

Employment Resources and Job Advertisements

Unit: Career Exploration

Problem Area: Career Planning and Job Seeking

Lesson: Employment Resources and Job Advertisements

- **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Identify employment resources and job-seeking strategies.**
- 2 Define terms and abbreviations associated with job-seeking.**

- **List of Resources.** The following resources may be useful in teaching this lesson:

Badash, Shirley, and Doreen Chesebro. *Introduction to Health Occupations: Today's Health Care Worker*, 6th ed. Prentice Hall, 2004.

"Career Information System," *Illinois Career Resource Network*. Accessed August 25, 2007. <<http://www.ilworkinfo.com/icrn.htm>>

"Job and Career Resources for Teenagers," *Quintessential Careers*. Accessed August 16, 2007. <http://www.quintcareers.com/teen_jobs.html>.

McCutcheon, Maureen, and Mary Phillips. *Exploring Health Careers*, 3rd ed. Thomson Delmar Learning, 2006.

"Job Search," *Monster Jobs*. Accessed August 26, 2007. <www.monster.com>.



■ List of Equipment, Tools, Supplies, and Facilities

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

■ Terms. The following terms are presented in this lesson (shown in bold italics):

- ▶ application kiosk
- ▶ benefits
- ▶ cold calling
- ▶ cold contact
- ▶ cover letter
- ▶ internal marketing
- ▶ internship
- ▶ job fair
- ▶ networking
- ▶ résumé

■ Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situation. A possible approach is included here.

Do a class survey to determine how many students have jobs. Ask the students how they obtained their jobs. Most will say they applied directly to the employer in person, or through the use of a job application. Explain to the students that it is important for them to know additional strategies for job-seeking. Ask them to brainstorm for several minutes and come up with additional ways to find and apply for jobs. Explain that one objective of the lesson is to help them identify employment resources and job-seeking strategies. Discuss how using multiple strategies will increase the possibility of success in obtaining a job.

SUMMARY OF CONTENT AND TEACHING STRATEGIES

Objective 1: Identify employment resources and job-seeking strategies.

Anticipated Problem: What are some helpful employment resources and job-seeking strategies?

- I. Employment resources and job-seeking strategies
 - A. School career planning and placement offices
 1. High school guidance or career office
 2. College career office; job placement office
 - a. Advantages—School-arranged job interviews are a convenient way to secure an interview.
 - b. Disadvantages—Not all students will be able to arrange job interviews; schools have limited number of employer contacts.
 - B. Cold contact/cold calling
 1. **Cold contact**—a job-seeking strategy in which a person contacts a prospective employer with whom he has had no prior relationship, regarding a potential job opportunity where none has been advertised. This can be done in person, via e-mail, by cover letter and résumé, or by phone (also known as “cold calling”).
 2. **Cold calling**—a job-seeking strategy in which a person calls a prospective employer with whom he has had no prior contact and inquires about potential job opportunities which have not been advertised.
 3. Advantage—direct approach; persistence may pay off.
 4. Disadvantage—low success rate because employers don’t know you, and may not have job openings available that match your skills and experience.
 - C. **Networking**—the process of using contact with one person to make contact with another person, usually with the intent of finding out about job opportunities; the exchange of contacts, experience, and information related to job-seeking; the process of discovering, developing, and using personal contacts with others in the job-seeking process.
 1. Personal contacts who may be able to refer you to a prospective employer.
 - a. Parents of friends
 - b. Neighbors
 2. Professional contacts
 - a. Current/former teachers (especially those in career and technical areas in which you would like to work)
 - b. Co-workers and former co-workers

