

U.S. DEPARTMENT OF LABOR



Employment Fundamentals of Career Transition (EFCT)



PARTICIPANT GUIDE



Visit dol.gov/EFCTmaterials to download the Resource Guide and a digital fillable PDF of this Participant Guide.

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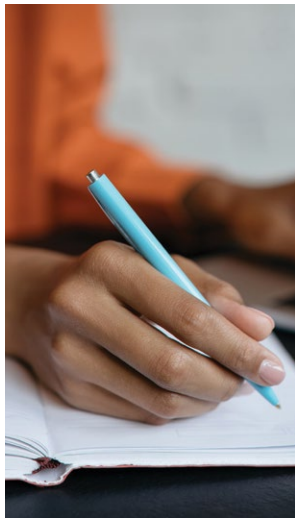
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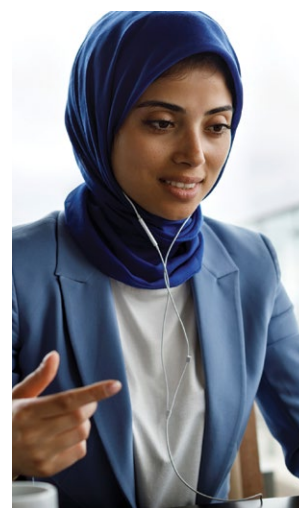
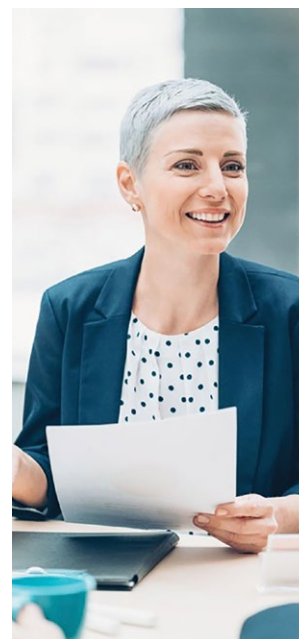
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1 | Getting Started

SECTION 1: GETTING STARTED



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WELCOME

Thank you for your service, and congratulations on embarking on the next phase of your career! Welcome to the Department of Labor Transition Assistance Program Employment Fundamentals of Career Transition (EFCT) Workshop.

This course is one of several mandatory workshops for transitioning service members. The purpose of EFCT is to provide you with information you need to evaluate career options, search for employment, and understand the fundamentals of finding employment.

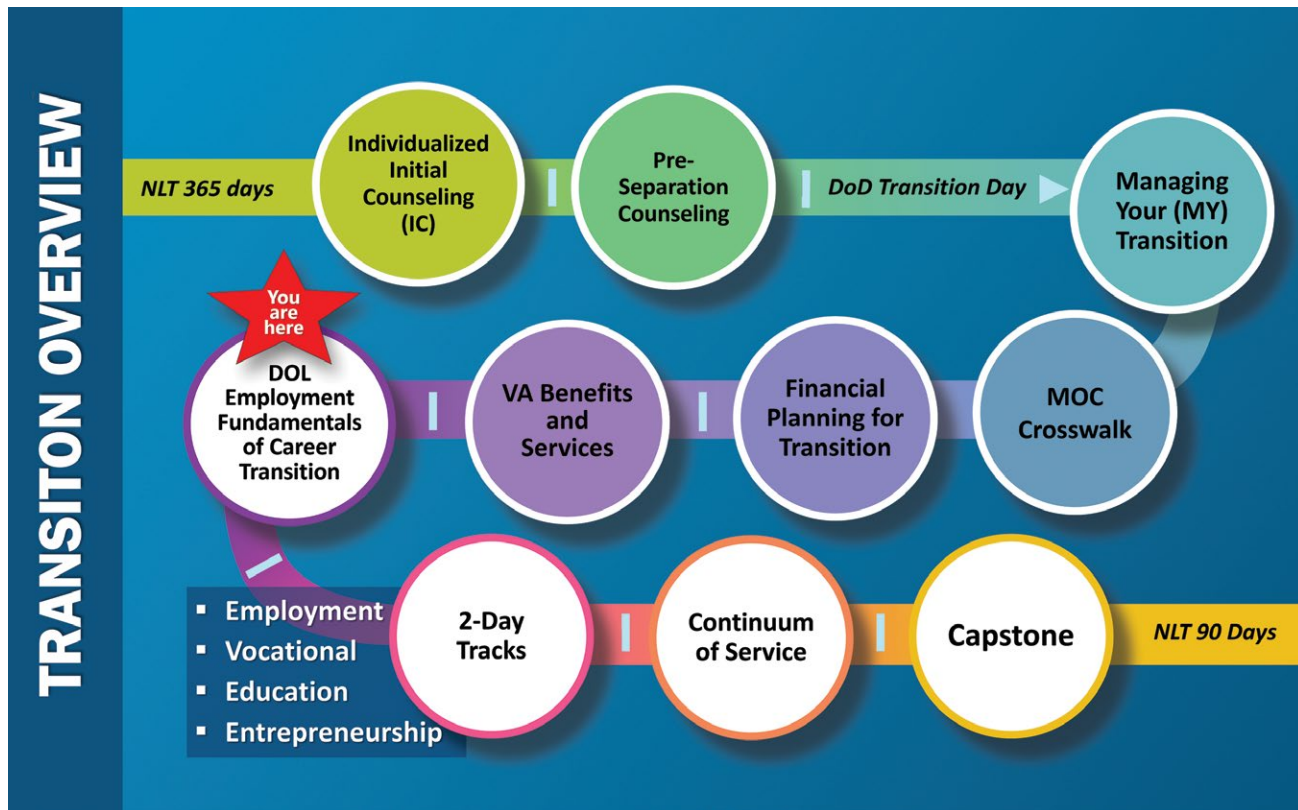


WORKSHOP GOALS

Upon completion of this course, you will be able to:

- Identify typical steps to acquire a civilian job.
- Align employment expectations with personal needs, goals, and best practices.
- Recognize resources available to support a search for civilian employment.

TAP OVERVIEW



The Transition Assistance Program (TAP) includes multiple steps, beginning with Individualized Initial Counseling (IC) and ending with a Capstone event. The goal is to assist you in meeting the Department of Defense's (DoD) Career Readiness Standards (CRS) which indicate your preparedness to meet your transition goals.

The red star in the Transition Overview graphic marks your location along the TAP timeline as you begin this course.

Transitioning service members will be at different stages in their transition process. Some of you may be entering civilian employment for the first time. Some of you may already have a job offer. Others may have already been accepted into an apprenticeship or a university.



Following this EFCT, you have four options for the 2-day tracks or training paths:



DOL Employment Track: Employment Workshop (DOLEW)—covers best practices in career employment, including in-depth training to build an effective resume, updated approaches to networking and searching for employment, learning interview skills and identifying negotiation know-how. This course is well suited for those pursuing employment opportunities as it expands on the tools and tips provided today.



DOL Vocational Track: Career and Credential Exploration (C2E)—offers an opportunity to complete personalized career development assessments of occupational interest and ability and be guided through a variety of career considerations, including labor market projections, education, apprenticeships, certifications, and licensure requirements. This course is designed to assist anyone with discovering more about what career path may fit your personal interests, aptitudes, and work values.



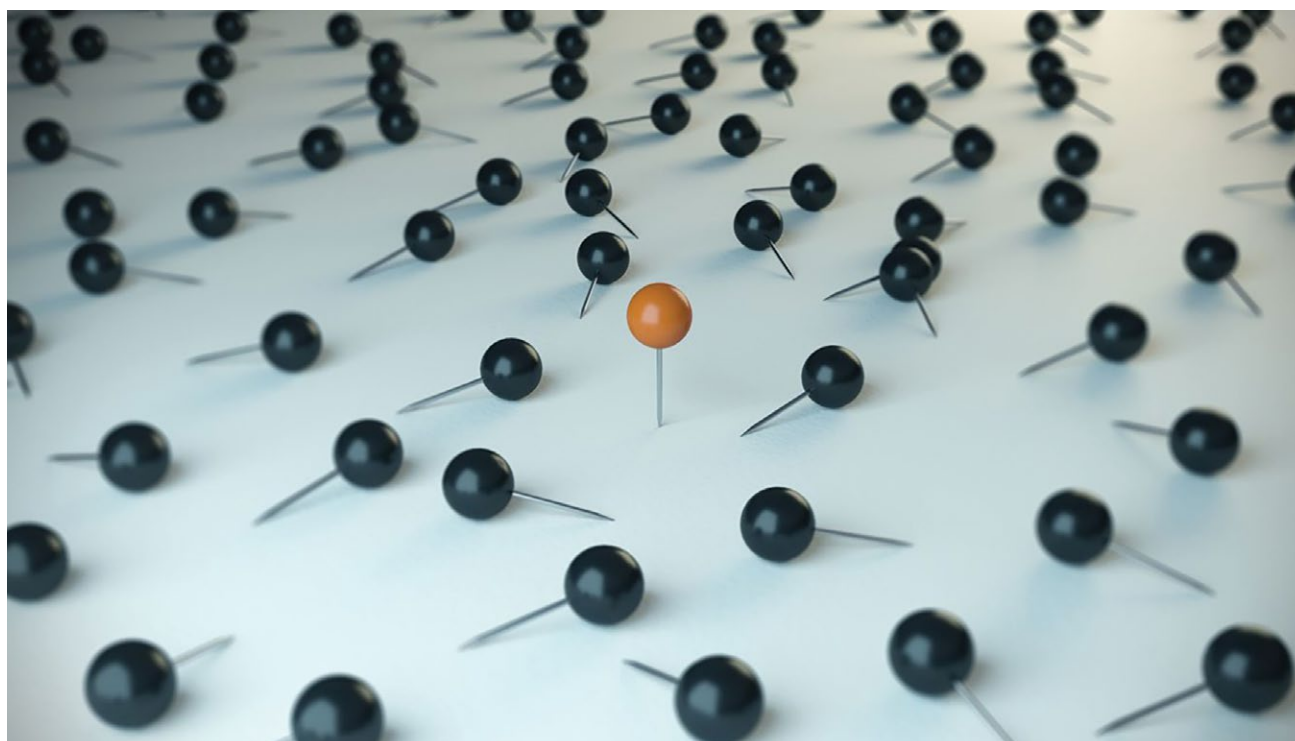
DoD Education Track: Managing Your Education (MYE)—assists with identifying the education requirements that support personal career goals. Anyone headed to school (undergraduate, graduate, or professional), will gain knowledge on the process and helpful tips by taking this course.



SBA Entrepreneurship Track: Boots to Business (B2B)—provides an introductory understanding of business ownership. Attending this track is an excellent choice for anyone looking to learn more about starting or owning your own business.

You do not have to limit yourself to only one option. If a track is unavailable at your local installation, you can always attend the online version on TAPevents.mil. There are hundreds of resources and websites providing guidance and advice on employment search.

This course, however, is tailored to you, the transitioning service member. EFCT will identify actions to assist you in becoming the best competitor for your best fit career.



WORKSHOP SECTIONS AND TOPICS

The course is organized to walk you through the typical job search and to group tasks together into the following sections:

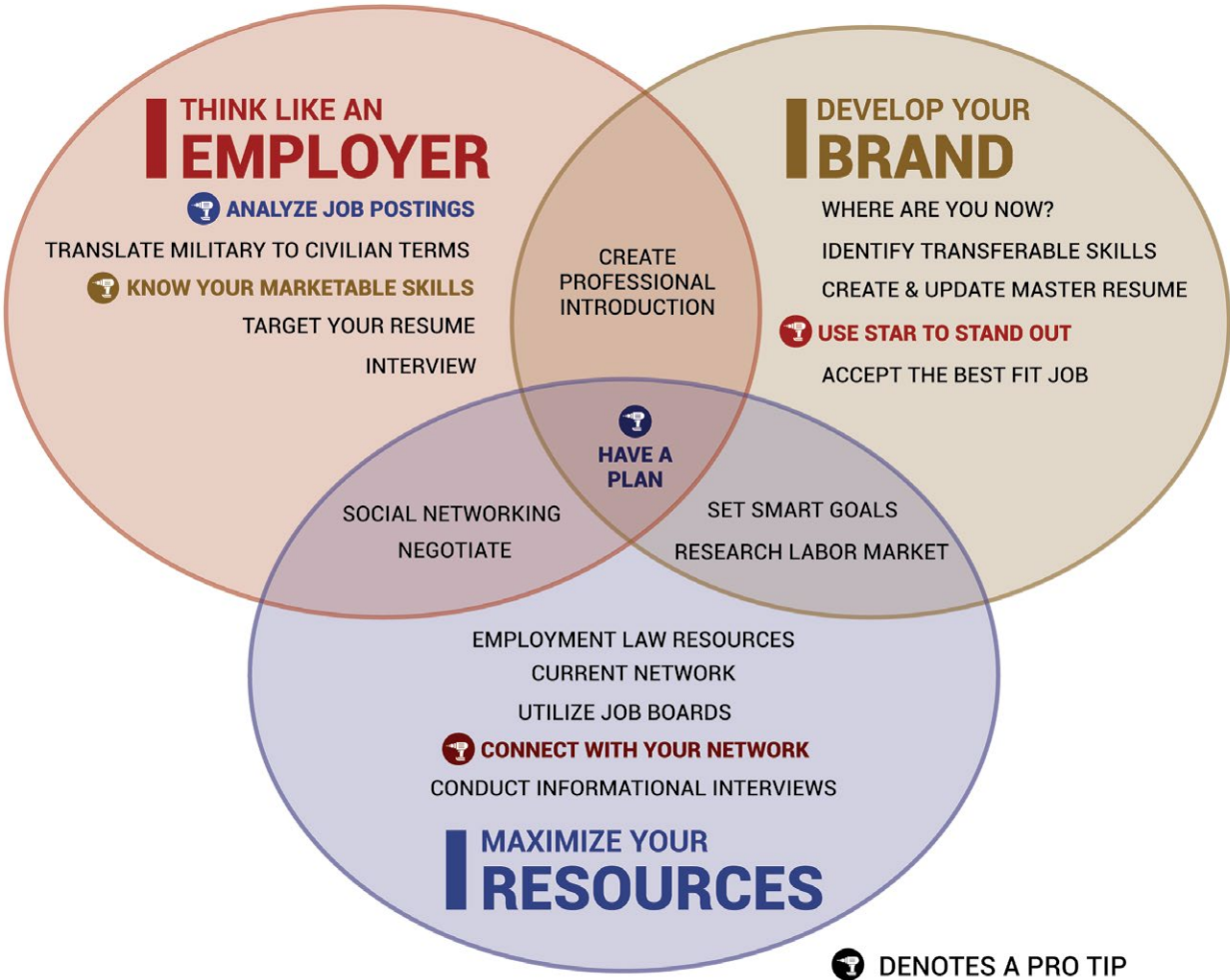
1. Introduction
2. Researching
3. Build Your Portfolio
4. Networking
5. Employment Rights
6. Finding the Job
7. Interviewing and Job Offers
8. Next Steps

We will be presenting and discussing several job search topics in the EFCT course. Along the way, we will emphasize some especially helpful Pro Tips. (Think of these as your power tools in your toolbox.) They will make job searching easier, faster, and add impact.

There are three fundamental concepts that will add a new awareness to your career transition. The fundamentals create the settings for the topics and Pro Tips. As seen below, some fundamentals pertain to multiple topics.



Quick Tip
You want to find “the job”, not just “a” job.





THE FUNDAMENTAL CONCEPTS

There are three fundamental concepts highlighted throughout this course. They represent an approach to the job search process that most job seekers may not consider.

DEVELOP YOUR BRAND

To understand the fundamental concept of developing your brand, you have to first recognize that the job search is an activity of marketing or sales. You are offering your knowledge, skills, and abilities as an employee to a company or a hiring manager. Therefore, you want to show them what sets you apart from others and how you add value to their organization.

To develop your personal brand, start with where you currently are and assess your skills. By researching how your skills fit the labor market, you can then create your marketing message to make a memorable impression on the employer.

THINK LIKE AN EMPLOYER

To *Think Like an Employer* means you will put yourself in the employer's role as you consider where you will look for an open job, what you will write on your resume, and how you present yourself in an interview. When you apply this employer-focused mindset to every aspect of your search, you will have an edge over your competition.

MAXIMIZE YOUR RESOURCES

You have access to various resources, information, and support. Some of those sources are not available to every job seeker. TAP provides information and support to help you succeed. This course provides numerous resources throughout, and many more are gathered in the electronic Resource Guide found at dol.gov/EFCTmaterials. Resources presented are a mixture of online tools, websites, organizations, and follow-on services. Your support does not end when you leave this class. You are encouraged to use as many of the resources as makes sense in your personal journey.

All three fundamentals are important in your search for civilian employment, now or in the future.

By understanding and applying these fundamental concepts along with the tools and tactics provided, you will set yourself apart from other job applicants who do not practice these techniques.

Be aware that the time it takes to secure a job varies according to the level of job you are seeking. However, research studies and recruiters confirm using these techniques can positively influence your job search timeline.



PRO TIP: **HAVE A PLAN**

Making a plan based on job search fundamentals will separate you from other applicants as you continue to implement your plan during any career transition.

EMPLOYMENT FUNDAMENTALS WORKSHOP MATERIALS

A job search takes time, planning, commitment, and action on your part. Whether your personal timeline is months away or immediate, having a well-considered plan will provide a starting point and direct, meaningful moves to take.

As you work through this EFCT course, there will be several opportunities to complete activities in your Participant Guide. Each activity reinforces the information presented and provides you with a tangible result of the topics covered.

As you move through the course, you will complete individual sections of the Employment Fundamentals Worksheet. This worksheet will be the basis of your job search plan when you are ready to embark on your job search.



dol.gov/EFCTmaterials

Access the worksheet as well as this EFCT Participant Guide as a fillable PDF and the DOL VETS Resource Guide by scanning the QR code or going to the noted website. You will need to download the PDF form in order to write in the book and save your work. You can use these resources in your job search.

By using the fillable PDF version of the Participant Guide, content that you enter for the section activities will auto-populate the final plan in the rear of the book.



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WHERE ARE YOU NOW?

You are attending your first Department of Labor workshop – the DOL Employment Fundamentals of Career Transition (EFCT). Whether you are determining what you want in a career after military service, embarking on a job search, or selecting your next steps in becoming a civilian, **EFCT contains information that is beneficial to your journey.** Let’s begin laying down that foundation.

“What do you do in the military?”

“What do you want to do next?”

Your answer to these two questions determines where you begin your job search. Using your insights from the Managing Your (MY) Transition, the MOC Crosswalk, and the Financial Planning for Transition workshops, along with the information in this workshop, will help you develop your job search plan that will lead you to the career you want.

DEVELOP YOUR BRAND

Start with discovering what you wish to do.



ACTIVITY 1.1: WHERE ARE YOU NOW?

Take a few minutes to complete the following sentences.

1. My current job in the military is . . .

2. After the military, I want to . . .

THE CONTEMPORARY WORLD OF WORK

Whether you plan on entering civilian employment, beginning an apprenticeship, attending a university, or doing something else, what do you know about today's workforce environment and current trends?

Understanding the world of work and current employment trends is helpful as it can inform where, when, and how you search for that best fit job or career.



CHANGES IN EMPLOYMENT

Employment in the United States has seen significant changes over the past decade and especially since the onset of the COVID-19 pandemic.

The number of employees working from home almost doubled at its peak. According to an Office of Personnel Management report, 45% of all Federal workers were engaged in telework in 2020. While efforts are made to return workers to their offices, computer-based office work will likely not return to pre-pandemic levels, with estimates of up to 25% maintaining part or full-time telework.

Video conferencing capabilities and webinars have reduced business travel. Over 40% of all job interviews now incorporate video.

According to a recent study from The Sage Group, 24% of US businesses use Artificial Intelligence (A.I.) in acquiring talent, and another 56% are planning to adopt A.I. practices this year. The use of A.I. in hiring can be anything from scanning resumes to scoring recorded candidate video interviews.

With over 600,000 active programs available in the US, apprenticeships offer paid training for hundreds of high-growth, in-demand, and emerging occupations.



Did You Know?

"In 2021, 38 percent of employed persons did some or all of their work at home." ~ Bureau of Labor Statistics (BLS)

According to the Bureau of Labor Statistics, <https://www.bls.gov/news.release/pdf/nlsoy.pdf>, the majority of Americans change jobs every five years.



More Information

U.S. Bureau of Labor Statistics,
<https://www.bls.gov/news.release/atus.nr0.htm>

McKinsey & Company ~
The future of work after COVID-19, 2021 Report,
<https://www.mckinsey.com/featured-insights/future-of-work/the-future-of-work-after-covid-19>



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E-commerce has grown three times faster than before the pandemic, with customers choosing to buy online rather than in brick-and-mortar stores. This shift has caused significant growth in supply, transportation, and warehousing.

Skilled labor is in high demand, especially in healthcare, skilled trades, IT, supply, and technology. In response to this demand, apprenticeships offer opportunities in these fields, as well as in many others, including financial services, energy, cybersecurity, and hospitality.

WORK/LIFE BALANCE

We can clarify “work/life balance” as the balance between a person’s work life or employment situation and “private” or personal life/lifestyle.

Wellness and work/life balance have become a priority for employers, with 94% of companies surveyed reporting significant investments in their well-being programs.

The pandemic has been a cause of stress for millions across the globe. In the Managing Your (MY) Transition TAP course, you learned tips on managing stress during your transition from the military. Once you have landed your next job, you should continue to minimize your stress.

Seek out employers or companies that have policies which support a work/life balance. Companies supporting a work/life balance benefit the employee as well as the employer.

You’ve been introduced to the three fundamentals and identified what you want to do after the military. Now that you understand where you are and where you want to go, let’s begin researching. Conducting workforce research is a smart way to start. Knowing what you have—your skills and accomplishments—and what you need will assist in planning your next steps.



More Information

Apprenticeship.gov

[https://www.](https://www.apprenticeship.gov/)

[apprenticeship.gov/](https://www.apprenticeship.gov/)

Article: Work-life balance

[https://blog.dol.gov/tag/](https://blog.dol.gov/tag/work-life-balance)

[work-life-balance](https://blog.dol.gov/tag/work-life-balance)



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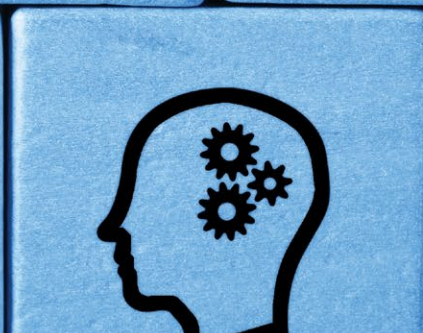
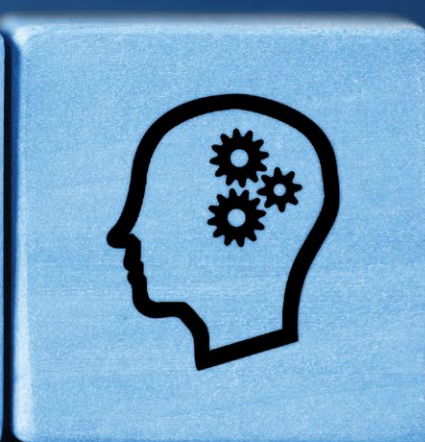
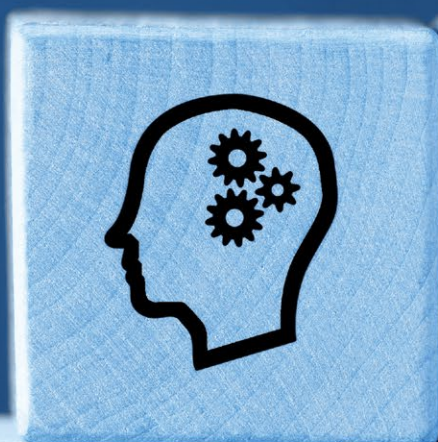
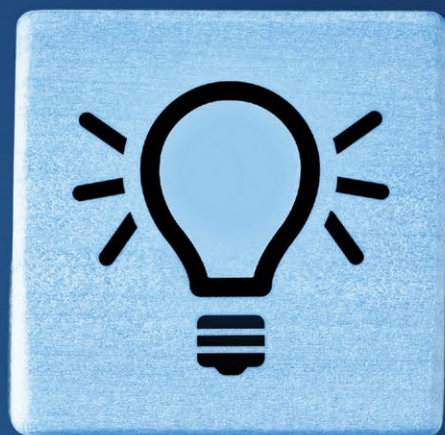
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Researching

SECTION 2: RESEARCHING



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In this section, we will begin to build your job-search foundation. We will first look at important employment research topics, such as identifying your marketable skills, then researching the labor market, and the website, CareerOneStop. Finally, you will be introduced to apprenticeship programs available to you and taught how to develop SMART goals.

