

LIBERAL ARTS CAREER NEWS

The Career Development Newsletter for the Liberal Arts Professions



Volume XIV, Issue 6 (Nov. 2009)

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There is precious little current career advice out there for aspiring advertising copywriters. Here are my recommendations, based on what worked for me. This advice is aimed at the average aspiring copywriter, who wishes to enjoy a better-than-average career.

Start now. Get a job in sales, preferably one that puts you face-to-face with customers. My first job, while I was in high school, was being holiday sales help in the housewares department of a May Company store. When the holidays and my temporary employment ended, I found a part-time job at a print shop, where I learned to appreciate what could be done with a sheet of paper. I wrote copy for flyers and brochures. This low-level real-world experience is no substitute for classroom learning, but the reverse is equally true. Simultaneously learning the theoretical and the practical at an early stage will put you miles ahead very quickly.

Get a degree. A college degree is sort of expected in the advertising industry. You'll want to take advantage of the resources available on college campuses, like the library, internships, and classes in art, politics, and chemistry. Get good at learning new things quickly, because that's an important part of the job. A working knowledge of basic statistics will help you make sense of marketing research. Knowing classic literature and the rules of formal composition will help you defend the ad copy you write. All the creative people I know are voracious and wide-ranging collectors of bits of knowledge. Who knows in what combination those bits might emerge as a freshly minted concept?



Certain majors seem to open doors in the creative department. These include advertising, marketing, communications, English, journalism, psychology, liberal arts, and media studies. More-important, might be participating in extra-curricular activities such as your advertising club (both college and local) and AAF-sponsored events.

How about a master's degree? Well, education is never wasted. But, a master's is not necessary for copywriting, and the two years it would require would be better spent getting your career started. Depending on the path your career takes, what you learn in an MBA program might be useful.

About advertising internships. Get your advertising internship in the creative department. Most internships are in other departments, where it's easier to evaluate your work objectively. Also, most creative directors don't have the time or inclination to properly mentor young talent. Mentoring is developed to a much higher level in other fields, to their gain and advertising's loss. Hold out for a copywriting internship. If you take an internship in the media department, for instance, then for the next few years, you will always have more experience in media than in copywriting. It will go from being a foot in the door to being a career in no time flat. You may have to be aggressive and create your own internship. Don't let the internship coordinator limit your options. Call the agencies whose work you admire, and wrangle an interview with the creative director.

As a creative department intern, you may be left largely to your own devices. Go up and ask the creative director for a copywriting assignment. You may be teamed with an intern art director, but you'll get more out of the experience if you can occasionally partner with one of the senior creative people.

If truly abandoned, wander the halls and introduce yourself. Key people to know - in addition to the creative director - are the creative department secretary, production department manager, senior production people, and staff copywriters and art directors. Also, introduce yourself to the account services people. If they know that there's an additional resource in the creative department (you), they often can initiate small projects that they haven't bothered bringing into the shop before.

How to build your copywriting portfolio.

Building your portfolio, or book, is a career-long process. You'll never stop adding and subtracting portfolio pieces based on who you're pitching. As your career progresses, you'll amass a large collection of portfolio-worthy work from which to select your presentation. Right now, though, you need only show enough good work to get a job as an entry-level advertising copywriter.

Get copies of the ads you create while a copywriting intern. This is especially important if you don't turn your internship into a job, because you'll need those completed samples of agency-quality work to show potential employers. Follow up with the art director or production person to get the files or prints. You may also want color copies of comps.

What if you didn't get an internship as an advertising copywriter? Well, you could develop speculative ("spec") ads on your own. There are portfolio development schools, classes, courses, and workshops available in most major cities. Check your local colleges and advertising clubs for information. With any of them, what you get depends mostly on the effort and energy you invest.

Produced radio spots are presented on a copywriter's reel, which is a compilation of finished spots. These days, most copywriters and ad agencies use CDs, and it's wise to have your reel in both audio and MP3 formats. Radio spots that did not get produced are usually presented in script form. Make sure your production notes at the beginning of your script give enough info that the reader will be able to "see" the characters and setting.

