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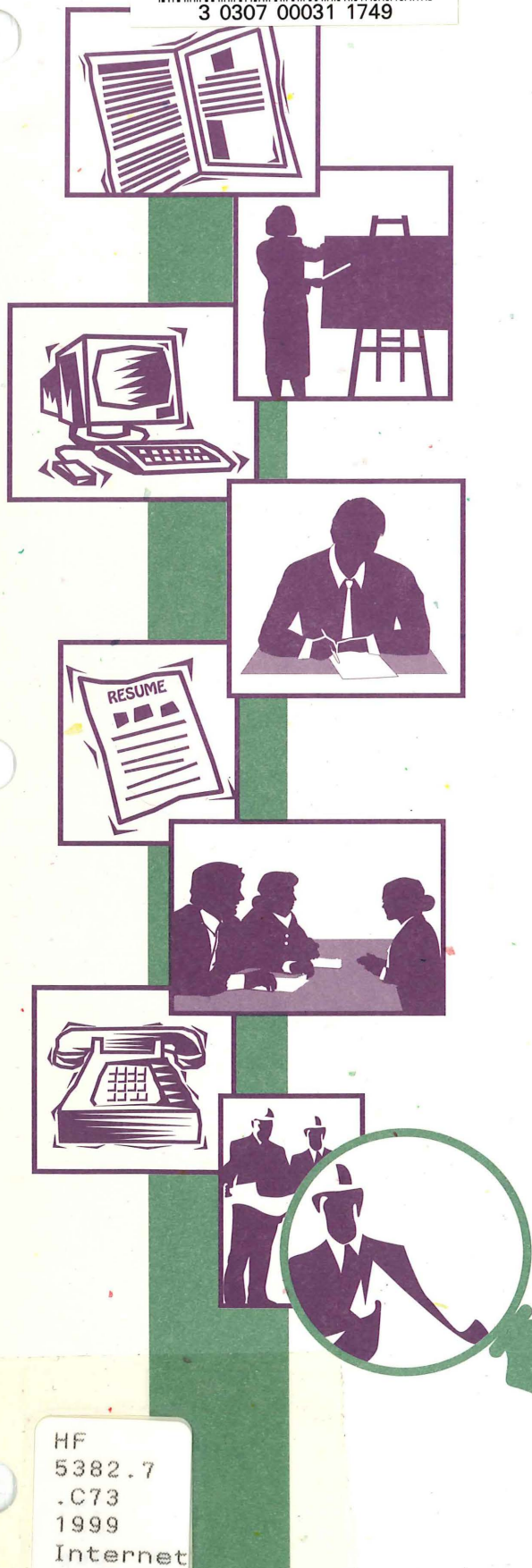
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Creative Job Search

Internet Guide



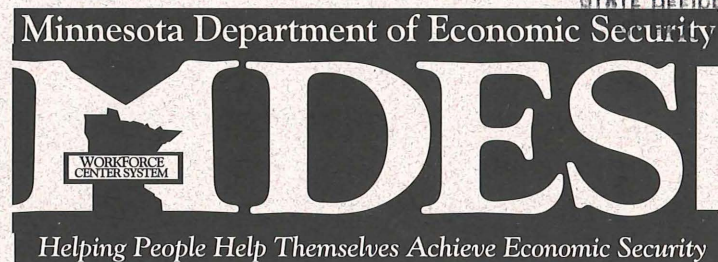
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Creative Job Search Internet Guide

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Minnesota Department of Economic Security
www.des.state.mn.us

The Department of Economic Security is dedicated to helping people help themselves achieve economic security. Minnesota WorkForce Centers throughout the state offer a wide range of quality employment services. "Creative Job Search" is a progressive curriculum that teaches the skills needed to conduct a successful job search. For the Minnesota WorkForce Center nearest you, call 1.888.GETJOBS (Minnesota only).

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Creative Job Search Internet Guide

Introduction

The **Internet** is changing the way we communicate and receive information. Not since the telephone (and possibly the printing press) has technology created such a widespread impact on civilization. Many experts believe that the Internet will become as widely used and accepted as the telephone or the television. It may become so necessary to business and society that people will be helpless without it.

The Internet combines people and computers to form a global network of information, communication and community. The Internet is an electronic community with its own culture and subculture. It has its own rules of behavior and etiquette (**netiquette**). Nearly everything found in a physical community (businesses, social organizations, government agencies, educational institutions, and individuals) can also be found in **cyberspace**. Every idea, ideology and interest is represented. Exploring the Internet is much like maneuvering through life. The challenge is to master the technologies and the culture.

The Minnesota Department of Economic Security is dedicated to helping you achieve economic security through employment. Minnesota WorkForce Centers throughout Minnesota offer a wide range of employment services. "Creative Job Search" is a progressive curriculum that teaches the skills needed to conduct a successful job search. It is up to you to master these skills.

We encourage you to take full advantage of these valuable resources. We wish you success in all your employment endeavors.

Creative Job Search Staff

THE INTERNET

Internet Job Search

A successful job search requires a variety of skills, tools and strategies. There is no one factor that brings success. It is the combination of many individual efforts. The Internet is a gold mine of employment resources. For every major job search strategy there is an Internet counterpart. If you are serious about your job search, it's worth your time to explore these resources.



The Internet does not replace traditional job search strategies. Few people today can conduct an effective job search using only the Internet. Pen and paper applications, paper resumes, direct contact with potential employers, face-to-face networking and interviewing are still fundamental. However, the use of technology has also become essential to a successful job search. The goal is to win a face-to-face meeting with an employer. In the near future, that face-to-face interview may be conducted by video conference from the comfort of your home.

There is a danger of relying too much on technical methods. It's likely you will find time on the Internet more fun than job search. Many job search activities push us beyond our comfort zone. Beware of those who promote an easy job search. The most effective strategies, traditional or technical, require work. A serious job search is still a full-time job.