- c. Coaches, mentors, club moderators
- d. Healthcare professionals
- 3. Advantages
 - a. Helps job-seekers gain access to jobs that may not be advertised
 - b. One of the most effective ways to find a job, as many jobs are filled by referrals
- 4. Disadvantages
 - a. Time-consuming
 - b. Not everyone comfortable with people-contact and interviewing for information
- D. Internet networks and resources
 - 1. Use caution with Internet networks and resources.
 - 2. Be careful what you post on public websites (i.e. Facebook, MySpace, etc...).
- E. Classified Employment Ads
 - 1. Ads are found in national and local newspapers, professional journals, magazines, and on the internet.
 - 2. Advantages—Most are easy to find and apply for.
 - 3. Disadvantages
 - a. Many jobs are not posted in advertisements.
 - b. Jobs posted in ads frequently get many applicants, so competition is tough, and it is difficult to distinguish yourself from other applicants.
 - c. Many ads are vague and offer little information on the job for the applicant.
- F. Public employment service offices
 - 1. Advantages—This requires little effort from applicants and may offer some unique job information and opportunities not available elsewhere.
 - 2. Disadvantages—The applicant’s interests are not their primary concern, but rather the employers with whom they contract. If you have limited qualifications, their efforts on your behalf may be minimal.
- G. Private employment agencies and career consultants
 - 1. Advantages—They help match applicants with job opportunities.
 - 2. Disadvantages
 - a. If you have limited qualifications, their efforts on your behalf may be minimal.
 - b. These may involve some cost to the applicant.
- H. Community agencies
 - I. **Job fair**—is a one or two-day event where employers provide information about job opportunities at their organization.
 - 1. Advantages—This is a good way to get information on job opportunities and contact information.

2. Disadvantages
 - a. Limited number of employers present at each fair
 - b. Limited time to talk to employer representative/recruiter
- J. **Résumé/Cover letter**
 1. A **résumé** is a one or two-page document that summarizes a prospective employee's education, work experience, skills, and accomplishments.
 2. A **cover letter** is a letter of intent or a letter of application that expresses to an employer the job you are interested in.
- K. **Internal marketing**—is a job-seeking strategy in which you use your experience from internships, volunteer work, or temporary employment at a company to “pave the way” for you to apply for other positions at the company.
 1. **Internship**—is a short-term or temporary educational training experience that provides a student or prospective employee with practical job experience under the supervision of a mentor. Internship can be paid or unpaid training.
 2. Advantages
 - a. Excellent way to market your skills and abilities
 - b. Very effective means of securing a job
 3. Disadvantages
 - a. Requires time and patience
 - b. Job you do at internship may not allow you to demonstrate your strengths to the fullest.
- L. Written job application
- M. **Application kiosk**—small, stand-alone computer terminal, typically located inside a store or company, that allows the job-seeker to complete an electronic job application.
 1. Advantages
 - a. This is a quick, easy, and convenient for both applicant and employer.
 2. Disadvantages
 - a. You must bring all relevant application information with you in order to complete the application on-line.
 - b. Personality testing and other forms of screening may eliminate applicants early in the application process. (Read and answer all questions carefully!)
 - c. Electronic applications often don't allow applicants to highlight their unique skills and abilities.

*Many techniques can be used to help students master this objective. Instruct students to read *Introduction to Health Occupations: Today's Health Care Worker*, 6th ed. (Chapter 14, Unit 1), or *Exploring Health Careers*, 3rd ed. (Chapter 1). Use VM–A and VM–B.*

Objective 2: Define terms and abbreviations associated with job-seeking.

Anticipated Problem: What terms and abbreviations are associated with job-seeking?

- II. Terms and abbreviations associated with job-seeking
 - A. It is necessary to know terms and abbreviations associated with job-seeking, especially those associated with job advertisements.
 - B. Terms
 - 1. **Benefits**—a collection of services, rights, or compensation provided to the employee by the employer in addition to wages or salary.
 - 2. Spouse—husband or wife
 - 3. Surname—last name
 - 4. Maiden name—last name prior to marriage
 - 5. convicted—found guilty of, in a court of law
 - C. Abbreviations—See VM–C and VM–D.

*Many techniques can be used to help students master this objective. Instruct students to read *Introduction to Health Occupations: Today's Health Care Worker*, 6th ed. (Chapter 14, Unit 1), or *Exploring Health Careers*, 3rd ed. (Chapter 1). Ask students to bring in several job advertisements from various sources (internet, newspaper, magazines). Have students attempt to interpret the terms and abbreviations found in these ads. Use VM–C and VM–D. Also use LS–A and LS–B.*

- **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. Questions at the ends of chapters in the textbook may also be used in the review/summary.
- **Application.** Use the included visual masters and lab sheets to apply the information presented in the lesson. Throughout the course, encourage students to share their job-seeking efforts with the class, and to evaluate the effectiveness of various employment resources and job-seeking strategies.
- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ Answers to Sample Test:

Part One: Matching

1. c
2. f
3. e
4. g
5. a
6. b
7. h
8. d

Part Two: Short Answer

1. Experience required
2. Exc ben
3. No experience necessary
4. P/t, 20 hrs/wk

Part Three: True or False

1. T
2. F
3. T
4. F
5. F
6. F
7. T
8. T

Employment Resources and Job Advertisements

► Part One: Matching

Instructions: Match the term with the correct definition.