Conducting research will allow you to take steps to answer the following questions:

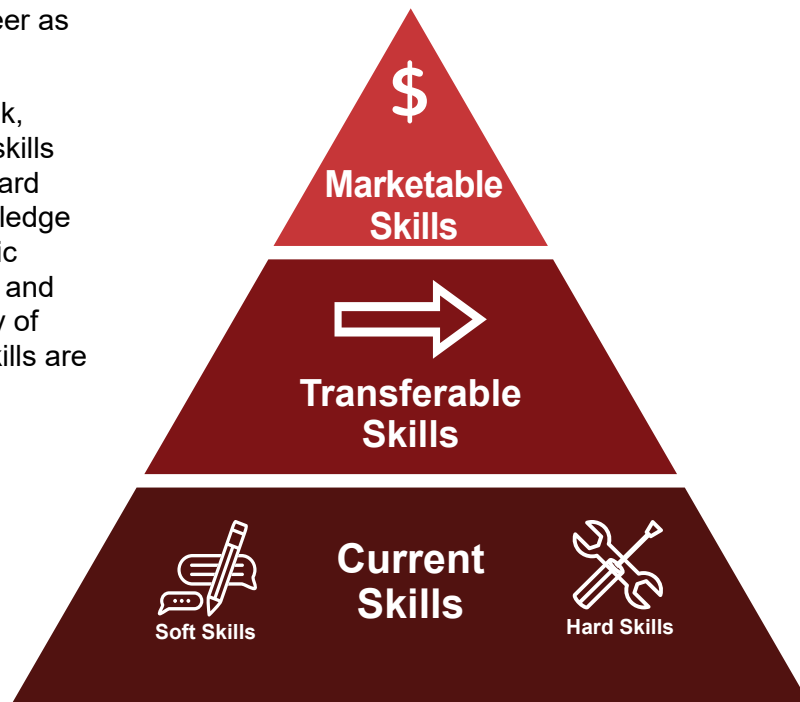
1. What are my marketable skills?
2. What are my career development resources?
3. How do I create a SMART goal for my civilian career (or my education, or my business)?

The answers to these questions are important because they will help you develop a post-military plan.

WHAT ARE MARKETABLE SKILLS?

Identifying marketable skills, both hard and soft, will help you determine how well your skills match your desired career as you create your career plan.

If you attended the MOC Crosswalk, you discussed your hard and soft skills as part of your self-assessment. Hard skills usually encompass the knowledge and abilities needed to do a specific job. Soft skills, like communication and people skills, can apply to a variety of occupations. Both hard and soft skills are valuable and can be transferable.



PRO TIP: **KNOW YOUR MARKETABLE SKILLS**

Knowing what job skills you have, and which of those skills employers are looking for, greatly enhances what you offer as a job applicant.

We will start with a list of your skills that you want use again in your next job.

You can recall some from your MOC Crosswalk activity or use the below list to note those skills. You can always add some of your own, as well.

- Arranging meetings/events/training programs
 - Assembling equipment
 - Auditing financial records/accounts payable
 - Communicating with others/groups
 - Coaching team members
 - Confronting people/difficult issues
 - Constructing buildings
 - Controlling costs
 - Counseling employees/colleagues
 - Creating innovative programs/internet sites/data systems
 - Delegating authority
 - Implementing registration systems/innovative programs
 - Directing administrative staff/projects
 - Dispensing medication/information
 - Establishing objectives/guidelines/policies
 - Evaluating programs/solutions/ instructors/peers/ students
 - Illustrating storyboards/concepts
 - Handling detailed work/data/complaints
 - Healing/Nursing/Nurturing/Curing
 - Improving maintenance schedules/systems
 - Improvising action
 - Installing software/plumbing or electrical systems/ parts
- Initiating production/ changes/ improvements
 - Interpreting languages/new laws/ schematics/codes
 - Interviewing people/new employees
 - Investigating problems/violations/fraud
 - Maintaining transportation fleet/aircraft/ diesel engines
 - Managing an organization/mail room/retail store
 - Marketing products/services/programs
 - Negotiating contracts/sales/disputes
 - Operating vehicles or equipment
 - Persuading others/customers
 - Planning agendas/conferences
 - Preparing reports/meals/presentations
 - Programing computers
 - Protecting property/people
 - Purchasing equipment/supplies/services
 - Repairing equipment/mechanical devices
 - Setting goals/objectives
 - Supervising others
 - Training others
 - Writing or editing publications/proposals/ technical documents/videos

List 6 of your skills below. These do not have to link to any specific occupation.

1.

4.
2.

5.
3.

6.

Transferable skills are useful across many industries, and you can easily “transfer” them to another job, career, or industry. “Marketable” skills are hard, soft, and transferable skills that are in demand by employers in any chosen location. These skills are easy to sell, promote, or “market” to an employer.

For example, a medic might identify drawing blood as a hard skill and problem-solving as a soft skill. Drawing blood is transferable into similar medical positions. Drawing blood is not transferable or marketable in an HR Generalist healthcare position. However, problem-solving is transferable or marketable in both positions.



IDENTIFY TRANSFERABLE SKILLS

Let's say that during the MOC Crosswalk a Military Recruiter charted these four skills listed below using the website MyNextMove. As you review them, notice that these skills also incorporate knowledge, abilities, and examples.

- Communication skills / oral and written
 - o Talk with parents and/or colleagues about the recruit's progress.
 - o Provide written communication in a clear, concise, and professional manner.
- Problem solving skills
 - o Conduct quantitative and qualitative analyses of recruiting programs.
 - o Record the relative costs and possible benefits of potential actions.
- Training others
 - o Give information about service, training, and career opportunities to people interested in joining a branch of the military.
 - o Deliver instructions and/or explain things to the recruit and/or their parents on their level, so they will understand.
- Instructional skills
 - o Advise and mentor.
 - o Develop relationships with parents, colleagues, and recruits.



Which of the following jobs might require the same skills as the Military Recruiter skills listed above? Mark your answers below.

- ☐ Administrative Services Manager
- ☐ Advertising and Promotions Manager
- ☐ Budget Analyst
- ☐ Compensation, Benefits, and Job Analysis Specialist
- ☐ Human Resources Manager or HR Specialist
- ☐ Market Research Analyst
- ☐ Interviewer

**THINK LIKE AN
EMPLOYER**

You are correct if you identified all of the above jobs as requiring the same skills as the listed Military Recruiter skills.

To determine which of those identified transferable skills are most marketable, conduct labor market research to find labor market information (LMI).



WHY IS LABOR MARKET INFORMATION IMPORTANT?

Labor market research supplies essential information to make your career decisions. You will discover different experiences, education, and credentials required for your chosen career. Research also provides salary ranges to help you decide whether your career choice will meet your financial needs.

When you conduct labor market research (LMR), especially for determining the competitiveness of wages, you need to understand these key terms.

LABOR MARKET RESEARCH KEY TERMS

Labor Market Information (LMI)

- Information about a career, including:
 - local market demand
 - education requirements
 - training requirements
 - salary rates
 - industry trends
 - growth potential

Labor Supply

- The availability of suitable employees willing to work at a given wage.

Labor Demand

- The need for employees in a particular market at a prevailing wage.

Labor Market

- The supply and demand for labor. Employees provide the supply and employers the demand for labor. Employees and employers depend on an exchange of information about:
 - wage rates
 - conditions of employment
 - level of competition
 - job location

WHAT IS YOUR MARKET VALUE?

“Market value can be defined as the price your knowledge, skills, and abilities (KSAs) would bring based upon the industry and location of the position.”



K + S + A = VALUE

When assessing your knowledge, skills, and abilities, think about how one of these might cross over into other areas. You can use this information to persuade the employer that you are the best candidate and/or negotiate higher pay or better benefits, but only if you have done your due diligence and researched this information.

RESEARCHING MARKET VALUE

To gain a better understanding of both the labor market and your value in the market, conduct occupation salary and wage research.

The salary range has a minimum and maximum pay rate for a particular job or function and may have a mid-point increment identified. A salary midpoint is important because it shows salary progression for pay raises and should be based on market pay levels to promote equity.

Consequently, a salary range allows a company to offer a salary based on the job elements as compared to the candidate's expertise. The candidates can often negotiate their pay and sometimes their benefits.



In addition to researching industry salary and wages, conduct online research of individual companies to assess benefits and aspects of working for a particular company.

- ☐ Company Values
- ☐ Employee Benefits
- ☐ Business Operations (products and services)
- ☐ Growth potential
- ☐ Mission, Policies, Leadership ("About Us" section and leadership bios)
- ☐ Performance reports, news stories, blog posts, and other media sources

You have skills. Every job has associated skills. If you attended the MOC Crosswalk, you identified your knowledge, skills, and abilities. You also identified possible gaps in your KSAs.

When researching the labor market, you may notice that different industries or employers may use slightly different language to identify KSAs.

Your source for career exploration, training, and jobs is CareerOneStop. It is sponsored by the U.S. Department of Labor and is a partner of the American Job Center network.



WHAT IS CAREERONESTOP?

CareerOneStop, <https://www.careeronestop.org/>, is the flagship career, training, and job search website for the DOL. The website serves job seekers, businesses, students, and career advisors with a variety of free online tools, information, and resources.

Use CareerOneStop as a source for career exploration, training, jobs, and to research labor market information to identify transferable skills which are most marketable for the career you want. CareerOneStop has a Toolkit section which makes it easy to conduct LMR. Choose specific topics such as Tools & Technology Finder, Salary Finder, Veterans Job Matcher, Green Careers, or the Occupation Profile.

CareerOneStop Occupation Profile

The CareerOneStop Occupation Profile provides occupational details, including duties, earnings, required education/training, and skills.

Begin your occupation search by entering a keyword for a career, a job title, or a type of work. Then enter your location. The search results will provide 18 cards or topics which contain specific career information. Select the Question Mark icon in each card's subsection to view an expanded description. Expand data and/or select hyperlinks to view additional information. You can also download the information for later review.

Market Research Analysts and Marketing Specialists

Description: what do they do?
Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

Also known as:
Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher

Outlook: will there be jobs?
New job opportunities are very likely in the future.
This occupation is:
• Expected to grow much faster than average

Career video
View transcript

Projected employment
United States
740,900
2020 Employment

Skills
People in this career often have these skills:
• **Critical Thinking** - Thinking about the pros and cons of different ways to solve a problem.
• **Writing** - Writing things for co-workers or customers.
• **Reading Comprehension** - Reading work-related information.
• **Active Listening** - Listening to others, not interrupting, and asking good questions.
• **Speaking** - Talking to others.
• **Complex Problem Solving** - Noticing a problem and figuring out the best way to solve it.
[More skills](#)

Related occupations
• Marketing Managers
• Business Intelligence Analysts
• Search Marketing Strategists
• Advertising and Promotions Managers

Abilities
People in this career often have talent in:
• **Inductive Reasoning** - Making general rules or coming up with answers from lots of detailed information.
• **Oral Comprehension** - Listening and understanding what people say.
• **Fluency of Ideas** - Coming up with lots of ideas.
• **Written Comprehension** - Reading and understanding what is written.
[More knowledge](#)

ACTIVITY 2.1: CareerOneStop Occupation Profile Demonstration

In the following website demonstration, let's learn how the CareerOneStop Occupation Profile can be used to explore a career's skills in detail. If you remember, in our previous Military Recruiter discussion, we identified seven jobs which use the same skills.

For the purpose of this demonstration, we will take a deeper look at one of those jobs, Market Research Analyst, to find out how the skills relate to market value.

1. **Access** the CareerOneStop website, <https://www.careeronestop.org/>
2. **Select** Toolkit, then Careers, and then Occupation Profile.
3. **Enter** in Market Research Analyst as the keyword or an occupation which interests you to begin your search. If you know where you want to live after leaving the military, identify a location.

At the top of the Occupation Profile page, there are two cards which have gray headings. These topics provide a summary of the career, a list of other common job titles used for the career and a short video showing what it's like to work in the career. *NOTE: The information cards which provide similar information will have matching color-coded headings*

Job Description

Description: what do they do?

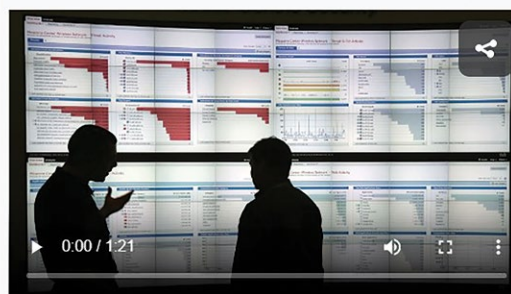
Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

Also known as:

Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher

Career Video. Watch a short Career Video and/or view the transcript.

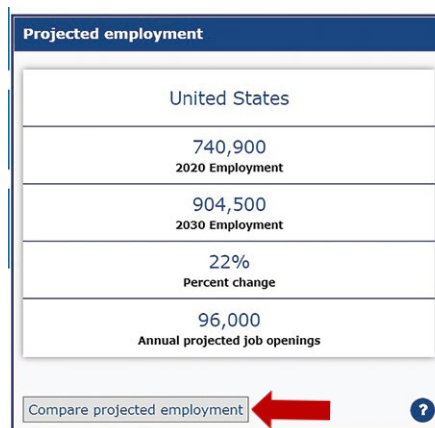
Career video



[View transcript](#)

The next two cards with dark blue headings can help you decide if this career is a good choice for future job opportunities over a 10-year period.

View projected employment.

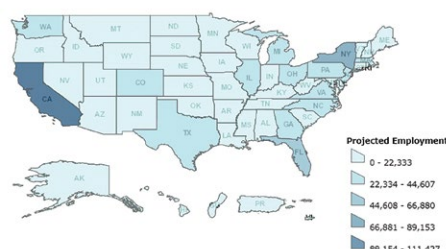


Select the button **Compare projected employment** to view specific location information.

Projected 2028 Employment for Market Research Analysts and Marketing Specialists in UNITED STATES

[View Table](#) : [View Chart](#) : [View Map](#)

[View Projected Job Openings map](#)



View the Outlook to access job opportunity information.

Outlook: will there be jobs?

New job opportunities are **very likely** in the future.

This occupation is:

- Expected to grow much faster than average

[Find job openings](#)
?

Select the button Find job openings to view specific job openings.

We found **101,545** jobs by National Labor Exchange for **Market Research Analysts and Marketing Specialists** in United States.

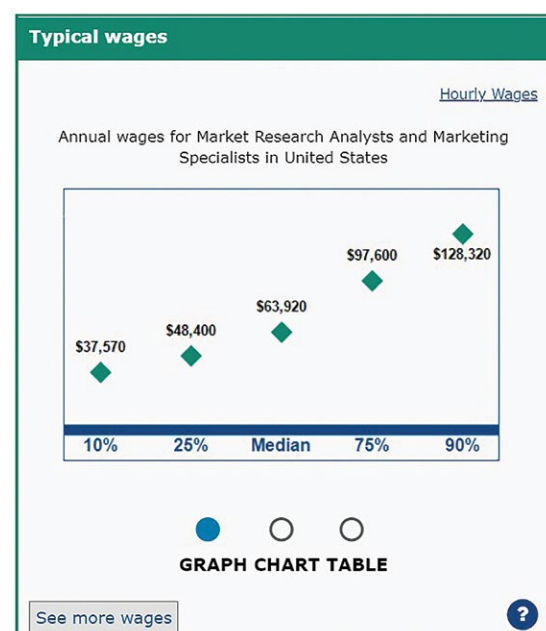
Job Title	Company	Location	Date Posted
Data Analyst	ASIAN MEDIA ACCESS INC	Minneapolis, MN	07/21/2022
Senior Fixed Income Analyst	Intercontinental Exchange Holdings, Inc.	New York, NY	08/10/2022
Senior Fixed Income Analyst	Intercontinental Exchange Holdings, Inc.	New York, NY	08/10/2022
Fixed Income Analyst	Intercontinental Exchange Holdings, Inc.	New York, NY	07/26/2022
MARKET RESEARCH SPECIALIST - GROWTH, MARKETING & S	Georgia Employer	Atlanta, GA	07/23/2022

Use the Back arrow, within the CareerOneStop pane, to return to the occupation profile page.

The next card, Typical wages, has a green heading. This chart shows you a range of how much most workers in this occupation earn per hour in a location.

View the median salary for each career. Median wage means one half of all workers in this occupation earn less than this wage and one half earn more. View the data as a Graph, Chart, or Table. At the top of the card, select the Hourly Wage hyperlink for more data.

Your DoD Financial Planning class provides guidance in determining your minimum income requirements.



The next section consists of five cards with gray headings. View the typical level of education, work experience, and on-the-job training that most people have when they start in the career.

View **Education and experience**: to get started.

Next, review typical education requirements (level of education usually needed to enter this career).

Select **Find local training** for a list of schools that match your search. Click on any school name to learn more about the school and programs. Start a new search by entering a different keyword or location below.

Some occupations may require certifications, licensing and/or apprenticeship training. Select each card's **Find** button to locate current certifications for your occupation or industry, state license details, and apprenticeship opportunities.

Education and experience: to get started

People starting in this career usually have:

- Bachelor's degree
- No work experience
- No on-the-job training

Programs that can prepare you:

- [Apparel and Accessories Marketing Operations](#)
- [Apparel and Textile Marketing Management](#)
- [Applied Economics](#)
- [Business Analytics](#)
- [Business and Personal/Financial Services Marketing Operations](#)

Typical education

How much education do most people in this career have?

Education level	Percent of workers in this field
Doctoral or professional degree	3%
Master's degree	22%
Bachelor's degree	54%
Associate's degree	5%
Some college, no degree	10%
High school diploma or equivalent	5%
Less than high school diploma	1%

Find local training
?

Certifications: show your skills

Let employers know you have the skills to do well at this job.

Earning a **certification** can help you:

- Get a job
- Get a promotion

Find certifications
?

Licenses: do you need one?

Some states require an **occupational license** to work in this career.

Find license details for your state
?

Apprenticeships: learn on the job

Apprenticeships combine paid on-the-job-training with classroom lessons.

Find apprenticeship opportunities
?

At the bottom of the page are four cards with brown headings and one purple heading.

Select the first card with a brown heading. View a list of work **Activities** that are common for this career.

Use the Activities to help write your resume because these are typical activities that are used on the job everyday. These can also be considered the skills most marketable in that field.

Review the KSAs: **Knowledge** - general knowledge gained through education and experience; **Skills** - common work-related skills; **Abilities** - natural strengths and personal qualities.

Select the card with the purple heading to explore other careers that have similar skill and experience requirements to the selected career.

Find local training?

Knowledge

People in this career often know a lot about:

- **English Language** - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Sales and Marketing** - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Mathematics** - Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
- **Administration and Management** - Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

More knowledge?

Activities: what you might do in a day

- Prepare research reports.
- Analyze consumer trends.
- Conduct surveys in organizations.
- Establish business management methods.
- Measure effectiveness of business strategies or practices.

More activities?

Skills

People in this career often have these skills:

- **Critical Thinking** - Thinking about the pros and cons of different ways to solve a problem.
- **Writing** - Writing things for co-workers or customers.
- **Reading Comprehension** - Reading work-related information.
- **Active Listening** - Listening to others, not interrupting, and asking good questions.
- **Speaking** - Talking to others.
- **Complex Problem Solving** - Noticing a problem and figuring out the best way to solve it.

More skills?

Related occupations

- [Marketing Managers](#)
- [Business Intelligence Analysts](#)
- [Search Marketing Strategists](#)
- [Advertising and Promotions Managers](#)
- [Management Analysts](#)

More occupations?

Abilities

People in this career often have talent in:

- **Inductive Reasoning** - Making general rules or coming up with answers from lots of detailed information.
- **Oral Comprehension** - Listening and understanding what people say.
- **Fluency of Ideas** - Coming up with lots of ideas.
- **Written Comprehension** - Reading and understanding what is written.
- **Deductive Reasoning** - Using rules to solve problems.
- **Oral Expression** - Communicating by speaking.
- **Written Expression** - Communicating by writing.

More abilities?

Knowledge, hard skills, soft skills, marketable skills, and abilities are a mixture and may be identified by different words and still have a similar meaning. If you have used the O*NET OnLine My Next Move for Veterans, you may have identified similar skills, but the words were a little different.

Review the following list for an example of how the Military Recruiter’s MOC Crosswalk identified skills compare to the CareerOneStop identified skills for a Market Research Analyst.

Military Recruiter Skills MOC Crosswalk	CareerOneStop Occupation Profile
Communication Skills	Critical Thinking / Writing / Speaking
Problem Solving Skills	Critical Thinking / Complex Problem Solving
Training Others	Writing / Active Listening
Instructional Skills	Active Listening / Speaking

Write down one occupation you identified during the MOC Crosswalk that you want to research using the CareerOneStop Occupation Profile:

ACTIVITY 2.2: CareerOneStop Occupation Profile Search

Now it’s your turn. Use the CareerOneStop Occupation Profile to view the KSAs of a specific career.

- Access** the CareerOneStop website, <https://www.careeronestop.org/>
- Select** Toolkit then Careers, and then Occupation Profile.
- Enter** in a keyword or occupation that interests you. Briefly review the cards. Focus on identifying the marketable skills that you have or will need to use in this occupation.
 - Read through what you might do in this occupation under the Activities heading. Think about your current job. Are the activities similar? Are these activities that you can do? Are these activities that you would like to do?
 - Read through the Knowledge, Skills, and Abilities sections. Think about your current job. Do have similar KSAs? What might you use in your resume?
 - Use this information to identify marketable skills.

Know Your Marketable Skills

Using the six skills you recalled from the MOC Crosswalk assessment, and the skills identified from the CareerOneStop Occupation Profile, **write down four skills you believe are the most marketable.**Your evaluation can change as you conduct more labor market research.

1. _____
2. _____
3. _____
4. _____



Quick Tip

If you are unsure of other careers that might match your skills and interests, CareerOneStop also has a Skills Matcher application, <https://www.careeronestop.org/Toolkit/Skills/skills-matcher.aspx> Located in the Appendix are detailed steps for this application.

GETTING HELP AT THE AMERICAN JOB CENTER (AJC)

Nearly 2,400 AJCs, funded by the U.S. Department of Labor's Employment and Training Administration, are located throughout the United States. Veterans receive priority of service at AJCs.

You can gather a lot of information on websites, but there is no substitute for connecting in person with industry leaders, employers, fellow job seekers, and local labor market experts. American Job Centers (AJC) serve nearly a million veterans each year.

AJCs are known by a lot of different names depending on the state, such as WorkSource, Workforce Office, Employment Service, etc. No matter the name, the AJCs provide free help to job seekers for a variety of career and employment-related needs.

AJCs have experienced career counselors on staff that work with job seekers to identify their interests, assess their skills and abilities, and advise them on in-demand jobs and potential training opportunities. Many AJCs also offer recruiting events, workshops on resume writing, interviewing skills, and job search activities.

Comprehensive AJCs offer free access to a resource room which includes computers with internet, telephones, and fax machines. These rooms are open to the public on a self-service basis. Staff are typically available to assist job seekers with building a resume, general career exploration, and job search.

You should connect with the AJC in your local or desired work area to receive direct access to local employers and local labor market information, as well as access to free technology courses and local, state, and federal programs that may help you. Find workforce service in your neighborhood or across the country by accessing CareerOneStop, <https://www.careeronestop.org/LocalHelp/AmericanJobCenters/american-job-centers.aspx>



Video

Learn how American Job Centers can help you Find A Job and grow your career, <https://www.dvidshub.net/video/embed/857316>

When you enter your location to find your closest AJC, you'll find up-to-date messages about local office closures or virtual assistance. If you need to file for unemployment insurance, please visit the Unemployment Benefits Finder.

In addition to working with your local AJC, continue working toward your post-military goals by attending one or more of the TAP career-related workshops during your transition.

CAREER-RELATED EDUCATION AND TRAINING STATISTICS

Compensation varies with experience, skills, and education. Apprenticeships can increase median wages as much as a formal education. The chart below depicts the value of investing in higher education or training.

CAREER-RELATED EDUCATION AND TRAINING	YEARLY MEDIAN WAGES	ASSOCIATED TWO-DAY CAREER-RELATED WORKSHOP
Master's Degree*	\$81,848	Education Workshop (DoD)
Post-DOL Registered Apprenticeship**	\$77,000	Vocational Training Workshop (DOL)
Post-industry Certification***	\$71,798	Education Workshop (DoD)
Bachelor's Degree*	\$69,368	Vocational Training Workshop (DOL)
Associate Degree*	\$50,076	Education Workshop (DoD)
High School Diploma*	\$42,068	63% of Service members

Statistics as of 4 AUG 2022.

* 2021 median weekly earnings data provided by BLS for full time workers over age 25: <https://www.bls.gov/emp/chart-unemployment-earnings-education.htm>

** 2022 post RAP annual earnings data found at: <https://www.apprenticeship.gov/>

*** 2019 data provided by US Small Business Administration

**** 2022 Veteran earnings data provided by Institute for Veterans and Military Families (IVMF)

GAINING MORE SKILLS

PATHWAYS TO EMPLOYMENT

There are several ways to gain more skills, some before leaving the military and some afterwards. Many of these pathways could lead to employment. During your Pre-separation Counseling brief, you may have been encouraged to explore SkillBridge, the Army's Career Skills Program, or the United Services Military Apprenticeship Program for apprenticeship opportunities.

These programs are designed to give you valuable skills while still on active duty.



DoD SKILLBRIDGE

The Department of Defense (DoD) SkillBridge program is an opportunity for service members to gain civilian work experience through specific industry training such as employment skills training (EST) or on-the-job-training (OJT), apprenticeships, or internships during the last 180 days of service. Participation in SkillBridge requires your commander's approval. With more than 1,000 training programs offered, SkillBridge connects service members with industry partners in real-world job experiences.



ARMY CAREER SKILLS PROGRAM

The Army Career Skills Program (CSP) affords soldiers the opportunity to participate in employment skills training, on-the-job training, pre-apprenticeships, and internships with a high probability of employment in high-demand and highly skilled jobs. Participation must occur within the last 180 days of military service with an honorable discharge.



UNITED SERVICES MILITARY APPRENTICESHIP PROGRAM (USMAP)

The United Services Military Apprenticeship Program (USMAP) is a formal military training program that provides Army, Navy, Marine Corps, and Coast Guard Service members the opportunity to improve their job skills and to complete their civilian apprenticeship requirements while they are on active duty. The U.S. Department of Labor (DOL) provides a nationally recognized "Certificate of Completion" upon program completion. The Community College of the Air Force (CCAF) provides industry certification and credentialing information for Service members in the Air Force and Space Force.



MILGEARS.OSD.MIL

Select the tool that's right for your career path such as Transitioning. Capture your experience and enter into downloadable career-relevant files, learn about credentials for civilian or federal occupations, research information about Merchant Mariner Credentials, or use the Cyber IT/Cybersecurity Workforce (CSWF) tool to compare your marketability within the cyber industry.