Internet job search resources include:

- ◆ Job postings
- ◆ Resume posting
- ◆ Job search assistance
- ◆ Information on employers, occupations, industries and employment
- ◆ Access to people important to your success
- ◆ Telephone and business directories
- ◆ Customized maps that help with your travel
- ◆ Scouts that automatically notify you when a job matches your interests
- ◆ You can use the Internet to distribute your resume, make direct contact with potential employers and follow up on job leads



EMPLOYMENT RESEARCH

Information is a critical part of a successful job search and is obtained through research. You'll want to learn as much as possible about potential employers, your occupation and your industry. There is no such thing as having too much information in a job search. Information is power. Information gives you control and confidence.

Benefits of Research

- ◆ Increased control and confidence
- ◆ Focuses your efforts
- ◆ Better time management
- ◆ Minimizes wasted efforts
- ◆ Improved resumes and cover letters
- ◆ Attract the attention of more employers
- ◆ Confidence and improved performance in interviews
- ◆ Improved decision making
- ◆ Strengthens your ability to negotiate the best job offer
- ◆ Increased potential for job search success
- ◆ Greater potential for job satisfaction and economic security
- ◆ Successfully compete with other job seekers
- ◆ Improved potential for success once you start a new job

Prior to the Internet, employment research meant spending a lot of time at the library gathering and studying books, periodicals, articles and business literature. It also meant attending professional meetings, networking and going to informational interviews. While the Internet has not eliminated any of these activities, it has made many of them easier.

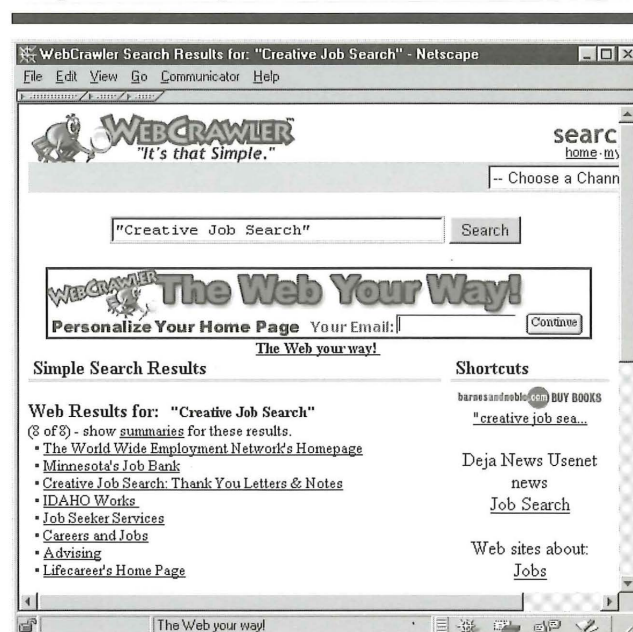
The Internet Search

The fundamental tool for finding information on the Internet is the **search engine**. Search engines use keywords to locate web pages, listings in electronic directories or messages in newsgroups. Some engines search the Internet in general while others search a specific site. Mastering these tools is critical to effectively and efficiently locating information on the Internet.

There are many search sites on the Internet. Each one is a little different in its focus and use. Links to search engines available on the Internet can be found through the Minnesota WorkForce Center Internet Directory: www.des.state.mn.us/links

To learn how to use a specific search engine, look for the "help" feature. Most search tools provide instruction on their use. For general instruction on Internet search and search tools, go to the "Learn the Net" web site: www.learnthenet.com

Sample search using the WebCrawler search site



Electronic Directories

Printed directories are a common source of information. They provide basic information, usually organized alphabetically by topic. One example of a directory is the phone book Yellow Pages. The Internet is an excellent way to access directories. All of the phone books in the United States are published on the web. This is very useful for people looking to relocate. It is also useful when conducting a local job search. Directory listings on the Internet often contain more information than their paper versions. Along with the address, there may be a map showing where the organization is located. You may be provided the option to enter your location and obtain specific travel directions. The listing may contain a link to the organization's web site where more information is available.

There are directories designed specifically for the Internet such as the popular site Yahoo!: **www.yahoo.com**. There are directories that specialize in a specific subject or geographic region such as the Minnesota WorkForce Center Internet Directory: **www.des.state.mn.us/links**. The links pages found on most web sites are also a type of directory. These can be very useful because they have been reviewed and recommended by someone else interested in the subject.

Linda just completed training as a nursing Assistant and is looking for potential employers. She decided the best way to start would be to look for nursing home names and addresses in the phone book. At a local library she was able to access phone books on the Internet. With little effort, she found a list of nursing homes in her area, along with maps to their locations and links to their web sites. Linda followed one of the links and found a nursing home that was nearby. There she found information about the facility and also found a list of job openings. She also found the name, phone number and e-mail address for the Assistant Director of Nursing responsible for hiring nursing assistants.

On-line Magazines and Newspapers

On the Internet you can access a lot of published information. Most magazines and newspapers are also published on the Internet. You have access to thousands of free local and worldwide publications. If you are looking to relocate, you can find publications from distant communities.

The search capabilities of the Internet make finding information fast and efficient. How long would it take you to go through one magazine or an average size newspaper and find every occurrence of the word "healthcare?" Not just in the titles of articles, but anywhere in the publication? How long would it take to search a stack of publications or a whole room full of publications? While the search capabilities of each web site will vary, many sites give you the power to search an archive of issues in a matter of seconds. Most sites provide the ability to search at least their current publication.

The Minnesota WorkForce Center Internet Directory: **www.des.state.mn.us/links** provides links to many newspapers, magazines and news sites. Two major Minnesota publications that may be of interest are The Star Tribune On-line: **www.startribune.com** and the PioneerPlanet: **www.pioneerplanet.com**

Lang is an electronic technician with the U.S. Army stationed in Japan. He will be released from military service soon and plans to return to his home in Minnesota. Lang has been researching the local job market through newspapers published on the Internet. He uses the search features of these publications to find articles of specific interest. From his research, Lang learned about the local economy and identified several potential employers. He has further researched employers by browsing their web sites and made initial contact by e-mail. When Lang returns to Minnesota, he will be well on his way to landing an excellent civilian job.

