



Building Career Facilitation Skills

Module 8: Using the Internet to Support Career Planning and Job Search

Participant's Curriculum

Time required: 3 hours

Summary and Rationale

This self-taught module presents an overview of the role of assessment and information in supporting the career planning process. That process is illustrated and websites that can be used to support each step are described. It also provides an overview of how the Internet can be used to help ex-offenders secure employment.

Performance Objectives

At the end of this module, participants will be able to

1. describe the career planning process, including how assessment and information relate to it.
2. identify websites that can be used to support each step of the career planning process.
3. identify websites for job-seeking information and job search.
4. describe how to use the Internet to find job openings for ex-offenders.

References

Harris-Bowlsbey, J., Dikel, M. R., & Sampson, J. P. (1998). *The Internet: A Tool for Career Planning*. (1st ed.). Columbus, OH: National Career Development Association.

Rakis, J. (2008). *Simulated Online/Kiosk Job Application*. Washington, D.C: National Institute of Corrections.

Rakis, J., (2010). *Career Resource Centers: An Emerging Strategy for Improving Offender Employment Outcomes*. Washington, DC: National Institute of Corrections.

United States Department of Labor (2011). *Occupational Outlook Handbook*.. Washington, DC: U.S. Government Printing Office.

United States Department of Labor. *Occupational Outlook Quarterly*. Washington, DC: U.S. Government Printing Office.

Websites

America's CareerInfoNet: <http://www.acinet.org>

My Next Move: <http://www.mynextmove.org>

My Skills, My Future: <http://myskillsmyfuture.org>

National Career Development Association
www.ncda.org

Career Interests Game: <http://career.missouri.edu/students/majors-careers/skills-interests/career-interest-game/>

Job Bank Information: <http://www.jobbankinfo.org/>

America's Service Locator: <http://www.servicelocator.org/>

Occupational Outlook Handbook: <http://www.bls.gov/OCO/>

Career Guide to Industries: <http://www.bls.gov/oco/cg/>

Occupational Outlook Quarterly: <http://www.bls.gov/opub/ooq/>

O*Net Online: <http://online.onetcenter.org/>

Vocational Schools Database: <http://www.rwm.org/rwm/>

Financial Aid Resource Publications:
http://studentaid.ed.gov/students/publications/student_guide/index.html

The Riley Guide: <http://www.rileyguide.com/>

What Color is My Parachute: <http://www.jobhuntersbible.com/>

The National 2-1-1 Collaborative - <http://211us.org/>

State Labor Market Information Contacts: <http://www.bls.gov/bls/ofolist.htm>

Hire Network: <http://www.hirenetwork.org/index.html>

Materials

Occupational Outlook Handbook (<http://www.bls.gov/oco/>, also available in PDF format from the National Institute of Corrections: <http://nicic.gov/Library/023066>)

O*Net Printouts (<http://online.onetcenter.org>)

America's Career InfoNet Printouts (<http://www.acinet.org>)