- | | |
|------------------------------|-----------------------|
| a. application kiosk | e. internal marketing |
| b. benefits | f. internship |
| c. cold contact/cold calling | g. job fair |
| d. cover letter | h. networking |

- _____ 1. A job-seeking strategy in which a person contacts a prospective employer with whom he has had no prior relationship, regarding a potential job opportunity where none has been advertised
- _____ 2. A short-term or temporary educational training experience that provides a student or prospective employee with practical job experience under the supervision of a mentor
- _____ 3. A job-seeking strategy in which you use your experience from internships, volunteer work, or temporary employment at a company to “pave the way” for you to apply for other positions
- _____ 4. A one or two-day event where employers provide information about job opportunities at their organization
- _____ 5. Small, stand-alone computer terminal, often located inside a store or company, that allows a job-seeker to complete an electronic job application
- _____ 6. A collection of services, rights, or compensation provided to the employee, in addition to wages or salary
- _____ 7. The process of using contact with one person to make contact with another person, usually with the intent of finding out about job opportunities
- _____ 8. A letter of intent or application that expresses to an employer the job you are interested in



► **Part Two: Short Answer**

Instructions: Complete the following.

1. The abbreviation “exp req’d” means:
2. If an employer wanted to indicate “excellent benefits”, what abbreviations would be used in the ad?
3. The abbreviation “no exp nec” refers to:
4. If an employer wanted to indicate “Part-time, twenty hours per week”, what abbreviations would be used in the ad?

► **Part Three: True or False**

Instructions: Write T for true or F for false.

- ___ 1. Networking is one of the most effective means of finding a job.
- ___ 2. When looking for a job, you should only use one resource or strategy at a time.
- ___ 3. Job-seekers are likely to be more successful if they do their “homework” by having their application paperwork ready, and by researching the companies they’re applying to.
- ___ 4. Job-seekers do not have to be concerned about anything that they post on public internet sites.
- ___ 5. Application kiosks do not eliminate any potential job applicants.
- ___ 6. Spelling and grammar errors on an application, cover letter or résumé do not have any impact on an employer.
- ___ 7. It is important to “dress to impress” in business-appropriate clothing when looking for a job.
- ___ 8. Since there are advantages and disadvantages to most job-seeking strategies, it is useful to use multiple strategies in your job search.

EMPLOYMENT RESOURCES AND JOB-SEEKING STRATEGIES

- ◆ School career planning and placement offices
- ◆ Cold contact—contacting a prospective employer with whom you’ve had no prior relationship, regarding a potential job opportunity. This can be done in person, via e-mail, by cover letter and résumé, or by phone (also known as “cold calling”.)
- ◆ Cold calling—calling a prospective employer with whom you’ve had no prior contact and inquiring about potential job opportunities.
- ◆ Networking—using contact with one person to make contact with another, with the intent of finding out about job opportunities; using personal contacts with others for job-seeking.
- ◆ Internet networks and resources
- ◆ Classified employment ads
- ◆ Public employment service offices
- ◆ Private employment agencies and career consultants
- ◆ Community agencies
- ◆ Job fairs
- ◆ Résumé and cover letter
- ◆ Internal marketing—using experience from internships, volunteer work, or temporary employment at a company to “pave the way” for you to apply for other positions
- ◆ Written job application
- ◆ Application kiosk

JOB-SEEKING STRATEGIES

- ◆ Use multiple job-seeking resources and strategies. Don't rely on just one.
 - Example: Combine answering job advertisements with networking, “cold-calling” and sending out cover letters/résumés.

- ◆ Do Your Homework!
 - Assess your skills and abilities. Know your strengths.
 - Learn about the company you are applying to, its products or services, and its mission or philosophy. This will help you make a good impression.
 - Have all the information you need to complete an application readily available.
 - Memorize your social security number!



