

Connecticut Career Resource Network UPDATE

Niche Job Boards Filling a Need Herman Trend Alert 3/2/05 www.hermangroup.com

With the increasing use of the Internet for purposes of job-seeking...and by employers searching for just the right candidates, there is a growing trend toward the use of niche job boards. The relative popularity of these services, particularly compared to the more general job boards, is fueling expansion of Internet use in the re-energized employment market.

Examining shopping trends and the popularity of boutique clothing stores, it's easy to understand why these boutique [or 'niche'] job boards are attracting so much attention...and will continue to do so.

Recent research revealed that niche sites that specialize by career field or industry, and those that specialize by geographic focus, are favored by 78 percent of corporate employment specialists. Only 17 percent of the respondents preferred



For a comprehensive listing of career and industry focused online job boards go to www.weddles.com

general job boards like Monster.com or CareerBuilder.com, and only 3% selected their organizations own website.

On the job-seeker side of the picture, studies indicate that more candidates get jobs through niche sites than through comprehensive job boards.

Candidates prefer to use niche sites

catering to their region or work discipline to avoid wasting time exploring opportunities that don't fit who they are or what they're looking for.

Employers can selectively target specific job advertisements to their identified candidate audiences. With online advertising costs on comprehensive job boards becoming increasingly expensive,

human resources executives want to gain a stronger return on their marketing investment.

Some niche sites enable employers to find a particular type of candidate. For instance, recruiters seeking military veterans and people who are anticipating leaving active duty use *VetJobs.com*, the largest military related job board. Other sites specialize in the senior executive level positions such as *Netshare.com* and *ExecuNet.com*. Many employers seeking retirees who want to keep working, and seniors looking to re-enter the workforce use *RetiredBrains.com*. Some niche sites operate with a specific career focus. For building trades, go to *ConstructionJobs.com*. People interested in sales use *AccountManager.com*, *SalesJobs.com* and *MarketingJobs.com*. IT-related jobs can be found at *ComputerJobs.com*, *ComputerWork.com*, and *DICE.com*. People who speak Spanish or Portuguese link with employers at *LatPro.com*.

Want to create a winning résumé? 'Writing Your Résumé For Success' is a great resource and is available online at www.ctdol.state.ct.us/lmi/resume.htm

For New Grads, More Job Offers—But Fewer Perks Occupational Outlook Quarterly—Winter 2004-05 www.bls.gov

Employers expect to hire more new college graduates this year but don't plan to offer more perks. Fewer employers will be offering signing bonuses, for example. These findings are from two different 2004 surveys published by the National Association of Colleges and Employers.

Sixty-one percent of employers surveyed in August 2004 reported that, compared with the 2003-04 academic year, they expected to hire more new college graduates in 2004-05. In a December 2004 follow-up survey, about 63 percent of employers responding confirmed their original projections; another

25 percent revised their hiring projections upward.

The positive hiring outlook doesn't translate into added incentives for jobseekers, however. Nearly 87 percent of respondent employers said they weren't planning to offer more perks to their new college hires, according to the December survey. About 42 percent of employers expected to offer signing bonuses in 2004-05. And 70 percent of the employers who plan to use bonuses will offer them



only to selected candidates, not to all.

For more information about the association's surveys contact the *National Association of Colleges & Employers*:

62 Highland Ave.
Bethlehem, PA 18017
1-800-554-5272
www.naceweb.org

Finding Jobs for Doing Good Occupational Outlook Quarterly—Winter 2004-05 www.bls.gov

Do you think that the bottom line should be about more than making money? Think about looking for work in the nonprofit sector, where making a difference is a top priority.

Nonprofits are neither businesses nor part of governments. These organizations include charities, foundations, private schools, churches, professional and trade associations, and more than half of the hospitals nationwide. Nonprofits' causes range from astronomy education to zydeco celebrations.