Activity Worksheet: America's Career InfoNet

Activity Worksheet: O*Net Online

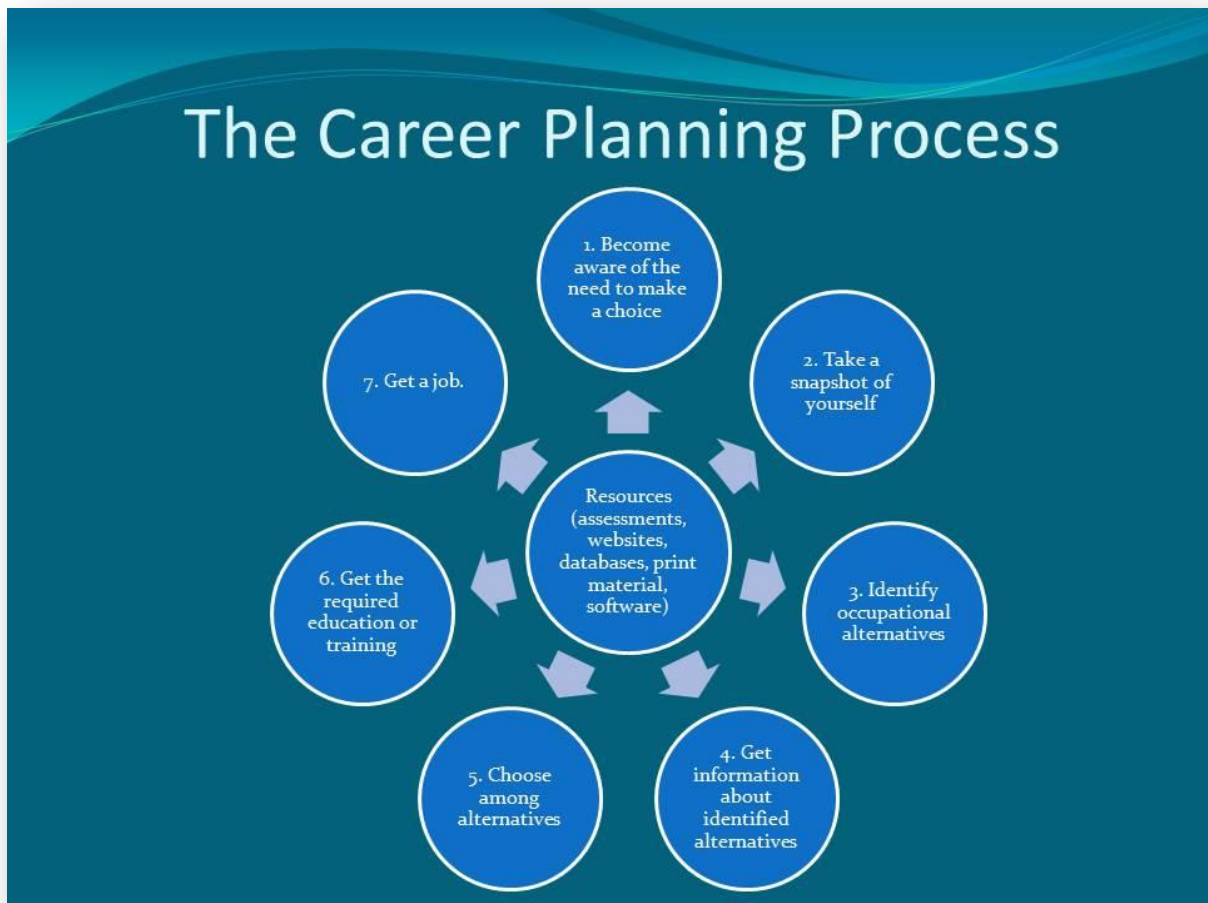
Handout: Websites that Support Steps of the Career Planning Model

Using the Internet to Support Career Planning and Job Search

To perform your job well, you will need to be aware of and know how to use a variety of information resources to assist offenders in making informed career decisions and following through with a successful job search. This self-taught module is designed to help you to learn about and use some of the same resources used by counselors in non-correctional settings.

While access to the Internet and even computers may not be available in your work setting, this information available online is invaluable. You need to be aware of some of the basic web-based resources so that you can prepare offenders to use them after their release. You also need to know what local places (i.e., one-stop career centers, colleges, and libraries) have access to such resources so that you can direct offenders to the facilities upon their release.

The Career Planning Process



As you can see, the career planning process has seven components. Notice that this process is circular. Each step may be repeated several times in a person's life and people go back and forth between steps.

Let's review briefly the career planning process. This model will be used as the basis for identifying different kinds of information needed at its various steps and examples of websites that relate to each.

There are websites that support Steps 2, 3, 4, 6, and 7 of this model. (See attachment "Websites that Support Steps of the Career Planning Model.")

Step 1 – Become aware of need to make a choice.

There are no specific sites that address Step 1, though we know that using career-related sites in general increases awareness of options and need to choose.

At this step, individuals need to learn about themselves – especially their interests, skills, and work values – in order to relate these to possible occupations.

There are some activities and inventories available on the Internet without charge that you can use to measure interests. There are other sites that are available on a for-fee basis. All of these inventories assess the user's interests in terms of a Holland code, though alternative titles may be used for the six groups.

One site was developed by the University of Missouri Career Center. It provides good explanations of each of the six Holland types and their preferred activities. Users self-select their Holland type and receive a list of occupations that relate to that type. These titles are linked to lengthy descriptions of the occupations in the online Occupational Outlook Handbook.