◆ Tailor your application or résumé.

- Have specific objectives or positions in mind when applying for a job.
- Avoid writing “anything” when asked what position you are applying for. This typically leaves a poor impression.
- Do some “homework” to determine what entry level jobs might be available at the company that you may qualify for.

◆ Use caution

- when posting information on public internet sites.
- when responding to vague job advertisements.

◆ Don't give employers a reason to eliminate you early in the process.

- Read and follow application instructions carefully.
- Be sure applications, cover letters, résumés, and other written documents are neat, legible, and complete.
- Don't forget to proofread!

◆ Dress to impress

- Always dress business-appropriate when applying for a job.

ABBREVIATIONS ASSOCIATED WITH JOB-SEEKING AND JOB ADVERTISEMENTS

- ◆ req; req'dw/
- ◆ infosal
- ◆ exp; exp'dincl
- ◆ condd/l
- ◆ ft; f/tprev
- ◆ pt; p/texc
- ◆ yrnec
- ◆ eoeneg
- ◆ tempperm
- ◆ pref; pref'dappt
- ◆ ref; refsloc
- ◆ immedhrs
- ◆ pdwk
- ◆ flexqual; quals
- ◆ mobus
- ◆ benco
- ◆ availmin

ABBREVIATIONS ASSOCIATED WITH JOB-SEEKING AND JOB ADVERTISEMENTS— ANSWER KEY

- ◆ req; req'd = require; requiredw/ = with
- ◆ info = information sal = salary
- ◆ exp; exp'd = experience; experiencedincl = include, including
- ◆ cond = condition(s)d/l = driver's license
- ◆ ft; f/t = full-timeprev = previous
- ◆ pt; p/t = part-timeexc = excellent
- ◆ yr = yearnec = necessary
- ◆ eoe = equal opportunity employerneg = negotiable
- ◆ temp = temporaryperm = permanent
- ◆ pref; pref'd = prefer; preferredappt = appointment
- ◆ ref; refs = reference; referencesloc = location
- ◆ immed = immediate; immediatelyhrs = hours
- ◆ pd = paidwk = week
- ◆ flex = flexiblequal; quals = qualified; qualifications
- ◆ mo = monthbus = business
- ◆ ben = benefitsco = company
- ◆ avail = availablemin = minimum

Interpreting Job Advertisements

Purpose

The purpose of this activity is to apply your knowledge of abbreviations commonly used in job advertisements.

Objectives

1. Define abbreviations commonly associated with job advertisements.
2. Interpret job advertisements.

Materials

- ◆ lab sheet
- ◆ writing utensil

Procedure

1. In Part I of the lab sheet, use your knowledge of abbreviations commonly used in job advertisements to interpret the lines from several sample advertisements.
2. In Part II of the lab sheet, read the job advertisements. Then use your knowledge of abbreviations to write your interpretation of the ads in the boxes on the right.

Part I.

Using your knowledge of common abbreviations used in job advertisements, interpret the following:

- ◆ exc ben =no exp nec =
- ◆ exp req'd =prev exp req'd =
- ◆ p/t, 20 hr/wk =immed avail =
- ◆ temp position =exp pref'd =



- ◆ exc cond =20 hrs/wk min =
- ◆ ot req'd =sal neg =
- ◆ refs req'd =exp nec =

Part II.

Read the following job advertisements. Using your knowledge of abbreviations, write your interpretation of the ads in the boxes on the right.

<p>Ad: EOE seeking f/t exp'd help Sal neg; Exc ben Call for appt</p>	<p>Interpretation:</p>
<p>Ad: P/t receptionist needed for busy office. Exc working cond.; 25 hrs/wk, incl every other weekend. Exp pref'd but not nec; Refs req'd; Call for appt. (630) 123- 4567</p>	<p>Interpretation:</p>
<p>Ad: F/T Medical assistant position immed avail; Min 3 yrs prev exp req'd; Refs req'd; Good communicaton skills ess; Exc sal & ben.</p>	<p>Interpretation:</p>

Interpreting Job Advertisements

Part I.