Your employer doesn't have to earn a profit for you earn a living. Although BLS [Bureau of Labor Statistics] does not collect data specifically on nonprofits, industry sources suggest that salaries in the nonprofit sector vary widely. Some people consider the satisfaction of working for a worthy cause to be more rewarding than income.

An online resource, www.idealists.org, can help you start turning your noble visions into

reality. Find out about upcoming nonprofit career fairs; browse programs, events, campaigns, and more; and check out the site's 'Career Center' for jobseeker tips and resources. This searchable database lists job openings, internship postings, and volunteer opportunities available both domestically and abroad.

Some of the information available online may also be obtained by writing to:

Action Without Borders, Inc.
79 Fifth Ave., 17th fl.,
New York, NY 10003
(212) 843-3973

H.O.T. (Health Occupations & Technology) Careers in Connecticut

MEDICAL TRANSCRIPTIONIST

To be a successful Medical Transcriptionist you should...

- be knowledgeable of medical terminology, anatomy, and physiology
- understand medicolegal implications and responsibility related to the transcription of patient records
- have an excellent knowledge of English language rules and be especially good at spelling and proofreading
- be able to translate orally given information into well-organized, accurate typed statements
- have excellent listening skills, including the ability to hear and understand dialects and various accents

What will my job be like?

A medical transcriptionist listens to a tape-recorded summary about a patient, types what is heard, and then places the information in the client's permanent record. This dictation provides a clear, concise, written record that must contain correct

spelling, grammar, and punctuation. Transcriptionists use computers and word processors to complete many medical documents, including medical histories, physicals, consultations, and operative reports. They record procedures and treatments for the medical record and for the practitioner's reference.

Where could I work?

Medical transcriptionists (MTs) work primarily in hospitals, clinics, physician offices, transcription services, insurance companies, and home health care agencies. Many MTs work in their homes as independent contractors or subcontractors working as home-based employees.

What is the salary for this career?

\$24,960-\$37,440 (Source: 2003 Connecticut Hospital Association Compensation Survey)

What is the future of this career?

Employment of Medical Transcriptionists is projected to grow faster than the average for all occupations through 2010. Demand for Medical Transcriptionists services will be spurred by a growing and elderly population.

What type of education and/or training do I need?

Classroom and clinical experience lasts from nine months for a certificate up to two years for an associate degree.

Where can I get the education and/or training?

Briarwood College, Southington
Capital Community College, Hartford
Danbury Hospital School of Medical Records, Danbury
Manchester Community College, Manchester
Northwestern Connecticut Community College, Winsted
Tunxis Community College, Farmington

Do I need a license or certification for this career?

Licensure is not required in the State of Connecticut.

Where can I get more information?

American Association for Medical Transcription
3460 Oakdale Road, Suite M
Modesto, CA 95357-6187
(800) 982-2182 www.aamt.org



Get a Jump-Start on Your Career!

Job Application Checklist	Successful Interview Guidelines
<p style="text-align: center;">Fill It Out Right!</p> <ul style="list-style-type: none"> • Complete the application neatly—grammar and spelling count • Use black or blue ink • Answer every question, use N/A (not applicable) if needed • Bring your driver’s license, and know your social security # • Have ready the names, addresses, and dates of schools you have attended, and previous employers; and the names, addresses, and phone numbers of at least three professional references (don’t write ‘see attached résumé’, on the application) • Use your home phone number—not a cell or beeper number • Sign and date your application • Attach a copy of your résumé to the application 	<p style="text-align: center;">Tips For Success!</p> <ul style="list-style-type: none"> • Be on time • Dress to Impress—neat, clean, and professional • Know the interviewer’s name and how to pronounce it • Be courteous to everyone you meet • Don’t use slang—watch your grammar • Offer a firm handshake • Use eye-contact when speaking and listening to the interviewer • Display confidence using your body language. Sit straight in chair—don’t lean back or slouch. Keep your arms resting in your lap or on the table—don’t fold them. • Control nervous behaviors (tapping feet, pen, giggling or laughing, etc.) • Listen to each question and take a deep breath before responding. Make sure to answer each question completely and thoughtfully. • Show interest in the employer—respond to the interviewer’s narrative of the job by smiling or nodding your head • Never insult a former employer, coworker, or teacher • Don’t interrupt the interviewer • Be prepared to answer personal questions (e.g. What are your career goals? How would your friends or family best describe you?) • Wait for a job offer before negotiating a salary • Bring extra copies of your résumé and list of at least three professional references • Be yourself! • Send a thank-you note to all the people you interviewed with
Preparing For Your Interview	
<p>Practice, Prepare, Rehearse—Sell Yourself!</p> <ul style="list-style-type: none"> • Tell me something about yourself. • Why are you interested in this job? • What would previous employers say about you? • What are your strongest skills? • How have you used your skills? • How would you describe your personality? • What would you like to improve about yourself? Why? How? • What have you learned from previous jobs? • What do you consider your most significant work experience? • Why should I hire you for this job? 	