MAXIMIZE YOUR RESOURCES



More Information

For details about the specific programs/positions that are available, contact your local Transition Services office or DoD SkillBridge at <https://skillbridge.osd.mil/>

For information on the Army's Career Skills Program, visit <https://home.army.mil/imcom/index.php/customers/career-skills-program>

Visit <https://usmap.osd.mil/index.htm> for details.

For details about MilGears, visit <https://milgears.osd.mil/>

To download a copy of the Pre-Separation Counseling Resource Guide, go to <https://tapevents.mil/resources>.



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APPRENTICESHIPS

At the beginning of this workshop, you were briefly introduced to apprenticeships. These are an 'Earn-While-You-Learn' training model. In an apprenticeship, employers develop their future workforce while employees obtain paid work experience through on-the-job training and education. Apprentices can earn portable credentials and college credit, even an associate or bachelor's degree. Ninety-two percent of apprentices retain employment after completing their program and many employers directly hire their apprentices upon program completion.



More Information

Learn more about Registered Apprenticeships for Transitioning Service Members at, <https://blog.dol.gov/2022/09/14/transitioning-from-active-duty-consider-becoming-an-apprentice>

With over 600,000 active programs available in the US, apprenticeships offer paid training for hundreds of high-growth, in-demand, and emerging occupations in the following nine industries.

- Advanced Manufacturing
- Construction
- Energy
- Financial Services: Banking and Insurance Underwriting Support Services
- Healthcare
- Hospitality
- Information Technology: Cybersecurity
- Telecom
- Transportation

Although apprenticeships may have traditionally been associated only with skilled trades, opportunities for apprenticeships are now found in a broad range of career fields.

The following are just a few workforce apprenticeship opportunities:

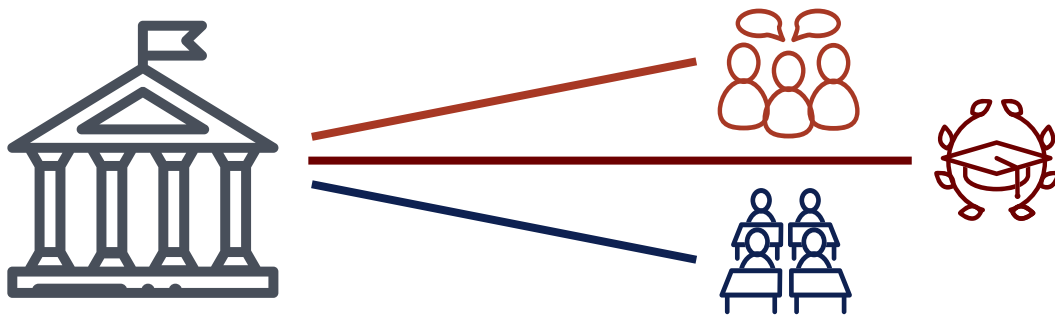
- Water Treatment Specialist
- Elevator Constructor
- Hotel Manager
- Nutrition Care Specialist
- IT Project and Business Analyst
- Cloud Operations Specialist
- Credit Coordinator
- Pharmacy Technician
- Transportation Vehicle, Equipment, and Systems Inspector



More Information

DOL's one-stop website for all things apprenticeship, including a job finder tool, is located at, www.apprenticeship.gov





PATHWAYS INTO FEDERAL GOVERNMENT

Working for the federal government is a very popular career path for veterans to pursue. Established to help recruit talented people to work in the federal government, the Pathways Program targets students and recent graduates of all ages and backgrounds. The Pathways Program consists of three options:

- **Internship Program**
- **Recent Graduates Program**
- **Presidential Management Fellows (PMF) Program**

The Internship Program is designed for current students, while the Recent Graduates Program is for individuals who have recently graduated within the past two years from a qualifying institution or certificate program. The PMF Program is a unique leadership development opportunity for candidates who:

- Have completed an advanced degree from a qualifying educational institution or program within the past two years of the annual application opening date.
- Are a current graduate student and will complete all your advanced degree requirements (including the completion or successful defense of any required thesis or dissertation) by August 31st of the following year of the annual application.

Learn More about Pathways Programs at:

- VA, <https://www.va.gov/employee/pathways-va/>
- USAJOBS, <https://www.usajobs.gov/Help/working-in-government/unique-hiring-paths/students/>

INFORMATIONAL INTERVIEWS

Now that you have identified your marketable skills and conducted labor market research, you may find that you still have questions about a career path, an industry, or a company.

Conducting an Informational Interview is a way to explore career options and connect with people from companies and industries you are interested in. The goal is to gain insights into the company or occupation.

Think of it as more of a conversational meeting. It could be a meeting where you interview someone already doing the job or someone who hires for that position. It could also be a meeting with someone you met on social media or at a career fair who already works for that specific company.

Regardless of whether you meet for 20 or 60 minutes, prepare your questions prior to the meeting.

- Ask questions about the type of work, the industry, or their career path.
- How did they become interested in the industry or get started in this career field?
- What one piece of advice would they give someone entering the field?
- What is their education level?
- Who else in the industry would they recommend contacting?

Be prepared to answer questions if any are asked of you. You may ask them to critique your resume, but don't turn the meeting into an informal job interview. Remember, this is an interview for you to gain information and not the other way around.

The added value that comes with informational interviews is that whomever you speak with becomes part of your network, a professional connection. Further value is that you may discover internship or apprenticeship opportunities.

MAXIMIZE YOUR RESOURCES



More Information

To learn more on conducting Informational Interviews, visit: <https://www.careeronestop.org/JobSearch/Network/informational-interviews.aspx>





WHAT ARE SMART GOALS?

So far you have learned about your marketable skills and conducted labor market research.

Now, take time to think through things that might be important to you in a job. These things might include interests, work styles, values, or location.

Career goals are very important, so we're going to learn how to create a measurable framework to help you succeed by using SMART goals.

SMART is an acronym. You may have heard of SMART goals before. Some examples use different words for SMART. For this example, we will use SMART to mean Specific, Measurable, Achievable, Realistic, and Timely. When making career goals, you want the goals to meet as many of the SMART characteristics as possible.



SPECIFIC



MEASURABLE



ACHIEVABLE



REALISTIC



TIMELY



SMART Goal Example: How to turn “I want to be in leadership” into a SMART goal.

S

Specific

Goal should be as specific and well-defined as possible.

- Break into smaller steps - **EXAMPLE:** “I want to earn a position managing a development team for a startup tech company.”

Questions to ask:

- Are there enough details to make this actionable?
- Does this provide a specific direction?

M

Measurable

Goal should include dates, amounts, other measurements as appropriate. How are you going to verify that you're making progress?

- Verify your progress - **EXAMPLE:** “I will apply to three open positions.”
 - How much?
 - How many?

A

Achievable

Take into account your abilities to achieve the goal. Are there preliminary steps you need to take?

- Determine any preliminary steps - **EXAMPLE:** “I will update my resume with relevant qualifications.”
 - How do you plan to reach your goal?
 - What steps should you take?
- Is the goal realistic based on where you are now? You should set a goal that is a challenge but still attainable.

R

Realistic (Relevant)

Goal should be within your reach. Are you willing to commit to this goal?

- Commit to your goal - **EXAMPLE:** “To achieve my goal of being in leadership.”
 - Is it worth the energy? Is this the right time?
 - Does your career goal fit into your life goals and future plans?
 - Is there anything needed to reach your goal that you don't currently have?

T

Timely

Goal should be time-bound and have a time frame for accomplishment. Do you have enough time to achieve it or do you have room to procrastinate?

- Create a timeline – **EXAMPLE:** “This week.”
 - When should I complete each step?

Put it all together and your SMART goal is:

“To achieve my goal of being in leadership, I will update my resume with relevant qualifications so I can apply to three open positions for the manager of a development team at a tech startup this week.”

SECTION SUMMARY:

In this section, you learned the importance of starting your job-search foundation by conducting workforce research. We discussed marketable skills and conducted labor market research using the CareerOneStop Occupation Profile.

The Quick Tip for Activity 2.2 mentioned that CareerOneStop has other career development resources such as the Skills Matcher application, <https://www.careeronestop.org/Toolkit/Skills/skills-matcher.aspx>. Completing the assessment will help you to identify other careers that might match your skills and interests.

We discovered several resources you might be able to use - CSP, SkillBridge, USMAP, MilGears, etc.

We finished by discovering how creating a SMART goal helps you articulate what you need to do.

Now let's look at how you represent yourself by building your personal portfolio.



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3 | Building Your Personal Portfolio

SECTION 3: BUILDING YOUR PORTFOLIO



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Now that you are familiar with conducting employment research, let's begin building your personal portfolio. Your job search portfolio will contain several items you will want to have on hand as you make connections and meet employers. It is important to keep your portfolio current. Gathering these items into one place will also help you develop your personal brand.

In this section, you will learn about converting military terms to civilian terms, discuss work history outlines, and developing master and writing targeted resumes. Finally, you will learn about the importance of using the STAR method to stand out as well as drafting your professional introduction.



WHAT IS PERSONAL BRANDING?

Personal branding is identifying what is unique about you and then marketing that uniqueness. It is how you present yourself to others and potential employers.

Think about how car manufacturers, food products, and even the military branches package their brand to differentiate themselves.

Organizations choose their image and design their brand to create an easily recognized symbol, to stand out from others, and to express their culture.

Be aware that your brand is more than a “veteran”. Your brand consists of your characteristics as an employee, your accomplishments, experience, and skills. Use these things to differentiate yourself from other job seekers and professionals in your field.

Creating your personal brand includes looking at your work history holistically. Then choosing select pieces to create a targeted resume.

CREATING YOUR PERSONAL BRAND

Your personal brand includes:

- writing a resume that emphasizes your unique employment experience and contributions.
- creating a professional introduction.

You will learn more about these topics later in this section.



TIPS ON CREATING YOUR PERSONAL BRAND

- Align with your values.
- Build on your strengths.
- Have a focus.
- Be consistent.
- Be authentic.
- Create a positive impact.

TRANSLATING MILITARY TERMINOLOGY INTO CIVILIAN TERMS

Whether you are detailing your Work History Outline and using it to create your master resume or to develop a targeted resume, you want employers to understand your military experience.

You may have touched on the subject of translating your military experience during the MOC Crosswalk.



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MILITARY TERMS & ACRONYMS

NCOIC, Watch Captain, Petty Officer of the Watch:
Supervisor, Manager, Coordinator

Commander, Chief:
Division Head, Director, Senior Manager

Executive Officer (XO):
Deputy Director, Assistant Manager

Action Officer (AO):
Analyst (or Senior Analyst, if applicable)

TDY/TAD:
Business travel

PCS:
Relocation, move

OER/NCOER/FitRep:
Performance appraisal, job evaluation

MOS/MOC/AFSC/Rating/NEC:
Career field, specialty

Commanded:
Supervised, directed

Battalion, Unit, Platoon, Wing, Flight:
Organization, agency, department, group, team

Mission:
Responsibility, task, objective, job

Combat/War:
Hazardous conditions, conflict

Headquarters:
Headquarters, corporate office

Subordinates, Lower Enlisted:
Employees, coworkers, direct reports

Service Members:
Employees, coworkers, colleagues, personnel, individuals

Military Personnel Office (MILPO) & Personnel Action Center (PAC):
Personnel office, Human Resources

Regulations:
Guidance, policy, instructions

Reconnaissance:
Data collection, survey, analysis

Cyber warfare:
Information security

Logistic Specialist:
Supply Chain Administrator

Recruiter, Personnel Services Specialist, Career Counselor:
Human Resource assistant, helper, aide, junior, lower position



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JOB TITLES

Rather than focusing on military titles (Sergeant, Petty Officer, Captain), focus on communicating the functional area of the job title (Communications Technician, Emergency Medical Technician, Nurse).

Do your research before trying to translate military titles into an exact civilian equivalent. For example, unless you have specific experience in the field, you might not be able to transition directly into a corporate (C-Level or C-Suite) executive position as a CEO, COO, or CFO in the civilian workplace. Review the following examples.

Senior Field Grade Officer (O5-O7):

Chief Executive Officer (CEO), Director, Chief Operating Officer (COO), Deputy Chief Administrator, Top-level Management

Field Grade Officer (O4):

Executive Officer, Deputy Director, Assistant to the Director, Operations Manager

Company Grade Officer (O1-O3):

Operations Officer, Program Administrator, Supervisor, Leader, Director, Upper-level Management

Warrant Officer:

Technical Manager, Specialist, Department Manager

Senior NCOs:

First-line Supervisor, Leader, Middle Management, Senior Personnel Supervisor, Administrator, Director, Manager

Sergeant Major, Command Sergeant Major, Master Chief Petty Officer, Master Gunnery

Sergeant, Chief Master Sergeant:

Senior Advisor, Operations Manager/ Officer, Supervisor, Executive, Management, Trainer, Model, Guide, Director

First Sergeant, Chief/Senior Chief Petty Officer:

Personnel Supervisor, Division Manager, Operations Manager/Officer, Supervisor, Chief of...

Squad/Section/Unit Leader:

Team Leader, Team Chief, Section Leader, Unit Leader

Supply Sergeant:

Supply Manager, Logistics Manager

Operations NCO:

Operations Supervisor, Supervisor, Manager, Advisor, Counselor, Chief of...

Platoon Sergeant:

Supervisor, Instructor, Trainer

Drill Sergeant:

Personnel Trainer, Training Manager, Personnel Manager, Supervisor, Instructor, Teacher

Soldier, Junior Enlisted, Airman, Lance Corporal, Seaman, Subordinate:

Position Title, Clerk, Personnel, Employee, Individual, Team Member, Staff.

EDUCATION

Make your classroom achievements easy to understand by describing your military education in civilian terms, as demonstrated in the following list:

Basic Training:

Basic Skills Course, Initial training, Entry-level training, New hire training

Advanced Individual Training (AIT):

Advanced Skills Course (mention career field), On-the-job training, Classroom learning, Skill training

Advanced Leader Course (ALC):

Advanced Leadership and Management Development Course, Tactical and technical training

Senior Leader Course (SLC):

Senior-level Leadership, Technical, and Management Course, Critical tasks training

Warrior Leader Course (WLC), formerly the Primary Leadership Development Course (PLDC):

Basic Leadership Development Course, First Course of Study, Fundamentals of Leadership Course

Officer Career Course:

Junior Officer Training Course

Combined Arms Staff College:

Senior Managerial Leadership School

Command and Staff College:

Senior Leaders Program

War College:

Executive Leadership School



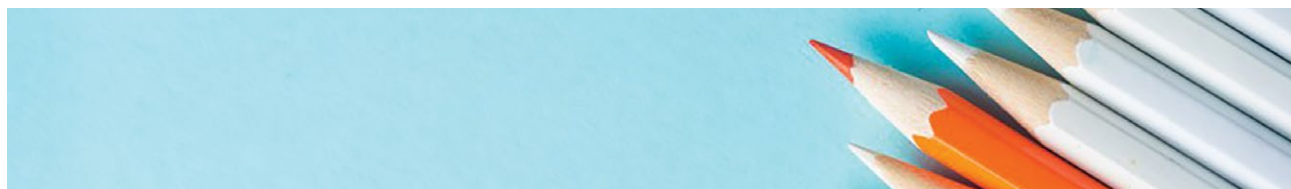
More Information

Three online resources that can also assist with terminology:

CareerOneStop, <https://www.careeronestop.org/Veterans/JobSearch/ResumesAndApplications/translating-military-terms.aspx>

Indeed.com, <https://www.indeed.com/career-advice/resumes-cover-letters/military-to-civilian-job-title-translations>

Military.com Military Skills Translator, <https://www.military.com/veteran-jobs/skills-translator>



Google Jobs, Indeed, and LinkedIn Learning all have information and courses on translating military to civilian. You may also want to review the following Society for Human Resource Management or SHRM articles:

1. New SHRM Research Makes the Case for Skills-Based Hiring, <https://www.shrm.org/about-shrm/press-room/press-releases/pages/new-shrm-research-makes-the-case-for-skills-based-hiring.aspx>
2. Looking to Hire New Graduates? Be Strategic in Skill Development, <https://www.shrm.org/resourcesandtools/hr-topics/organizational-and-employee-development/pages/looking-to-hire-new-graduates-be-strategic-in-skill-development.aspx>



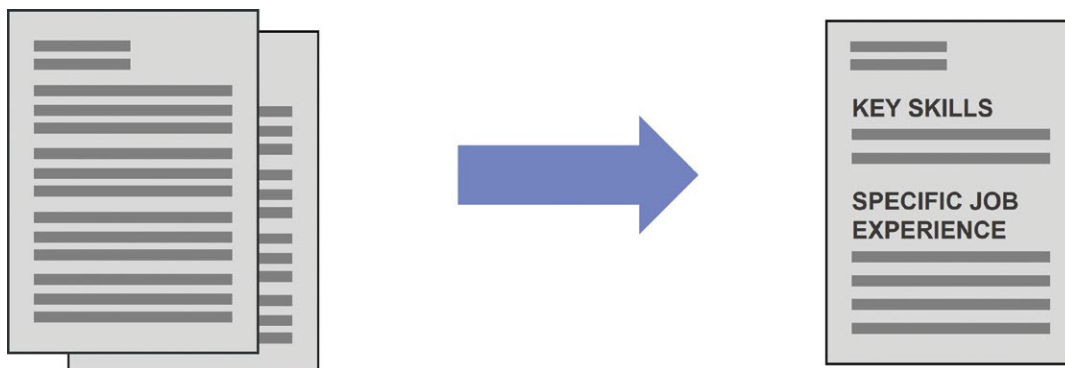
Quick Tip

SHRM membership may be required to view all HR tools, employment law resources, workplace news, and more resources, <https://www.shrm.org/about-shrm/pages/membership.aspx>



WORK HISTORY OUTLINE, MASTER RESUME, AND TARGETED RESUME

DEVELOP YOUR
BRAND



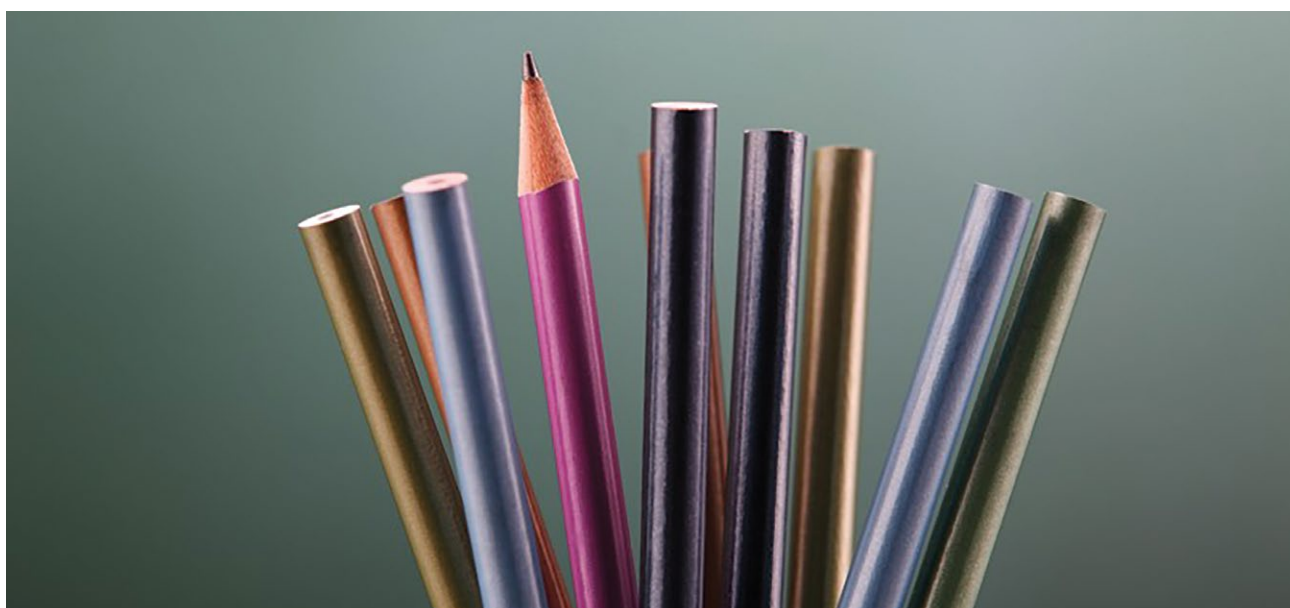
Part of creating your personal brand includes creating a Work History Outline. It is the foundation for two of the most important documents in your job search: a master resume and a targeted resume.

WORK HISTORY OUTLINE

Your Work History Outline is a complete job list. It includes the employer's name and location, your job title, and the start and end dates you worked in each job.

Use your VMET, evaluations, transcripts, or other military documents to help you remember dates, job titles, and details from your time in the service.

Your Work History Outline serves as an outline for your master resume. Add skills and detailed job duties later as you develop your master resume.



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Open your Employment Fundamentals Worksheet to complete this Activity.

If you have not already downloaded the fillable PG, access the document at dol.gov/EFCTmaterials . By using the fillable PG, content that you enter for the section activities will fill in or populate as you work.



ACTIVITY 3.1: WORK HISTORY OUTLINE

Use the following template to complete your Work History Outline.

1. Employer Name & Location:
Job Title:
Dates:

2. Employer Name & Location:
Job Title:
Dates:

3. Employer Name & Location:
Job Title:
Dates:

4. Employer Name & Location:
Job Title:
Dates:

5. Employer Name & Location:
Job Title:
Dates:

6. Employer Name & Location:
Job Title:
Dates:



RESUMES

We will now look at the two types of resumes: a master resume and a targeted resume.

MASTER RESUME

A master resume:

- lists and completely describes your skills, work experience, training, certifications, and education.
- is a source document for you to store information on your accomplishments and throughout your work history.
- is used to create each targeted resume.

Begin with your Work History Outline as your start point. List every job you've held in military and civilian life. This forms the basis for your creating master resume.

Then add additional or collateral duties and accomplishments for each job title identified in your Work History Outline. Continue building your master resume by adding your education and awards. It's like building blocks.

You will select "relevant" content from your master resume to create a targeted resume.

Remember, there is no "permanent record" across all your civilian work life. If you do not write down your accomplishments and retain that information, it can easily be forgotten and lost.

You may want to create a type of employment portfolio that holds other work history and transition-related information. You don't have to combine the documents into one large document, but you may want to create one document which shows the location of, website link to, and/or login information for later retrieval. Some items for consideration are:

- Job Description with key achievements (STAR statements)
- VMET / JST / Evaluations
- Military and College Transcripts
- MOC Crosswalk Gap Analysis

TARGETED RESUME

A targeted resume focuses on, or targets, a specific job posting highlighting the skills and experiences you have gained, **relevant to that position.**

A targeted resume uses the master resume as a source document to customize a response to a specific job opening.

Analyze the job posting to identify content from your master resume similar to what you find in the job announcement. Pull that content from your master resume into a separate document. This will be your targeted resume for that position.

To stand out from other applicants, write your work experience in a way that tells the employer how you have added value to positions previously held. You do this by focusing on your achievements rather than your responsibilities by using STAR statements. Using STAR statements is covered in more detail in the next lesson.

Since a targeted resume is written for the specific job, position, or application, you will create a targeted resume for each employment opportunity.



Quick Tip

Remember, it is important to be clear and concise. More information should not equate to rambling.

**WORK HISTORY OUTLINE****What it is**

- Summary of work history: all your jobs with the employer's name and location, job title, start and end dates for each job

Benefits of Using

- Easy to begin with
- Stores work experiences prior to joining the military
- Stores volunteer experience

Serves as...

- Source document for master resume

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- Reverse Chronological

Is...

- Never given to the employer

Includes

- Employer or organization's name
- Employer or organization's location: city and state
- Job Title
- Start and end dates - month and year

MASTER RESUME**What it is**

- Complete work history: expands upon summary of work history to include all your skills, work experience, education, training, certifications, and any awards you have earned
- Includes all supervisors and references

Benefits of Using

- Easy on your memory when locating work history
- Stores all work history information to include achievements and accomplishments in one place
- Easy to update. Only need to add your latest job experience, education, and training, supervisors, and references

Serves as...

- Source document for targeted resume

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- Reverse Chronological

Is...

- Never given to the employer

Includes

- Employer or organization's name
- Employer or organization's location: city and state
- Job Title
- Start and end dates - month and year
- All skills
- All job responsibilities and detailed job duties
- All accomplishments
- Education and Training
- Awards (can include ribbons and medals), accomplishments and publications
- Your supervisors - name and contact information
- Your references (professional and personal) – name and contact information
- Your current contact information (includes street address)
- Home addresses while employed there (may be useful if applying for a security clearance)

TARGETED RESUME

What it is

- Focused work history: Highlights the skills and experiences you have gained relevant to a specific position or job opening

Benefits of Using

- Easy for employer to see your relevant skills, experience, and qualifications which match the job requirements
- Focuses on your achievements rather than your responsibilities
- Creates first impression of you (as an applicant or candidate)
- Maximizes your interview chances, which is the goal of a resume

Serves as...

- Your application document

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- Typically Reverse Chronological but may be determined case by case

Is...