Web Sites

Many organizations publish a web site that supports their business. The web is growing very fast. New sites are being created every day. In the near future, it will be standard practice for organizations to have a web site. It will become as common as business cards and listings in the phone book. The quantity, quality and type of information found on a web site will vary. At a minimum, you should learn about their location, products or services. You may also find vision and mission statements, a history of the organization, names of key employees, business plans and much more.

Chuck is a welder with limited work experience. He recently applied for an entry-level job with a local manufacturing company. The company telephoned Chuck and scheduled an interview. At a Creative Job Search seminar, Chuck learned that he should research an employer when preparing for an interview. Chuck went to his local Minnesota WorkForce Center where he found public access to the Internet. Within a few minutes, Chuck had located the company's web site. There he learned more than he expected. The next day at the interview the first question was, "What do you know about what we do?" The interviewer was visibly impressed with Chuck's knowledge and obvious preparation. Chuck got the job. He was also given a higher starting wage than was originally stated.

In addition to employer web sites, there are many other sites that provide useful information.

Employment research sites include:

- ◆ Professional Associations
- ◆ Research Organizations
- ◆ Government Agencies
- ◆ Educational Institutions
- ◆ Community Organizations
- ◆ Libraries

The best tools for locating web sites are search engines and directories. Search on the name of the site or use topical and geographic keywords. There are many directories you can use to find sites. The Minnesota WorkForce Center Internet Directory: www.des.state.mn.us/links contains links to many sites.

When viewing web sites, consider the source and relevance of the information. If the research will have a significant impact on an important decision, look for ways to verify the information. Consider who authored the information and its timeliness. Look for other sources that agree with the information.

Nancy received a voice message from an employer who found her resume in the Minnesota Talent Bank. The only information the employer left was his name, the name of the company and a phone number. Typically, Nancy would have called the employer without having any background information. She would have learned what she needed to know during the phone call. Instead, Nancy spent 15 minutes on the Internet researching the employer. She found the employer's web site that outlined its business, mission, vision and history. She also found an article about the employer. When Nancy returned the telephone call, she had valuable information that helped her to effectively communicate her qualifications and evaluate the employment opportunity.

Electronic Networking

Web sites, Internet publications and directories are excellent sources of information. However, frequently the information you need is not published. Some of the best insight comes from the personal experience and knowledge of individuals. A great deal of insight can be gained by reading published information about an employer or occupation. But a very different kind of insight is gained by talking

to someone who works for that employer or in that occupation.

The Internet provides access to people from all over the world. The challenge is to find the person with the information you are seeking. The primary tools for communicating with people on the Internet are **e-mail, newsgroups, message boards and chat rooms.**

Effectively communicating electronically is both a science and a culture. It involves technology and society. The Internet community has its own culture and etiquette (**netiquette**). Mastering these communications is a rewarding challenge. It will open up a new world of opportunity. For more information see "Electronic Communications," on page 6. To learn about electronic communication, go to the Learn the Net site: www.learnthenet.com

Carlos is considering changing careers. He has identified the paralegal occupation as one in which he has an interest. He has read a lot of published information on the paralegal occupation. Carlos researched the National Paralegal Association Web Site on the Internet, but it was not enough. He wanted to talk directly with people who were currently working as paralegals to hear their personal perspective and experience. Carlos did not know anyone in the local chapter of the Paralegal Association. With the help of the web site DejaNews: www.dejanews.com, Carlos was able to locate Internet newsgroups where there were discussions relating to paralegals. Carlos subscribed to a couple of groups and began reading the posts and listening to the discussions (also known as "**lurking**"). He eventually posted a message introducing himself and describing his interests. In a short time, Carlos learned more than he expected. He was provided advice on training programs, employment trends and how to succeed in the paralegal profession.

Tips for Internet Research

Be Focused—Using the Internet for research is not the same as **surfing** the Internet. It can be compared to taking a Sunday drive versus purchasing tires for your car. On a Sunday drive you can wander wherever the road leads. In fact, the less planned, the greater the adventure. On the other hand, you would not just wander around until you found a tire store. Stay focused on your research goal. If you find something interesting en route to your goal, **bookmark** the site and come back to it. It would be like finding a candy store on your way to get tires. Before you know it you have lost track of what you wanted to accomplish.

Develop a Research Strategy—Develop a plan before you begin looking for information. Decide in advance how much time you are willing to invest. Your topic will influence where you look. The World Wide Web, newsgroups and e-mail all require a different search strategy. Knowing roughly where your information might be found will help in developing your plan. Remember, "Plan your work, then work your plan."

Keep Records—Whether it's web sites, computer files or paper files, it is important to keep a record of your research. As you explore potential employers, industries and communities, you will collect a lot of information. Discard that which has little or no immediate value, then file and maintain information that you want to keep. Almost every Internet **newbie** has given in to the temptation to bookmark sites without discretion. The result is almost always an unmanageable tangle of Internet bookmarks.

Set Goals—Goals will help keep you on track and should be stated in specific terms. "I'm going to spend the next hour researching two potential employers who might need someone with marketing skills," is far better stated than, "I'm going to look for jobs on the Internet."

ELECTRONIC COMMUNICATIONS

Communication is fundamental to a successful job search. You could say that job search is communication. Consider the topics found in the *Creative Job Search* guide.