Produced TV commercials also are presented on a copywriter's reel. These days most copywriters and ad agencies use either VHS videotapes or DVDs. I recommend DVDs, and also urge you to have your work available in both DVD format and a couple other digital media player formats (.mpg, .mov, and .ram seem to be the most popular these days). You may include TV commercial storyboards in your copywriting portfolio.

You can show fully functional websites on CD. However, high-quality print-outs of screen captures will suffice for your copywriting portfolio if your copy is readable. Otherwise, you can simply provide a list of websites you've written (make sure, though, that the current websites still contain your copy).



Toss out any student work that you feel unsure about. Enlist the help of an understanding art director to polish the pieces you feel good about.

It's a good idea to show campaign concepts: how one selling concept or marketing position would be executed across multiple ads or media. Most junior copywriting portfolios are filled with clever little one-off ads. If your portfolio contains some bigger ideas, it'll stand out. Now is also the time to eliminate everything that isn't advertising copywriting.

Although you want your copywriting portfolio to be as polished as possible, you'll typically be presenting to the creative director or a senior creative. He or she has plenty of practice understanding roughs, scrawls, scripts, and pantomimes. Trust me on this one: brilliant ad concepts *will* be recognized, even if they're scribbled on napkins and stored in a shoebox. And all the fine-tuning in the world won't make a mediocre ad concept look more appealing to a creative director. So, polish your *ideas* first.

Your first job in advertising. With luck, you'll roll directly from your advertising internship into your first job. Otherwise, it's up to you to make calls, send résumés and samples, and talk to creative directors. Most creative directors do their own hiring, so sending a résumé to the human resources department is a doubtful strategy. Show your creativity in the samples of your work - and you should send three or four samples of your best work.

What if three or four samples are your entire book? Send them all. At the interview, be prepared to discuss the marketing problems the samples were created to solve, and how the ad concepts would extend into other media. As a prospective entry-level copywriter, you won't be expected to have a big book. You will be expected to be able to articulate ideas.

Don't accept a job at an ad agency if it isn't copywriting. Ad agency titles are tough labels to shake, and cross-departmental movements are rare. This first job will define your career. If you want to be an advertising copywriter, start as an advertising copywriter.

The freelance trap. While you search for your first job, you may have the opportunity to freelance your copywriting services to local businesses. This is a terrific way to build your book and gain experience; it is also a dangerous trap for starting copywriters. By all means, take the Abe's Flowers account - and any other freelance assignment that comes your way. Do your level best with it. *But, keep looking for a staff copywriting job at an advertising agency.* At an ad agency, you'll get to work on accounts with names people know. More important, you'll learn the ins and outs of the advertising business. The client experience and agency disciplines will stand you in good stead if you do start out on your own.

Keep track of your career. It's easy to get so busy working that you neglect your career. Review your work at least once a year. Evaluate what you've learned. Where your strengths are. And where you need to keep pushing yourself. Then, look for opportunities that will give you what you need. Maybe you need to ask for more broadcast assignments. Or, maybe you need to look for a job at an ad agency that has more broadcast work. In any case, keep working on polishing your book.

After two or three years, you'll have some print and some broadcast experience. You'll have created a few ad campaigns. You'll have worked on accounts in several industries. You'll have met clients, both to gather information and to present your work. You'll have collected a few advertising awards, and you'll have enjoyed the thrill of overhearing complete strangers talking about one of your ads. Oh, and congratulations. **You'll be an advertising copywriter.** ■

Excerpted with permission from John Kuraoka. Visit the complete article online at <http://www.kuraoka.com/how-to-become-an-advertising-copywriter.html>.

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2009 HOLIDAY HIRING REMAINS COOL

According to a recent survey by Hay Group, a global management consultancy, 72 percent of retailers predict holiday sales will be about the same or lower than last year. As a result, 57 percent of retailers are reducing staffing levels for the 2009 holiday season—a dramatic shift compared to only 29 percent that decreased staffing levels last year.

Hay Group's survey, in its third year, analyzed responses from 25 top US retailers in September 2009, including American Eagle Outfitters, Best Buy, Saks Fifth Avenue and Target, to understand their plans for the 2009 holiday season. According to the survey, 62 percent of retailers are seeing more seasonal applicants this year, however, 40 percent are hiring fewer seasonal workers, and 64 percent already have lower than normal staffing levels.

