



MIDLAND COUNTY WORKSHOP SCHEDULE

*Interview	4/1	2:30pm
Resume	4/2	8:30am
Job Search	4/2	10:15am
Out for Good	4/2	2:30pm
Effective Communication	4/7	8:30am
Protecting Your Attitude	4/7	10:15am
*Diversity	4/7	2:30pm
Veterans Workshop	4/8	2:30pm
Fast Start Info	4/9	8:30am
*Team Building	4/9	2:30pm
*Essential Work Skills	4/13-15	8:30am-12pm
*Conflict Resolution	4/14	2:30pm
Out for Good	4/16	8:30am
Fast Start Info	4/16	2:30pm
*Customer Service	4/21	8:30am
Effective Communication	4/21	2:30pm
*Stress Management	4/22	2:30pm
Fast Start Info	4/23	8:30am
Resume	4/23	1:30pm
Job Search	4/23	3:15pm
Veterans Workshop	4/24	8:30am
*Essential Work Skills	4/27	8:30am-12pm
Surviving a Layoff	4/28	8:30am
Making Ends Meet	4/28	10:15am
*Networking	4/28	2:30pm
*Mature Worker	4/29	2:30pm
*Portfolio	4/30	8:30am
Fast Start Info	4/30	2:30pm

Like us on Facebook (Great Lakes Bay Michigan Works) and follow us on Twitter (@GLB MiWorks) if you'd like to receive notices on new job postings.

WORKSHOP DESCRIPTIONS

Fast Start Information – Learn how to be a standout candidate for the Chemical Process, Solar, Advanced Manufacturing, Battery and Business Process Fast Start programs at Delta College.

Essential Work Skills – Interactive workshop that provides a certificate of completion that demonstrates to employers that you possess skills necessary to be successful. ***Required for anyone interested in training.***

Mature Worker – Job Search targeted to job seekers 45+ years old.

Networking – Learn to develop your own networking circle and how to expand it to tap into a large number of jobs that are rarely advertised.

Out For Good – For job seekers with felonies/misdemeanors with specific job search issues.

Portfolio – Show off your accomplishments by creating a portfolio. Materials provided.

Veterans – NEW To assist with the transition from military work to jobs in the civilian workforce.

Great Lakes Bay Michigan Works Employed Job Seekers:

Last Fiscal Year 7/1/2013-6/30/2014	1,487
Year To Date 7/1/2014-12/31/2014	1,035

Great Lakes Bay Michigan Works offices are accepting applications for the following positions:

Assembler/Operator [Nexteer Job Lead](#)

Highlighted Jobs:

Customer Service Reps: [Morley Job Lead](#)

Manufacturing Jobs: [Manpower Job Lead](#)

Workshop Schedule

Page 1

4 Job Search Strategies That Can Backfire

Page 2-3

Why You Keep Falling Short in Job Interviews

Page 3-4

Microsoft Computer Classes & Job Search Tips of the Day

Page 4

Recruiting for Advanced Battery, Advanced Manufacturing, Chemical Process & Customer Service Fast Start Trainings

Page 5



April 2015

THE JOB LINK

www.michiganworks.com

4 Job Search Strategies That Can Backfire

• Robert Half, CareerBuilder • Nov. 20, 2014, 2:23 PM

If you're looking for a new job, you've likely read up on how to land your next great position. But beware: Not all of tips are worth following. Here are four job search strategies that look good in print but can actually cost you that new opportunity.

1. Taking a scattergun approach to résumé submissions.

While "résumé bombing" may seem like a good strategy (you're sure to hit *something* if you apply to lots of openings, right?), it's actually a job search mistake. Not only does this approach waste your time, but you are actually less likely to get an interview request this way. Hiring managers are looking for specific skills, experience and talent in prospective employees. If you click "submit" whenever you come across an ad that you're the slightest bit qualified for, chances are you're not taking the time to tailor your résumé to individual openings.

A better job search strategy: Read each job posting carefully, especially the minimum requirements. If you lack one or more of them, don't bother applying, because your application would just go into the circular file. But if you have all the requirements, and the duties and prospective employer excite you, then take the time to customize your cover letter and résumé.

2. Playing hardball when negotiating your salary.

Naturally you want to be well compensated. But just as you have a minimum amount you'll work for, prospective employers have a salary ceiling. Go into negotiations knowing what you want and what you're worth. The Robert Half "[Salary Guides](#)" are great resources for the most recent starting salaries for hundreds of jobs.

