



Education has for its object the formation of character.
The great aim of education is not knowledge but action.
~ Herbert Spencer



EDUCATION WILL BE THE COMPETITIVE EDGE

"Herman Trend Alert" 7/21/04, by Roger Herman and Joyce Gioia, Strategic Business Futurists

More Americans are complaining that their jobs are going to foreign nationals. Indignantly, they point to American companies giving preference to citizens of other countries--for the work to be performed in the United States or in some other country. The accusations charge that the employers are choosing the foreign alternative to save money, that the foreigners will work more cheaply than Americans. Our research has uncovered a much different situation. American employers need workers who can perform the jobs that need to be done. The foreign nationals are hired because they have the necessary training and education. Essentially, they can do the work! Human resource professionals bemoan the fact that they must hire foreign workers in preference to American candidates, but they are unable to find Americans who are qualified in their areas.

The answer is a stronger emphasis on career education in the United States. Workforce preparedness must receive more attention and resources from local, state, and national organizations--governmental and non-governmental. Community and technical colleges will accept a great deal of this responsibility, but secondary schools must play a larger role as well. Some communities are waking up. Local leaders are taking action to build bridges between employers and educators--at the community colleges and in public schools. Those communities that take action now will be in a much better competitive position to attract employers, draw skilled workers, and strengthen their economies. Those communities that do not will find their jobs going elsewhere--domestically and overseas.

DOMESTIC JOB GROWTH

"Herman Trend Alert" 8/26/04, by Roger Herman and Joyce Gioia, Strategic Business Futurists

With the political campaigns heating up, expect to hear more noise about jobs going to other countries. Even with all the movement, only a small percentage of jobs have gone overseas. Here are some occupations that will remain at home:

Transportation. Truck drivers, pilots, truck and aircraft mechanics, truck and airline depot managers, bus and taxi drivers must all work in their host country. Those jobs can not be performed by someone in another place. The same constraint applies to the education field: Teachers, professors, administrators, school maintenance workers, and child-care providers. Some distance learning jobs may be accomplished in other countries, but requirements for coordination make that possibility less likely.

Service industry positions. The necessity for personal connection and involvement provide job security for hair stylists, barbers, morticians, graveyard maintenance workers, security guards, chefs, attorneys, interior designers, personal financial planners, local bankers, sales professionals, project managers, farmers, news reporters, and wholesale and retail employees of all sorts.

Even with the advent of distance medicine, healthcare positions are secure. Doctors, nurses, physical therapists, psychologists, nurse aides, hospital plant maintenance technicians, nursing home workers, and administrators will all remain local. There has been some movement toward reading of x-rays in other countries, but in the long run, almost all of that work will remain within the hospital for speed, quality, and control. Most federal, state, and local government jobs are secure. Work done by police officers, firefighters, crime scene investigators, road maintenance workers, utility employees, sewage treatment plant and water treatment plant employees, and most of the citizen-service administrative staff will not be sent off-shore.

Any job that requires a knowledge and understanding of the American lifestyle and culture will also be hard to send overseas. Such jobs include marketing, advertising, media relations, actors, writers, producers, and a surprising proportion of customer service positions.

Archived editions of the weekly "Herman Trend Alert" are posted at www.hermangroup.com.



C C R N N. E. W. S. (Notes on Education & Work in the State)

BRIGHT FUTURE FOR HVAC TRAINEES ~ Excerpt from ctnow.com 'Guide-to-Education' (7/22/04)

No matter what government does, there seems to be a natural ebb and flow to the economy. Some years the job market is booming, other years the unemployment lines are out the door. But there are some jobs that are almost recession-proof. No matter what the official indicators are, certain fields always seem to need more qualified individuals. Technicians who repair and install heating, ventilation and air conditioning (HVAC) systems, for example, are never out of demand. "Despite the rocky economy of the last few years, we've enjoyed an almost 100 percent placement for all of the graduates of our HVAC program," reports John O'Brien, director of the HVAC department at New England Technical Institute.

O'Brien says New England Tech has seen a 50 percent increase in enrollment in his program over the last two years. The program has become one of the largest training centers in Southern New England. There are currently 75 students enrolled in the program who will graduate over the next year. "I think that many people who are opening up the classifieds and looking for jobs, are seeing the long list of openings for HVAC technicians. This gets them in our doors looking to see if they are the right fit for the program," O'Brien said. "We tell prospective students if they are the type of person who enjoys troubleshooting and fixing things and wants to enter a career field that rewards hard work, then HVAC is for them."