"With sales numbers down and consumers spending less, planning holiday staffing needs has been difficult for retailers this year," said Craig Rowley, vice president and global practice leader for Hay Group's retail practice. "Retailers are doing what they can to survive the season, but more importantly, if the consumer decides to go on a spending spree this season, they are poised to respond fast with merchandise and staff."

Among the highlights from the retail survey:

Seasonal worker staffing levels: Compared to last year, 48 percent of respondents are planning to hire the same amount of seasonal workers for the holiday season, and 40 percent are planning to hire five percent to 25 percent fewer workers. The majority of respondents (60 percent) indicate that

the ratio of permanent to seasonal store employees is about the same as last year; however, 32 percent indicate that they plan to hire fewer seasonal workers and more permanent staff.

Sales expectations: Retail sales expectations are lower for this holiday season—36 percent of respondents expect sales to be about the same as last year, and 34 percent expect sales to decrease by five percent to 25 percent. Some retailers (28 percent) remain optimistic this year and expect an increase in sales, however this is a drastic drop from the 60 percent of retailers that expected an increase in sales this time last year.

Store promotions: Retailers have changed their promotion strategy in response to current economic conditions, with 43 percent of respondents indicating that they will be running more promotions and/or deeper discounts this year. Stores have also shifted their focus from running the most store promotions on Black Friday (35 percent, compared to 45 percent last year), and will instead run consistent store promotions from now until New Year's Day (43 percent of respondents). In addition, 13 percent of respondents indicate they will run the most promotions in mid-December leading up to Christmas, and nine percent will run the most promotions on the day after Christmas.

"Retailers are planning for a challenging Christmas season, and to avoid the massive markdowns they had to take last year, they have reduced inventory and staffing levels to control costs," added Rowley. "That said, retailers have their fingers crossed that they are wrong." ■

Press Release, The Hay Group, September 23, 2009. Visit the release online at <http://www.haygroup.com/ww/press/Details.aspx?ID=21907>.

A LITTLE LEVITY

"Creativity is not the finding of a thing, but the making something out of it after it is found."

-- James Russell Lowell --



TOP TEN LEADERSHIP BLOGS

Need some guidance on how to take the world by storm? The Kevin Eikenberry Group recently released the results of its annual Best of Leadership Blogs competition.



All Things Workplace by Steve Roesler

- *Teaching smart people practical ways to become extraordinary*

Other Finalists:

Leadership is a Verb by John Bishop

- *A community sharing ideas on leadership, mentoring, careers, virtual and diversity. Whether a leader or a follower be.*

LeaderTalk by Becky Robinson

- *Mountain State University shares its vision and knowledge in the hope of joining a larger conversation about leadership.*

Jon Gorden's Blog

- *Developing positive leaders, organizations & teams.*

Leading Blog by Michael McKinney

- *Building a community of leaders*

Next Level Blog by Scott Eblin

- *News you can use for executive leaders*

Seth Godin's Blog

- *"The most popular marketing blog in the world"*

Work Matters by Bob Sutton

- *The links between managerial knowledge and organizational action, innovation & performance*

Leadership at Work by John Baldoni

- *How leaders can use their authority, communications & presence to build trust and drive results*

Great Leadership by Dan McCarthy

- *Opinions and information on leadership and leadership development*



JOB PROFILE

ADMISSIONS CONSULTANT

Admissions consultants generally assist clients with getting accepted into a school. They work with prospective undergraduates and with law, medical, business, and other graduate students. Their work often begins with assessing clients' strengths and weaknesses and discussing possible schools to consider. Part of the job is to steer clients in the right direction and, hopefully, increase their chances of getting into a school that's right for them. In addition to helping clients choose schools, these workers frequently offer advice on letters of recommendation, resumes, and essays or personal statements. Many consultants work for an admissions or educational consulting firm. Others are self-employed. Consultants are often busiest from August until January, when most students prepare applications. How much help an admissions consultant provides, and the amount of time spent with a client, vary based on each client's needs or desires.