Department of Labor

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www.ctdol.state.ct.us/lmi

To accomplish great things, you must not only act but also dream, not only dream but also believe.

- Anatole France

You're A What?

When's the last time you had ethyl butyrate? It could've been as recently as breakfast, if you drank orange juice. Ethyl butyrate is one of about 30 chemicals that Carol Militescu might use to enhance the taste of your favorite morning beverage.

Carol is a flavorist, or flavor chemist. Flavorists blend aroma chemicals, essential oils, botanical extracts, and essences to create natural and artificial flavorings for a variety of foods, beverages, and other products.

Laboratory-created flavors do what their naturally occurring counterparts can't: provide cost-effective taste that withstands the processing, freezing, cooking, and other forms of preparation required by many of today's products. Compared with flavors found in nature, manufactured flavors often last longer, taste sharper, and smell better; they can be formulated not to trigger people's food allergies.

Recreating flavors is complex work. A blueberry flavor that's delectable in a beaker is worthless in a muffin mix, for example, if some of its chemical composition breaks down in the heat of an oven. "Flavor chemistry is only as good as your knowledge of the raw materials," says Carol. Success in transferring a solution from the beaker to the end product is usually the norm for experienced flavorists like Carol. She's a



manufactures flavors for foods, confections, and beverages; pharmaceuticals, such as chewable medications and liquid prescriptions; oral care products, such as toothpaste; cosmetics, such as lip balm; "nutraceuticals," or nutritional products, such as vitamins and sports gels; and pet foods.

Communication skills and an ability to work under pressure are nearly as important as knowledge of math and organic chemistry in this small but competitive industry. In addition, Carol considers patience, creativity, meticulous recordkeeping skills, curiosity, and an ability to stay focused to be vital for flavorists.

"Teamwork is essential," says Carol. "A flavorist wouldn't survive working alone." When you're creating a flavor, she says, you need others' feedback because you can't always decipher flavor subtleties on your own. Carol says, "Creating flavors requires being able to think outside the box."

Because of the range of knowledge and skills needed to build flavors, training to become a flavorist requires a

FLAVORIST

senior flavorist in a flavor house, a company that creates and

minimum commitment of 7 years. That's in addition to any academic preparation. A bachelor's degree in a chemistry discipline might not be required to enter the occupation, but most trainees have one. Carol's degree is in chemical engineering.

Trainees spend their first 5 years in a flavor-development laboratory, learning the basics of the flavor industry. At the end of the training period, trainees must take and pass an oral exam administered by the Society of Flavor Chemists' committee to become junior flavorists. Trainees take another oral exam after 2 years of apprenticing as a junior flavorist. If they pass, they are entitled to professional certification, and receive the title of senior flavorist.

For flavorists, the investment of time and effort is likely to pay off as they advance from training to certification. There are no reliable earnings data for flavor chemists, but industry sources suggest that median salaries are well above the \$54,960 that the U.S. Bureau of Labor Statistics reported for chemists in 2003.

Another payoff for flavorists is seeing a brand name product on the market that they helped to develop. "It's very rewarding," says Carol.