Communication is at the heart of these topics:

- ◆ Skills Identification
- ◆ Resumes and Cover Letters
- ◆ Employment Applications
- ◆ Reasons for Leaving
- ◆ References
- ◆ Work Samples
- ◆ Networking
- ◆ Direct Employer Contact
- ◆ Telephone Communications
- ◆ The Job Interview
- ◆ Thank-you Letters
- ◆ Negotiating Tips
- ◆ Job Success Skills

E-mail

A very successful job search strategy is to make direct contact with a potential employer. It can also be very difficult. First, you have to identify the person. Then, you have to find the best way to make contact. The telephone is a popular tool for this purpose. Speaking on the telephone is an art, and it is sometimes difficult to connect with a person by phone. E-mail is an excellent alternative. It gives you access to the individual any time of day or night (whenever they read their messages). It also offers greater control over your message. On the phone it's easy to say the wrong thing or say it in the wrong way. With e-mail you can edit and refine your message until it says exactly what you want.

E-mail can also be used to follow-up after an interview, communicate with networking contacts, references and placement professionals, and for

sending your resume and thank-you note. E-mail is a powerful and unique communication tool. It is not as formal as a business letter, but it is more formal than a phone call. E-mail is most effective when communicating with people who actively use e-mail. Many people who have e-mail don't use it and may prefer other forms of communication. Whenever possible, find out early the person's preference for communication.

Making first contact with a stranger, especially a potential employer, is always a challenge. But it is also very necessary to an effective job search. When making first contact with someone by e-mail, be very polite and professional. Introduce yourself with something of interest to the reader. You want to capture their attention and interest. Don't just say "Hi, my name is Joe and I'm looking for a job." Communicate what you want from the reader. Be specific—you are looking for information or you would like to schedule a meeting. Finish with your intent to follow-up and an alternative way the person can contact you. If you do not receive a reply, and you are serious about making contact, try a different form of communication (call them on the phone).

Frank submitted his resume to a company for consideration. He attempted to follow-up directly with the employer by phone to discuss his qualifications and schedule a meeting. However, the employer was never available. Frank left messages on voice mail and with the receptionist. With the help of a directory on the web, Frank was able to locate the employer's e-mail address. He sent the employer a message introducing himself and initiated a discussion. The employer promptly responded, asking more about Frank's experience. A series of e-mail messages was sent between Frank and the employer. The final result was the employer hired Frank.

Good electronic communication is not just being able to retrieve, browse or send messages.

Tips for Electronic Communication:

- ◆ Keep messages short and concise.
- ◆ Check for proper spelling, grammar and punctuation.
- ◆ Say exactly what you mean.
- ◆ Give your message a descriptive and enticing subject.
- ◆ When replying to someone else's message, include or summarize the original message.
- ◆ **AVOID USING ALL CAPITAL LETTERS.** In electronic communication it is the equivalent of shouting.
- ◆ Many people regard **emoticons** as unprofessional. Use them sparingly :-)
- ◆ Avoid acronyms (e.g., BTW—by the way, IMHO—in my humble opinion).
- ◆ In heated messages, respond to the subject, not the individual. If you are angry, wait several hours or a day to respond.
- ◆ Always be courteous and professional.
- ◆ If you send e-mail to someone without their permission, find out if they would prefer some other form of communication. Include a phone number where they can reach you.

Internet Discussion Forums

Networking is considered a very effective job search and career planning strategy. *Building and nurturing professional relationships are important to career health.* That's one of the major benefits of professional associations and clubs. But active membership usually requires time and travel. Furthermore, there may not be an organization that covers your interest in your local area. The Internet is an excellent networking tool. From the comfort of a personal computer you can access people who share your interests. Newsgroups, message boards, e-mail groups and chat rooms are all sources for Internet networking.

Neal is a gourmet chef and a member of the Minnesota Culinary Association. He is seldom able to make the association meetings because of his busy schedule. In order to stay current with culinary trends and to improve his management skills, he participates in newsgroups and e-mail discussion groups. Through these groups he is able to connect with other chefs from all over the world. Neal has learned a lot from these groups which helped him improve his skills and performance. The result has been steady promotions and salary increases. Since Neal is an active participant in these groups (asking questions, responding to other participants, participating in discussions), he has built a small, but important, national reputation. As a result, many fine restaurants around the country have approached Neal to consider working for them.

Tips for Group Discussions:

- ◆ Keep your communication consistent with the intended group topic.
- ◆ Keep your response directed to the current subject.
- ◆ Don't change the subject in the middle of the **thread**.
- ◆ Don't add a new subject to an existing thread.
- ◆ If you want to start a new discussion, begin with a new subject.
- ◆ Consider when to respond to the group or to a specific individual.
- ◆ Respond to the individual if your reply is personal, not consistent with the group's topic, or if you want to limit the response.
- ◆ Respond to the group when your reply is of interest to the group.
- ◆ Find out if the group has published a **FAQ** file and read it before participating in the discussion.
- ◆ Spend time **lurking** before you participate in a discussion.

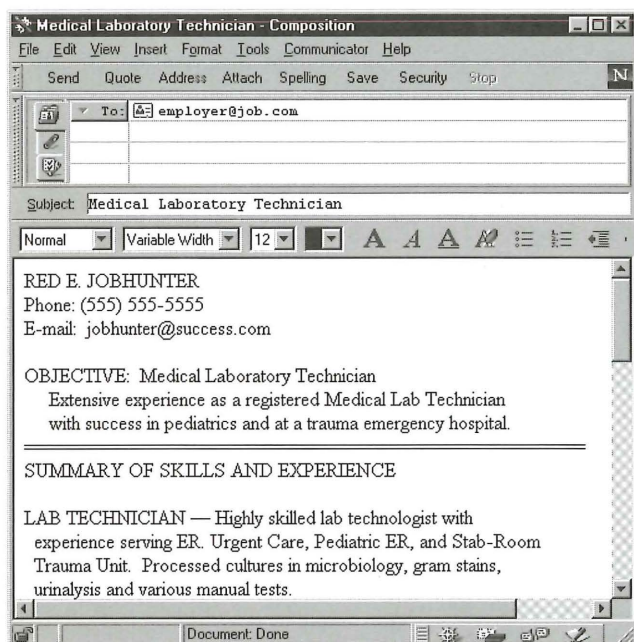
THE ELECTRONIC RESUME

The resume is an important job search tool. It's a job seeker's advertisement of their skills, qualifications and accomplishments. It is intended to attract the attention of potential employers and captivate them to meet with the job seeker. The resume is also a tool for inputting a job seeker's qualifications into a **database** to be searched and sorted by employers. The resume is an important tool in an effective Internet job search campaign.

