

April 2011

PA CAREERLINK®...LINKING U TO THE FUTURE!

Youth Services Newsletter

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Keeping It Real in Today's Labor Market

By Glenda Lopez-Rodriguez

What happens when you try to get a job and find none? What happens when someone asks you to express your skills on a resume or at a job interview and you can't think of any? These are some of the common results of limited or no labor market knowledge that many youth lack. Believe it or not, not knowing your labor market information can affect your success in life.

In today's workforce, keeping it real is not about how much popularity you can gain from your peers but it is about knowing who you are, accessing and perfecting your skills, and being aware of your future workforce needs. Your career passion together with your personal skills can help promote a better working society to live in and reward you with much career success. But, what is labor market? Labor market

can be defined in many ways. Here's one way of defining it. *It is the market in which workers compete for jobs and employers compete for workers; it is finding and comparing information on what occupations are hot in your area and across the nation.*

Learning about the popular careers in today's workforce is an essential step needed to start heading towards the right direction in your future career path. Before you know it, you will be stepping into the job market whether it is in a part-time or full-time job. No matter whether you are thinking college, trade school, or other means that will lead you to your future career after high school, it is important that you choose a career that will match the interest, demands, and requirements of today's labor force. According to the International Labor Organization, in 2010, there were approximately 78 million young people unemployed worldwide, and there were 1.7 million fewer youth in the labor market than expected based on pre-crisis trends. This is why it is important that the youth of this generation start looking at the needs and demands of today's workforce. Find out which careers best match your personality, interest, and abilities and

Job Fair 2011 Spring Event

Wednesday, May 11, 2011

12:00 NOON until 7:00 P.M

CROWNE PLAZA READING HOTEL
1741 Papermill Road, Wyomissing, PA

Sponsored by:

PENNSYLVANIA CAREERLINK BERKS COUNTY,
THE READING EAGLE COMPANY

JOBS - JOBS - JOBS! Are you seeking employment or are you ready for a career change? This may be the best opportunity for you to meet with employers representing a variety of businesses in our area. You can "corner the job market" in one afternoon at one location.

Tips for Job Seekers

First impressions countdress appropriately for an interview
Bring a few resumes.... additional copies made free at the Job Fair

Arrange child care, if possible, so you can concentrate on meeting employers

Free Workshops

Join us in Salon A for the following workshops

11:00 a.m.	Job Search Skills for Youth
12:00 p.m.	Job Application and Interviewing Tips
2:00 p.m.	Social Media & Online Networking
3:00 p.m.	Civil Service Jobs

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Keeping It Real in Today's Labor Market

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compare them to the careers in demand and those that are expected to grow. It is time to market yourself, show your abilities to the fullest potential in a high priority occupation and keep it real in today's labor market.

Learn your labor market today, find a successful career tomorrow. Explore your future world!

Here's a quick list of the top 10 employers and industries, and popular careers in the Berks County Area:



Top Employers

The Reading Hospital
East Penn Mfg Co
Reading School District
County of Berks
Carpenter Technology
WAL-MART Associates Inc
Boscov's Department Store LLC
St Joseph Medical Center
Redner's Tiger Markets Inc
Wilson School District

Industry Sector

Health Care and Social Assistance
Manufacturing
Educational Services
Public Administration
Manufacturing
Retail Trade
Retail Trade
Health Care and Social Assistance
Retail Trade
Educational Services

High Priority Occupations

Farm & Agriculture Managers
Education Administrators, Postsecondary
Medical & Health Services Managers
Claims Adjusters, Examiners & Investigators
Cost Estimators
Compensation, Benefit & Job Analysis Spcst
Training & Development Specialist
Management Analyst
Accountant & Auditors
Financial Analyst

1st Quarter 2010. Source: Center for Workforce Information & Analysis.

If you want to learn more about assessing your skills and high demand occupations in today's labor market, you can start by visiting any of the following links:

PA Career Guide:

www.paworkstats.state.pa.us

Career One Stop:

www.careeronestop.org

America's Career InfoNet

www.acinet.org

O*Net Online :

www.onetonline.org

Why Volunteer? By Ashley L. Membreno

Volunteering is a way for young people to help others in a variety of services while gaining valuable real-life experiences. For many local high school students, volunteer work is mandatory to graduate. But, volunteering is more than simply handing out sandwiches at soup kitchens or playing bingo at a retirement community.

Volunteering is an indispensable way for students to experience a certain job or career which can help in their career decision-making process. Many students interested in a career in health care volunteer at the Reading Hospital to gain first-hand knowledge of their chosen career. Students can choose from positions in over 30 departments, varying from Admissions to the Transitional Care Center. Students can also choose to work with a



community, church, or school group to complete such projects as assembling patient charts, completing bulk mailings, or making tray favors. Experiencing and gaining understanding of a certain industry as a volunteer is a beneficial way for students to explore career options.

In addition to experiencing a job hands-on, volunteering is an opportunity to expand, cultivate or even uncover hobbies or passions. Here are some examples: For a budding videographer, there is a listing on the United Way of Berks County website seeking volunteers to record interviews of staff at Hawk Mountain Sanctuary. See www.uwberks.org for more details and over 200 volunteer opportunities. A student who loves animals and has a green thumb might be interested in volunteering with the Animal Rescue League to update their "Pet Path" and keep the grounds looking beautiful all year long. Visit their website at www.berksarl.org for details.

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What to Expect After Graduation! By Erin Fabian & Courtney Luckenbill

Just think that all the hard work that you have put into the last four years of your high school career is almost complete. Soon you will be walking across the stage in front your fellow students to receive your diploma. Some of you will stay close to home and attend a school or obtain full time employment, while others of you will join the military or choose to attend a school several hours away or maybe even out of state.