- Customized to the position and given to the employer

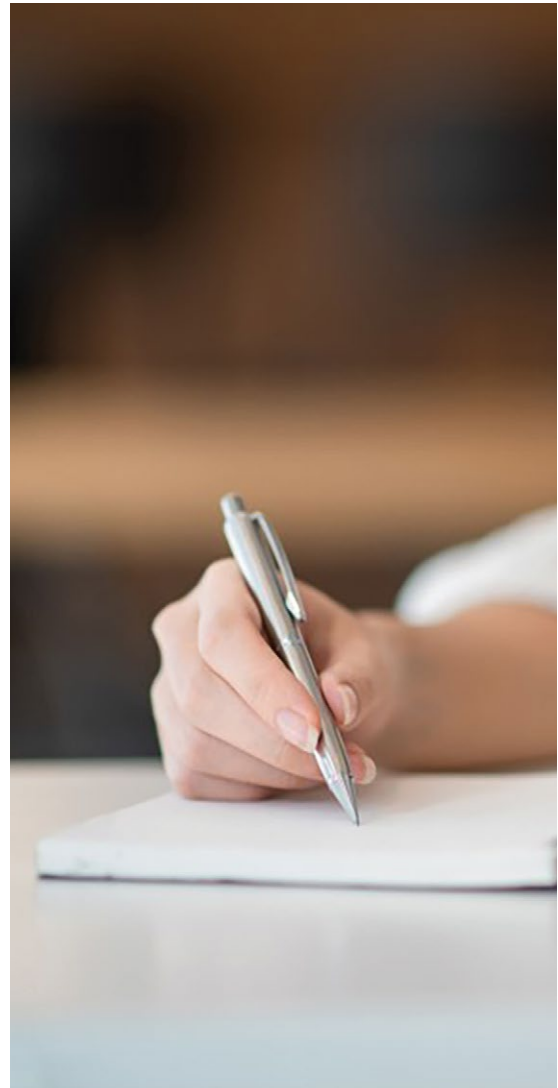
Includes

- Employer or organization's name
- Employer or organization's location: city and state
- Job Title
- Start and end dates - month and year
- Skills summary
- Responsibilities and detailed job duties as related to the position
- Accomplishments as related to the position
- Education and Training as related to position
- Awards, accomplishments, and publications
- Additional information may be required, e.g., Federal applications usually include a longer and more detailed work history and may ask for salary history.
- Your current contact information (may omit city/state but never use street)



Quick Tip

A well-written targeted resume quickly shows the potential employer why and how you are the ideal candidate for their job opening. The Department of Labor Employment Workshop covers resume writing in detail.



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PRO TIP: USE STAR TO STAND OUT

Distinguish yourself as an applicant by creating achievement statements that demonstrate your ability to perform, and even excel, as an employee.

STAR STATEMENTS

What sets you apart from other people with similar qualifications? What is your brand?

To answer these questions, the most effective strategy you can adopt in your job search is to **think like an employer**.

You can apply this employer-focused mindset to every aspect of your search, from writing your resume to networking, interviewing, and negotiating.

As you think like an employer, you will be able to identify what knowledge, skills, and experience an employer would like to see. Let's apply this concept to what you have already completed in this workshop. When you previously wrote your Work History Outline, portions of it could match another service member's outline. Think about how many service members have your same MOS, AFSC, MOC, or Rating, have the same rank or pay grade, and may have served in the same locations.

Rather than just summarizing your skills, you can use the STAR Method to write targeted accomplishment statements to stand out and bring your work to life.

WHAT IS THE STAR METHOD?

STAR is an acronym for **Situation, Task, Action, and Result**.

The STAR Method is a four-step technique that will help you discuss how you used your skills to achieve your goals. It uses brief examples that give a fuller picture of your competencies and how you previously used them. Not every statement on your resume needs to be a STAR bullet, but the majority should follow the STAR Method.

The STAR Method shifts the focus from job duties to what you have achieved in that position. Using the STAR Method highlights skills that are relevant to the employer and to your future job.





A job description describes a task, while an achievement describes how well you performed that task. In developing STAR statements, you want to emphasize where you met or exceeded the job requirements so that you stand out.

STAR statements are useful in a variety of situations, to include when networking, writing your resume, during an interview, or any situation where you are presenting yourself to a potential employer.

STAR statements are a valuable reference for more than just your resume. They should include numbers to quantify your accomplishments, where applicable, and incorporate tasks, actions, and results to illustrate your points.

In addition, they can help you:

- Write effective cover letters.
- Develop a concise professional introduction.
- Prepare for interviews.

USING THE STAR METHOD



Situation – Think of a specific time or circumstance when you used a particular skill; define the general context of that situation.



Task – Name the key objective you were responsible for in that situation or the challenges/obstacles you had to overcome.



Action – Describe what you did to complete the assigned task; emphasize the skills and resources involved.



Result – Summarize the outcome and how you specifically contributed; describe the improvements and/or benefits.



PUTTING STAR INTO PRACTICE

Let’s review a job responsibility and task to see what the STAR format would produce.

EXAMPLE STAR STATEMENT

Job responsibility: Plan and set up work schedules, assignments, and production sequences to meet production goals.

SITUATION

- The Promotion Board adopted a new computer system. It would not take the format of the promotion packages. The submitted packages were rejected.

TASK

- As the team leader, I was tasked with ensuring the 5,500 promotion packages were updated with the correct format and resubmitted within three days.

ACTION

- I developed an Excel spreadsheet for my team to track the 5,500 promotion packages to ensure they were all updated with the correct format.

RESULT

- I successfully updated all 5,500 promotion packages using the new format and resubmitted them to the Promotion Board within the deadline.

FINAL STAR ACHIEVEMENT STATEMENT:

Developed and applied a comprehensive document tracking system, ensuring that 100% of 5,500 promotion packages were updated, correct, and completed ahead of the Promotion Board deadline.

Notice that in the STAR statement, most of the content is from the Action and Result sections. The statement began with a powerful action verb and used numbers to quantify the accomplishment.

STATEMENT COMPARISON

Compare the following three statements provided by Candidate A and Candidate B. Place a checkmark next to the Candidate’s response that is more impactful.

**THINK LIKE AN
EMPLOYER**

Candidate A	Candidate B
☐ Training - Prepare training for department.	☐ Training -Conducted compliance training for 225 managers across six locations with 95% satisfaction rate.
☐ Logistics - Determine proper equipment and staffing levels to load, unload, move, or store materials.	☐ Logistics - Reduced time spent on conducting inventory by 20% by reorganizing physical storage of supplies.
☐ HR - Perform personnel functions such as selection, training, or evaluation.	☐ HR - Increased employee retention rate by 16% by focusing on training, team building, and recognition programs.

Although all sentences begin with a verb, the STAR statement responses provided by Candidate B are more memorable since those responses link a responsibility to the results.



ACTIVITY 3.2: WRITE A STAR ACHIEVEMENT STATEMENT

Practice setting yourself apart by writing a STAR Statement.

If you have not already downloaded the fillable PG, access the document at dol.gov/EFCTmaterials. By using the fillable PG, content that you enter for the section activities will fill in or populate as you work.

STEP 1. Write one job responsibility or task in your position. Refer to your Work History Outline or master resume to assist you. If you have not completed those documents, use the following: Verification of Military Experience and Training (VMET), Employee Summary Sheet (ESS-CG), USCG Record of Professional Development (CG-4082), Joint Services Transcript (JST), Community College of Air Force (CCAF) Transcript, evaluations, and other military documents to identify education, training, skills, and credentials gained in the military service.

STEP 2. Review the job responsibility and ask yourself the following questions?

1. Did I implement any new processes to improve things?
2. What did I do that went above and beyond my normal responsibilities?
3. What problems did I solve, and what skills did I use to solve it?



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STEP 3: Use the STAR Method to create your achievement statement.

- Situation** – Think of a specific time or circumstance when you used this skill; define the general context of that situation.
- Task** – Name the key objective you were responsible for in that situation or the challenges/obstacles you had to overcome.
- Action** – Describe what you did to complete the assigned task; emphasize the skills and resources involved.
- Result** – Summarize the outcome and how you specifically contributed; describe the improvements and/or benefits

Take the information from the Action and Result areas to create your achievement statement below. Start with a powerful action verb and use numbers to quantify your achievements, if applicable.

STAR Achievement Statement



PROFESSIONAL INTRODUCTION

One way to develop and extend your personal brand is through your professional introduction.

Your professional introduction (also known as an elevator speech or 30-second introduction) helps set the stage for productive conversations with prospective employers or members of your job search network. Keeping it short and to the point, helps you prepare your response to the “Tell me about yourself” question that is asked in most formal or informal networking events and during job interviews.

Spend time crafting your message to highlight your unique qualifications such as global experience, diverse work environments, and resiliency. Create your responses to challenging questions about a sporadic work history, short job tenure, or underemployment (working outside your chosen skillset or pay scale). Use your professional introduction to define your personal brand.

You may need multiple versions of your introduction that are customized for different audiences and purposes. Use your Work History Outline and master resume to help you identify previous experiences you want to discuss that can help you connect to your target audience.

The following steps and sample statements will help guide you in developing your professional introduction.

STEP 1. Introduce yourself. Give your full name, smile, extend your hand for a handshake (if appropriate), and add a nice greeting like, “It’s nice to meet you!”

“Hi, my name is Dakota Riggs. It’s nice to meet you.”

STEP 2. Provide a brief summary of your background and current or future career field. You should include the most relevant information like your education, work experience, and/or any key specialties or strengths.

Some job seekers are concerned they may be bragging or self-inflating. Remember if you do not tell the employer about your skills and accomplishments, no one else will. Some phrasing to consider...

- In my position, I had to get good at...
- I was fortunate to have many opportunities to develop the skill to...
- Thanks to a challenging experience, I learned how to...

“I recently completed my service with the Army as an Automated Logistical Specialist. I have over 4 years of warehouse experience recording and tracking shipments.”

STEP 3. Explain what you want. This step will depend on what you are using the introduction for. This is a good opportunity to explain the value you bring, why you are a good fit for a job, or generally what your audience should gain from your interaction.

- I am interested in working as a...
- I would like to explore a career in...
- I've always been passionate about _____ and would like the opportunity to bring my skills to this position.
- I would like the opportunity to put my _____ skills to work for your company.

“I would like the opportunity to put my business administration and record-keeping skills to work for a growth-oriented, global company like ABC Corporation.”

STEP 4. Finish with a call to action. End your professional introduction by asking for what you want to happen next. Examples can include asking for a meeting, expressing interest in a job, or confirming you fully answered an interview question.

- I would like to stay connected to learn more about...
- I would love to talk more about a potential mentorship with you.
- Would you mind if I set up a quick call next week for us to talk about...?

“Would you mind if I set up a quick call next Tuesday for us to talk about any upcoming opportunities on your team?”

Completed Professional Introduction Example.

“Hi, my name is Dakota Riggs. It’s nice to meet you. I recently completed my service with the Army as an Automated Logistical Specialist. I have over 4 years of warehouse experience recording and tracking shipments. As a team-lead, I coordinated large-scale multi-national order fulfillments within tight time constraints. I would like the opportunity to put my business administration and record-keeping skills to work for your company. Would you mind if I set up a quick call next Tuesday for us to talk about any upcoming opportunities on your team?”



Quick Tip

How to Deliver Your Professional Introduction

- *Take your time. A professional introduction is a quick conversation by nature. Keep it short but try not to speak too fast. Be sure and say your own name slowly enough for the listener to understand.*
- *Practice. Practice. Practice. Memorize a general outline or key points to keep the introduction conversational without sounding too rehearsed in your delivery. The more you practice, the better you will be.*
- *Avoid niche words and phrases. Using military acronyms can confuse or alienate your audience. Try to translate the military acronyms into civilian terms.*
- *Express confidence. Even the best professional introduction can lose its effectiveness if your delivery lacks confidence. Keep your chest high, shoulders back, and smile.*

If you have not already downloaded the fillable PG, access the document at dol.gov/EFCTmaterials. By using the fillable PG, content which you enter for the section activities will fill in or populate as you work.



ACTIVITY 3.3: DRAFT YOUR PROFESSIONAL INTRODUCTION STATEMENT

Use the steps below to guide you in drafting your professional introduction statement.

STEP 1. Introduce Yourself

STEP 2. Give a brief summary of your background. Include what you do or what you did.

STEP 3. Explain what you want.

STEP 4. Finish with a call to action.

Draft Your Completed Professional Introduction Statement.



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ACTIVITY 3.4: PRACTICE YOUR PROFESSIONAL INTRODUCTION STATEMENT

Now that you've written your professional introduction statement, you will want to practice reading it out loud.

Reading your own writing out loud is the best barometer to tell if your writing flows. It also helps you hear or pick up mistakes in grammar, punctuation, and even the meaning of a word.

Your delivery may change each time based on the audience or what you want to highlight.

SECTION SUMMARY

Adding STAR statements to your Work History Outline emphasizes your employment experience and builds your brand. Each piece adds to and builds upon the other to create your master resume.

Build your brand by using your professional introduction statement at job fairs, or in interviews.

By thinking like an employer, using “branded” statements, polishing your introduction, and keeping your job search portfolio updated, you separate yourself from other candidates.

THINK LIKE AN
EMPLOYER

DEVELOP YOUR
BRAND



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4 | Introducing Employment Rights

SECTION 4: INTRODUCING EMPLOYMENT RIGHTS



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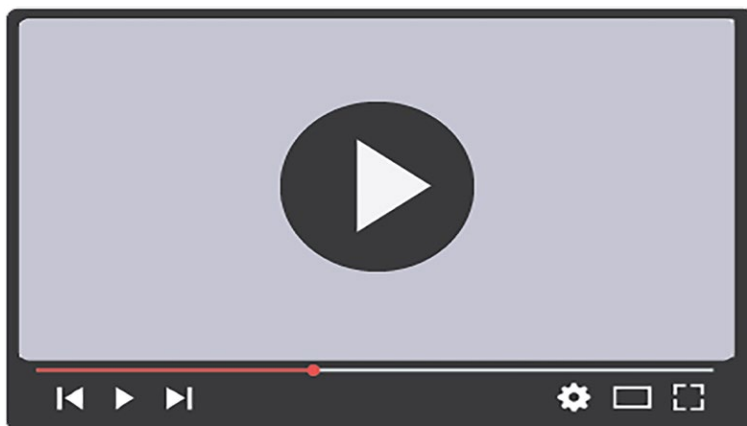
Let's discuss some of the employment rights you have as an employee and a veteran.

Federal laws offer protections and rights to civilian employees just as military regulations offer protection to service members. The Department of Labor is charged with overseeing over 150 labor laws that protect the American worker.

Each Act defines a set of laws and regulations that businesses must follow when dealing with veterans and service members in the civilian workplace.

Let's look at six Federal Acts that impact your employment rights:

- Uniformed Services Employment and Reemployment Rights Act (USERRA)
- Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA)
- Americans with Disabilities Act (ADA)
- Fair Labor Standards Act (FLSA)
- Equal Employment Opportunity (EEO)
- Family Medical Leave Act (FMLA)



Video

*Six Laws Impacting
Service Members*



dol.gov/EFCTmaterials

USERRA

The Uniformed Services Employment and Reemployment Rights Act of 1994, also known as USERRA, was created for you, as a veteran or military service member, to protect your civilian job rights and benefits.

All employers are required to abide by USERRA, even if they only have one employee.

While USERRA doesn't mean an employer must hire veterans, it does protect you from having your military service used against you as you transition to a civilian job. This means an employer cannot discriminate against you on the basis of your past military service, current military obligations, or intent to serve.

If you are in the guard or reserve, referred to as non-career military personnel, USERRA mandates that you have a right to return to your pre-service civilian job when you return from military duty, whether you were active for five days or five years. You must be promptly reemployed in the same position of status, seniority level, and pay you would have attained if you had not left for military service.

USERRA also provides protections if you become disabled during your military service. Employers are required to make reasonable efforts to accommodate your disability.

The law is intended to minimize the disruptions for you when you are called to active duty or training, whether that duty is voluntary or involuntary. One important example of this is allowing you to keep your healthcare benefits while you are away.

Remember that you, as a service member, also have important responsibilities as defined by USERRA. You must pay attention to the details and meet the criteria and time limitations established in the law to be covered.

The Department of Labor, through the Veterans' Employment and Training Service (VETS), will assist you if you need to file a claim or have questions about USERRA.



More Information

For much more information on USERRA, visit the following website, <https://www.dol.gov/agencies/vets/programs/userra>



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ADA

According to the Bureau of Labor Statistics more than 25% of veterans leave the service with a service-connected disability rating. And most, if not all, are covered by the Americans with Disabilities Act (ADA). And while many may not consider themselves “disabled,” it is helpful to understand your rights under ADA.

Title One of the ADA ensures anyone with a disability is afforded the same rights as everyone else and is not discriminated against when it comes to employment. Title One applies to private employers with 15 or more employees, including state and local governments. It also extends to employment agencies.

The ADA ensures equal opportunity during the application process and on the job by:

- Prohibiting employers from discriminating against disabled job seekers who can perform the essential functions of a job with or without reasonable accommodations.
- Requiring an employer to provide reasonable accommodations to employees so that they can perform the essential functions of a job.
- Confirming that an applicant also gets necessary accommodations.

You are protected if you have a physical or mental impairment that substantially limits one or more “major life activities.” A list of these activities was recently expanded by the ADA Amendment Act and can be found here: <https://askjan.org/a-to-z.cfm>.

If you have a military or VA disability rating, then ADA also potentially covers you. These ratings are based on standards from the U.S. Department of Defense and Veterans Affairs when determining disability status and may not meet the ADA definitions for disability determination. However, recent changes to the law now cover many more service-connected disabilities. Because of these changes, we recommend you take the time to confirm your disability is covered by the ADA. Visit the ADA website at www.ada.gov to find out.

The Equal Employment Opportunity Commission has also created a comprehensive guide for veterans that provides answers to questions about your rights as an injured or disabled veteran returning to your civilian job. The guide provides valuable information that will help you learn about work life adjustments that will help you be successful in your new workplace. You can find the guide at <https://www.eeoc.gov/laws/guidance/veterans-and-americans-disabilities-act-guide-employers>.



More Information

For more information on ADA, visit:

- *Job Accommodation Network (JAN)*, <https://askjan.org/>
- *Understanding Your Employment Rights Under the Americans with Disabilities Act (ADA): A Guide for Veterans*; <https://www.eeoc.gov/laws/guidance/understanding-your-employment-rights-under-americans-disabilities-act-guide-veterans>
- *Office of Disability Employment Policy (ODEP)*, <https://www.dol.gov/agencies/odep>

EEO

The Equal Employment Opportunity (EEO) Act:

- Protects job applicants and employees against discrimination on the basis of race, color, national origin, ethnicity, religion, age, gender, sex (including pregnancy), disability, or genetic information.
- Applies to most private employers, state and local governments, educational institutions, and labor organizations.
- Protects against harassment, retaliation, or denial of reasonable workplace accommodations for those with medically recognized disabilities.

Simply put, the idea is that everyone should be treated fairly when they are considered for employment decisions such as hiring, promotion, compensation, or termination; you have the same chance or “equal opportunity” with that employer.

The Equal Employment Opportunity Commission, or EEOC, enforces compliance with several anti-discrimination laws, including the employment provisions of the ADA. The EEOC also enforces the Equal Pay Act, which prohibits sex discrimination in wages.

However, it should be noted that EEOC rules do not impact all employers, and not all employees are protected. EEOC protections depend on the type of employer, number of employees, and other specific factors.

Often, you will hear the term “protected group” to categorize those who are covered or “protected” by EEO laws. EEO does not guarantee that people of underrepresented or “protected” groups will get hired, just that no one should face rejection or work difficulties based solely on the characteristics defined in the law. You may file an EEO complaint if you experience any form of discrimination.

If you think you may be a member of a protected class under the EEOC or any of the Veteran protection laws, visit the EEOC website at www.eeoc.gov for more in-depth information on how these laws may impact you. And remember, there are time limitations if you ever need to submit a complaint or file any charges.



More Information

For more information on EEOC, visit:

- <https://www.eeoc.gov/federal-sector/reports/departments-veterans-affairs-va>



VEVRAA

You might not think the Vietnam Era Veterans' Readjustment Assistance Act of 1974, known as VEVRAA, would impact you. But it is highly likely that it will, since many former service members choose to go to work for companies doing work for the federal government.

VEVRAA:

- Applies to federal contracts and subcontracts of \$150,000 or more.
- Prohibits discrimination based on an individual's status as a protected veteran in all employment practices.
- Requires contractors to take affirmative action to employ and advance protected veterans.

Affirmative action means contractors must take certain steps such as listing jobs, conducting outreach, and recruiting protected veterans. It is important to know that VEVRAA does not require preferential hiring for protected veterans.

You need to know your status since all contractors and subcontractors covered by VEVRAA are required to invite applicants to voluntarily self-identify as protected veterans prior to making a job offer. They will also invite applicants to voluntarily self-identify as protected veterans at the post-offer stage.

The applicants' self-identification information is supplied to the federal government as required by VEVRAA. The submitted information is provided as combined data and does not identify you personally. Employers cannot use your protected veteran status to discriminate against you, and this information must be kept confidential. Federal contractors covered by VEVRAA are also prohibited from discriminating against your family members or associates because of your status as a protected veteran under VEVRAA.



Quick Tip

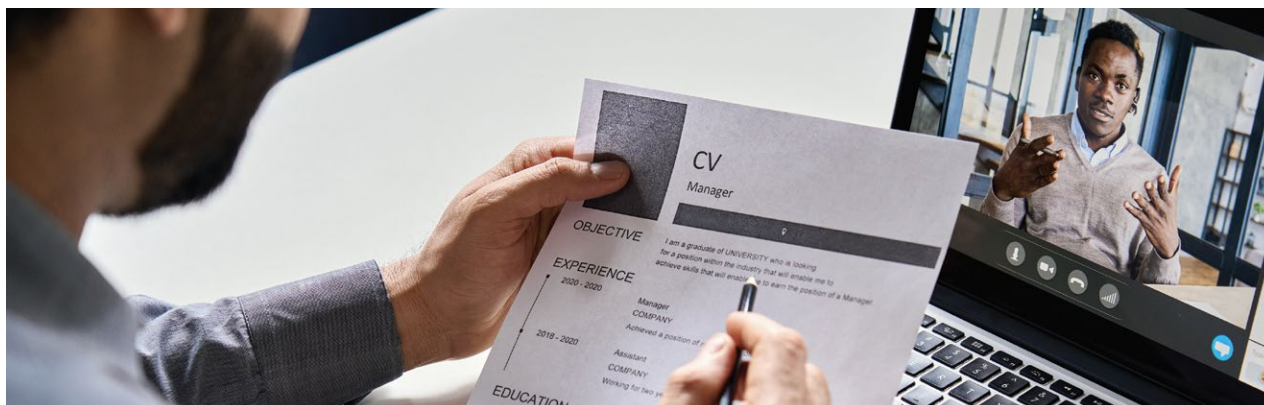
You are a "protected veteran" under VEVRAA if you fall into one of the following categories: a disabled veteran; recently separated veteran; active-duty wartime or campaign badge veteran; or Armed Forces service medal veteran.



More Information

For more information on VEVRAA:

- <https://www.dol.gov/agencies/ofccp/vevraa>
- <https://www.dol.gov/agencies/vets/programs/vets4212>



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FLSA

The Fair Labor Standards Act, commonly referred to as FLSA, is the labor law that establishes the federal minimum wage, defines the work week, and sets standards for overtime pay. It also places restrictions on child labor and provides guidance for recordkeeping of employees' time.

The U.S. Department of Labor Wage and Hour Division oversees and enforces the FLSA. Since every private, federal, state, and local government subject to the FLSA must post the FLSA Minimum Wage poster, <https://www.dol.gov/agencies/whd/posters/flsa>. You may be familiar with this information already.

Under the FLSA, employees are classified as either exempt or non-exempt. Employees must meet established guidelines to be classified as exempt. This distinction is important because exempt employees are not paid overtime, while nonexempt employees must be paid for work over 40 hours in a workweek.

Overtime for nonexempt employees is paid at a rate of no less than one-and-one-half times the regular pay rate after 40 hours of work in a workweek.

The FLSA also sets the federal minimum hourly wage. Many states also have their own minimum wage limits. In cases where an employee is subject to both, the employee is entitled to the higher of the two wages.

It is important to note that the Equal Pay Act, which mandates that workers in the same workplace doing substantially equal jobs must be given equal pay, is a part of FLSA. However, it is enforced by the EEOC, which you learned about earlier.



Quick Tip

Independent contractors, sometimes referred to as 1099 workers, are not covered by FLSA.



More Information

For more information on FLSA, <https://www.dol.gov/agencies/whd/flsa>



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FMLA

The Family Medical Leave Act, known as FMLA, provides:

- Eligible employees the ability to take unpaid, job-protected leave for family and medical reasons.
- Retention of health benefits.
- Entitlement to return to the employee's current or equivalent position at the end of the leave period.

The law helps you to balance the demands of work and family life.

FMLA applies to all public agencies, public and private elementary and secondary schools, and companies with 50 or more employees.

You can use FMLA leave for the birth, or adoption of a child, childcare within the first year, or to care for your spouse, child, parent, or other relative with a serious health condition. It is also available if you have a serious health condition that prevents you from performing the essential functions of your job.

There are also military family leave provisions, first added in 2008, used to care for a covered service member with a serious injury or illness. If the eligible employee is the service member's spouse, child, parent, or next of kin, military caregiver leave allows 26 workweeks of leave during a single 12-month period.

However, there are some criteria you must meet to be eligible for FMLA leave, such as length of employment with the covered employer. If you want to know if you are covered under FMLA, check with your employer or human resources department.



Quick Tip

It is estimated that almost 15 million workers take FMLA leave each year.



More Information

For more information, visit

FMLA Frequently Asked Questions | U.S. Department of Labor (dol.gov).

<https://www.dol.gov/agencies/whd/fmla/faq>



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SELF-DISCLOSURE AND SELF-ADVOCACY

How do you disclose a condition that may affect employment? How do you rightfully request accommodations to help you do your job? This section discusses disclosure and asking for reasonable accommodations through self-advocacy for those with medical conditions or disabilities.