Requirements: Being able to identify good writing—and suggest improvements—is critical for admissions consultants, as is attention to detail. Tact and interpersonal skills are also essential for admissions consultants. Other qualifications of admissions consultants vary. Some consultants have previous experience in college admissions and often have backgrounds in education administration or marketing. Some consultants have experience as guidance counselors or academic advisors. And others may have applied successfully to a top school themselves.

Compensation:

Varies greatly from hourly rates up to \$150/hr to median annual earnings in 2006 for experienced educational consultants of \$72,000.

For More Information Contact:

Independent Educational Consultant Assn.--
www.educationalconsulting.org

Source: Occupational Outlook Quarterly, Spring 2008
<http://www.bls.gov/opub/ooq/2008/spring/yawhat.htm>



FEELINGS MIXED ABOUT RECENT COLLEGE HIRES

In the last year there has been a noticeable shift in the mood regarding recent college graduates. While many blogs used to tout the world was their oyster, and employers had better accommodate anything they wanted, now the mood is much cooler. There has been concern and criticism about this younger generation and what they're bringing to the workplace.

I have worked with a lot of college students, and just like the rest of population -- there are some great workers and some not-so-great ones. But I wanted to talk to employers about what they were experiencing and their thoughts on how a tighter job market is impacting their hiring decisions for college students.

Within the last year Sarah Schupp has hired five new employees with freshly minted college degrees. She fired one on his first day for inappropriate sexual comments to a co-worker. Another lasted a week before getting a pink slip.

"When you're hiring for sales, it's tricky to find a good fit, and selling advertising is not for everyone," says Schupp, founder of UniversityParent.com in Boulder, Colo. "But you can't call in sick at 7:45 a.m. just because you don't want to come to work at 8 a.m."

Jeanne Achille also was disappointed with the hiring of a recent college hire, promoted by a university professor as a "superstar" and fired after three weeks when it was discovered she spent hours online at work visiting a dating site. She also Twittered about a night of partying -- then e-mailed in sick the next day.

"Just who is supposed to be preparing these kids for the workplace?" questions Achille, CEO of The Devon Group in Middletown, N.J. "Is it home? Is it school? Or is there a layer we've missed?"

That seems to be the question that has re-ignited the debate about who is responsible for the quality of college graduates in the workplace. The tension has grown as young workers enter a labor force where employers are closely watching costs, including those for recruitment and training.

"I've been hearing these same complaints for the last 15 years," says Steven Rothberg, founder of CollegeRecruiter.com, a job board for students seeking full-time work or internships. "Employers have always complained about a lack of hard and soft skills. The problem is that now employers don't have the luxury of letting employees learn on the job."

"We've decided to just not offer this position to an entry-level person anymore," Achille says. "We've had some good college students come and work here in the past, but we just can't afford to lose the productivity. It costs us money."

Schupp also agrees that there have been some "awesome" recent college graduates to work for her, but she is in the same boat as Achille. With a staff of 12, she can't afford to teach basic business and "proper office behavior" to new hires.

Rothberg says he believes part of the problem is that in this tough economy, some employers are "hiring down," meaning they are bringing inexperienced people on board -- for less money -- to perform jobs normally reserved for more skilled employees.

Schupp says she believes students need to take more initiative and visit college career resource centers so they're more prepared to leave the classroom and enter the working world.

Both Achille and Schupp say they will be much more careful in the future about hiring new college graduates, and will be looking for those with past internships and a real work record of their skills. ■

Excerpted with permission from Anita Bruzese, 45things.com, author of "45 Things You Do That Drive Your Boss Crazy...and How to Avoid Them" (Perigee)



JOB PROFILE

SALES REPRESENTATIVE

Sales representatives' primary duties are to make wholesale and retail buyers and purchasing agents interested in their merchandise and to address any of their clients' questions and concerns. Sales reps demonstrate their products and explain how using those products can reduce costs and increase sales. They may represent one or several manufacturers or wholesale distributors by selling one product or a complementary line of products. The clients of sales representatives span almost every industry and include other manufacturers, wholesale and retail establishments, construction contractors, and government agencies. *Inside sales reps* may spend a lot of their time on the phone, taking orders and resolving any problems or complaints about the merchandise, and typically do not leave the office. *Outside sales reps* spend much of their time traveling to and visiting with current clients and prospective buyers.