The classes at New England Tech last one year. Graduates enter apprenticeships with companies for two years. Once the apprenticeship is completed, the graduates take the state licensing exams to become fully certified HVAC technicians. They can work anywhere they want, or open up their own businesses. "We get calls almost every day from companies looking for candidates for openings," reports Pat Goulet, New England Tech's director of career services. "Our last round of graduates looking for employment had a 100 percent placement rate. We have formed relationships with a number of HVAC-servicing companies, grocery chains, retailers and other employers so that they automatically call us when they are looking to fill openings. Graduates are getting jobs all over Connecticut."

"The job market for qualified HVAC technicians is definitely hot," Goulet said. "The word is out that we have a great training facility here and that our school has the connections graduates need to find employment once studies are completed," he said. "Even with the economy starting to pick up, prospective students realize that a career as an HVAC technician will put them on solid career ground for the rest of their lives." For more information, call 1-800-336-NETI or visit www.NewEnglandTech.org.

C C R N R E S O U R C E C E N T R A L

GRAPHIC ARTS CAREERS WEBSITE LAUNCHED

www.makeyourmark.org is a new website developed by the Graphic Arts Education and Research Foundation that allows students to explore careers in graphic communications. This website includes a "Find a Career Path" section with an interactive quiz to help students match their interests with the various graphic communications career options, while the "Meet the People" section provides photo interviews to provide practical information such as the experience and education needed, salary ranges, and daily tasks by job within the graphic communications field.

CCTI TECHNICAL ASSISTANCE PACKAGE NOW AVAILABLE

The College and Career Transitions Initiative (CCTI) is a federally funded project administered by the League for Innovation in the Community College Consortium. The main purpose of CCTI is to strengthen the role of the community and technical colleges in easing student transitions between secondary and postsecondary education into employment, by improving the students' academic performance at both the secondary and postsecondary levels. CCTI has created a series of resources to assist colleges and secondary schools in their development of 'Career Pathways' and to assist with more effective secondary-post secondary transition. Online CCTI resources such as implementation strategies, templates and examples, a career pathway model, etc., are available at www.league.org

CAREER PATH Q&A (By Deb Koen @ www.careerjournal.com)

Q: I left a job because I didn't fit the culture of the office. The job was ideal, but there were real personality differences and my skills were underutilized. How do I deal with this in future job interviews? Trina, Chicago

A: First address your outstanding ability to perform on the job. Don't allow your desire to provide a satisfactory explanation for leaving to upstage the focus on your qualifications. If asked in the interview about your reasons for leaving your previous employer, reframe your description of the situation from "I didn't fit the office culture" to "Although my past position was ideal, I didn't feel my strengths were fully utilized." Go on to talk about the current opportunity and how it is exactly the type of environment you thrive in. This contrast addresses your reason for leaving and at the same time highlights your compatibility with the new organization.



The thing always happens that you really believe in, and the belief in a thing makes it happen. ~ Frank Lloyd Wright

NETTING CAREER INSIGHT FROM BEACH VOLLEYBALL

By Penelope Trunk, Career Coach and free-lance writer who has launched new business for Fortune 500 companies

Beach volleyball, now a popular event in the Summer Olympics, was once a backwater sport that big sponsors snubbed. That's when I was a serious player. Back then, there was little money to be made, no one ever dreamed about the Olympics, and that a Midwesterner like me could come in 17th place in the nationals. Playing the game competitively taught me that I wasn't cut out to be a professional athlete. I found myself focusing less on the raw athletic skill and more on the strategy aspects of moving up in the ranks. Here's what I learned along the way that prepared me for my next career as a software executive:

First impressions count most, so always wear the unofficial uniform.

As a college volleyball player who rarely saw the sun, let alone the sand, I was ecstatic when I finally moved to Los Angeles. I went straight from the airport to a nearby beach, hoping to start playing. There were a few guys at a net, and they let me play with them all day. The next day, still very eager, I made my way to the beach where the professional players practice. But I was so sunburned that I had to wear a turtleneck and long pants. No one would play with me because I looked more like a homeless person than an athlete. And that image stuck for months while I tried, and failed, to get games with top players.

Learn the unwritten rules, and then network like your life depends on it.

When you're new to L.A., the only way to get a volleyball game is with a lot of groveling and a little luck. Players want to play only with those who are better than they are, and the player mentality is that anyone you haven't seen before doesn't know how to play. No one told me this, so I spent a few months annoying players far superior to me. Then I got smart, I singled out a group of four women players who weren't as good as me. I ceremoniously asked to play, and they said no. I then showed up day after day, waiting for one of them to be out of town or at least seriously dehydrated, so the group would be desperate for a fourth player. When my day came three weeks later, I was ready. They saw how well I played and invited me back. That gave me a foothold from where I could meet other players and start working my way up to better foursomes (who, at each level, would start by snubbing me).