We know that approximately 25% of veterans have a service-connected disability. If you are not comfortable with the word disability, review the following suggested words:

- Health-related condition or chronic condition instead of disability
- Acquired injury instead of disability
- Non-apparent instead of hidden or invisible wound



More Information

Visit the Bureau of Labor Statistics Economic News

<https://www.bls.gov/news.release/disabl.nr0.htm>

Self-disclosure is personal. You may not consider yourself disabled. However, if you need a reasonable accommodation, then you will have to disclose your disability.

DISCLOSING A DISABILITY

When you apply for a job, you may complete an application, submit a resume, provide references, and interview for the position.

During the interview, an employer will ask questions about your qualifications. They will discuss job specifications, the qualifications, skills, and personality traits a person needs to do the job. They cannot, however, ask about any medical conditions. As long as all applicants for the same type of job are asked the same questions and are required to take the same examination, these actions are legal.

After making a job offer, however, an employer may ask about your general physical and mental health. These questions may include questions about a disability. The employer may also require a medical examination as a condition of employment.

Let's look at the following example:

Consider Victor, an applicant with profound hearing loss in one ear. In an interview, the employer may ask Victor if he can respond quickly to instructions in a noisy, fast-paced work environment. The employer can also ask him if he can meet legally mandated safety standards required to perform the job.

The employer cannot ask if Victor has a hearing impairment, uses a hearing aid, or receives treatment related to his hearing loss as he is still a candidate for the position.

After making a job offer, an employer may ask Victor questions about his health, including questions about his hearing loss. The employer may require a medical examination to determine Victor's ability to perform the job safely. However, the employer may not withdraw the job offer if Victor is able to perform the essential functions of a job with or without reasonable accommodations.



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WHAT IS SELF-ADVOCACY?

Self-advocacy is the ability to tell people what you need and why you need it. You can advocate for yourself before or during an interview and after starting a job.

Speaking up for yourself:

- Raises awareness of the problems you face
- Helps people understand your point of view
- Can benefit your career
- Can affect your future

Review the strategies listed below to learn what you can do to improve your self-advocacy.

- **Be confident.** You will be a better self-advocate when you believe in yourself and know you are worthy of respect.
- **Know your rights.** You have the same rights as all workers, job seekers, and employees. Ensure that your request is in line with current legislation. As a service member or veteran, you should not hesitate to ask questions if you're not sure about how a particular law operates or how it is enforced. Seek help from the relevant agency if you are unsure of how a law or regulation affects you.
- **Decide what you want.** Deciding is a key step in taking any action. You should have a clear idea of what you are asking for from your employer.
- **Develop your strategy.** Have a plan of action. Determine who is best to speak to, what points to raise, and when is the best time to discuss your needs.
- **Be direct and clear.** When communicating with others, speak up, ask for what you want, and listen. Remember to be polite and respectful to everyone you talk to.
- **Communicate in writing.** Record everything related to your self-advocacy in the workplace. Save emails and keep good records.
- **Be persistent.** If you are denied the services you need, you can appeal. Some employers may reject the first request. Other employers may approve you for a lesser service than requested.

SECTION SUMMARY

In this section, you have been introduced to Federal Acts that protect you as a civilian and veteran employee. You have also been introduced to the importance of disability disclosure and asking for workplace accommodations.

Get more information about disability resources on the DOL website, <https://www.dol.gov/general/topic/disability>.



More Information

For more information, please visit the Job Accommodation Network at <https://askjan.org/>.

DEVELOP YOUR BRAND



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5 | Networking

SECTION 5: NETWORKING

In this section, you will be introduced to the basic concepts of networking, including:

- Identifying your current network
- Expanding your network
- Social Media in networking

The first part will demonstrate the importance of networking by discussing how employers find and hire new employees.



Between 60% & 80%
of successful job seekers get hired from unadvertised employment opportunities through networking.

THINK LIKE AN EMPLOYER

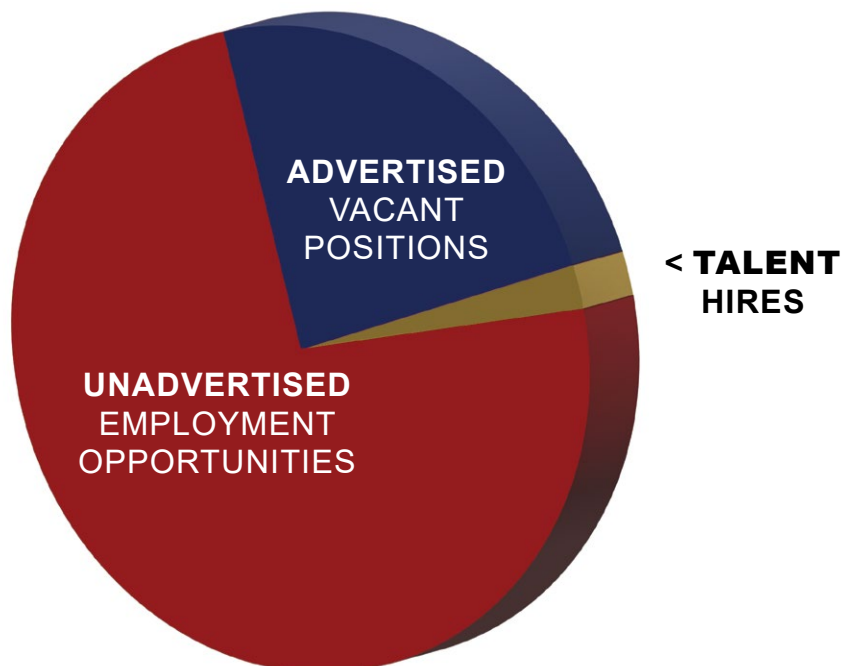
HOW HIRING OCCURS

Understanding the methods that employers use to find new employees will help you in your job search.

Do you know someone who has landed a job recently? If yes, then how did that person get selected?

How do employers fill jobs?

Most career specialists estimate that between 25% and 40% of jobs are filled through the process of advertising a vacancy. Talent hires account for 3% to 5% of hiring.





ADVERTISED OPENINGS

Most job seekers start their job search by searching for and applying to advertised openings because it is the most straightforward. Looking at advertised, posted jobs is an excellent way to learn about duties or qualifications for jobs that interest you.

Applying for advertised jobs usually involves following the application guidance included in the posting, so the process is relatively straightforward.

However, here are a couple of things to consider when applying to an advertised position:

- Expect increased competition, especially for highly desired positions. The simpler it is to find and apply for a position, the more applicants there will be for that position.
- Expect the employer to use an Applicant Tracking System (ATS).

WHAT IS AN ATS?

An ATS is a software program that tracks job applicants. Most larger businesses now use an ATS to screen applications and resumes before a human sees them. This ensures that hiring managers or Human Resources only spend time reviewing applicants who are most qualified for the position.

An ATS feature can filter for keywords and phrases from the job posting to locate resumes and applications that meet the stated job requirements.

Because of this process, using exact language from a job posting in your resume or application is essential to the application process.





UNADVERTISED OPENINGS

Companies fill many vacant positions without posting an opening.

Typically, employees find out about a job opening at their company. If they know someone in their network is looking for a job, they pass that information on to their contact. They may also inform their employer that they know a candidate for the open position.

In this way, job seekers gain direct access to hiring managers because of a direct network contact.

Advantages for a job seeker to pursue unadvertised vacancies include less competition, an increased likelihood that your resume will be read, and higher chance of being interviewed.

Knowing that most jobs are filled through unadvertised job openings is a game changer for many job seekers. This is why you network – because employers network.

There are several ways you can find unadvertised vacancies.

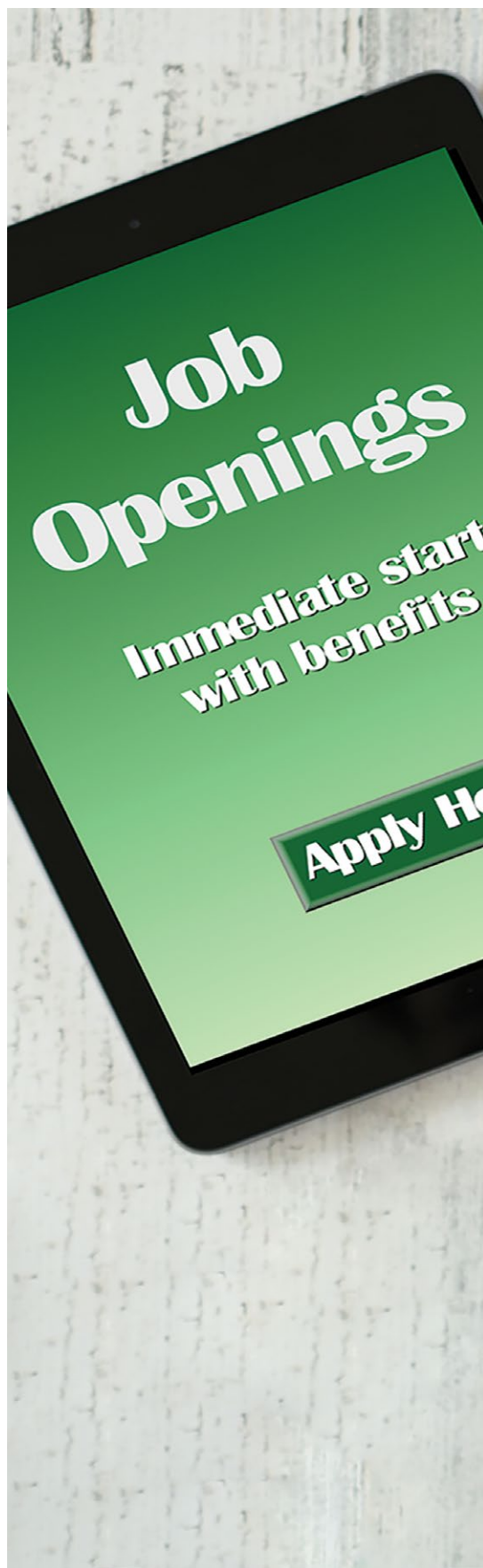
- Notify your personal, social, and professional network that you are looking for a job.
- Send a targeted resume to an individual employer contact.
- Apply directly to a company that interests you for potential vacancies even if the company has no posted openings.

TALENT HIRE

You may be able to influence a hiring decision-maker even if they are not looking to fill an open position. You can do this by submitting a cover letter and resume that shows you have a significant talent and/or value that you will add to the business.

Job seekers use this approach when:

- They are aware of how to use their knowledge and skills to contribute to the business.
- Advertised and unadvertised job vacancies do not meet their career goals.





NETWORK CONTACTS

As mentioned before, 60-80% of jobs are found through networking. Every single person that you know, meet, and interact with is a member of your network. People play various roles in your network by providing access to different information, resources, or connection opportunities. But it is important to remember that networking is a mutually beneficial process. You never know when your skills and resources can prove to be beneficial to others in your network.



PRO TIP: **CONNECT WITH YOUR NETWORK**

Since most positions are filled through personal and professional connections, networking is fundamental in getting the job you want.

**MAXIMIZE YOUR
RESOURCES**



ACTIVITY 5.1: IDENTIFY YOUR NETWORK CONTACTS

The good news is that you already have a network of people and contacts that can help you with your employment process.

In fact, every single person that you know, meet, and interact with is a member of your network.

Begin by thinking of people who can give you useful transition guidance or information on your job search. People you know in the following categories will help you get started.

- Family
- Friends
- Groups & Associations
- Classmates & Instructors
- Others

If you have not already downloaded the fillable PG, access the document at dol.gov/EFCTmaterials. By using the fillable PG, content which you enter for the section activities will fill in or populate as you work.


FAMILY
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____


OTHERS
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____


FRIENDS
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____


**CLASSMATES
&
INSTRUCTORS**
 1. _____
 2. _____
 3. _____
 4. _____


**GROUPS &
ASSOCIATIONS**
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____





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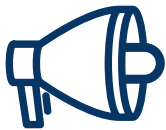
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TIPS FOR NETWORKING

It is important to remember that networking is a mutually beneficial process. You never know when your skills and resources can prove to be beneficial to others in your network.



TIP 1: Reach out to your network. When we are in networking mode, we tend to think about the future and forget about those who helped us get where we are now. Reconnecting with old coworkers, bosses, mentors, and former coaches is key.



TIP 2: All the connections in the world will not help you find a job if no one knows about your situation. Let your network know you are transitioning from active duty and looking for a job, especially those individuals who've been in your shoes and have searched for a job.



TIP 3: Be authentic and considerate. In any job search or networking situation, being yourself—the real you—should be your goal. Be mindful and respect other people's time.



TIP 4: Be specific in your request and prepared to articulate what you are looking for. Is it a reference? An insider's take on the industry? A referral? An introduction to someone in the field? Also, be sure to provide an update on your qualifications and recent professional experience.



TIP 5: Take the time to maintain your network. Maintaining your job network is just as important as building it. Start reaching out to your network way before you transition. This will give you time to nurture the relationship before you ask for help.



TIP 6: Find ways to reciprocate. Networking is about cultivating a relationship that is mutually beneficial. That means giving as well as receiving. Find ways to help your network and check in periodically to see how they are doing.



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USE SOCIAL MEDIA TO EXPAND YOUR NETWORK

You can strengthen your job search and increase your networking capacity by applying the following strategies:

- Use your social networks to locate employment opportunities.
- Take advantage of social media to learn more about the companies you are targeting and their hiring decision makers.
- Connect with hiring decision makers, either directly by using the messaging tools within a social media site or by arranging for an introduction through someone in your network.
- Allow social media sites to work for you by setting your job preferences and creating job search alerts.
- Use social media to research companies and identify recruiters and hiring managers for information gathering.

Using social networking in the job search is important because:

- It demonstrates to employers you are well-versed in current internet and social media capabilities.
- It connects you to opportunities that are otherwise never made available to job seekers on job boards.
- It builds your professional networking contacts, which are crucial to the job search.
- It allows you to research industries, companies, and positions of interest.
- It makes you visible to hiring managers, recruiters, and other decision makers.

Be aware that your social media content is public and available for any employer to review.



Three widely used social media sites are Facebook, Twitter, and LinkedIn.



Facebook (<https://facebook.com>)

- If you currently use Facebook primarily for keeping in touch with family and friends, realize that all your contacts and the people they know may have information that could help you identify employment opportunities and learn more about those opportunities.
- Use Facebook’s search feature to determine if a company you are targeting has a Facebook page. If so, “like” the company and explore the content it has posted.



Twitter (<https://twitter.com>)

- Create a profile that emphasizes your relevant experience.
- When you have identified companies or hiring decision makers you would like to know better, check to see if they have a Twitter presence (you may have to ask for their Twitter handle to locate them), and “follow” them.
- To strengthen relationships with specific people, reply to the tweets they post, re-tweet their posts, or use the direct message tool to contact them.



LinkedIn (<https://linkedin.com>) or **LinkedIn Premium** (<https://premium.linkedin.com/>)

LinkedIn is the world’s largest professional online network and is an effective way to reach people both inside and outside your existing networking circles, background, and industry. According to LinkedIn data in 2018, 70% of jobseekers were hired at a company where they had a connection, which means you are four times more likely to get hired at a company where you know someone.

A basic LinkedIn account is free. The Premium Career subscription includes one year of access to LinkedIn Learning, which is an online educational platform that helps you discover and develop business, technology-related, and creative skills through more than 5,000 expert-led courses. You can also choose to add these courses and related skills to your LinkedIn profile once you complete them. LinkedIn also offers a one-year complimentary Premium Career subscription for veterans and Service members. Use this free-of-charge offer wisely. Consider signing up for LinkedIn Premium between six months to one year from separation to build your network and make civilian employment connections. Military spouses receive the same offer with every move.

Language is continually changing and evolving to include the usage of pronouns.

LinkedIn members can have their pronouns listed beside their name; some frequent member-defined pronouns are she/her, he/him, or they/them. Using someone’s pronoun is a way to show respect and inclusion.

Pronouns are being used elsewhere such as in email signature blocks.

Salutations are changing as well. In addition to Mr. and Ms., you may see a new gender-neutral salutation – Mx.

SECTION SUMMARY

In conclusion, networking is the single most effective way to engage the civilian job market.

Connecting with your network and growing your connections will greatly facilitate your successful transition to civilian employment.

THINK LIKE AN EMPLOYER when job searching. Employers often locate suitable candidates by using networks they know and trust to include their personal, social, and professional contacts.

MAXIMIZE YOUR RESOURCES to increase your success. Resources are a mixture of online tools, websites, organizations and industries, along with people you already know and people you meet.

Now let's look at what you need to know to find that perfect job!



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Looking For A Job?

EMPLOYMENT

Accounting.....	107	Inventory.....
Administrative/Clerical.....	110	Legal Administration.....
Automotive.....	129	Legal Employment.....
Banking.....	106	Installation.....
Biotech.....	150	Management.....
Business Development.....	111	Marketing.....
Business/Mktg Apply.....	199	
Computer/IT.....	115	
Construction.....	158	
Consultant.....	118	
Customer Service.....		
Design.....		
Distribution/Shipping.....		
Education.....		
Food/Child Care/Domestic.....		
Government Services.....		

6 Finding the Job

SECTION 6: FINDING THE JOB



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Employment History	
Employer (1)	
Work phone	Job title
Address	Starting pay rate
Employer (2)	City

In this section, we will move from networking and unadvertised positions to discussing advertised positions; where to look for a job; and what keywords might be important to an employer.

WHAT IS A JOB BOARD?

A job board is a website used by employers to advertise their job vacancies to job seekers. Job seekers can use job boards to search for new job opportunities in their area and profession.

Job boards are most often free for job seekers.

Usually, online job boards allow recruiters to use some features without charge, offering options for free job postings or trials.

Four well-known job board sites are Indeed, CareerBuilder, Monster, and National Labor Exchange (NLx). These job boards post positions in all industries.

Other job boards, such as Dice, Mozilla, SalesGravy, or USAJOBS, serve a targeted market.

**THINK LIKE AN
EMPLOYER**

WHY USE A JOB BOARD?

Job boards provide the easiest way to find and apply for jobs.

Most major sites, such as Indeed, Career Builder, and Monster, allow you to post your resume without charge to allow recruiters and employers to search for resumes that find potential candidates.

However, as discussed in a previous section, there is a downside to applying for jobs through a job board.

Because job boards provide the easiest way to find and apply for jobs, this application method increases the competition for any given position.

There is no reason not to apply to jobs posted on job boards—just make sure that your expectations are adjusted accordingly due to stiffer competition. Make sure you are also using other job search tactics and not relying solely on job boards and advertised positions.



Quick Tip

With CareerOneStop, <https://www.careeronestop.org/> you can view postings from these four major job boards: NLx, CareerBuilder, Indeed, and ZipRecruiter.



ACTIVITY 6.1 BRAINSTORMING - JOB BOARDS TO VISIT

Where can you find advertised jobs?

How many job boards can you name? Take 60 seconds to think about job boards you have used or someone in your network has used. The following list provides three popular boards to help get you started:

1. CareerBuilder
2. Indeed
3. Ladders

As we discover job boards, you can use the following section to list sites you might want to visit.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

CAREERONESTOP

To save time searching through individual job boards, you can use CareerOneStop to view postings from four major job boards: NLx, CareerBuilder, Indeed, and ZipRecruiter. This DOL-sponsored site uses two criteria—a keyword and a location—and then performs a search on these four major job boards for you.



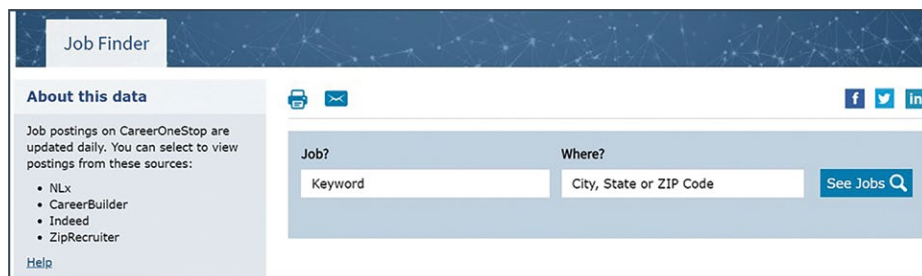
ACTIVITY 6.2: USING CAREERONESTOP, WEBSITE DEMONSTRATION

STEP 1. Access CareerOneStop, <https://www.careeronestop.org/>

Select the Toolkit tab and then Jobs > Job Finder tab.



STEP 2. Enter a keyword and a location using either a state (or other U.S. jurisdiction), a city (including the state), or a ZIP code. Select See Jobs to begin your search.



EXAMPLE: Photovoltaic Installers

As the cost to install solar has dropped and the interest in sustainable energy has increased, the solar industry market has expanded. According to U.S. News, Solar Photovoltaic Installers rank #3 in Best Construction Jobs.

In the next image, Solar Photovoltaic Installers was entered in the **Job** section and then Texas was entered in the **Where** section. The Job Finder will auto populate options, so you may have to select one of the options in order to search.

The National Labor Exchange (NLx) is the default job board. Jobs identified with a star are Federal Contractor positions.

You can apply filters to the results, such as remote jobs only, company name, location, and date posted.

If you want to save these job search results, scroll down to the bottom of the page and download the results in Excel, PDF, Word, or RTF.

We found 17 jobs by National Labor Exchange for Solar Photovoltaic Installers in Texas.

Job Title	Company	Location	Date Posted
Solar Installation Tech	Momentum Solar	Austin, Texas	12/07/2020
Solar Installation Tech	Momentum Solar	Houston, Texas	11/06/2020
Solar Installation Tech	Momentum Solar	San Antonio, Texas	11/06/2020
Solar Installation Tech	Momentum Solar	Dallas, Texas	02/19/2021
Solar Installer Helper	Kiewit Corporation ★ Federal Contractor	Deport, Texas	11/10/2020
Solar Installer Helper	Kiewit Corporation ★ Federal Contractor	Deport, Texas	11/10/2020



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STEP 3. Select any of the Job Titles to view position details.

Typical position details include:

- Company name
- Location
- Date Posted
- Position description and job functions
- Education and work experience requirements
- KSA requirements
- A link to where you can apply for the job.

On that page, you can print or email the position and review later. You can also download the position.

If you select the tab Apply, you will be redirected to the company’s homepage or recruiting site. There may be several links that you must select before you can apply. You can also conduct a separate search using the company’s name and position and apply directly from their site.

Solar Installer Helper

Apply

Company

Kiewit Corporation
Federal Contractor

Location

Deport, Texas

Date Posted

11/10/2020

Description

Requisition ID: 61781

Position Summary

Assist skilled craftsperson(s) by performing supportive duties as directed and will work under immediate supervision. The level and degree of job responsibilities and requirements vary depending on months of experience and assigned job step.

Experience Level

Entry

STEP 4. Continue your job search using a different source.

Remain on this page and select another job board source from the drop-down menu on the left-hand side of the page—CareerBuilder, Indeed, or ZipRecruiter. Select See Jobs to begin your next search.

Explore Careers

Find Training

Job Search

Find Local Help

Toolkit

Resources For

DATA LIP PRESENTS

Job Search

Job?

Solar Photovoltaic Installers

Where?

Texas

Source

NLX

NLX

CareerBuilder

Indeed

ZipRecruiter

CareerBuilder

About this data

Job postings on CareerOneStop are updated daily. You can select to view postings from these sources:

NLX

CareerBuilder

Solar Installer Helper

Apply

Company

Kiewit Corporation
Federal Contractor

Location

Deport, Texas

Date Posted

11/10/2020

Description

Requisition ID: 61781

Position Summary

Assist skilled craftsperson(s) by performing supportive duties as directed and will work under immediate supervision. The level and degree of job responsibilities and requirements vary depending on months of experience and assigned job step.

Experience Level

Entry

Primary Responsibilities and Duties

Assembling PV racking and installing PV modules

Loading and unloading equipment

Performing maintenance

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You may not always find job openings. On the day of this search, CareerBuilder did not find any jobs in the state of Texas for Solar Photovoltaic Installers.

We found no jobs by [careerbuilder.com](https://www.careerbuilder.com) for **Solar Photovoltaic Installers** in **Texas**. Please try a different keyword or location.

However, when Indeed and ZipRecruiter job boards were used as sources, both found different openings.

Sort by Best Match			
Job Title	Company	Location	Date Posted
Solar - Installer	Black & Veatch Family of Companies	Chilton, TX	04/04/2022
Installer (Residential Solar)	Freedom Forever	El Paso, TX	05/03/2022
Installer (Solar)	Freedom Forever	Dallas, TX	04/30/2022
Solar - Technician	Black & Veatch Family of Companies	Chilton, TX	04/07/2022
Solar Installation Technician	PAIC Solar	Midland, TX	04/04/2022
Solar PV Installer - Travel team from Central Texas to South TX.	Green Light Solar	Austin, TX	04/05/2022
Solar PV Installer - Travel team from Houston to Louisiana	Green Light Solar	Houston, TX	04/05/2022

Sort by Best Match			
Job Title	Company	Location	Date Posted
Solar Technician	Elevation	Fort Worth, TX	05/02/2022
Electrician Apprentice	ADT Solar	Dallas, TX	04/28/2022
Electrician Apprentice	ADT Solar	El Paso, TX	04/27/2022
Electrician Apprentice	ADT Solar	Lubbock, TX	04/27/2022
Electrician Apprentice	ADT Solar	San Antonio, TX	04/19/2022
Journeyman Electrician	ADT Solar	San Antonio, TX	04/19/2022
Journeyman Electrician	ADT Solar	Dallas, TX	04/19/2022
Journeyman Electrician	ADT Solar	Lubbock, TX	04/19/2022

STEP 5. To conduct a new search, Select the tab New Search in the upper left-hand corner and repeat Steps 2–3.

New Search

Your Job Search

Job?

Solar Photovoltaic Installers

Where?

Texas

As you can see, different job boards can have different job opportunities posted. So, if you aren't finding your desired job on one job board, consider trying one of the other job boards.

SEEKING OUT VETERAN READY EMPLOYERS

According to DOL, approximately 200,000 men and women leave the U.S. military service annually and return to life as civilians.