A second site (O*Net) allows you to download a print version of the an interest inventory developed by the U.S. Department of Labor, called the Interest Profiler, a work values card sort, and related interpretive materials without fee or breaking of copyright. The same site also offers the executable code for the interest inventory, which can be downloaded to the hard drive of a computer or to a compact disc. In this mode, the software administers and interprets the inventory.

A third site (My Next Move) provides the user with a friendly interface for exploring career interests.

Step 3 –Identify occupational alternatives.

At this step, individuals need to find some occupations that are related to their interests, skills, and/or work values and that may be realistic choices. The inventories listed in your resource material under Step 2 provide lists as a part of their interpretation and thus support both Steps 2 and 3 of the model.

The two sites listed allow the user to search the occupational database by keyword and/or by occupational group. For example, the user might search the site by the word *wood* in order to find all occupations in which he/she could work with wood. Similarly, users might ask to see a list of all the occupations in an occupational group.

Step 4: Get information about identified alternatives.

At this step, individuals need to get recent, accurate information about the occupations they are considering.

Your list gives the addresses for four U.S. Department of Labor sites.

- *The Occupational Outlook Handbook* is a nationally recognized source of career information, designed to provide valuable assistance to individuals making decisions about their future work lives. The *Handbook* is revised every two years. It is available online and can also be downloaded in PDF format. A PDF formatted version is also available from the National Institute of Correction in the DVD that accompanies the document entitled *Career Resource Centers: An Emerging Strategy for Improving Offender Employment Outcomes*.
- *The Career Guide to Industries* - For dozens of different kinds of industries—such as educational services, healthcare, and motor vehicle and parts manufacturing—the Career Guide to Industries tells you about occupations in the industry, training and advancement, earnings, expected job prospects, and working conditions.
- *CareerInfoNet*, which describes hundreds of occupations, including work activities, knowledge and skills needed, employment outlook nationally and by state, salaries nationally and by state, and provides short videos of work tasks.
- *O*Net*, the online replacement for the *Dictionary of Occupational Titles*, which describes more than 900 groups of occupations in great detail. This site can be helpful to you, but is likely too complex for direct use by an offender.

Step 5: Choose among alternatives.

Step 5 of the career planning process is to compare and contrast the occupations on one's personal list and to choose among them or put them in rank order. This step may include

selecting an occupation for first entry and others to pursue at a later time when more education and experience can be gained.

There are no specific websites to support this part of the decision-making process. Correctional workforce development specialists can be very helpful here in assisting offenders to note the differences between the various options and to get any kind of closer-to-life experience with their work tasks that may be possible. These methods might include work assignments while in prison that are similar to the tasks of occupations on the list or interviewing people in those occupations at job fairs. If the prison has a career resource center, it may have additional print materials and/or videos that would provide additional information to help with decision making.

Step 6: Get the required education and training.

At Step 6, individuals need information about the education and training needed for occupations they choose and about the training they can get while in prison or after leaving prison. The occupational descriptions available from the websites listed under Step 4 indicate the different educational pathways and requirements for each occupation.

The websites listed on this image provide information about specific schools and financial aid.

Notice that your list of sites includes the following:

- **College Navigator** – a site sponsored by the National Center for Educational Statistics that provides a national searchable database of all kinds of schools – four-year colleges, two-year colleges, and vocational-technical schools. Besides providing information about each school, it also includes a link to the home page of each institution so that additional information can be acquired.
- **The RWM Database** – a site that provides a national searchable database of vocational–technical schools
- **The Department of Education Financial Aid site** – provides information about all federal scholarship and loan programs as well as the online FAFSA, the form that individuals must complete in order to receive financial aid.

Step 7: Get a job.

At this step of the process, individuals are ready to search for a job. There are hundreds of sites that can be used for job-seeking information and job search. Your list includes the following:

- Find Your State Job Bank – This site has will help you locate your state’s job local websites where you can search for jobs.
- Richard Bolles’ Site – Bolles, author of the famous *What Color is Your Parachute?* maintains a site that provides original information, and links to a large number of sites that Bolles has evaluated.
- The Riley Guide – links to hundreds of sources for job leads, career exploration, and potential employers. Includes information on exploring new careers, finding places to live, and training and education options.
- Monster.com - allows users to post a resume, search a large database of job openings, and get career advice.