While it's OK to negotiate once — and sometimes even twice — on a salary offer, you don't want to push too much. Why? For one, you could be perceived as difficult, and managers don't want problematic employees on their teams. And depending on the industry and whether your skills are in demand, there may be others willing to work for that salary — which means you could lose that job offer. However, if the final package is just too low, it's in your best interest to politely turn it down.

3. Getting "creative" with job applications.

Your cover letter and résumé are employers' first impression of you. Unless you're in a creative field, keep things visually conservative and professional so you don't frighten off hiring managers. This means losing the fancy typefaces, images, attempts at humor, and wacky layouts.

A clever résumé may get your application noticed, but for all the wrong reasons. Video résumés? Best to ask first, as some workplaces worry about discrimination claims. Another good reason to go old school is for the sake of scanning technology. Most résumés have to run through the gauntlet of an application tracking system, and an ornate résumé with images could cause it to be rejected before a human sees it.

But traditional doesn't have to mean boring. Use bold and varying size fonts to draw the eye to subheads. Columns make text blocks narrower and easier to read. White spaces help make the document more appealing.

Finally, give your cover letters the same professional treatment. Let your carefully chosen words and relevant credentials impress a hiring manager — not your puns, arrogance, emoticons or sales-pitchy lines.

Please refer to Page 1. Contact your Career Manager today to schedule workshops you are interested in attending.

Continued on Page [3](#)



Continued from Page 2

4. Turning up your nose at temporary positions.

Think interim work will look bad on your résumé or hurt your career trajectory? Think again. Employers are relying on consultants and temporary workers more than ever, and analysts predict this trend will continue to grow. Signing up with a staffing agency that specializes in your field can result in interim jobs that prevent gaps in your work history, help you keep your skills honed, expose you to invaluable new experiences and boost your professional network.

Additionally, project-based jobs are sometimes converted into full-time positions — for the right employee. The American Staffing Association found that 80% of polled clients said working with temporary agencies was a good way to identify full-time hires.

Whether you're between jobs or looking for another position, avoid these job search mistakes. You'll increase your odds of furthering your professional career.

Why You Keep Falling Short In Job Interviews

Could one of these five fatal mistakes be keeping you from landing a job?

By Catherine Conlan, *Monster Contributing Writer*

If you're being called in for interviews but can't quite seem to land a job, it's time to take a look at what might be holding you back. Here are some ways you might be falling short in job interviews.

You let down your guard

While it's important to connect with interviewers, you don't want to get too friendly, says Jeff Altman, host of Job Search Radio. He recently had a candidate on the final long-distance interview before being flown in for the in-person interview, and it was going very well. The area head and candidate were getting along great, laughing and joking with each other. Then the area head asked a question and the candidate replied, "I'll give you the answer at the whiteboard when we meet."

"There was no meeting," Altman says. "The candidate was rejected. He had confused the camaraderie of the moment and lost track of the fact that this person was still evaluating him and had every reason to expect an answer."

You wave red flags

Obviously, you don't want to lie in a job interview. But if you've made it to that stage, you need to keep in mind that hiring managers are looking for red flags, so don't show them any.

For example, if you ran your own business only to have it fail, talk about the success it did have when times were good instead of focusing on what went wrong. "A business owner who failed to renegotiate a lease and lost access to his facility is not a good explanation as to why you want another job," says Robert Meier, founder of Job Market Experts.

Continued on Page 4



Continued from Page 3

You don't pay attention to detail

We're not talking about proofreading your resume for typos -- that should be a given. "One small mistake that's made all too often is not accounting for time zones when doing a phone or video interview," says Chris Brown, director of human resources at InterCall.

He says he scheduled to interview someone located in California at 1 p.m. Eastern, 10 a.m. Pacific, but the interviewee logged in for his interview at 1 p.m. Pacific, clearly not accounting for the time change. The interviewee missed the call. "This simple mistake knocked him out of the running for the position," Brown says.

You talk about retiring

While retirement is a natural topic of discussion for workers of a certain age, this kind of "honest dialog" can be a detriment, Meier says. Talking about retirement can make it seem like you're counting the days until you can stop working.

He also encourages military veterans to avoid using the word "retirement" to describe the end of their service. "The word 'retirement' should be banished from your vocabulary."