In the 2021 Forbes article, “Best Employers For Veterans”, over 200 companies were identified as veteran friendly. Among the top 10 were Fidelity Investments, SpaceX, Edward Jones, NASA, SAIC, 3M, Choice Hotels International, Northrop Grumman, Ford Motor, and Delta Air Lines.

You may have heard of these companies, but there are also many more employers who value what veterans bring to the workplace. These employers can be found through the following websites which assist in locating veteran-ready employers.

FEDERAL HIRING

Working for the federal government is a very popular career path for veterans to pursue. The DOL Employment Workshop covers federal employment in greater detail. Hiring veterans is a federal government priority and there are many programs in place to assist veterans and their spouses with gaining federal employment.

HIRE VETS MEDALLION PROGRAM

The HIRE Vets Medallion Award Program is the only federal award program that recognizes employers who recruit, retain, and employ veterans.

Employers must meet certain criteria to be awarded. There are two different medallion award levels, Platinum and Gold, based on the size of the company.



More Information

You can visit www.usajobs.gov to view jobs opportunities and get more information on federal employment.

USAJOBS



More Information

You can visit www.hirevets.gov/awardees to view these employers and target them for employment opportunities.



MAXIMIZE YOUR RESOURCES



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TARGETED JOB BOARDS

There are job boards which target specific occupations or groups. For example:

Medical Professionals – Health eCareers,
<https://www.healthcareers.com/>

Security Clearance specific work – ClearanceJobs®,
<https://www.clearancejobs.com/>

Tech Jobs –

- CrunchBoard/TechCrunch, <https://www.crunchboard.com/>
- Dice® <https://www.dice.com/>

Military – Targeted to veterans and military spouses,

- Military Talent Group, <https://www.militarytalentgroup.com/>
- Hiring Our Heroes (HOH), <https://www.hiringourheroes.org/>
- MilitaryHire, <https://www.militaryhire.com/>
- VirtForce, <https://virtforce.us/>

Remote or Virtual –

- Flex Jobs, <https://www.flexjobs.com/>
- National Labor Exchange, <https://virtualjobs.usnlx.com/>



Quick Tip

Do not pay fees to use a job board to search for employment. You may need to create an account or complete a registration form to search for positions. Ensure you read the site's FAQs or Terms of Use before creating an account. If you desire premium services accounts, membership, career services or other products and subscriptions, these may have associated fees.



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ANALYZE A JOB POSTING

So, you found the perfect job using the CareerOneStop Job Finder or another job board or resource. Before you apply, take time to consider all elements of the advertisement and analyze the job posting.

WHAT DOES IT MEAN TO ANALYZE A JOB POSTING?

The job posting is essentially the employer's description of their "right fit" employee. Carefully reviewing job postings can provide terms and phrases and even skills to include in your master resume.

Job postings are typically broken into several sections and usually include:

1. Information about the company or organization's culture
2. Job location
3. Overview of the position
4. Qualifications that are required or preferred
5. Directions on how to apply
6. Keywords and phrases
7. Common job duties or responsibilities

Position descriptions, duties, and qualifications all contain keywords and phrases. If the company uses an ATS, these keywords are words or phrases chosen by the employer to identify competencies for a specific position. These job-related words can identify qualified candidates based on education, skills, experience, and the industry or position.

Here are 10 examples:

- | | |
|---------------------------|---|
| 1. Financial analysis | 6. Problem-solving |
| 2. Stock inventory | 7. Respond to... (e.g., customer inquiries) |
| 3. Receive shipments | 8. Proficient in Adobe Suite |
| 4. Curriculum development | 9. Social media management |
| 5. JavaScript | 10. Chemical engineer |



Quick Tip

Key phrases may be a noun, a verb, or both. Or they may be industry specific job title.



PRO TIP: ANALYZE JOB POSTINGS

Looking closely at a job posting will help you think like an employer and create an effective targeted resume.



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WHY IS ANALYZING A JOB POSTING IMPORTANT?

The analysis uncovers tasks and competencies (KSAs) required. It makes a connection between your skills and the employer's requirements as well as identifies additional educational and training requirements needed for the job.

But what if you haven't written your targeted resume? What steps should you take? If possible, print the job posting and highlight keywords and phrases. Then print your master resume and highlight keywords and phrases that match. Compare both. The more highlighted sections that match, the more likely you are qualified for the position.

Analyzing a Job Posting:

1. Uncover tasks and competencies required for the job.
2. Makes a connection between your skills and the employer's requirements.
3. Identifies additional educational and training requirements you might need for the job.
4. Helps you write STAR statements tailored to the position.
5. Provides exact wording for your targeted resume.

READ THE JOB POSTING CAREFULLY

As you review the posting, ask yourself, "Do I meet the minimum qualifications?" Answer with either yes or no to each requirement. If most of your answers were No, then go back and review why you were interested in this position.

Next, you should review the location and work schedule. This may be your dream job, but are you willing to commute two hours daily? If you're a morning person, 3rd shift might not fit your internal body clock.

If you meet the minimum qualifications and like the location and work schedule, then you ask yourself, "Can I do the essential duties and responsibilities?" If you answered Yes, you are ready to analyze the job description for keywords and details.

**THINK LIKE AN
EMPLOYER**



ANALYZE THE JOB POSTING

Analyzing the job posting will assist you in making a connection between your skills and the employer's requirements. Analyzing the job posting will help you write new STAR statements or evaluate prior STAR statements. Items that you should consider in your evaluation are:

Technology Skills

Abilities

Education requirements

Communication Skills

Work Schedule

Prior Work Experience

Technical Qualifications

Knowledge

Company Culture

Ask the following questions as you review a job posting to identify keywords and phrases.

- What is the job title?
- What are the duties and responsibilities of this position?
- What are the industry-specific words or terms?
- What hard skills are mentioned?
- What soft skills are mentioned?
- What are the position requirements?
- What are the added preferences?
- Does the employer describe the ideal candidate for this position?
- What are the most important things the employer is seeking?
- What keywords could be used in STAR statements?



STEPS TO ANALYZE A JOB POSTING

1. Select a job posting.
2. Thoroughly read the job description.
 - Pay close attention to the position requirements, qualifications, and responsibilities.
3. Ask yourself: “Will this job help me reach my goals?”
4. Ask yourself: “Am I qualified to apply for this job?” “Do I meet the basic qualifications?”
 - Before you put time and effort into analyzing a job posting, make sure you meet the basic qualifications. This will allow you to focus your efforts on applying for jobs where you are most competitive.
 - If you lack the basic qualifications, move on to the next job posting that interests you.
 - If you meet the basic requirements, copy and paste the job posting into a document for editing.
5. Review the job announcement and highlight keywords and phrases.
6. Review your master resume and highlight everything that you think matches the job posting.
7. Compare both documents. Ask yourself: “Can I do this job?” The more highlighted items that match, the more likely you are qualified for the position.
 - If you only highlighted one or two items, this position may not be a good match.
 - If your documents are equally highlighted, it’s time to draft your targeted resume.
8. Draft your targeted resume.
 - The DOL Employment Workshop covers resume writing in full detail.
 - Use your master resume as the source document when drafting your targeted resume.
 - You may already have STAR statements that you can use. As you read a job description, you may find daily tasks that you didn’t record in your master resume. Create new STAR statements based on the job description. Add them to your targeted resume and to your master resume.

Special Note: Required vs. Preferred Qualifications

Required qualifications are the minimum necessary to perform the job. By reviewing the required qualifications, you can decide if you want to apply for the position based on your own evaluation.

Preferred qualifications are the next level up, and employers will first look at applicants who have these preferences. If you have the preferred qualifications listed in a posting, you will be among the most qualified applicants. You can still apply if you do not have any or all of the preferred qualifications but understand that you may not be contacted for an interview.

**MAXIMIZE YOUR
RESOURCES**

RESUME SCANNER WEBSITES

Resume scanner websites are available to compare your resume with a job posting. Be advised that most of these require payment after an initial free trial period.

There are programs which assist with optimizing your resume to get more interviews, such as Jobscan, SkillSyncer, or ResyMatch. These programs can scan your resume to show how an ATS works. You would upload your resume and the job posting. Then the application will scan and compare the two documents and highlight key experiences and skills.



ACTIVITY 6.3: ANALYZE A JOB POSTING

Let's practice reviewing a job posting's requirements and information to find keywords or key phrases. Highlight or underline the keywords. Remember to think like an employer.

ACME Supply Coordinator Full Job Description

ACME is a federal contracting company that deploys and maintains office equipment fleets for the U.S. Government. Founded in 1989, ACME specializes in deploying and maintaining multi-function devices (MFDs) and print software via comprehensive, customizable Managed Print Services (MPS) programs.

Scope of Work:

This position will coordinate the many tasks involved in fulfilling customer orders for office equipment in the Federal Government. This includes confirming delivery addresses, placing the order with the manufacturer, coordinating delivery times between ACME's vendors and the end users, scheduling end user training, and following up on delivery status.

The ideal candidate will be highly organized, detail oriented, and excel at following up on tasks until completion.

Essential Duties and Responsibilities:

- Manage equipment orders making sure they are delivered correctly and on time.
- Coordinate delivery of machines between vendors and the end users.
- Responsible for responding to customer inquiries about their orders and delivery time.
- Coordinate getting all documents and signatures confirming delivery of machines.
- Process new equipment orders for copiers, printers, ink and place orders with vendors.
- Keep track of all equipment orders and whether they are purchases, leases, dates, and other data.

Minimum Qualifications

1. Associates degree preferred.
2. Logistics and customer service experience preferred.
3. Exceptional written and verbal communication, superior attention to detail, and ability to interface with internal stakeholders to ensure customer satisfaction.
4. Strong organization and ability to continually follow up.
5. Customer service mindset for both external and internal clients.
6. Proficiency in Microsoft Office including Word, Excel, and Outlook.
7. Ability to work both independently and as a team player with minimal supervision.
8. Ability to multitask, work in a fast-paced environment often with short notice, to meet deadline.



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Did you highlight these keywords? Keywords can be subjective, and everyone may not select the same words. What other keywords do you think could be important?

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USING KEYWORDS IN A STAR STATEMENT

What would a STAR statement look like using the highlighted keywords? What might the employer want to read in your resume?

EXAMPLE 1:

Job posting: **Manage equipment orders** making sure they are delivered correctly and on time.

STAR statement: **Managed** acquisition of **equipment orders** for 4,000 personnel global military movement, coordinated delivery resulting in on-time distribution and zero loss.

EXAMPLE 2:

Job posting: Responsible for **responding to customer inquiries** about their orders and delivery time.

STAR statement: **Responded to customer inquiries**, developed action items, and confirmed 100% delivery of inventory.

STAR STATEMENT KEYWORD IDENTIFICATION

THINK LIKE AN
EMPLOYER

What about writing a STAR statement for soft skills? Job announcements often contain requirements for communication, time management, relationship building, and teamwork skills.

Read the following two ACME job postings and pay attention to the highlighted keyword. Then review the example statements. Do the statements contain the keywords? Are the examples written using the STAR method?

Job posting 1: Ability to work both independently and as a **team player** with minimal supervision.

Example Statements:

1. Improved overall proficiency of unit by 33% through intense team-based and individual training on various job-related skills.
2. Planned and led teams of up to 10 drivers in physically demanding operations requiring close coordination with other Army organizations.
3. Supervised a six-person Medical Team ensuring all team members stayed current in medical skills and certifications such as EMT and BLS qualifications.

Job posting 2: Ability to multitask, work in a **fast-paced environment** often with **short notice**, to meet **deadline**.

Example Statements:

1. Plan and establish the work schedules, deadlines, and standards for contractor work schedules and processes with work of team members.
2. Plan and delegated tasks to apprentice electricians, while meeting deadlines for the project.
3. Able to analyze data, communicate and advise leadership while leading cross functional teams of 200+ in dynamic, fast-paced environments.
4. Accomplished measurable results while leading teams of 40–95 in a dynamic, fast-paced environment.
5. Completed critical and timely assessments enabling assigned organization to successfully complete client specific missions in a dynamic, fast-paced environment.



FOUR ADDITIONAL TIPS FOR ANALYZING JOB POSTINGS

1. Print out the job posting and highlight keywords in the qualifications, skills, and experience sections. Using a printed, tangible copy can be more engaging and increase your focused attention.
2. Gather supporting documents as needed. For example, the position may require certifications or college transcripts to be submitted with your resume.
3. Be wary of job postings that ask you to pay for training or purchase kits or training materials as a condition of employment.
4. Be wary of hidden fees. If the contact for the job posting is a private employment agency, find out if they will charge you a fee. Some agencies charge the employer a fee; some charge the job seeker a fee.



COMPLETING A JOB APPLICATION

To apply for the job, follow the directions provided in the posting. Most job vacancy announcements clearly state how to apply. You may be required to apply through a job board, company employment website, by email, or even in person.

Most company job portals allow you to apply directly online by establishing a user account and profile in the company's system. Once you are set up in the system and you decide to apply for a position, your application will go directly into the company's ATS.

An ATS can accelerate the process for the employer to find you as a candidate. Many portals allow you to check the status of your application to determine where you are in the process. You can do this by logging into your account.



Did You Know?

To apply for the job, follow the directions provided in the posting. Most job vacancy announcements clearly state how to apply. You may be required to apply through a job board, company employment website, by email, or even in person. Most job application process is not universal—not all companies follow the exact same process or protocols.



Eight Tips for Completing a Job Application

1. Read and follow application instructions carefully. Complete each field as requested. For hard copy applications, complete the application as neatly as possible.
2. Keep your application consistent with your resume. Tailor your answers to the job you are seeking. Do not provide negative information but answer the questions truthfully. Copy and paste from your resume where applicable.
3. You may be required to submit your resume and cover letter with your application. Make sure your resume and cover letter are targeted to the position you are applying to.
4. Consistently save your information when completing an online application to protect your data. Organizations may build a time-out feature into their online application system. Anything that is not saved before the system times out may be lost.
5. Do not leave blank spaces. Employers may be required to have a complete application. If there are questions that do not apply to you, respond with “N/A” or “not applicable.” Never write “see resume” on the application, as this may imply that you are disinterested in the position.
6. Do your salary research. Employers may have you list your salary requirements, and your answer could be a deal breaker. It is okay to say “open” or “negotiable.” If those are not options, provide a salary range based on your research for the position and company.
7. Be prepared to provide references. If an application requests references, provide accurate contact information.
8. Proofread your application before submitting it. Have someone else proofread your application to ensure that there are no typos, misspellings, or grammar errors.

SECTION SUMMARY

Because job boards provide the easiest way to find and apply for advertised jobs, this application method increases the competition for any given position. Employers may receive hundreds of applications for each advertised job posting. Any error in your application will make it easier for you to be eliminated.

THINK LIKE AN EMPLOYER

Analyze the job posting and use the keywords to increase your odds of success.

All the hard work applying what we've covered in the workshop so far will lead to the end goal: getting an interview and, ultimately getting a job offer. We will explore more in the next section.



PRO TIP: ANALYZE JOB POSTINGS

Looking closely at a job posting will help you think like an employer and create an effective targeted resume.



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RESUME

EXECUTIVE SUMMARY

123-456-7890
no_reply@example.com

1234 Main Street
Anytown, State
ZIP

Profile

Lorem ipsum dolor sit amet, ligula suspendisse fermentum, enim integer ad vestibulum volutpat. elit, congue wisi enim nunc ultricies sit, magna tincidunt maecenas ligula nostra, accumsan taciti.

Experience

Job Title, Company Name, City, State

7 | Interviewing and Job Offers

SECTION 7: INTERVIEWING AND JOB OFFERS



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INTERVIEWING

Interviews can be the most important part of the employment process. It is your opportunity to truly market yourself to a prospective employer.

With proper preparation and a good understanding of what to expect, you should be able to present yourself to a prospective employer as a strong candidate who will bring value to the organization.

We covered the various aspects of finding a job and how to apply to help you land that interview.

Now we will go over interview methods and types of interviews as well as three types of interview questions you may encounter. Using the STAR method in your interview answers will also be covered.

Recall Prior Interview Experience

You already have interviewing experience. Think about previous interview experiences you have had. This could include anything from an awards board to a summer job. You may have conducted interviews in your current or a previous position. You may have been the candidate.

Interviewing techniques have evolved somewhat over the past several years to include more virtual interviews. Let's discuss some popular methods and types of interviews.

METHODS AND TYPES OF INTERVIEWS

Simply put, the purpose of an interview is for employers to find the right employee and for candidates to find the right employer. Interviews can be a multi-stage and multi-step process which could occur in a variety of formats. These could be formal or informal as well as structured or unstructured.

INTERVIEW METHODS

Companies use the following methods to conduct interviews:

Telephone Screening and Telephone Interview

- Phone interviews or screenings can occur unscheduled or scheduled. When a company calls you for an interview or screening, be sure to understand the difference between the two methods:
 - o A telephone screening is conducted quickly and is used initially to verify your basic qualifications and to determine if an employer wants to move you to the interview stage.
 - o A telephone interview is in-depth, includes traditional interview questions, and may have multiple participants involved.

Video or Virtual Teleconference Interview

- Virtual teleconference and video interviews are common and may be selected if you are in a remote location or geographically distant from the company headquarters.
- These interviews may take place live through video-conferencing software. Six popular apps are MS Teams, Skype, Zoom, WebEx, GoToMeeting, and Google Meet.
- Another method may be one-way interviews conducted through a video interview website or application. These are commonly called web-based interviews. In these interviews, employers create a series of interview questions, and job candidates record their answers.

In-Person Interview

- Although this method is being replaced by teleconference interviews, in-person interviews are still the preferred method for many companies. Meeting in person or face-to-face provides the best opportunity for both employer and candidate evaluation.

As you apply for jobs, remember that you may encounter one or more of these interview methods.



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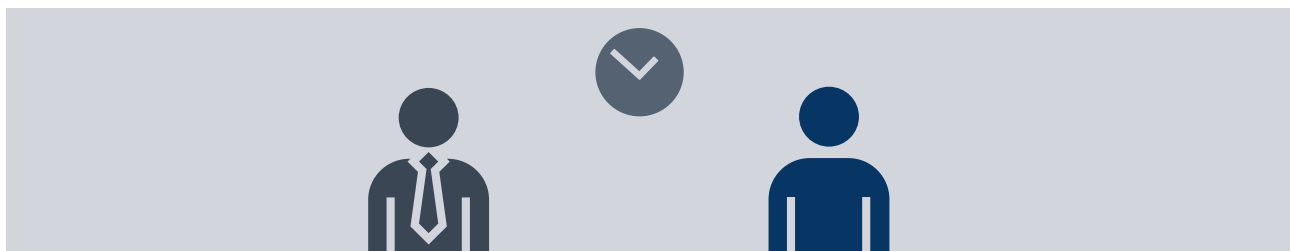
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TYPES OF INTERVIEWS

Whether the interview is in person, on the phone or via the Internet, companies use the following types of interviews:

- One-to-one or Traditional
- Group
- Panel
- Meal
- Demonstration or Working
- Stress
- On-the-Spot or Career Fair



One-to-one or Traditional Interview

With this method, you will meet with one person at a time. The interviewer may be the person who will be your supervisor or manager. Traditionally, this is the most common type of interview.



Group Interview

This method brings in many applicants at once and can be more of a presentation about the company. You may be called for a face-to-face or panel interview after the group session.



Panel Interview

This type of interview involves two or more interviewers sitting on a panel or committee. These interviewers may include HR staff, the hiring manager, and/or the supervisor. This type of interview involves answering the questions posed by multiple people. It adopts a similar style to a promotion board.



Meal Interview

Whether breakfast, lunch, or dinner, these interviews are designed to observe you outside of the formal work environment. Due to the casual environment, it is easy to get comfortable, so be sure to maintain your professionalism.



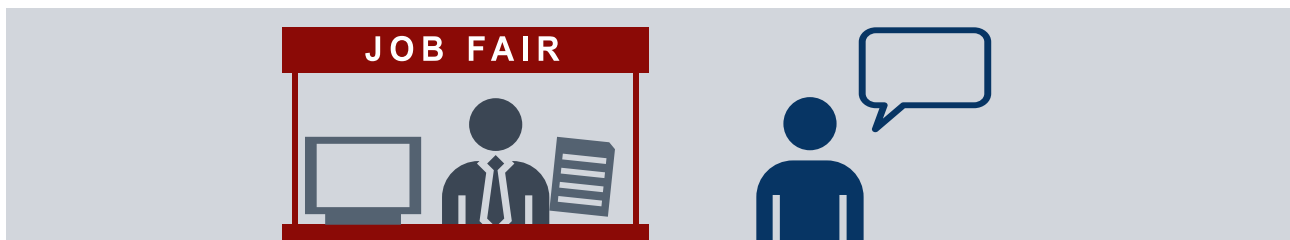
Demonstration or Working Interview

A demo or working interview usually combines interview questions and a demonstration of skills and knowledge. For example, for a teaching position, you may be asked to submit a two-minute demonstration video of a mock lesson, or the interviewer may role play as a student. A software engineer may be asked to build an app from scratch and explain their approach and design.



Stress Interview

During this type of interview, the interviewer creates a situation as problematic as possible for you, the candidate, to test your capacity to think on your feet while remaining calm. Questions asked may be very direct and unexpected. The interviewer may ask questions that are not relevant or may seem uninterested in your answers. Don't get intimidated or offended. You have a unique opportunity to demonstrate your skills. Some industries and organizations that use stress interviews are medical professionals, management and consulting firms, law enforcement, and airlines.



On-the-Spot or Career Fair Interview

On-the-Spot or Career Fair Interviews are unscheduled interviews with the potential employer. Often, these take place during seminars or career fairs where many candidates are seeking employment. In this situation, the potential candidate asks the employers questions about their company and possible positions which can elicit an on-the-spot interview.



INTERVIEWING TIPS

For all interview types, here are seven basic tips to remember:

1. Research the company and your interviewer.
2. Re-read the job description.
3. Review your resume and practice your responses to common interview questions.
4. Have questions prepared to ask and be prepared to take notes.
5. Plan and ensure that your clothing is clean and pressed the day before.
6. Practice proper body language.
7. Be prepared to share examples of your work, if needed.



Most interviewers use a standard set of questions that relate to how your skills, knowledge, training, and work experience fit the job and the company. In general, employers are looking for the answers to the following three questions:

1. Does the candidate have the skills and abilities required to perform the job?
2. Does the candidate possess the attitude and work ethic the employer expects?
3. Will the candidate be a team player and fit into the organization?

TYPES OF INTERVIEW QUESTIONS

**THINK LIKE AN
EMPLOYER**

TRADITIONAL INTERVIEW QUESTIONS

Here are three common traditional interview questions along with what they want to know (the meaning), how you can respond (answer), and an example response.

Question:

Tell me about yourself.



Meaning: What value can you bring to the organization?

Answer: Start off with your work experience and highlight two to three relevant skills. Wrap up your answer by talking about how your prior experience has prepared you for this position. Keep it short — two minutes or less!

Example: I served as Professional Military Education Instructor in the Air Force for seven years and found that teaching is my passion. In that time, I taught over 1200 hours per year on leadership, supervising, management, and servitude. While I was on active duty, I went to school and earned my bachelor's in Adult Education. I am looking for the opportunity to continue teaching adults and sharing the many skills I picked up while serving.

**Question:**

Why should we hire you?



Meaning: How are you the best candidate for the job?

Answer: Make sure you explain how you meet the required qualifications for the job.

Example: I have a bachelor's degree and 10 years of experience in education. I also have classroom experience from being an adjunct at Broward Community College for three years. I understand student learning outcomes and the student population at a community college.

Question:

Why do you want this job?



Meaning: What do you know about the job and the company?

Answer: Be specific about what makes you a good fit for this role and mention aspects of the company and position that appeal to you the most.

Example: One of the things I love the most about teaching is seeing that “lightbulb” moment when a student understands the concepts being taught. As an adjunct instructor at Broward Community College, I thoroughly enjoyed teaching the students about leadership and management and helping them find their passion in life. Your school is recognized as having one of the best leadership programs in the world, and I would like to be part of it. I am confident that my experience, knowledge, and expertise will help grow the program.

BEHAVIORAL INTERVIEW QUESTIONS

Behavioral questions request descriptions about how you have behaved in past situations, and your answers are predictors of how you might behave on the job. Review the following three examples:

- Tell me about a time when you had to implement a major project.
- Have you had to convince a team to work on a project that the team members were opposed to? How did you handle that situation?
- Have you ever encountered conflict with a coworker? How did you overcome that conflict?

SITUATIONAL INTERVIEW QUESTIONS

Situational questions present you with a potential scenario to gauge your skills (problem solving, conflict resolution, etc.) or your personality (integrity, mindfulness, etc.). Review the following two examples:

- If you were busy meeting a deadline and a coworker asked you to help make copies, what would you say?
- If one of your supervisors tells you to enter more sales contacts than you made, what would you do?



Quick Tip

You can improve your chances for success if you practice answering questions using the STAR Method—Situation Task, Action, Result—as much as possible.



STAR METHOD FOR INTERVIEW QUESTIONS

The STAR Method is an excellent method for developing responses to behavioral and situational interview questions.

Here is an example of how you can use the STAR Method to plan your answer to the following interview question: “Provide an example of a goal you reached and tell me how you achieved it.”



SITUATION: My team was selected for an overseas assignment that involved moving a huge amount of equipment from the U.S. to an overseas location.



TASK: I had to develop a load plan to move 105 pieces of large equipment, and coordinate with all of the parties (airlift and sealift staff) to ensure the plan would run seamlessly.