Requirements:

Many employers hire individuals with previous sales experience who lack a college degree, but hiring candidates with a college degree is becoming increasingly common, especially for scientific or technical products. Factors such as personality, the ability to sell, and familiarity with brands are essential to being a successful sales rep. Often, companies have formal training programs for beginning sales representatives lasting up to 2 years. A pleasant personality and appearance, the ability to communicate well with people, and problem-solving skills are highly valued.

Compensation: Median earnings in May 2006:

For scientific/technical products: \$64,440

For all other products: \$49,610

For More Information Contact

Manufacturers' Agents National Assn — www.manaonline.org

Source: Occupational Outlook Handbook, 2008-09

<http://www.bls.gov/oco/ocos119.htm>

WORKPLACE TRENDS

5 WAYS TO GO GREEN AT WORK

Somebody, somewhere says we have to "go to work." But you don't have to kill the environment in the process. Whether you are the boss, a business owner or an employee, there are ways to green up the office and leave a smaller carbon footprint on the Earth.

Alternative transportation. Some cities have great mass transit options like city buses or subways. Set up a carpool with fellow co-workers. If you are lucky to live close enough to your work, walk or ride your bike to the office—killing the exercise bird and the transportation bird with one stone. Many companies are also allowing their employees to telecommute—working from home—to save money on transportation, office space and more.

Break-time or lunchtime options. Buy a reusable lunch bag and pack your lunch in it every day. Avoid using throwaway containers like sandwich bags and use reusable plastic bowls and tubs. Bring silverware from home instead of using plastic utensils. Also, use your own cup instead of having to use the Styrofoam® or paper ones your office provides.

Just say no to paper. Think before you hit the print button for anything—be it an email or a document. In this day and age almost everything we do is electronic, so do you really need to clutter up your office and the world with unnecessary paper? You can also use free programs like Google docs or CDs to backup your electronic files.

Workspaces. Using recycled furniture and changing to low-use lighting are just two ways that you can turn your work area into an eco-friendly environment. Use natural sunlight instead of artificial lighting whenever possible.

Save electricity. When you go home for the day, make sure that all of the lights, computers, printers and other electrical items are turned off. It only takes a few minutes to do but can add up on savings of money and electricity over time.

Taking these five easy steps to go green at work is one of many things you can do to leave your positive mark on Earth.

Excerpted with permission from Kristie Lorette. Please visit the full article at http://green-business-practices.suite101.com/article.cfm/go_green.



“HAVE TO” VS. “GET TO”

Who knew that two simple words could change one’s mindset, perspective and approach to work and life? Just two words have the potential to enhance joy, productivity, performance and change a complaining voice to an appreciative heart.

So often we say things like, “I have to take the kids to practice.” “I have to go to this meeting.” “I have to finish this project.” “I have to go to work today.” “I have to take care of this customer.” “I have to share this new information with my team.” “I have to see my family this weekend.”

We act as if we don’t have a choice. As if we are imprisoned by a paycheck and the expectations of a world that forces us to do things we don’t want to do. But in reality we do have a choice. We can choose our attitude and our actions. We can choose how we view our life and work. We can realize that every day is a gift. It’s not about what we have to do. It’s about what we get to do.

We get to live this life while so many have left this world far too early. We get to drive in traffic while so many are too sick to drive a car. We get to go to a job while so many are unemployed. We get to raise our children even if they drive us nuts at times. We get to interact with our employees and customers and make a difference in their life. We get to use our gifts and talents to make a product or provide a service. We get to eat three meals a day while millions of people are starving. We get to work on projects, answer phone calls, serve customers, participate in meetings, design, create, share, sell, lead and suit up every day for the game of life.

Yes, there will be challenges and life isn’t easy, but each day we wake up we get another opportunity to make today better than yesterday and tomorrow better than today. We get to uplift, inspire, encourage, and impact others. We get to live this life. Let’s make the most of it by remembering that life is a gift, not an obligation. ■

Reprinted with permission from Jon Gordon, from his blog dated August 3, 2009. Visit his site at www.jongordon.com.

