extra for.

•**Coffee.** The world's coffee supply is contracting, and prices are soaring. Coffee futures jumped 40% last year, and there's no end in sight for the rise. Even the smallest coffee shops are being hit by the price increases, meaning a more expensive cup of joe for you. Post continues after video.

•**Music.** In all the great excitement about the Beatles finally coming to iTunes, it probably escaped the notice of a lot of people that individual songs were priced at \$1.29, not the typical 99 cents of the past few years. Don't think that's just because it was the Beatles. Apple starting raising prices in 2009, and you'll be seeing prices edge higher throughout 2011 on digital music-buying sites.

•**Fast-food menus.** This change had been coming for a while, but the fast-food chains were reluctant to up the cost of their value menus in the face of rising food prices.

•**Sports tickets.** Almost every major-league sport -- and a lot of minor-league ones too -- is still passing along the costs of new stadiums and extras to their fans. For the New York Yankees, for example, that means tickets are up 47% for nonpremium seats in 2011. The most expensive field-level seats are \$260.

•**Ammunition.** You might not think of ammunition prices as something to worry about, but if you're a hunter or if you're concerned about the budget of your local police precinct or the nation's military, you might want to pay attention. Ammo prices have been going up steadily over the past several years and have risen again in 2011, all because the metals they're made of are going up in price and the conflicts in Iraq and Afghanistan are increasing demand.

•**Movie tickets.** Movie ticket prices go up every year, but 2011 will be a time of major increases for two key reasons: online streaming and 3-D. The popularity of streaming movies through subscription services such as Netflix has cut deeply into movie studio profits from DVD sales and from cable on-demand purchases, so they have to make up the difference somewhere. The advent of 3-D means that studios can tack on extra fees for the experience, even if viewers would rather watch a regular 2-D movie.

www.msn.com by: Karen Datko

.....The Futures 15 most wanted continued

1. Business operations specialists

Total job openings due to growth and replacement needs: 1.6 million*
Current U.S. salary: \$44,522**

2. Child-care workers

Total job openings due to growth and replacement needs: 532,100
Current U.S. salary: \$24,354

3. Clergy

Total job openings due to growth and replacement needs: 217,700
Current U.S. salary: \$51,746

4. General and operations managers

Total job openings due to growth and replacement needs: 502,200
Current U.S. salary: \$94,706

5. Home health aides

Total job openings due to growth and replacement needs: 552,700
Current U.S. salary: \$27,345

6. Licensed practical and vocational nurses

Total job openings due to growth and replacement needs: 391,300
Current U.S. salary: \$44,738 for LPNs; \$39,272 for vocational nurses

7. Nursing aides, orderlies and attendants

Total job openings due to growth and replacement needs: 4,223,000
Current U.S. salary: \$30,494 for nursing aides; \$33,822 for orderlies; \$24,695 for attendants

8. Medical assistants

Total job openings due to growth and replacement needs: 217,800
Current U.S. salary: \$35,986

9. Medical and health service managers

Total job openings due to growth and replacement needs: 99,400
Current U.S. salary: \$39,956

10. Personal and home care aides

Total job openings due to growth and replacement needs: 477,800
Current U.S. salary: \$27,345

11. Receptionists and information clerks

Total job openings due to growth and replacement needs: 480,200
Current U.S. salary: \$30,887

12. Registered nurses

Total job openings due to growth and replacement needs: 1.04 million
Current U.S. salary: \$61,423

13. Social and human service assistants

Total job openings due to growth and replacement needs: 153,900
Current U.S. salary: \$34,324

14. Teachers

Total job openings due to growth and replacement needs: 2.68 million
Current U.S. salary: \$54,273 for all; \$35,810 for elementary; \$47,603 for high school; \$68,456 for post-secondary

15. Teacher assistants

Total job openings due to growth and replacement needs: 412,700
Current U.S. salary: \$24,429

Montevideo Area Office

Southwest MN Private Industry Council

202 N 1st St. Suite 100
Montevideo, MN 56265

Phone:

320.269.5561
1.800.422.1346

Fax:

320.269.5696

Worthington Area Office

Southwest MN Private Industry Council

318 9th Street
PO Box 816
Worthington, MN 56187

Phone:

507.376.3116
1.888.234.3708

Fax:

507.376.3630

Marshall Area Office

Southwest MN Private Industry Council

Lyon County Courthouse
607 West Main
Marshall, MN 56258

Phone:

507.537.6236
1.800.818.9295

Fax:

507.537.6362