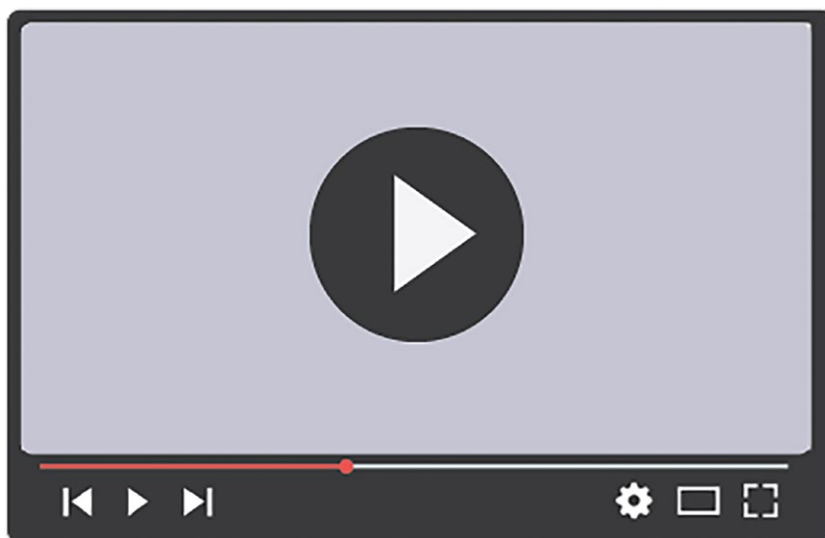
ACTION: I spent two months coordinating with maritime and aviation staff. I subsequently developed a plan to ship all our equipment by air and sea in accordance with the movement deadline.



RESULT: The plan was implemented and 100% of the equipment arrived on time, undamaged, and fully operational.



ACTIVITY 7.1: VIRTUAL INTERVIEW EXAMPLE



Video

Virtual Interview
Example Video



dol.gov/EFCTmaterials

Many interviews are conducted virtually, and you may be asked to interview for a job using an online platform. What does an employer see and look for when evaluating virtual interviews?

Watch an excerpt of an example candidate's interview and consider the interview method. You should think like an employer as you evaluate the responses to common interview questions.

The interview scenario is based on a candidate interviewing for the Supply Coordinator position with ACME Logistics. Use the below score sheet to make notes. Be ready to discuss your thoughts.

The candidate will answer the following three typical interview questions:

1. Tell me about yourself.
2. Tell me about a difficult customer you've had to deal with and how you handled it.
3. Why should I hire you?

Rate how well you think the candidate answered the questions and your general impression.

Candidate Interview Notes

1. Did the candidate provide some specific skills in their response to Tell Me About Yourself?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

2. Did the candidate use the STAR method when answering question 2?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

3. Did the candidate give a reason to hire them in the final question?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

4. What did you like? _____

5. What do you recall as being a positive thing the candidate did or said?

6. Any areas you would mention for improvement? _____



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JOB OFFERS

Congratulations! You finished the final interview, and they offered you the job. Now, it's time to weigh your options. In this section, you will learn how to evaluate your job offer to ensure it is a good fit for you.

Your decision to accept a job offer should not be based solely on the salary. While salary is important, you also need to evaluate the job, the company, and the opportunity for growth. Benefits are also a big part of the total compensation package. Ensure that this position fits with your interests, values, workstyles, and aligns with your career goals. Consider long-term goals in evaluating the job offer, not just short-term goals. It may be tempting to say "yes" immediately. Taking time to understand the offer will ensure the job is the right one for you.

Avoid making decisions or accept offers on the spot. Instead, say, "I want to make sure I understand all the components of the offer; could you send me an email outlining the proposed terms?"

When reviewing a job offer, consider the entire package, including salary, benefits, hours, flexibility, management and company culture, retirement plans, and the work environment.

RECEIVING A JOB OFFER - KNOW THE TERMS

1. Salary or Wage

- Amount paid for a fixed period, such as bi-monthly or monthly
- Usually determined by the company and is based on what similar positions are paid in the same region and industry
- Employees may be salaried and receive a standardized rate regardless of hours worked or an employee may be paid an hourly wage
- Wages are usually calculated on the number of hours worked and are identified as regular time and overtime

2. Minimum Wage

- Lowest amount an employer is required to pay for work done as permitted by law or special agreement

3. Overtime Pay

- Pay for hours worked more than 40 in a workweek
- Usually calculated at 1 + 1/2 times regular pay rate

4. Non-exempt Employee

- Earns an hourly wage
- Eligible to receive overtime pay (differs depending upon state law)

5. Exempt Employee

- Receives a salary
- Usually not eligible to receive overtime pay
- Excluded from minimum wage requirements



Two reliable sources for information on wages are the U.S. Bureau of Labor Statistics and the U.S. Department of Labor.

Two Important Terms

Let's discuss how to evaluate two of the most important job details: salary and benefits.

SALARY

Do your research to determine a fair salary range for the position you have been offered. When conducting salary research, remember to look at all the factors that can impact the salary amount: industry, location, and individual requirements. Use www.bls.gov/ and network resources to identify pay ranges for your specific job and organization.

Remember that your base salary is not what you take home. Taxes, healthcare insurance, and retirement contributions will be deducted from this amount, as you learned in the Financial Planning TAP course.

BENEFITS

Benefits are vital to consider when reviewing your employment offer. A benefits package can include a wide range of offerings.

Eight of the most common benefits include:

- Medical Insurance
- Dental & Vision Insurance
- Paid Time Off (PTO), Vacation Time, Leave, Sick Days
- Education Benefits
- 401(K) or Retirement Contributions
- Stock or Equity
- Profit Sharing
- Transportation Allowance

CONSIDER THE COMPANY

Based on your research, you may consider a company that pays less than market value but offers exceptional opportunities to build your career and aligns with your work values.

- Career Growth Potential
- Company Reputation
- Work/Life Balance
- Travel Requirements

EVALUATING JOB OFFERS

The simplest way to evaluate a job offer is to make a checklist of what is acceptable and unacceptable. Compare how well the job matches your preferences and values. Keep in mind that your family is affected by job decisions, so include them in the decision-making process. Think long-term when evaluating the job offer, not just short-term.



More Information

Research the U.S. Bureau of Labor Statistics, <https://www.bls.gov/oes/> Occupational Employment and Wage Statistics (OEWS) program to find employment and wage estimates for nearly 800 occupations. National industry-specific estimates are also available.

Visit DOL, <https://www.dol.gov/> and BLS, <https://www.bls.gov/> for more Information.



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Consider the following factors when evaluating a job offer:

FACTORS

Job/Position

How does this job fit into your long-term career plans? Is this the job you want to do or just a means to an end? Also consider the job title, responsibility level, number of people you manage, reporting structure, etc.

Career Growth Potential

Will you have a chance to make decisions and/or lead or manage groups? Are there promotion opportunities? Can you learn skills that are easily transferable?

Company

What do employees say about working for the employer? Does the company have a good reputation?

Work/Life Balance

Will you be on call all the time? Would you have a fixed schedule, or can you work flex time? Can you work from home part of the time? Will you be required to work night shifts or weekends and holidays?

Commute

How long is the commute? Will the cost of gas and vehicle upkeep significantly reduce your income? Will the commute add hours to your workday?

Travel Requirements

Are you required or expected to travel? How far and how often?

Benefits & Perks

Does the healthcare package meet your needs? Consider other important benefits: 401(K) plan, pension plan, vacation time, sick time, disability, life insurance, tuition reimbursement, sponsored daycare, etc.

Salary/Compensation

Does the salary meet your requirement? Also consider factors such as commission, bonuses, stock options, and projected salary increases.

A job offer is the reward for all your effort so far. Just remember that there's a lot more to consider besides a quoted salary.



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NEGOTIATING AND COMMUNICATING YOUR DECISION

NEGOTIATING A JOB OFFER

If you're satisfied with the job, company, and total compensation plan, and feel that there's good opportunity to grow with the company, then you may want to accept the offer. If you're not happy with one or more of the offer components, then it's time to negotiate.

The best time to negotiate is when you get a job offer.

You may receive an offer that includes a mix of desirable and undesirable elements. Rather than turning down the offer, consider negotiating the terms of the offer with the employer.

What part of the offer is most important to you? Have you researched the salary range for similar positions in your desired location? Do you know your acceptable salary range?

Before you negotiate, you must make some decisions. First, be sure the issue is so serious that you would not take the job unless it was changed. What parts of the offer do you want to negotiate? Look at every aspect of the compensation and benefits package, not just the base salary or any one component of the offer package. Make sure you consider the total compensation package.

Negotiable factors include:

- | | |
|---------------------------|------------------|
| 1. Salary | 5. Start date |
| 2. Schedule flexibility | 6. Telework |
| 3. Education and training | 7. Signing bonus |
| 4. Paid time off | |

An in-person negotiation offers the advantage of addressing the employer's objections on the spot. Be prepared to negotiate. Do your research in case an offer is made at the end of the interview.

A written negotiation gives you the opportunity to word your remarks carefully. It also gives the employer a chance to evaluate your requests and make a counteroffer. Remember to keep your negotiation positive and factual. This type of negotiation can avoid a withdrawal of job offer.

Negotiation Tips

In any negotiation, you must think like an employer and strategize. Use the following negotiation tips:

- Start your negotiations with appreciation and excitement about the offer.
- Explain why you are requesting the specified changes to the initial offer.
- Evaluate where you meet or exceed the employer's preferences or requirements.
- Discuss the skills and experience that you offer. Provide a salary range that would match with your knowledge, skills, and experience.



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NEGOTIATION OUTCOME: COMMUNICATING YOUR DECISION

After receiving the job offer, you have the option to accept, decline, or request additional time to consider or evaluate the offer.

When requesting additional time, be sure to confirm when an answer is needed.

If the offer is made verbally, you can request a written offer. If the offer was made in writing, a written response is required. When you receive a job offer, follow the company's instructions, and meet all deadlines.

If you accept the position, ensure you thank them for the opportunity, and verify the salary, benefits, position, and starting date.

To request time to evaluate and consider the offer, start by relaying your thanks and appreciation for the job offer. Then ask what the deadline is to get back with your decision. Requesting a day or two is reasonable.

If you decide to reject the offer, communicate quickly with the employer, and express your gratitude for their time. You never know to whom they are connected. Even if the negotiation did not go the way you hoped, continue being professional and gracious.

Consider the following:

- Are you comfortable with asking for more time to consider?
- Do you understand how maintaining professionalism when responding to an offer can impact future opportunities?

Remember, this is a collaborative effort where you and the employer both want a positive outcome. Also remember that the employer offered you the job, so they want to hire you. If you are unable to find middle ground during your negotiations with your employer and you choose to decline their offer, you should walk away with confidence. Just as this employer has seen the value in your skills, experience, and education, other employers will do the same.

SECTION SUMMARY:

Interviews are an opportunity to market yourself to a prospective employer.

You increase your chances of success when you:

- Are aware of the methods and types of interviews as well as the meaning behind interview questions.
- Use the STAR method to answer behavioral and situational interview questions.
- Evaluate a job offer.

You've received a lot of information to help you with your job search journey. Now, let's look at your next steps to help you implement what you have learned.



Quick Tip

Whatever you decide, be sure to communicate your decision to the employer within 24 to 48 hours, either verbally or in writing.



Did You Know?

- According to Glassdoor, 59% of workers did not try to negotiate the salary of their current job.
- According to NPR, people who never negotiate salaries can miss additional earnings of between \$1 million and \$1.5 million in their lifetime.

**THINK LIKE AN
EMPLOYER**



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8 | Determining Your Next Steps

SECTION 8: DETERMINING YOUR NEXT STEPS



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In just one day, we have discussed a variety of career-related topics to include:

- Contemporary World Of Work
- Marketable Skills
- Translating Military Terminology
- Work History Outline
- Master And Targeted Resumes
- Star Statements
- Employment Rights
- Networking
- Job Boards And Job Postings
- Interviewing And Job Offers

We discussed three key fundamental concepts to include in your career plan:

**DEVELOP YOUR
BRAND**

**THINK LIKE AN
EMPLOYER**

**MAXIMIZE YOUR
RESOURCES**

In addition to these fundamental concepts, we highlighted several Pro Tips that will make your job search more impactful:

- Have a Plan
- Know Your Marketable Skills
- Use STAR to Stand Out
- Connect with Your Network
- Analyze Job Postings

The first Pro Tip advised you to have a plan or make a job search plan. **A plan on paper is good; a plan that is put into action is better.** So, your last Pro Tip is to Implement Your Plan.



PRO TIP: **HAVE A PLAN**

Making a plan based on job search fundamentals will separate you from other applicants as you continue to implement your plan during any career transition.

Throughout this workshop, you have been creating a plan as you completed activities.

Let's review what you have completed during this workshop which is the foundation to your job search plan.

EMPLOYMENT FUNDAMENTALS WORKSHEET

Where Are You Now? (Reference PG page 14)

1. My current job in the military is...

2. After the military, I want to...

Know Your Marketable Skills (Reference PG pages 19 and 28)

The six skills I identified:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

One occupation I identified during the MOC Crosswalk that I researched using the CareerOneStop Occupation Profile is:

The four marketable skills that are most in demand in my job market:

1. _____
2. _____
3. _____
4. _____



EMPLOYMENT FUNDAMENTALS WORKSHEET

Your Work History Outline (Reference PG page 44)

Using my Work History Outline below, I will create my master resume starting with my current or most recent employer's name and location, then adding my job title, start date, and completion or end date.

Be sure to include paid and unpaid positions as well, such as volunteer work.

1. Employer Name & Location: _____

Job Title: _____ Dates: _____

2. Employer Name & Location: _____

Job Title: _____ Dates: _____

3. Employer Name & Location: _____

Job Title: _____ Dates: _____

4. Employer Name & Location: _____

Job Title: _____ Dates: _____

5. Employer Name & Location: _____

Job Title: _____ Dates: _____

6. Employer Name & Location: _____

Job Title: _____ Dates: _____



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EMPLOYMENT FUNDAMENTALS WORKSHEET

Use STAR to Standout (Reference PG page 52)

Write STAR statements for all my work history and experiences.



As a reminder and starting place, listed below is one of my STAR Achievement Statements:

My Professional Introduction (Reference PG page 55)

Use my professional introduction at networking events and during interviews.



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EMPLOYMENT FUNDAMENTALS WORKSHEET



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Connect with Your Network (Reference PG page 72)

Contact my present network contacts and pursue new networking opportunities. Five present network contacts are:

1. _____
2. _____
3. _____
4. _____
5. _____

Job Boards to Visit (Reference PG page 79)

Search for job postings and conduct research on a company through multiple job boards.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Analyze a Job Posting Steps (Reference PG page 88)

Analyze job postings for positions of interest.

- ___ Select a job posting.
- ___ Thoroughly read the job description.
- ___ Ask yourself: "Am I qualified to apply for this job?"
- ___ Ask yourself: "Will this job help me reach my goals? Does the job description interest me? Can I see myself working in this job for eight hours a day?"
- ___ Review the job announcement for keywords and phrases that provide insight into the company's mission, values, and organizational culture.
- ___ Review your master resume and highlight everything that you think matches the job posting.
- ___ Compare both documents. Ask yourself: "Can I do this job?"
- ___ Draft your targeted resume specifically to the job posting.



ACTIVITY 8.1 IDENTIFY NEXT STEPS IN YOUR TRANSITION

Now that you have gotten an overview of what the career transition process may look like, is there anything that you still need to discover or research before implementing your plan?

Let's look at some general questions:

1. What do I need more information about?

Examples:

- Targeted resumes
- Federal job opportunities
- Apprenticeships

2. What specific questions do I need to ask to get clarifications?

Examples:

- Salary ranges
- Job demand in my location

3. What do I need to do next?

Examples:

- Schedule additional TAP workshops, such as the 2-day DOL Employment Workshop.
- Set reminder for 30 days in the future to check my progress.
- Ask a mentor or TAP staff to review my resume.

You now have a great starting point when you are ready to embark on your job search journey. Continue to refine your plan and apply to good career fit jobs.

Congratulations on completing Employment Fundamentals of Career Transition!



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THANK YOU

Thank you for your participation and your service. We want to ensure that you make informed transition decisions. The best way to do this is to attend all mandatory briefings and workshops and complete any associated Career Readiness Standards (CRS.) Check with your TAP Center to verify your progress and schedule to attend the next TAP course, if you have not already done so.

The DOL recognizes your dedication and the sacrifices that you and your family members make each day to protect and defend our freedom. We are committed to supporting you throughout your transition from military service to civilian life and beyond.



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9 | Appendix

MASTER RESUME TEMPLATE

Using your Work History Outline as the foundation, add skills and detailed job duties. Remember to use STAR statements whenever possible. List three job skills and accomplishments for each job.

1. Employer Name & Location: _____

Job Title: _____ Dates: _____

- Job skill and accomplishment 1: _____
- Job skill and accomplishment 2: _____
- Job skill and accomplishment 3: _____

2. Employer Name & Location: _____

Job Title: _____ Dates: _____

- Job skill and accomplishment 1: _____
- Job skill and accomplishment 2: _____
- Job skill and accomplishment 3: _____

3. Employer Name & Location: _____

Job Title: _____ Dates: _____

- Job skill and accomplishment 1: _____
- Job skill and accomplishment 2: _____
- Job skill and accomplishment 3: _____



4. Employer Name & Location: _____

Job Title: _____ Dates: _____

- Job skill and accomplishment 1: _____
- Job skill and accomplishment 2: _____
- Job skill and accomplishment 3: _____

5. Employer Name & Location: _____

Job Title: _____ Dates: _____

- Job skill and accomplishment 1: _____
- Job skill and accomplishment 2: _____
- Job skill and accomplishment 3: _____

6. Employer Name & Location: _____

Job Title: _____ Dates: _____

- Job skill and accomplishment 1: _____
- Job skill and accomplishment 2: _____
- Job skill and accomplishment 3: _____

MASTER RESUME EXAMPLE

ZANE BAKER

LinkedIn profile URL: www.linkedin.com/in/baker/

Current Street Address: Eglin Air Force Base. 9876 Dolphin Drive, Gulf Breeze, FL 32563

Previous Street Addresses:

1. Wright-Patterson Air Force Base. 123 Sandy Hill Road, Fairborn, OH 45324
2. Travis Air Force Base. 4567 Oak Drive, Woodland, CA 95776
3. Beale Air Force Base. 8989 Yuba Avenue, Yuba City, CA 95991
4. Moody Air Force Base. 321 South Vidalia Road, Lakeland, GA 31635
5. Mountain Home Air Force Base. 6549 Good Creek Way, Boise, ID 83709

PROFESSIONAL INTRODUCTION / SUMMARY

Accomplished measurable results while leading teams of 40–95 in a dynamic, fast-paced environment. Possess a comprehensive background in Program Analysis and Logistics Management derived from conducting domestic and global operations in Europe. Managed risk upon multiple lines to protect assets, property, and equipment valued over \$575M while meeting the expectations of senior leadership. Responsible for the design, development, production, and on-time delivery and compliance for worldwide clients. Coordinated budget and contract revisions with operations directors, project managers, project analysts, and third-party vendors as needed. Work directly with the senior management and program directors to ensure alignment and compliance. Possess extensive knowledge in lean waste reductions improvements and program data analysis. Recipient of multiple awards for outstanding performance and professionalism. Career supported by the pursuit of a Bachelor of Science in Human Resources Management and holds an Associate of Art in Air Crew Safety Systems.

AREAS OF EXPERTISE / SKILLS

- Project Management
- Team Building
- Vendor Relations
- Process Improvement
- Training & Development
- Qualitative Assurance
- Operations Planning
- Government Contracting
- Acquisition Management

TECHNICAL SKILLS

Operating Systems: Mac/Microsoft Windows

Software:

- Standard Base Supply System (SBSS)
- AF Stock Control System (DO35), Master Identification Control Systems (DO35)
- Weapon System Management Information System (WSMIS)
- MICAP Asset System
- Web-Based Management System
- Air Force Equipment Management System

- Defense Logistics Agency Supply Discrepancy Report
- Mobility Inventory Control and Accountability System (MICAS)
- Expeditionary Combat Support System (ECSS)
- Microsoft Office (Word, Excel, PowerPoint, and Outlook)
- SharePoint

PROFESSIONAL EXPERIENCE

UNITED STATES AIR FORCE

23 FEB 20XX – Present

Eglin Air Force Base, FL

01 OCT 20XX – Present

Senior Logistics Support

Manage logistics support tasks to assist with the planning, managing, and coordination of life-cycle logistics support for simulators and distributed mission training. Review programming documents to assess the impact of external actions and conflicting priorities to determine their impact on the program's development, production, and integrated logistics support to ensure programs are within established plan parameters

- Develop and analyze data to determine long-range training objectives and organizational training requirements for 250 employees located within six states.
- Identify support requirements including funding, contract development, and other technical support requirements for various phases of storage facility project while adhering to an \$800K budget.
- Develop the Life Cycle Sustainment Plan (LCSP).
 - o Ensure all required Contract Line Item Numbers (CLIN's) are included in the Program Statement of Work (SOW) such as Item Unique Identification (IUID), Package, Handling, Shipping and Transportation (PHS&T), Technical Manuals, Supply Chain Management, Disposal, Support Equipment, and Hazardous Materials.
- Ensure the 12 Logistics elements are met.
 - o Responsible for reportable requirements being met, such as Logistics Health Assessment (LHA), Weapon System Enterprise Review (WSER), 50/50, and Depot Source of Repair (DSOR).
 - o Worked with the COR's at each base to ensure Availability and Reliability requirements were met and tracked usage rates for training.
- Support key acquisition events and reviews as needed, such as: System Requirements Reviews (SRR), Preliminary Design Reviews (PDR), Critical Design Reviews (CDR), Test Readiness Reviews (TRR), Technical Coordination Meetings (TCM), Functional Configuration Audits (FCA), Physical Configuration Audits (PCA), Production Readiness Reviews (PRR), and others as applicable.
- Provide support for all aspects of program cost estimated at \$2M. Assist with Data Item Descriptions (DIDs), Contract Data Requirements Lists (CDRLs), data calls, and reviews.
 - o Support and assist in planning, organizing, and managing of general and critical aspects of the development, production, and/or deployment of the systems, subsystems, and equipment as well as the acquisition program management of the full life cycle requirements.





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Senior Logistics Support Continued

- Assist with providing technical support, planning for, coordinating, and participating in integrated program reviews and conferences, including but not limited to, the following: executive, readiness, technical, budget, design, weapon system, requirement working groups, supportability, and management reviews.

Wright-Patterson Air Force Base, OH Business Analyst

01 MAY 20XX – 30 SEP 20XX

Organized and maintained project documentation, including Points-of-View, Scopes, Estimates, Impact Analyses, and large full-system requirements documents.

- Coordinated evaluation of internal operations, controls, communications, risk assessments and maintenance of documentation as related to regulatory compliance and recommended appropriate changes.
- Supported the organization in complying with, as well as the ongoing preparation, testing and monitoring of conformance to, the requirements of government regulations and/or regulatory agencies.
- Conducted and facilitated internal and external audits to identify, evaluate, disclose and appropriately remedy risks and deficiencies.
- Gathered data, analysis and entry, logical and systematic application of acquisition knowledge, and use of applicable automated systems.

Travis Air Force Base, CA Senior Program Manager, Warfighter Interface Division

01 APR 20XX – 30 APR 20XX

Maintained oversight of a team of 95 government and contracted employees. Provided subject matter expertise on all aircrew flight equipment improvement.

- Managed 41 joint service employees at two different sites in the United States that supported 30 DoD/NATO service member equipment improvement programs for \$575M in assets.
- Oversaw a \$3.5M installation logistics program and led quality assurance/control efforts that ensured fulfillment of requirements and a quality product.
- Led the \$1M pilot ejection and pilot seat restraint program for the F-35 Lightning II combat aircraft. Conducted over 350+ tests to mitigate pilot risk of injury under stressful conditions.
- Hand selected by executive leadership to manage a \$16M aerospace physiology program which studied 15 cutting edge research protocols and biodynamics research development.
- Completed a \$50K facility upgrade which increased chemical lab efficiency by 50%, allowed for 2,500 tests to be conducted, and increased research funding by \$12M.

Beale Air Force Base, CA Program Manager, Cognitive Performance Optimization

01 DEC 20XX – 31 MAR 20XX

- Provided management oversight of a supply support program to analyze, develop, evaluate, and promote improvements in logistics policies, plans, procedures, systems and techniques of the supply programing.
- Developed corrective action plans to resolve or mitigate the examination of findings to executive leadership.

Beale Air Force Base, CA Continued

- Prepared and evaluated 20+ contractors' performance and reported findings to executive leadership and the USAF.
- Provided data as a prime technical lead for \$2M in government contracts and projects.
- Analyzed the development of assessment criteria, indicators, and procedures to support resource planning for the USAF and Wright Patterson AFB.

Moody Air Force Base, GA**01 FEB 20XX – 30 NOV 20XX****Aircrew Flight Equipment Inspecting Manager**

- Managed teams with operations inspections on flight equipment: inspected and maintained 2,100 oxygen masks, 112 survival kits, 54 life rafts, and 2,000 aircrew chem-defense kits valued over \$18M.
- Planned \$6M budget for 5+ years to ensure that all organizational funds were accounted for and spent properly.
- Supervised entry-level flight equipment inspectors with installing and removing life-saving equipment. Conducted pre/post-flight inspections on 27 \$330M E-3 aircrafts with zero errors.
- Coordinated workload requirements with four installation agencies and conducted screening inspections on life equipment. Computed 39,000 items into Flight Equipment Records Management Systems with 100% accuracy.
- Planned daily fitness programs for entry-level personnel that included cardio, weights, and high intensity exercises, resulting in the improvement of unit fitness results by 20%.