- ◆ exc ben = excellent benefit
- ◆ no exp nec = no experience necessary
- ◆ exp req'd = experience required
- ◆ prev exp req'd = previous experience required
- ◆ p/t, 20 hr/wk = part-time, 20 hours per week
- ◆ immed avail = immediately available
- ◆ temp position = temporary position
- ◆ exp pref'd = experience preferred
- ◆ exc cond = excellent conditions
- ◆ 20 hrs/wk min = 20 hours per week, minimum
- ◆ ot req'd = over-time required
- ◆ sal neg = salary negotiable
- ◆ refs req'd = references required
- ◆ exp nec = experience necessary

Part II.

<p>Ad: EOE seeking f/t exp'd help Sal neg; Exc ben Call for appt</p>	<p>Interpretation: Equal opportunity employer seeking full-time experienced help; salary negotiable; excellent benefits; call for an appointment.</p>
<p>Ad: P/t receptionist needed for busy office. Exc working cond.; 25 hrs/wk, incl every other weekend. Exp pref'd but not nec; Refs req'd; Call for appt. (630) 123-4567</p>	<p>Interpretation: Part-time receptionist needed for busy office. Excellent working conditions; 25 hours per week, including every other weekend; experience preferred but not necessary; references required; call for an appointment at (630) 123-4567.</p>
<p>Ad: F/T Medical assistant position immed avail; Min 3 yrs prev exp req'd; Refs req'd; Good communicaton skills ess; Exc sal & ben.</p>	<p>Interpretation: Full-time Medical assistant position immediately available; minimum 3 years previous experience required; references required; good communications skills essential; excellent salary and benefits.</p>

Searching the Job Ads

Purpose

The purpose of this activity is to help you become familiar with job advertisements as a job-seeking strategy.

Objectives

1. Locate and interpret job advertisements from a newspaper or magazine and the Internet.

Materials

- ◆ lab sheet
- ◆ writing utensil
- ◆ job advertisement section of a local newspaper or magazine
- ◆ computers with Internet access

Procedure

Part I. Newspaper/Magazine Ads

1. Using the job/employment ads section of local newspaper or magazine, find health care job ads that match the descriptions in each box.
2. Cut out the ad and paste it in the appropriate box.

Part II. Internet Ads

1. From your classroom computer, log on to the Internet, and go to <www.monster.com>.
2. In the Job Search box, type in one of the following healthcare careers:
 - ◆ Patient Care Technician
 - ◆ Pharmacy Technician



- ◆ Emergency Medical Technician
- ◆ Certified Nurse Assistant
- ◆ Medical Assistant

3. Press the Enter key. Several advertisements for that position will appear.
4. Choose one of the ads, and click on it to open it.
5. Print the ad.
6. Answer the questions on the lab sheet about the Internet ad.
7. Staple your ad to your lab sheet before turning it in to your instructor.

Part I. Newspaper/Magazine Ads

Using the job/employment ads section of local newspaper or magazine, find health care job ads that match the descriptions in each box below. Cut out the ad and paste it in the appropriate box.

Job with excellent benefits	Ad for a Medical Assistant
Job where several years experience is required	Ad for medical office receptionist

Job in which employer will train, or where no experience is necessary	Ad for Registered Nurse
Ad which details skills, abilities, or personality characteristics that are required for the job	Ad for an X-ray/Radiology Technician

Part II. Internet Ads

1. From your classroom computer, log on to the internet, and go to <www.monster.com>.
2. In the Job Search box, type in one of the following healthcare careers:
 - ◆ Patient Care Technician
 - ◆ Pharmacy Technician
 - ◆ Emergency Medical Technician
 - ◆ Certified Nurse Assistant
 - ◆ Medical Assistant
3. Press the Enter key. Several advertisements for that position will appear.
4. Choose one of the ads, and click on it to open it.
5. Print the ad.
6. Answer the questions on the following page about the Internet ad.
7. Staple your ad to your lab sheet before turning it in to your instructor.

Name of company:

Location of job:

What are the hours?

What is the salary?

What are some job duties?

What skills or qualities are required?

Are there any educational requirements? If so, what are they?

What would be required to follow up on this job? (Is there a contact person to call? Would you send a résumé? Would you contact the employer by phone, email, or fax?)

If you decided to contact the employer about this job, what questions might you have for the employer about this job that were not included in the advertisement?