CAREER PATH PROFILE

Want to know where your education can lead? This feature traces the career path of a member of society who got his/her start with a liberal arts degree.

ANNETTE STRAUSS

Original Degree:	Bachelor’s—Sociology
School:	Univ of Texas--Austin
Prominent Employer:	City of Dallas, TX
Former Title:	Mayor

CAREER PATH

ADDITIONAL EDUCATION

- Master’s in Sociology and Psychology, Columbia U

WORK EXPERIENCE

- Fashion model, 1945
- Red Cross social worker, 1945-46
- Fundraiser & volunteer for various charities and arts organizations, 1960’s & 1970’s
- VP of public affairs, Glenn, Bozell & Jacobs
- Elected to Dallas City Council, 1983
- Deputy, then Mayor pro tem of Dallas, 1984
- First female elected Mayor of Dallas, 1987-1991
- Public relations consultant, Levenson, Levenson & Hill, 1991
- Trustee for many hospitals & foundations and Ambassador-at-Large for Dallas until her death in 1998

Ms. Strauss’s ability to network and stay connected to people of all walks of life was a major contributing factor to her successful fundraising campaigns and her bid for Mayor of Dallas. Congresswoman Eddie Bernice Johnson once explained her appeal:

"Her demeanor and personality drew everyone to her and made them feel a part of her family. Everyone thought of her as their friend because she instilled confidence in them. That our city is more inclusive and accommodating to all people is due to her proactive vision for Dallas." ■

GETTING HIRED

HOW TO GET U.S. GOVERNMENT JOBS

Have you ever wondered how to get U.S. gov't jobs, only to retreat in fear of a dreaded civil service exam?

If so, you're not alone, experts say. Dennis V. Damp, author of "The Book of U.S. Government Jobs: Where They Are, What's Available & How To Get One," says one of the biggest misconceptions people have is about such a test. "Over 80% of all jobs do not require a written entrance exam. Uncle Sam rates most applicants through an extensive review of their work experience and/or education that is stated on their application or federal style resume," according to the book.

Clearing up such misconceptions-and learning other useful federal employment tips-can put applicants on a successful path to a U.S. government job, experts say.

Applying for U.S. Government Jobs

Pursuing U.S. government jobs is very different from what applicants are accustomed to in the private sector, Damp explains, and it's critical to understand the differences.

Applicants must submit an in-depth federal style resume or the Optional Application for Federal Employment. In some cases they also have to complete Occupational Questionnaires and Knowledge, Skills & Abilities statements.

The resume is critical, according to Damp.

"Job seekers often submit private-sector resumes when applying for jobs, not realizing that federal style resumes require considerably more detail," he explains. They are typically three to five pages long and should include detailed work history back a minimum of 10 years if possible, education, personal information, and other qualifications.

Damp urges applicants to tailor their resume to each job, using wording that specifically shows how they meet the duties and responsibilities noted in each job announcement.

"There's no such thing in the federal sector as a generic resume," Damp says.

Apply frequently, make sure applications are grammatically accurate, and anticipate the hiring process to last between two and four months (on average) from the time you start applying, he says.

Other Federal Employment Tips

Lily Whiteman, author of the forthcoming book "How to Land a Top-Paying Federal Job," says many people don't know about some federal employment tips, such as alternative paths to U.S. government jobs.

"A little-known back door to federal jobs is through contracting," says Whiteman, who works for the National Science Foundation in Arlington, Va. "Also there are a lot of temp agencies that provide staffing to the federal government. A lot of people end up getting federal jobs by starting off as a temp."

A World of Perks

Though U.S. government jobs can be fraught with bureaucracy's inevitable red tape, experts say, they're often sought-after for their perks.

Damp notes in his book that, according to the Bureau of Economic Analysis, "The average annual federal worker's compensation, pay plus benefits, is \$106,871 compared to \$53,288 for the private sector." Vacation, holidays, sick-leave and retirement plans are generous, Damp says.