If you are planning on going to college, the first thing that you must do is apply for the school that you want to attend the semester before you go. You will also need to apply for FAFSA (Free Application for Federal Student Aid). Once you have been accepted, plan on attending a college orientation. At orientation, you will be able to meet new friends and learn your way around campus before you start. That way, your first day of school won't be as terrifying!

Planning on going to a Career & Technology school? If that is the case, you will need to know what trade you are planning on going to school for and also apply for the school the semester before you go. Remember you will want to try a trade that you can see yourself doing for the rest of your life!

Entering the work force after high school? Make sure to take advantage of the guidance and career center staff at your high school. You can also visit PA CareerLink® and we can help you find a job as well. You may want to take advantage of their online system (CWDS) (www.cwds.state.pa.us) to find a job, and workshops to help you prepare for a job! All the people mentioned above will help you write your resume and cover letter; and also give you tips on interviewing. You may also want to apply to as many jobs as possible! Please keep in mind that you will probably not get your "dream job" right from the start. Also remember that you will be working with people of all ages and that you must be able to get along with everyone. It is important to know that whatever you decide to do is a decision that you are willing to stand by.

Social Media- Impact on Job Search and College By Rocio Damato



Have you ever Googled your name online to see what comes up about you? Did you know employers and even colleges check out

applicants on social media such as Facebook and Twitter? First impressions are being formed before the interview process begins. Sharing too much information, especially negative information, can harm your opportunity of going to college or getting a job.

A study from the firm ExecuNet found that 77 percent of recruiters run searches on candidates online to screen applicants and 35 per-

cent of those recruiters eliminated candidates based on the information they discovered. There is a lot of information that an employer can find about a candidate such as tweets, instant messages, blogs, and photos that are posted on social media. Negative information on your profile hinders your job search. For instance, tweeting "my job is boring" could have negative consequences such as getting fired. Therefore, before posting anything, think twice about what you are going to post, how it will be perceived by others, and don't post it if you think that it is inappropriate.

In 2008, Kaplan surveyed 320 admissions officers from some of the top colleges and universities and found that admission officers visited an applicant's social website as part of their admissions decision making process. Based on the survey, 25 percent informed that they used social media; and

some said that the social website had a negative impact on their admissions evaluation. Posting information about activities such as drinking, fighting or involvement with the law could hurt a student's image with a college admissions office. Social media users should think about their profiles and web pages and give it as much importance as they would do with their college application.

Social networking is a popular activity for teens and adults. It involves using websites to share information with others and connect with them by creating a profile. To keep information from the public, set private settings to tailor your profile so certain information can only be visible to selected friends. Most importantly, don't post questionable photos (such as being naked, drinking, etc.); be positive on your status or tweets, and Google yourself.

Summer Activities for Teens By Rocio Damato

A traditional summer plan for a teen is to sit around, play video games, watch television and spend time with friends. But after two weeks of this daily routine, boredom sinks in. Teenagers need to keep busy, entertained and above all participate in activities that provide learning experiences. There are many different options available to have a great summer time, such as volunteering, summer jobs, and summer camps.

Volunteering

Volunteering offers a great way to make an impact on the community. Places such as hospitals, clinics, food banks, homeless shelters, and animal shelters have volunteer opportunities for teenagers. But before volunteering make sure that teens visit these places, see what other volunteers do, and learn whether the teen is interested in that type of work. A place that has volunteer work year around is the Reading Hospital Medical Center. It has opportunities for adults and teens in over 30 departments of the Hospital. Teens must be at least 15 years of age to participate.

Summer jobs

A summer job can provide a learning experience and extra income for students. Many students will apply to traditional summer jobs such as fast food restaurants, retail stores, or groceries. However, there are other areas to find job opportunities that are nontraditional. For instance, at golf courses teens can work as caddies, ground maintenance staff, or housekeeping. Other

places are farms, pools, amusement parks, plant nurseries, bowling alleys, the parks department, museums, and libraries to name a few. In some of these places, students can work at a gift shop, restaurant, and landscaping.

Summer Camps

Summer Camps can provide character development for a teenager. They are fun and entertaining because they provide opportunities to make new friends and participate in different activities such as sports, horseback riding, arts and crafts, fishing, and boating. Here is a list of some institutions that provide summer camps:

- YMCA
- Goggle Works Center for the Arts
- Alvernia University
- Penn State Berks
- Kutztown University
- Camp Adahi
- Yocum Institute of the Arts
- Berks Ballet Theatre
- Rage Summer Soccer Academy
- Heron Mead Farm
- The Berks County Conservancy (Conservancy Eco-Adventure Camp)
- Leadership Enrichment Awareness Program (LEAP) Summer Youth Camp

Summer for teenagers is freedom from school, but it can also become very boring. Help a teen find out what he or she would like to do in the summer. Whether it is volunteering, a summer job or a summer camp it will provide a teen a sense of maturity, a learning experience, build self-esteem, and responsibility.

Why Volunteer?

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Students using their talents in volunteering make a difference in our community and build a brighter future. Not only can a student determine if a certain career is the best fit, but volunteering can help a student to network and to meet professionals in a chosen industry. Non-profit organizations frequently rely solely on the abilities of their volunteers to achieve a desired goal. From advertising and public relations to creating and maintaining a website, many non-profit organizations seek professionals with specialized skills. These professionals donate their time to mentor student volunteers which, at the same time, is an excellent way to learn job-related skills and further potential for future success. Volunteering can build leadership, communication, and team building skills integral to success in many professions.

There are hundreds of volunteer openings in an assortment of trades in the Berks County area. These are excellent opportunities for young people to grow, learn, and discover skills needed to compete in their future professions. For students, volunteering is not only a way to give back to their community, but it is also an opportunity to learn about future careers and build job-related skills.