You fail to follow up

"Sending a thank you to the interviewers after an interview is good form and shows courtesy, respect for their time, and genuine interest in the job," says Trevor Simm, founder and president of OpalStaff. "Plus, it keeps the lines of communication open with the employer. Always follow up after interviews."

Job Search Tips of the Day

Marshall Karp Career Counselor/Developer at
www.JobSearchPowerMeter.com AppTop Contributor

- ❖ In answering the interview question, "Why should I hire you?", your answer should consist of your strengths, skills, experience, training, and/or anything in your background as to why you believe you are best for the position, as job related as possible. Merely saying, "Because I would be an asset to your company," is basically a one word answer with no evidence to back up your claim.
- ❖ The essence of sales is to find out what the customer wants and give it to them; the same can be true with interviewing. You could start off asking the interviewer questions as to what they are looking for and what needs done, then target your responses accordingly. Just be sure to ask if you can ask questions first, some will be fine with it, a few may not.

COMPUTER CLASSES AVAILABLE AT MICHIGAN WORKS!

We are pleased to introduce our new instructor led computer courses. You told us that you wanted computer skills brought to you in a traditional classroom setting.

We listened!

We are offering classes in *Beginner* and *Intermediate Microsoft Word*, and *Excel*. You do need to complete the *Beginner* session prior to completing the *Intermediate* session. You will earn a Certificate upon successful completion of each class session. Let your Career Manager know that you'd like to sign up for these great new courses.



Now Recruiting for Advanced Battery Manufacturing Training:

Xalt Energy is projecting hiring needs much greater than the job market can supply at this time. It is anticipated that Delta College will run up to four class sessions before June 30th. Work with your Career Manager to bring up your WorkKeys scores, focus your resume, and complete the WIA requirements for funding consideration prior to the application deadlines. Over 90% of the successful completers have received job offers and starting salaries are expected to be at least \$14 per hour.

This is a **7 week class, (40 hours per week in class plus assignments outside of class)**. Successful completers will earn a certificate of completion and be eligible for Process Technician positions with Xalt Energy.

Recruiting for Chemical Process Fast Start Training:

Over 88% of students have re-careered and received job offers. Dow Chemical, Dow Corning and Hemlock Semiconductor have indicated that hiring will remain strong, with 60-80 job vacancies per year for the next several years. Starting salaries are \$14-20+ per hour.

This is a **13 week (40 hours per week in class plus assignments outside of class)**. Successful completers can earn up to 25 academic credits toward the Chemical Process Technology Associate degree and be qualified to apply for employment as a Chemical Process Operator.

Recruiting for Advanced Manufacturing Fast Start Training:

Over 88% of students have re-careered and received job offers. Nexteer is looking to fill upcoming vacancies. Starting salary is \$12 per hour.

This is a **4 week (40 hours per week in class plus assignments outside of class)**. Successful completers will earn a Certificate of completion and be eligible for pre-screening testing and interviews with Nexteer.

Recruiting for Customer Service Training:

Over 90% of students have re-careered and received job offers. Morley Company has indicated that they are in need of more employees than the current job market can supply. Other local employers are interested in this applicant pool as well. Starting salaries begin at \$10 per hour.

This is a **2 week class (40 hours per week in class plus assignments outside of class)**. Successful completers will earn a certificate of completion and are guaranteed an interview with a representative from Morley Companies, and eligible to apply for local positions.

Plan to attend an Informational Session to learn more about these opportunities and how you can be eligible for funding consideration.

Michigan Works-Saginaw Service Center, 312 E. Genesee, Saginaw, 48607

- 4/06/2015: 1pm Adv. Battery & 2:30pm for Adv. Manufacturing
- 4/20/2015: 1pm Adv. Battery & 2:30pm for Adv. Manufacturing

Ask Me About
Fast Start!

Delta College, in partnership with Michigan Works, provides short term specialized training when local employers are projected to have hiring needs that cannot be met by the local job market. Students for Fast Start trainings are selected by **Delta College**. Michigan Works can help you be more competitive for that selection process.

INDUSTRIAL

Advanced Manufacturing:

4 Week Class

Solar Manufacturing:

6 Week Class

Advanced Battery Manufacturing:

7 Week Class

Chemical Processing:

13 Week Class

NON-INDUSTRIAL

Customer Service:

2 Week Class

Business Process

Services:

6 Week Class

Work with your Career Manager to determine if you are eligible for funding.

Applications are posted to Delta College's website.
[Click here for additional information.](#)