Sending Your Resume by E-mail

The resume is a communication tool. Traditionally, the resume is sent to prospective employers by **snail mail** (U.S. Post Office), FAX or is delivered in person. Today we can add e-mail to the list. E-mail is a very effective way to send someone your resume. It can be sent either as part of the body of the e-mail message, or as an **attachment**. The recipient can then print a paper copy of the resume, save an electronic copy or import the resume into a database.

Example of a resume in the body of an e-mail message



Tips for distributing your resume by e-mail:

- ◆ Generally, it is best not to send an unsolicited resume (unsolicited resumes usually do not get read).
- ◆ Do not mass mail your resume. Experts say that only 2 out of every 100 unsolicited resumes are read. Also, Internet users generally dislike unsolicited e-mail (**spam**).
- ◆ Include a cover letter message when sending a resume. Indicate in the message your intent to follow-up with the person.
- ◆ Send the resume to a specific person. Avoid sending the resume "To Whom it May Concern," or to a generic job title.
- ◆ Consider targeting your resume to the needs of the specific employer. This requires researching the employer and editing your resume prior to sending it.
- ◆ Follow-up by phone or e-mail on each resume you send.
- ◆ If you are concerned about the visual quality of your resume after it has been sent by e-mail, consider following-up by sending a paper copy.
- ◆ If you are sending your resume as an e-mail attachment, make sure the recipient can receive attachments.
- ◆ If you are sending your resume in a proprietary format such as Microsoft Word or WordPerfect, be sure the recipient has the correct version of the program so they can read your resume. If you are unsure, e-mail or call to confirm. Otherwise, send your resume in an **ASCII** format.

Posting Your Resume to a Database

Many employers manage and sort resumes in a resume database. They search the database for specific skills and qualifications. A well-written resume with the right skills and qualifications will show up frequently and prominently in the employer's search. It will capture the employer's attention and interest when reviewed. Effective resumes are those that contain many skill words, communicate motivation and demonstrate performance. A poorly written resume, or one with limited qualifications, will not show up in an employer's search and will not be viewed.

Resume databases favor the most skilled candidates or those who have the most effective resumes. One advantage to the job seeker is that his/her resume will usually stay current in the database much longer than in a filing cabinet. If the resume does not show up in a search today, it has a chance of showing up in a search in the future.

There are several common ways that a resume is placed into a database. It may be entered directly, a paper resume may be scanned, or an electronic resume may be imported into the database. Any resume (paper or electronic) may find its way into a database. While the original format for the resume may vary, once it's in the database it will usually be stored in an ASCII format.

Posting Your Resume to Newsgroups

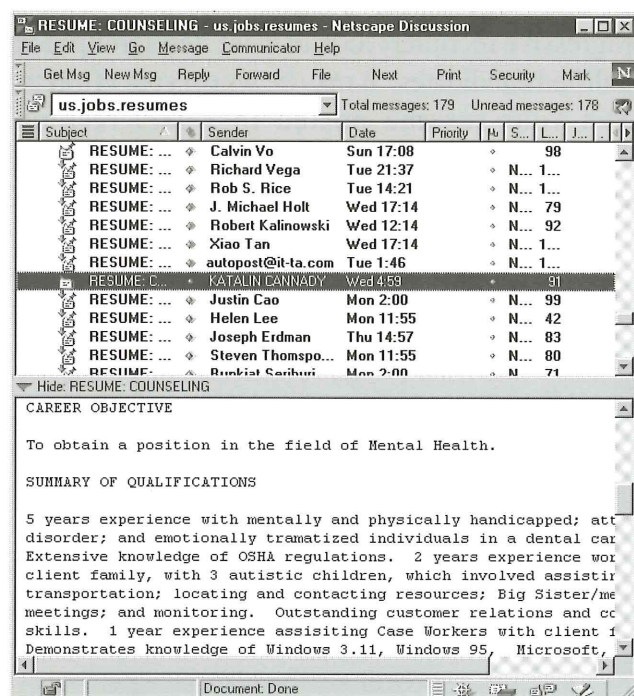
Newsgroups are another place where you can post your resume. Most newsgroups are discussion forums where people who share similar interests can exchange and browse messages. Many newsgroups with professional topics can be excellent places to meet people, but they are usually not a good place to post your resume. It would be like going to a local professional club or association meeting wearing a sign that says, "Help me, I'm looking for work." You would probably be avoided. But you may meet people through a newsgroup that you would want to send your resume to by e-mail.

However, not all newsgroups are discussion forums. Many are set up for advertising items for sale, listing job openings or for posting resumes. Many progressive recruiters look in these newsgroups for qualified candidates. It may be worth your effort to have your resume posted in *select* resume newsgroups. Resumes posted to newsgroups will nearly always be in an ASCII format.

Tips for posting resumes:

- ◆ Newsgroup postings are deleted or archived after a period of time. To keep your resume current it must be re-posted periodically.
- ◆ Many resume databases also have a specific period that the resume is active. Check with the provider to learn how long the resume is active and how to extend the time. If the resume will stay active indefinitely, then learn how to remove the resume when you no longer want it posted.
- ◆ Resume posting to newsgroups opens you up to **spam** (unsolicited e-mail). Be prepared to screen out the advertisements. Remember, if it sounds too good to be true, it probably is. Alternatives include using a fictitious e-mail address or not listing an address. However, this will also limit the ability for employers to contact you.
- ◆ If you are contacted from a posting, screen the person carefully before you give any additional information or schedule a meeting! Ask for a phone number where you can call them back. Find out if they have a web site you can access.
- ◆ Don't be offended if a recruiter wants to network with you. They may be hoping you know someone with the qualifications that they desire. If they are a legitimate recruiter, it may lead to something for you.
- ◆ Don't give out the names of your friends or associates. If you want to make a referral, give the name of the employer to your friend to follow-up on.