The first is **Find Your State Job Bank** which has links to each state job bank. You may use it on their behalf prior to their release, or they may use it after release at home, a public library or at a career one-stop center. You or the ex-offender can find the closest career one-stop center) by using the site www.servicelocator.org.

The job banks operated by each state typically have two broad capabilities:

- They allow employers to post jobs and search resumes.
- They allow job-seekers to post their resumes and search for employment that matches their skills and abilities.

Some information, including salary, is provided about each job. Job seekers can learn more about the job and arrange for an interview with the employer by contacting their local one-stop center. As indicated earlier, a complete listing of these offices nationwide can be found at www.servicelocator.org. If job-seekers have an e-mail address and enter it when registering (without charge) as a user, the system will notify them via e-mail when a new job of the type desired is entered into the database.

In a later activity – or on your own – you can use a worksheet provided in this module to learn how to use this site. In addition to job banks supported by government funding, there are many private sites that offer online job searches. For some, there is a fee, while for others, there is no fee.

A second useful site for job-seekers is that of Richard Bolles, author of *What Color is Your Parachute?*, a book that contains many self-help activities designed to assist job-seekers to

identify their interests, skills, and life meaning. He also maintains a very useful website (www.jobhuntersbible.com) that offers a comprehensive review of many topics related to job-seeking.

The site is organized around sections which include:

- The Internet
- Contacts and Networking
- Websites for Jobs Hunting Research
- Research on the Internet
- Counseling, Testing and Advice
- Job and Resumes Sites

A third comprehensive site for the job seeker is Margaret Riley Dikel's site at www.rileyguide.com. Ms. Dikel maintains this site continually and sites that have been screened by her for quality are listed under the options on the main menu. The menu of topics at the time of this writing include the following:

- What's new
- How to Job Search
- Before You Search
- Career Research Center
- Sites with Job Listings
- Resume and Cover Letters
- Research and Target Employers and Locations
- Network, Interview, and Negotiate
- Salary Guides and Guidance

As with the Bolles site, this one provides a wealth of information about the job search process as well as many related topics, such as salary negotiation and how to find a career counselor.

A fourth comprehensive site for job-seekers is www.Monster.com. It allows the user to search for a job by any keyword and any location. The site also has a large knowledge base of information for the jobs seeker.

Social Media Websites

Social media, including sites like LinkedIn, Facebook and Twitter, can help released offenders find a job and connect with people who can assist them in developing their careers. They must, however, be cautioned that many employers use social networking sites to conduct background checks of job applicants and that misuse of social media can hurt their job prospects.

Of course, in addition to these websites that specifically address the steps of the career planning process, there are many other sites that can assist offenders to find housing, one-stop centers, and to engage in e-mail networking.

Since many employers have replaced paper job applications with online applications or computer kiosks, offenders must be prepared to complete these types of applications. The National Institute of Corrections has developed a simulation program that allows offenders in prisons, jails, parole and probation offices, faith-based agencies, and community-based organizations to practice completing an employment application using a computer that does not have access to the Internet. This simulation training program provides basic information about computerized employment applications, tips for completing online job applications, a printable worksheet that can be used to prepare offenders for using these systems, and a full-length interactive application with context sensitive help. At the completion of the process, the user can print out the information that was entered. It can be downloaded at no cost from <http://nicic.gov/Library/022996>.

Internet Activities

The following activities will provide you with exposure to a variety of websites that support career planning and job search. Please complete each activity.

ACTIVITY: 40 Minutes **Using *CareerInfoNet***

Follow the instructions on the worksheet entitled *America's CareerInfoNet*.

ACTIVITY: 40 minutes **Using *O*Net***

Follow the instructions on the worksheet entitled *O*NET Online*.

ACTIVITY: 40 minutes **Using the Three Websites to Assist Offenders with Job Seeking**

Follow the instructions on the worksheet entitled **Websites for Job-seeking**.