Mountain Home Air Force Base, ID**03 JAN 20XX – 31 JAN 20XX****Aircrew Flight Equipment Supervisor**

- Supervised one Senior Equipment Inspector and six entry-level Equipment Inspectors and enabled operations for 1,800 aircrew members and 27 E-3 aircrafts valued \$8.9M.
- Directed the assembly of live-saving equipment. Inspected and maintained 4,000 oxygen masks, survival suits, and chem kits. Oversaw section training and monitored section schedules, career development, and certifications.
- Served as Government Purchase Card (GPC) manager in charge of purchasing all supplies for deployment of 460+ employees: additionally, served as Approving Official for GPC programs.
- Led over 40 Physical Training Exercises for 50+ personnel during monthly unit team training competition, resulting in the overall improvement of morale and fitness qualifications for all staff members.
- Inspected Flight Equipment Record Management Systems to reflect equipment due dates and previous historical data with 100% accountability on all equipment and added inventory.



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EDUCATION AND TRAINING

Completed 98 semester hours, Bachelor of Science, Human Resource Management

Park University, Parkville, MO

Associate of Art, Aircrew Safety Systems

Community College of the Air Force – 20XX

Specialized Military Training:

Management and Senior Leadership Course, USAF – 20XX

International Equipment Distributions and Management Course, USAF – 20XX

Supervisory and Advanced Leadership Course, USAF – 20XX

Equipment Life Cycle Course, USAF – 20XX

Team Building and Airman Leadership Course, USAF – 20XX

CERTIFICATIONS

Six Sigma Black Belt Certification JAN 20XX

Night Vision Equipment Repairer and Quality Assurance Certification, USAF – 20XX

CLL Performance Based Logistics

ACQ 101 Fundamentals Systems of Acquisition Management

NOTABLE AWARDS

Joint Service Commendation Medal

Air Force Achievement Medal (2)

JOB POSTING LOGISTICS POSITION EXAMPLE

ACME SUPPLY COORDINATOR

ACME is a federal contracting company that deploys and maintains office equipment fleets for the U.S. Government. Founded in 1989, ACME specializes in deploying and maintaining multi-function devices (MFDs) and print software via comprehensive, customizable Managed Print Services (MPS) programs.

Scope of Work:

This position will coordinate the many tasks involved in fulfilling customer orders for office equipment in the Federal Government. This includes confirming delivery addresses, placing the order with the manufacturer, coordinating delivery times between ACME's vendors and the end users, scheduling end user training, and following up on delivery status.

The ideal candidate will be highly organized, detail oriented, and excel at following up on tasks until completion.

Essential Duties and Responsibilities:

- Manage equipment orders making sure they are delivered correctly and on time.
- Coordinate delivery of machines between vendors and the end users.
- Responsible for responding to customer inquiries about their orders and delivery time.
- Coordinate getting all documents and signatures confirming delivery of machines.
- Process new equipment orders for copiers, printers, ink and place orders with vendors.
- Keep track of all equipment orders and whether they are purchases, leases, dates, and other data.

Minimum Qualifications

1. Associates degree preferred.
2. Logistics and customer service experience preferred.
3. Exceptional written and verbal communication, superior attention to detail, and ability to interface with internal stakeholders to ensure customer satisfaction.
4. Strong organization and ability to continually follow up.
5. Customer service mindset for both external and internal clients.
6. Proficiency in Microsoft Office including Word, Excel, and Outlook.
7. Ability to work both independently and as a team player with minimal supervision.
8. Ability to multitask, work in a fast-paced environment often with short notice, to meet deadline.



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2-PAGE LOGISTICS POSITION, TARGETED RESUME EXAMPLE

ZANE BAKER

(333) 111-222 – zebaker@anymail.com – <https://linkedin.com/in/baker>

Accomplished measurable results while leading teams of 40–95 in a dynamic, fast-paced environment. Possess a comprehensive background in Program Analysis and Logistics. Managed risk upon multiple lines to protect assets, property, and equipment valued over \$575M while meeting the expectations of senior leadership. Coordinated budget and contract revisions with operations directors and third-party vendors as needed.

Project Management

Qualitative Assurance

Microsoft Office

Team Building

Operations Planning

SharePoint

PROFESSIONAL EXPERIENCE

UNITED STATES AIR FORCE

23 FEB 20XX – Present

**Eglin Air Force Base, FL
Senior Logistics Support**

01 OCT 20XX – Present

- Manage logistics support tasks to assist with the planning, managing, and coordination of life-cycle logistics support for simulators and distributed mission training.
- Work with the Contracting Officer's Representative to ensure Availability and Reliability requirements were met and tracked usage rates for training requirements for 250 employees located within 6 states.
- Provide support for all aspects of program cost estimated at \$2M. Assist with Data Item Descriptions, Contract Data Requirements Lists, and data calls.

**Wright-Patterson Air Force Base, OH
Business Analyst**

01 MAY 20XX – 30 SEP 20XX

- Organized and maintained project documentation, including Points-of-View, Scopes, Estimates, Impact Analyses, and large full-system requirements documents.
- Supported the organization in complying with government regulations, as well as the ongoing preparation, and testing and monitoring for conformance levels.
- Conducted and facilitated internal and external audits to identify, evaluate, disclose, and appropriately remedy risks and deficiencies.

**Travis Air Force Base, CA
Senior Program Manager, Warfighter Interface Division**

01 APR 20XX – 30 APR 20XX

- Maintained oversight of a team of 95 government and contracted employees.
- Hand selected by executive leadership to manage a \$16M aerospace physiology program which studied 15 cutting-edge research protocols.
- Completed a \$50K facility upgrade which increased chemical lab efficiency by 50%, allowed for 2,500 tests to be conducted, and increased research funding by \$12M.



Beale Air Force Base, CA
Program Manager, Cognitive Performance Optimization

01 DEC 20XX – 31 MAR 20XX

- Provided management oversight of a supply support program to analyze, develop, evaluate, and promote improvements in logistics policies, plans, procedures, systems, and techniques of the supply programing.
- Prepared and evaluated 20+ contractor's performance and reported finding to executive leadership and the USAF.
- Provided data as a prime technical lead for \$2M in government contracts and projects.

Moody Air Force Base, GA
Aircrew Flight Equipment Inspecting Manager

01 FEB 20XX – 30 NOV 20XX

- Managed teams with operations inspections on flight equipment: inspected and maintained 2,100 oxygen masks, 112 survival kits, 54 life rafts, and 2,000 aircrew chem-defense kits valued over \$18M.
- Coordinated workload requirements with four installation agencies and conducted screening inspections on life equipment. Computed 39,000 items into Flight Equipment Records Management Systems with 100% accuracy.

Mountain Home Air Force Base, ID
Aircrew Flight Equipment Supervisor

03 JAN 20XX – 31 JAN 20XX

- Supervised one Senior Equipment Inspector and six entry-level Equipment Inspector and enabled operations for 1,800 aircrew members and 27 E-3 aircrafts valued \$8.9M.
- Served as Government Purchase Card (GPC) manager in charge of purchasing all supplies for deployment of 460+ employees.

EDUCATION AND TRAINING

- Candidate 20XX, Bachelor of Science, Human Resource Management
Park University, Parkville, MO
- Specialized Military Training:
 - o Management and Senior Leadership Course, USAF – 20XX
 - o International Equipment Distributions and Management Course, USAF – 20XX
 - o Equipment Life Cycle Course, USAF – 20XX
 - o Team Building and Airman Leadership Course, USAF – 20XX

CERTIFICATIONS

- Six Sigma Black Belt Certification JAN 20XX
- CLL Performance Based Logistics
- ACQ 101 Fundamentals Systems of Acquisition Management



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USING MY NEXT MOVE FOR VETERANS

O*NET Online is another source for conducting Labor Market Research.

SEARCH CAREERS WITH KEY WORDS

Use O*NET My Next Move for Veterans, <https://www.mynextmove.org/vets/>.

Search for a career that interests you by entering a keyword.

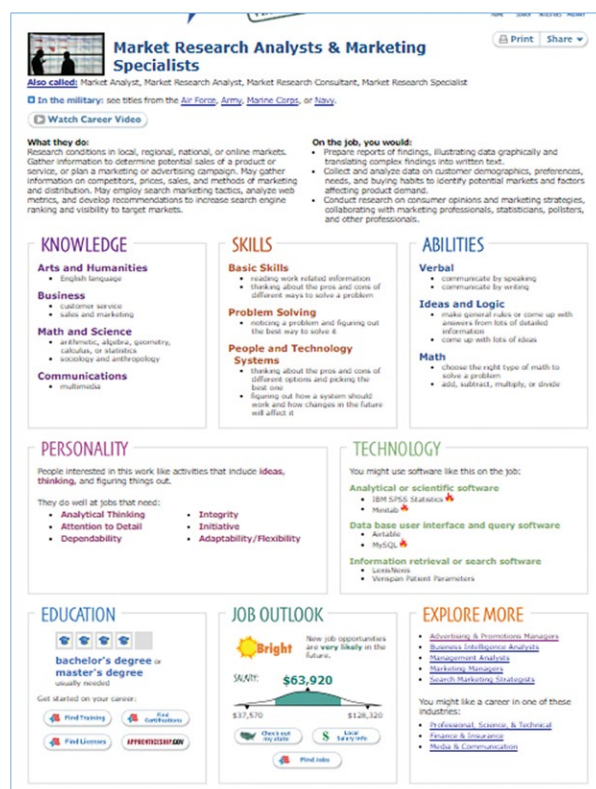
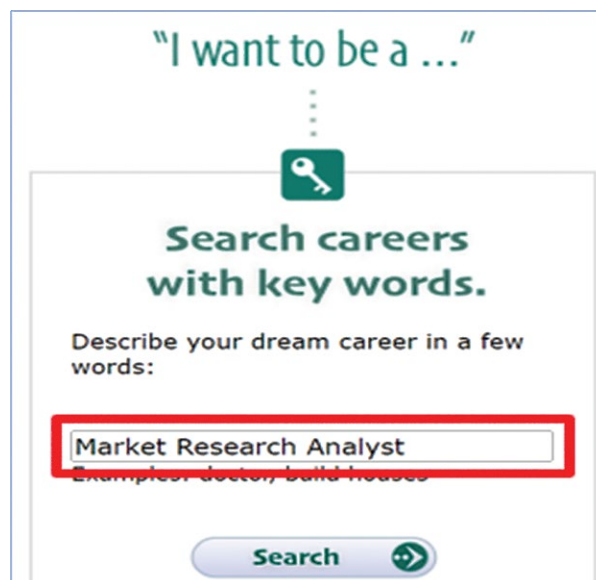
Use the search results to research a specific career, one with the closest match, or one with a bright Outlook. From this page, you can review the listing of possible careers and job details.

REVIEW JOB DETAILS

From this page, watch a career video, learn about what one would do on the job, review common KSAs, typical education requirements and salary data.

PAGE OVERVIEW

View the: knowledge, skills, abilities, personality, technology, education, job outlook, and explore more, which lists related positions.



CAREER EXPLANATION

Identify other titles for the occupation, watch a career video, learn what one might do in this occupation and specifics of what one might do on the job.

Market Research Analysts & Marketing Specialists

Also called: Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist

In the military: see titles from the [Air Force](#), [Army](#), [Marine Corps](#), or [Navy](#).

[Watch Career Video](#)

What they do:

Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

On the job, you would:

- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.

KNOWLEDGE, SKILLS, AND ABILITIES

View common KSAs associated with the occupation.

KNOWLEDGE

Arts and Humanities

- English language

Business

- customer service
- sales and marketing

Math and Science

- arithmetic, algebra, geometry, calculus, or statistics
- sociology and anthropology

Communications

- multimedia

SKILLS

Basic Skills

- reading work related information
- thinking about the pros and cons of different ways to solve a problem

Problem Solving

- noticing a problem and figuring out the best way to solve it

People and Technology Systems

- thinking about the pros and cons of different options and picking the best one
- figuring out how a system should work and how changes in the future will affect it

ABILITIES

Verbal

- communicate by speaking
- communicate by writing

Ideas and Logic

- make general rules or come up with answers from lots of detailed information
- come up with lots of ideas

Math

- choose the right type of math to solve a problem
- add, subtract, multiply, or divide

PERSONALITY AND TECHNOLOGY

Review the Personality section to discover activities associated with the job. Review the Technology section to identify software used for this job. Hot Technology is identified by a “fire” icon. Hot technologies are software skills that employers often ask for in job ads.

PERSONALITY

People interested in this work like activities that include **ideas**, **thinking**, and figuring things out.

They do well at jobs that need:

- **Analytical Thinking**
- **Integrity**
- **Attention to Detail**
- **Initiative**
- **Dependability**
- **Adaptability/Flexibility**

TECHNOLOGY

You might use software like this on the job:

Analytical or scientific software

- IBM SPSS Statistics 🔥
- Minitab 🔥

Data base user interface and query software

- Airtable 🔥
- MySQL 🔥

Information retrieval or search software

- LexisNexis
- Verispan Patient Parameters

EDUCATION

Review this section to determine the education level commonly needed for this job.

Find training, certifications, licenses, and apprenticeship opportunities.

EDUCATION

bachelor's degree or **master's degree** usually needed

Get started on your career:

[Find Training](#)
[Find Certifications](#)

[Find Licenses](#)
[APPRENTICESHIP.GOV](#)

JOB OUTLOOK and SALARY

At the bottom of the page is the Job Outlook section.

In this section, find information such as the likeliness of future job opportunities, the median salary, local salary information, and even search for jobs.



To determine the state outlook, select **Check Out My State**.



To determine the local salary, return to the prior Job Details screen and select **Local Salary Info**. Enter in a ZIP Code or a state. View annual or hourly wages.



See salary information for **market research analysts and marketing specialists** in your area.

Enter your ZIP code or state below to get started:

ZIP Code: [Go](#)

State: [Go](#)



Need more information? Select any of the hyperlinks from the Explore More section to view the Job Details for that occupation.

EXPLORE MORE

- [Advertising & Promotions Managers](#)
- [Business Intelligence Analysts](#)
- [Management Analysts](#)
- [Marketing Managers](#)
- [Search Marketing Strategists](#)

You might like a career in one of these industries:

- [Professional, Science, & Technical](#)
- [Finance & Insurance](#)
- [Media & Communication](#)

The following example shows how the detailed O*NET Interest Profiler Job Details information would be entered into the worksheet for a Market Research Analyst.

EXAMPLE MY NEXT MOVE CAREER 1

MY NEXT MOVE	CAREER 1
CAREER TITLE:	Market Research Analysts & Marketing Specialists Also called: Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist
WHAT THEY DO:	• Prepare reports of findings, illustrating data graphically and translating complex findings into written text. • Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand. • Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
KNOWLEDGE:	Arts and Humanities • English language Business • customer service • sales and marketing Math and Science • arithmetic, algebra, geometry, calculus, or statistics • sociology and anthropology Communications • multimedia
SKILLS:	Basic Skills • reading work related information • thinking about the pros and cons of different ways to solve a problem Problem Solving • noticing a problem and figuring out the best way to solve it People and Technology Systems • thinking about the pros and cons of different options and picking the best one • figuring out how a system should work and how changes in the future will affect it
ABILITIES:	Verbal • communicate by speaking • communicate by writing Ideas and Logic • make general rules or come up with answers from lots of detailed information • come up with lots of ideas Math • choose the right type of math to solve a problem: add, subtract, multiply, or divide





MY NEXT MOVE	CAREER 1
PERSONALITY:	People interested in this work like activities that include ideas, thinking, and figuring things out. They do well at jobs that need: • Analytical Thinking • Attention to Detail • Dependability • Integrity • Initiative • Adaptability/Flexibility
TECHNOLOGY:	You might use software like this on the job: Analytical or scientific software • IBM SPSS Statistics • Minitab Database user interface and query software • Airtable • MySQL Information retrieval or search software • LexisNexis • Verispan Patient Parameters
EDUCATION:	bachelor's degree or master's degree usually needed
JOB OUTLOOK (includes salary):	Bright Outlook. New job opportunities are very likely in the future. SALARY: \$63,920. Local salary information: \$60,950.
EXPLORE MORE (Related careers and industries):	• Advertising & Promotions Managers • Business Intelligence Analysts • Management Analysts • Marketing Managers • Search Marketing Strategists You might like a career in one of these industries: • Professional, Science, & Technical • Finance & Insurance • Media & Communication

Use the following table to enter O*NET Interest Profiler Job Details information for your first career.

MY NEXT MOVE	CAREER 1
CAREER TITLE:	
WHAT THEY DO:	
KNOWLEDGE:	
SKILLS:	
ABILITIES:	


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MY NEXT MOVE

CAREER 1 (Continued)

PERSONALITY:**TECHNOLOGY:****EDUCATION:****JOB OUTLOOK**
(includes salary):**EXPLORE MORE**
(Related careers
and industries):

NOTE: If applicable, enter information for a second career using the following table.

MY NEXT MOVE	CAREER 2
CAREER TITLE:	
WHAT THEY DO:	
KNOWLEDGE:	
SKILLS:	
ABILITIES:	



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MY NEXT MOVE

CAREER 2 (Continued)

PERSONALITY:**TECHNOLOGY:****EDUCATION:****JOB OUTLOOK**
(includes salary):**EXPLORE MORE**
(Related careers
and industries):

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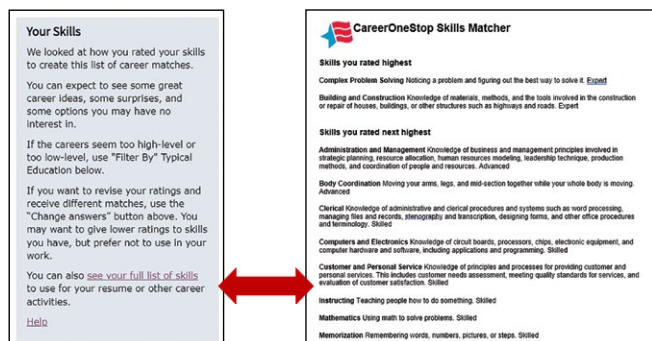
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CAREERONESTOP SKILLS MATCHER DETAILS - SKILLS

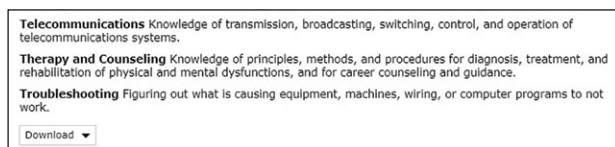
Use the following steps to review and download your skills list.

STEP 1. In the left-hand column of the page, select **see your full list of skills**.



STEP 2. Review the results. Scroll down to the bottom of the list.

STEP 3. Download a list of your skills as a PDF, Word, or RTF document.



The CareerOneStop Skills Matcher detailed list categorizes your skills from skills you rated highest to skills you rated next highest followed by skills you rated lowest. Within each rating, the skills are listed in alphabetical order. Refer to the document when drafting a resume. Use your Work History Outline as a base document and add details to it as you develop your resume.



Quick Tip

The file name default is *SkillsMatcherDetails*. You can rename the file to include “skill”, your name, today’s date, or other qualifiers. For example: *SkillsMatcherDetails MySkillsFEB20XX*.

As an example, CareerOneStop Skills Matcher might list your skills in the following order:

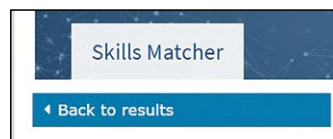
Skills you rate highest:

1. Complex Problem Solving
2. Building and Construction

Skills you rated next highest:

3. Administration and Management
4. Body Coordination
5. Clerical
6. Computers and Electronics
7. Customer and Personal Service

Without leaving the page, scroll up to the top and select **Back to results**.



We found 150 careers matching your skills profile.

YOUR MATCH	CAREER	ANNUAL WAGES	EDUCATION	OUTLOOK	CAREER URL
1	First-Line Supervisors of Construction Trades & Extraction Workers	\$67,840	High school diploma or equivalent	Average	https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword= First-Line Supervisors of Construction Trades and Extraction Workers&onetcode=47-1011.00&location=US&lang=en
2	Layout Workers, Metal and Plastic	\$52,300	High school diploma or equivalent	Below Average	https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword= Layout Workers, Metal and Plastic&onetcode=51-4192.00&location=US&lang=en
3	Carpenters	\$49,520	High school diploma or equivalent	Below Average	https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword= Carpenters&onetcode=47-2031.00&location=US&lang=en
4	Sheet Metal Workers	\$51,370	High school diploma or equivalent	Below Average	https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword= Sheet Metal Workers&onetcode=47-2211.00&location=US&lang=en
5	Roofers	\$43,580	No formal educational credential	Below Average	https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword= Roofers&onetcode=47-2181.00&location=US&lang=en
6	Wind Turbine Service Technicians	\$56,230	Postsecondary non-degree award	Bright	https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword= Wind Turbine Service Technicians&onetcode=49-9081.00&location=US&lang=en



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FILTER YOUR LIST OF CAREER MATCHES

Selecting a career from 150 matches can be overwhelming. Use the sort to help narrow down your options.

You can filter the careers by education. Use the filter at the left-hand side of the list of careers or use the drop-down menu in the upper right-hand corner and sort by Headings with additional filters.

Example 1: Sort by Outlook: High to Low

Sort by: Outlook: High to Low				
Your Match	Career	Annual Wages	Education	Outlook
13	Tile and Stone Setters	\$44,220	No formal educational credential	Bright
22	Patternmakers, Wood	\$65,120	High school diploma or equivalent	Bright
24	Model Makers, Wood	\$64,050	High school diploma or equivalent	Bright
26	Mechanical Door Repairers	\$43,220	High school diploma or equivalent	Bright
27	Solar Photovoltaic Installers	\$46,470	High school diploma or equivalent	Bright

Example 2: Sort by Education: Low to High

Sort by: Education: Low to High				
Your Match	Career	Annual Wages	Education	Outlook
2	Drywall and Ceiling Tile Installers	\$47,460	No formal educational credential	Below Average
8	Plasterers and Stucco Masons	\$47,020	No formal educational credential	Average
12	Industrial Truck and Tractor Operators	\$37,560	No formal educational credential	Average
13	Tile and Stone Setters	\$44,220	No formal educational credential	Bright
18	Fence Erectors	\$37,550	No formal educational credential	Below Average
19	Insulation Workers, Floor, Ceiling, and Wall	\$41,690	No formal educational credential	Below Average

DEPARTMENT OF LABOR EMPLOYMENT COURSES FOR TRANSITIONING SERVICE MEMBERS, SPOUSES, VETERANS AND CAREGIVERS



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TRANSITION ASSISTANCE PROGRAM (TAP)

Classroom and Virtual – TAP courses, part of a DoD program, are congressionally mandated for all transitioning, separating, and retiring military service members to provide instruction and resources on benefits and seeking employment after military service. More information is available at your local military installation or at www.dol.gov/agencies/vets/programs/tap.



TRANSITION ONLINE LEARNING (TOL)

For online TAP courses, visit Transition Online Learning (TOL) at www.TAPEvents.mil, click on the ONLINE COURSES drop down menu in the top navigation. Open the TAP Curriculum drop-down menu, select All Courses, select desired course, and follow instructions for registering.



WOUNDED WARRIOR AND CAREGIVER EMPLOYMENT WORKSHOP (WWCEW)

WWCEW is a self-paced, fully online curriculum that parallels and replaces Employment Fundamentals of Career Transition (EFCT) for wounded, ill, or injured transitioning service members, those going through the Integrated Disability Evaluation System (IDES) process, and their caregivers. An added feature of this online curriculum is the opportunity to meet live with a Department of Labor TAP facilitator in a virtual Discussion and Activity Sessions (DAS) to ask questions, discuss activities, and receive clarification on the course content. Live captioning is available for DAS, and participants can attend a DAS at the completion of each module or any time during the course. WWCEW is available at www.TAPEvents.mil/courses.



TRANSITION EMPLOYMENT ASSISTANCE FOR MILITARY SPOUSES AND CAREGIVERS (TEAMS)

TEAMS workshops are instructor-led, virtual and in-person training sessions conducted by DOL VETS as an extension of TAP. TEAMS curriculum consists of 10 highly focused employment workshops to assist military spouses and caregivers with identifying and addressing common employment barriers, learning about specialized programs, and exploring available resources. More information and course descriptions are available at www.dol.gov/TEAMSworkshops.



OFF-BASE TRANSITION TRAINING (OBTT)

The OBTT pilot program is an opportunity earned through service for veterans, veterans currently serving in the National Guard and Reserve, and their spouses to take control of their career through workshops to help meet their employment goals. The ten, two-hour workshops are offered in-person in select states and via instructor-led, virtual options. More information is available at www.dol.gov/OBTTworkshops.

YOUR FEEDBACK IS IMPORTANT

TELL US WHAT YOU THINK



The Transition Assistance Program (TAP) Participant Assessment is located at:
<https://www.dodsurveys.mil/tap>

The TAP Participant Assessment is a critical evaluation tool used to gain feedback on TAP, facilities, facilitators, curriculum, and materials. Feedback is reviewed quarterly and used to make improvements to TAP. Participant feedback is essential to ensure a quality program.

Assessments are available for the following:

CORE CURRICULUM

- Managing Your Transition
- MOC Crosswalk
- Financial Planning for Transition
- VA Benefits and Services
- Employment Fundamentals of Career Transition

2-DAY TRACKS

- Employment: DOL Employment Workshop
- Education: DoD Managing Your Education
- Vocational: DOL Career and Credential Exploration
- Entrepreneurship: SBA Boots to Business

Examples of curriculum updates made based on Service member feedback include:

- Provided a list of website resources for each module.
- Removed unnecessary or obsolete information.
- Added information related to finding purpose, healthcare, and life insurance after transition.
- Added more hands-on activities and enhanced content on American Job Center resources, social media, and resume examples.

SCAN THE QR CODE BELOW WITH THE CAMERA ON YOUR PERSONAL DEVICE TO BEGIN THE ASSESSMENT



PLEASE NOTE:

- Each assessment should be completed at the end of each module.
- Participation in the assessment is anonymous. You will be asked to re-enter your background information for each assessment (such as component and time until separation).