Example of the Newsgroup us.jobs.resumes



Resume Content

The content of an electronic resume should follow the same wisdom used for producing a paper resume. Instead of just providing a list of where you worked and attended school, your resume should sell your qualifications. It should not only say what you can do, but should stress your performance and accomplishments. The resume should be skill-based and database friendly. Skills are important to employers. Skill words are important keywords when searching for resumes in a database. Many employers today use a resume database. Therefore, all resumes should be easily managed in a database.

While the content and use of an electronic resume follows the same wisdom as a paper resume, the formatting is very different. It is possible to distribute your resume through the Internet in a word processing file format such as Microsoft Word or WordPerfect. In its original format, it can be sent as an e-mail attachment or made available to download from a web page or newsgroup. However, it will only be available to people who have the program

that matches the file format (i.e., Microsoft Word or WordPerfect). Also, any number of things can go wrong with the transfer. ASCII text is the preferred format for distributing your resume on the Internet.

Resume Content:

- ◆ Emphasize your skills.
- ◆ Include industry and employer specific keywords.
- ◆ Use contemporary language (i.e., keyboarding instead of typing).
- ◆ Stress your performance; use measurable outcomes and values.
- ◆ Target your qualifications to the needs of the employer.

Resume Formatting

ASCII is a code that allows computers to communicate. ASCII files are also called text files. The strength of ASCII is that all computers can read information in this format. The difficulty is that the only formatting options available are what can be accomplished with keystrokes on the keyboard. That eliminates **bold**, *italic*, underline, **FANCY FONTS**, large fonts, and word wrap. It also makes it more difficult to indent, center, right justify or create lists. With a little creativity it is possible to create an attractive text resume.

ASCII Formatting Suggestions:

- ◆ Use capital letters for EMPHASIS, but not for the entire text.
- ◆ Use double returns to create white space.
- ◆ Use an asterisk (*) to bullet. Be sure to put a space between the asterisk and the text.
- ◆ Use spaces to indent.
- ◆ Insert hard returns at the end of each line. The resume may word wrap on the screen, but when you send or post it you may have lines that extend beyond the right margin.
- ◆ Use 66 characters for your line length to ensure that your resume stays formatted.

Sample Resume, ASCII Text Layout

Limited contact
information

RED E. JOBHUNTER
Phone: (555) 555-5555
E-mail: jobhunter@success.com

ALL CAPITALS
for emphasis

OBJECTIVE: Medical Laboratory Technician
Extensive experience as a registered Medical Lab Technician
with success in pediatrics and at a trauma emergency hospital.

Keystrokes to
separate subjects
==

Keystroke spaces
to indent

=====

SUMMARY OF SKILLS AND EXPERIENCE

LAB TECHNICIAN — Highly skilled lab technologist with
experience serving ER, Urgent Care, Pediatric ER, and Stab-Room
Trauma Unit. Processed cultures in microbiology, gram stains,
urinalysis and various manual tests.

Short line length

PHLEBOTOMY — Inpatient and outpatient, pre-op and post-op,
blood draws. Recognized for exceptional skill in serving hard to
draw patients and children.

INSTRUMENT MAINTENANCE — Skilled in troubleshooting
and maintenance of technical equipment.

TEACHING — Responsible for training staff on equipment
operation and procedures.

QUALITY CONTROL — Maintained high quality standards with
an emphasis on accuracy. Maximized lab performance through
organization, equipment testing and procedures development.

Keystroke "hard"
returns for white
space

=====

EMPLOYMENT HISTORY

* Asterisk
to bullet

MEDICAL LABORATORY TECHNICIAN, ASCP

May, 198- to September 199- Hennepin County Medical Center

- * Increased lab efficiency through improved processing procedures,
development of technical equipment, lab layout and design.
- * Maintained peak lab performance. Blood samples from Stab-Room
Trauma Unit had to be accurately processed within two minutes!
- * Assisted medical staff in the research and development of
"Kiss of Life" mask used in respiratory emergency care.

Space between
asterisk and text

PHLEBOTOMIST

August 198- to March 198- Minneapolis Children's Medical Center

=====

EDUCATION

CERTIFIED: American Society of Clinical Pathologists
MEDICAL LABORATORY TECHNICIAN (GPA 3.5)

College of St. Catherine 198-
BIOLOGY / CHEMISTRY (117 credits)
Mankato State University

Do not use common
word processor
formatting features,
including:

Bold
Underline
Wordwrap
Indent
Tab
Center
Full Justify
Right Justify
Bulleted Lists
Paragraph Format
Line Format

HYPERTEXT RESUME

Many progressive job seekers are creating professional web sites to promote themselves to potential employers. These **hypertext** resumes use the features of the World Wide Web. They may include graphics, video, sound, **hypertext links**, direct e-mail and more. Additionally, some sites that post resumes require them to be formatted in **Hypertext Markup Language (HTML)**. The cost to setup such a site is often reasonable. Many **Internet service providers** include space for a web page as part of their service package.

The hypertext resume should follow the publishing standards of the World Wide Web. They include effective layout and design as well as the use of **frames**, **JAVA**, **plug-ins**, animations, etc. There are many resources on the Internet, in bookstores and in libraries to help you learn how to create a web site. Most of the major word processing programs translate documents into HTML. There are also software products designed specifically for writing web pages. To learn more about web authoring, look in the Minnesota WorkForce Center Internet Directory: www.des.state.mn.us/links Information can also be found on the Learn the Net Internet site: www.learnthenet.com

The hypertext resume should follow the basic standards of resume writing (with a few exceptions). To learn more about writing resumes, contact your local Minnesota WorkForce Center, or check the **Creative Job Search** Internet site: www.des.state.mn.us/cjs

How you use your resume is just as important as how it is written. Placing a resume on the Internet, hoping an employer will stumble on it, is like leaving your paper resume laying around in public places as a job search strategy. Actively refer contacts to your web page. Include your Internet address in your paper cover letters, e-mail correspondence and on personal business cards.