Recruitment and retention incentives are generous and include cash and a student-loan repayment program that lets agencies pay up to \$10,000 a year of an employee's loans, and no more than \$60,000 total for each employee, according to Damp's book.

Mary Levy, director for consumer information outreach at the Federal Citizen Information Center in Washington, D.C., mentions a different benefit: "people realize by being part of government, you have an opportunity to have a profound effect on the lives of your fellow citizens."

Useful Links

A variety of print and online resources can help with applying for U.S. government jobs. Here are some Web sites for getting started:

- USAJobs (U.S. government's official job site)
- USA.gov (U.S. government's Web portal)
- Federal Citizen Information Center (part of the General Services Administration)
- Federal Citizen Information Center Employment Page (offers employment publications and Web links)
- Federal Jobs Net (Dennis Damp's site) ■

Cowan, Kristina, senior writer for Payscale.com. Visit the article online at <http://blogs.payscale.com/content/2008/09/how-to-get-us-g.html>.



LIBERAL ARTS LIBRARY



Need more in-depth advice about your career path? Some of these resources may be just the things you're looking for:

Your Next Move: The Leader's Guide to Successfully Navigating Major Career Transitions
By Michael Watkins
(Oct. 2009)

How to survive in all of the major transitions you will face in your career. One possible order source: <http://www.mcgraw-hill.co.uk/html/1422147630.html>

Becoming a Historian: A Survival Manual
By Melanie S. Gustafson
(2003)

Provides practical information about the profession, revealing unwritten "rules" and containing advice on the specifics of graduate school, the job search, and various professional dilemmas. One possible order source: <http://www.historians.org/pubshop/product/becoming-a-historian-a-survival-manual2003-edition-1030.cfm>.

Getting Things Done: The Art of Stress-Free Productivity
By David Allen
(2001)

Coaches how to have an overwhelming amount of things to do and still function properly with a clear head and a positive sense of relaxed control. One possible order source:

http://www.amazon.com/GETTING-THINGS-DONE-STRESS-FREE-PRODUCTIVITY/dp/0670889067/ref=sr_1_3?ie=UTF8&s=books&qid=1256003937&sr=1-3

Crush It! Why NOW Is the Time to Cash in on Your Passion
By Gary Vaynerchuk
(Oct. 2009)

Explains how to use the power of the internet to turn your real interests into real business. One possible order source:

<http://garyvaynerchuk.com/post/107300929/crush-it-why-now-is-the-time-to-cash-in-on-your>

The No Complaining Rule: Positive Ways to Deal with Negativity at Work
By Jon Gordon
(June 2008)

Demonstrates how you can conquer negativity and inspire others to adopt a positive attitude. One possible order source:

<http://www.booksamillion.com/ncom/books?id=4051715628201&isbn=0470279494>

JOBLINES

Bank of Boston Corporation - MA
(617) 434-0165
(800) 232-0603

Bryant College – Smithfield, RI
(401) 232-6910

City of Fort Wayne - IN
(219) 427-1186

County of Charleston – Charleston, SC
(803) 724-0694

Dow Chemical Co. – Midland, MI
(517) 636-6100 (Chemical)

Fujitsu Microelectronics – Gresham, OR
(503) 669-6075

Highlights for Children – Columbus, OH
(614) 487-2277 (Publishing/Printing)

Mapco, Inc. – Tulsa, OK
(918) 586-7178 (Mining/Gas)

Dallas Metroplex Community Job Listing-TX
(214) 716-7957 (various companies)

Richmond Metro Authority – Richmond, VA
(804) 751-5957 (Transportation)

Schwartz Brothers Restaurants – Seattle, WA
(206) 637-4864, ext. 6

Swisshotel – Chicago, IL
(312) 565-0565 (ask for Jobline)

Time-Warner Cable – Englewood, CO
(303) 799-1200, ext. 2438 (Broadcasting)

Treasure Island – Las Vegas, NV
(702) 792-5627

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www.aza.org/joblistings/

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www.canadajobs.com

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www.careergrub.com

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Comprehensive salary center including salary calculator for geographic areas, salary report tailored to experience, education & company size, a cost of living calculator, and salary advice.

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