Develop a brand strategy and protect it.

Getting a partner for beach volleyball is like getting a date at a bar: You have to look like you don't need one or that you could have anyone. I cultivated this look by attracting sponsors and wearing their logos as though I were an important athlete. My first major sponsor was a swimsuit company. I thought this was a lucky break since I wore a swimsuit every day and I owned only two. Imagine if you had only two outfits to wear to work. Embarrassing, right? So I was thrilled when a swimsuit company I had never heard of offered to sponsor me (this company will remain nameless, but you might recognize it if you've shopped for a skimpy suit practical only for a hot tub). The 20 free suits that arrived were so tiny that the fabric on my chest and butt left barely enough room to display the company's name. No one wanted to partner with a player wearing something like that, even if it was a great sponsorship deal. So I gave up the contract to protect my tough, powerful beach-volleyball brand. And ended up buying the 20 small suits for no small sum.

Extend your core competencies while you look for the next big thing.

To be honest, I was pretty much broke during this time of my life. For starters, food was expensive for someone who worked out eight hours a day. Travel costs also were high - I flew across country to play in tournaments I didn't win. So when a casting director came by the practice courts looking to populate a Budweiser commercial, I took the offer. My job on the commercial was to play volleyball. In fact, there wasn't even a court on the set. When someone yelled "action," the 20 of us were supposed to act as though we were at a really fun volleyball party. And each of the 50 times the director yelled "action," the scene disintegrated into a drunken mob of men groping disgusted and misplaced female volleyball players.

But doing that commercial was one of the best decisions I made in my volleyball career. It made me see that I didn't want to always scrape for money, and I didn't want to make my mark in the world in a bathing suit. At that point I started looking around for something else to do with my life. And that's when I realized I had learned a lot of business lessons on my way to 17th place.

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CCRN ~ GRAB BAG

Chefs Announce Scholarships to Honor Julia Child

ST. AUGUSTINE, FLA., August 18, 2004 -- The American Academy of Chefs (AAC), the honor society of the American Culinary Federation, Inc. (ACF), announced five scholarships of \$1,000 each as a tribute to cooking pioneer Julia Child. Julia was an active member of ACF since 1988, she was inducted into the AAC as an honorary member and named to its Hall of Fame in 1996. John Minniti, chairman of the AAC said, "Julia was inducted into the AAC Hall of Fame not only for her expertise as a culinarian, but also because of her desire to share her culinary knowledge and skills with the American public."

"She introduced French classical cuisine to the American kitchen in a manner that was both entertaining and easily understood by her audience. She was also one of the first female chefs to distinguish herself in what was then a primarily male-dominated profession. Her passion for the joy of cooking and sharing will be forever missed."

Scholarship applications and criteria are available online at www.achchefs.org or by calling (800) 624-9458 x102.

WHAT'S NEW(S)? ... at the U.S. Department of Labor - Bureau of Labor Statistics (BLS)

The new **2004-05 Career Guide to Industries** provides information on available careers by industry, including the nature of the industry, working conditions, employment, occupations in the industry, training and advancement, earnings and benefits, employment outlook, and lists of organizations that can provide additional information. This edition of the *Career Guide* discusses 42 industries, accounting for over 3 out of every 4 wage and salary jobs in 2002.

The *Career Guide* is a companion to the **Occupational Outlook Handbook**, which provides information on careers from an occupational perspective. Go to www.bls.gov/OCO to obtain an on-line copy of the Career Guide and Handbook today!

.....
BLS earnings data is now even easier to use!

Planning a career is more than choosing an occupation: the industry you pick matters, too, as does location. Now BLS makes it easier to find the right place and industry for an occupation and to get important details about its earnings and employment levels.

The Occupational Employment Statistics (OES) program has added occupational profiles to its website to simplify data presentation. For each of the 800-plus occupations studied, a profile shows each occupation's official definition and national employment totals and earnings averages. Visit www.bls.gov/oes to view the profiles or call BLS at (202) 691-6569 for more information.

CONNECTICUT CAREER PATHS

2004 edition

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CT Works Center, or library.

Believe in yourself!
Have faith in your abilities!
Without a humble but
reasonable confidence in
your own powers, you
cannot be successful or
happy.

~ Norman Vincent Peale

CCRN Update

Available on-line at:
www.ctdol.state.ct.us/lmi/ccrn.htm

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