To view samples of personal web pages designed as a job search tool, go to your favorite search engine and search on the keyword "resume." You will find many samples to preview. Don't just look for people with the same experience and background you have. Consider how they have created a professional appearance using the tools of the web.

Tips for hypertext resumes:

- ◆ If you have a personal web page, keep it separate from your professional web page. Personal information does not belong in your job search.
- ◆ Use graphics sparingly and only those that enhance your professional image. Be sure your resume is readable and attractive, with the graphics "turned off."
- ◆ Unless you are a web developer or graphic designer, avoid animations and advanced web features.
- ◆ Consider making your site more than just your paper resume on-line. Include more detail about your qualifications, work samples and accomplishments.
- ◆ A good web site should be easy to navigate. The **home page** should capture the reader's interest and allow them to choose what they would like to view.
- ◆ Do not post pictures of yourself on your professional web page. Personal pictures open up the opportunity for bias and discrimination.
- ◆ Pictures of professional accomplishments can provide excellent work samples. Keep the file size of the graphic small, so it is easy to **download**.

INTERNET EMPLOYMENT SERVICE PROVIDERS

One popular enterprise is the Internet employment service. These sites are an excellent source of job opportunities and information. The services these sites provide are similar. However the industries, geographic locations and job seekers they serve can be quite different. Some serve all occupations and industries while others specialize. Some are national or international in their scope while others serve a limited geographic area. Some sites specialize in services for youth, recent college graduates, self-employment, minorities, women, and persons with disabilities.

Common Services

Job Posting—listings of job opportunities or employers seeking qualified applicants.

Resume Posting—job seekers post their resume to a database for employers to search.

Job Search Instruction—information on effective job search strategies.

Labor Market Information—information on occupations, wages and employment.

Legal Information—information on hiring, discrimination and personnel issues.

Training Information—information on training resources and financial assistance.

Advanced Services

Automated Screening of Jobs—the site automatically screens new jobs and sends the job seeker messages by e-mail announcing opportunities that meet their interests.

Automated Resume Distribution—the ability to send a resume on file with the site directly to employers listing job opportunities.

Resume Tracking—reports showing the activity of a resume listed in a database (i.e., number of times the resume has matched an employer's search and how many times the resume has been viewed).

Message Boards and Chat Rooms—discussion forums where job seekers can share ideas and ask questions about their job search.

Professional Advice—resume review and expert guidance from professional employment consultants through e-mail, chat rooms and message boards.

Among the benefits of these sites are their convenience. Traditional employment services are offered in select locations. Internet employment services can be accessed from anywhere there is a computer connected to the Internet. In addition to home computers, this includes libraries, community centers and Minnesota WorkForce Centers. Expect these sites to grow as the Internet continues to grow.

All job seekers should consider using these services. They are an excellent addition to a traditional job search. In Minnesota check out the Minnesota Department of Economic Security Internet site: www.des.state.mn.us This site offers nearly all the services previously mentioned.

Tips for using Internet employment services:

- ◆ Choose providers that best meet your occupational and geographic goals.
- ◆ Research the employer before applying for job opportunities.
- ◆ Follow-up on jobs for which you have applied.
- ◆ Use the services actively, not passively. Visit the site frequently. Follow-up quickly on job postings.
- ◆ Finally, don't invest the majority of your effort on these services. *Remember, the best job search strategies are still direct employer contact and networking.*

CONCLUSION

Minnesota WorkForce Centers are available to help you with your job search. Resource areas in the WorkForce Centers offer computers with state of the art software for resume writing, career exploration and job search. Professional staff are available to assist you with your efforts. To locate the Minnesota WorkForce Center near you, call 1.888.GETJOBS.

Minnesota WorkForce Centers and the Minnesota Department of Economic Security provide extensive employment resources on the Internet: www.des.state.mn.us These resources are available from any computer with Internet access.

The Internet is quickly becoming a basic part of how we receive information, communicate and conduct business. It is also becoming an important tool in an effective job search campaign. People who learn to use the Internet will have a significant advantage over those who do not. It is worth taking the time to learn the Internet and use it as part of your job search.

We wish you success in your efforts.

Tips for Learning the Internet

Learn the Net site provides information and instruction for effectively using the Internet:
www.learnthenet.com

Minnesota WorkForce Center Internet Directory links to employment-related Internet sites useful for Internet job search:
www.des.state.mn.us/links/direct.htm

Spend time on the Internet: The only way to master the Internet is by using it. Plan to invest time and energy into learning the Internet. The Internet is constantly changing. To stay current you need to learn and relearn the Internet.

Manage your Internet time: Avoid marathons. Regular short periods of time are more effective than infrequent long periods. When you go on the Internet, decide in advance what you want to accomplish.

Read magazines, books and web pages: Everything you need to know about the Internet can be found on the Internet. Excellent information about the Internet can also be found in books, magazines and periodicals.

Attend classes or seminars: Seminars are useful for learning about the Internet. Hands-on classes are an excellent way to master Internet skills. Use the newly learned skills immediately and repeatedly.

Network: Talk about the Internet with associates, friends and family. Participate in Internet newsgroups, chat rooms and message boards. How much you learn by asking questions, listening and sharing your knowledge with others may surprise you.

Look for opportunities to use the Internet: When you need information, see if you can find it on the Internet. Search for a phone number, address, map or an item for sale in the newspaper. Research a hobby, a dream vacation, business or professional topic. Explore different search strategies and search engines.

Challenge yourself: Look for new opportunities to use the Internet. Study a new web site or learn another Internet resource.

Make the Internet a priority: Incorporate the Internet into your professional, social and personal life.