Activity Worksheet: America's Career InfoNet

1. Open the site for America's Career InfoNet (<http://www.acinet.org>).
2. Click on *Industry Information*.
3. Click on *Fastest-Growing Industries*
4. Review the list of industries and select one.
5. After selecting an industry, select an industry profile and click *View Results*.
6. Review this information and then click *Change Area*. Select your state from the drop-down menus and review this information. How does this information compare to the national data?
7. Go back to the main menu and click on *Videos*.
8. Click *Cluster and Career Videos*.
9. Select one of the cluster titles and click it.
10. Select one of the occupations and view the video. Please note that any of these videos can be downloaded and stored on a computer's hard drive. In addition, the National Institute of Corrections has placed 185 of these videos on a DVD which can be accessed using a menu-based system. The DVD is part of the Career Resource Center disk set and can be ordered at no cost at <http://www.nicic.gov/Library/020931>.
11. Return to the main menu and click *Occupation Information*.
12. Click *Occupation Profile*.
13. Click *Sales and Related* then click *Telemarketers*.
14. Select your state from the drop-down menu and click *Continue*.
15. Review the occupational profile. Note the state and national trends for this occupation.
16. Return to the main menu.
17. Under **Career Tools**, click *Skills Profiler*.
18. Click the hotlink *the Skills Profiler and how it works*.
19. Review this material found on this webpage.
20. Return to the main menu.

21. Click *State Information*.
22. Select *Labor Market Information*.
23. Select your state from the drop-down menu.
24. Click the link under *State Employment Trends Information*.
25. Review this material found on this webpage.

Activity Worksheet: O*NET Online

This activity is designed to give you a brief exposure to *O*NET*.

- Step 1:** To begin, go to the *O*NET* homepage. Click *What is O*NET?* and review this information. Return to the home page.
- Step 2:** Click *Find Occupations*. Spend a few minutes exploring the kind of search you can complete from this box.
- Step 3:** Go back to the homepage and click on *Advanced Search*. Select *Skills* from the drop-down menu and explore the *Basic Skills Folder*.
- Step 4:** Go back to the homepage. Click on the *Crosswalk Search* and under *Apprenticeship*, do a search for **glassblower** and explore this information.

Activity Worksheet: Websites for Job Seeking

Instructions: Assume that you want to develop a two-hour workshop for offenders who will soon be released. The objectives for your workshop are as follows:

At the end of this workshop, offenders will be able to

- describe how to use the Internet to find job openings.
- write a resume, following a format provided.
- state at least three principles of good job interviewing skills.

In order to plan for this workshop, you have only three websites as resources, as follows:

- Richard Bolles' website – www.jobhuntersbible.com
- Margaret Riley's website – www.rileyguide.com
- Find Your State Job Bank – www.jobbankinfo.org

You have 60 minutes to complete this activity through these two steps:

1. Review each of these websites, noting information on them that is of particular relevance to your task of helping offenders make a transition to the job market.
2. Based on the information that you find on these sites, write an outline in the space below for a workshop that addresses the three objectives stated above. In other words, write an outline based on what you learn from the three websites of what you would actually teach to offenders in this workshop.

Outline for the Workshop

I. How to identify websites that can assist in the job-seeking process

- A.
- B.
- C.

II. Principles of Good Resume Writing

- A.
- B.
- C.

III. How to interview for a job

- A.
- B.

C.

Websites that Support Steps of the Career Planning Model

Step 2: Take a snapshot of yourself.

- Informal – <http://career.missouri.edu/students/majors-careers/skills-interests/career-interest-game/>.
- Formal – Career Key
<http://www.ncsu.edu/careerkey>
- Download as print or computer-administered version: <http://www.onetcenter.org/IP.html>
- My Next Move <http://www.mynextmove.org/>

Step 3: Identify occupational alternatives.

- Assessment sites listed under Step 2
- CareerInfoNet – <http://www.acinet.org>
- Occupational Outlook Handbook – <http://www.bls.gov/oco>

Step 4: Get information about identified alternatives.

- Occupational Outlook Handbook – <http://www.bls.gov/oco>
- CareerInfoNet – <http://www.acinet.org>
- O*Net – <http://online.onetcenter.org>

Step 6: Get the required education or training.

- College Navigator - <http://nces.ed.gov/collegenavigator>
- RWM Database – <http://www.rwm.org/rwm>
- Department of Education –
http://studentaid.ed.gov/students/publications/student_guide/index.html

Step 7: Get a job.

- Find Your State Job Bank - <http://www.jobbankinfo.org/>
- Richard Bolles' Site - www.jobhuntersbible.com
- Riley Guide – www.rileyguide.com
- Monster – www.monster.com

Note: There are no websites that directly support Steps 1 and 5.