GLOSSARY

For more definitions, check out the glossary at Learn the Net: www.learnthenet.com

ASCII

American Standard Code for Information Interchange. The computer code is not owned by any one company, which therefore allows all computers to communicate.

Attachment

A file attached to an e-mail or newsgroup message. Recipients of the attached file need to have the appropriate program to view or use the file.

Bookmark (or Favorite)

A browser feature that allows the user to build and maintain a file of links to Internet sites.

Browser

Software program that allows the user to view and interact with various Internet resources. The two most popular browsers are Microsoft Explorer and Netscape.

Bandwidth

The maximum amount of data that can be transferred within a specified period of time. Think of bandwidth as a data pipe line. The larger the pipe the greater the volume and speed of the transmission.

Chat Room

An Internet feature, usually on a web site, where users can communicate with each other in real time. Chat rooms are commonly organized around a specific subject or interest.

Cyberspace

A term that describes the whole of the Internet, with an emphasis on the human Internet community. Whereas the term "Internet" describes the technical network, "Cyberspace" includes the network of "net citizens" behind the technology.

Database

An electronic format for organizing and maintaining data. Think of a database as an electronic filing cabinet.

Download

The process of retrieving or pulling data from a computer in a remote location to a local computer.

E-mail

Mail sent electronically through a network. Messages may be sent to one person or to many people.

Emoticons

Keystroke characters designed to communicate emotion, humor or inflection into a message. Examples include the smile :-), sadness :-(and the wink ;-).

FAQ, Frequently Asked Questions

An Internet tradition generally associated with group communications such as e-mail lists, newsgroups and chat rooms. Regular participants in these groups grew tired of answering the same questions and have the same discussions. They provide FAQ files to help newbies get up to speed with the conversation quickly.

File Transfer

The transfer of electronic files from one computer to another through the Internet. The terms "download" and "upload" are associated with file transfer. File transfer protocol (FTP) is a system of standards and software tools used to transfer files. Files are also transferred using the hypertext transfer protocol (HTTP).

Flame and Flame War

"Flame" is to post a hostile or degrading public message directed toward an individual (or individuals) in a communication group. A "flame war" is a series of hostile messages between two or more group participants.

Frames

Popular web design that breaks a page into separate windows. The Learn the Net site is an example of a framed site: www.learnthenet.com

Home Page

The front door to a web site. The beginning page that provides the viewer information about the site and direction on navigating the content.

HTML, Hypertext Markup Language

The computer code used to publish information on the World Wide Web.

HTTP, Hypertext Transfer Protocol

The standards used to transfer hypertext from one computer to another over the Internet.

Hypertext

Text that can be linked to something else (another page, a sound file, graphic, etc.)

Hypertext Links

Text or images that can be selected to access an Internet resource or navigate the World Wide Web.

Internet

The systems and standards that make up a global network of computers. Major Internet resources include e-mail, newsgroups, file transfer and the World Wide Web.

Internet Service Provider (ISP)

Businesses or organizations that provide access to the Internet.

JAVA

JAVA is a programming language uniquely designed to run within a web page.

Lurk

The activity of listening in on electronic communications (newsgroups, chat rooms, e-mail forums, etc.) without participating. It is suggested that someone new to a group start out by lurking.

Message Boards

Topical forums, similar to newsgroups, found on many web sites. Message boards are not real time communication. Participants view and post messages at their convenience.

Netiquette (Net Etiquette)

The social or cultural rules of cyberspace. There are generally accepted rules of etiquette or behavior for net citizens.

Net Citizen

A regular Internet user who actively participates in the Internet community. Whereas the "net tourist" is someone who visits the net occasionally.

Newbie

The new or inexperienced Internet user. Many also refer to regular Internet users who are careless about the rules of netiquette.

Newsgroups

Electronic discussion groups based on the usenet protocol. There are thousands of topics found in Newsgroups. Typically Newsgroups require access to a news server and newsreader software. Newsgroups can now be accessed through web sites such as DejaNews: www.dejanews.com

Plug-ins

Software tools that provide access to expanded web resources such as animations, audio or video.

Search Engine

Software that runs on the web that search for web pages on the Internet or within a web site.

Snail Mail

Slang for mail sent through the U.S. Post Office.

Spam

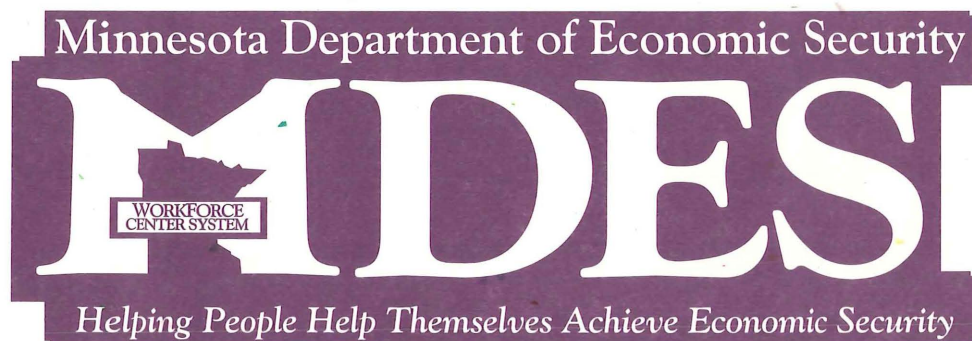
Spam originally referred to the malicious sending of mass e-mail with the intent of causing damage to the receiving computer. Spam has come to refer to unwanted and unsolicited junk e-mail.

Surfing

To wander around the Internet with no specific goal. Somewhat like a Sunday drive where the goal is the drive, not the destination.

Thread

A series of related messages within a communication forum (newsgroup, chat room, e-mail forum, etc.). The thread follows the group's discussion on a subject. For example, a group on antique automobiles may discuss the subject "1950s Roadsters." The series of messages related to the subject is the thread. There are generally several concurrent active threads within a discussion group.



www.des.state.mn.us

