



**CAREER & LIFE  
PLANNING CENTER**  
FULLERTON COLLEGE  
BUILDING 2000  
Second Floor  
(714) 992-7121  
M-TH 9:00am-6:00pm  
careercenter.fullcoll.edu

# The Career Spotlight

Volume 5, Issue 1

Fall 2008

## Student Learning Outcomes and Student Comments Why You Need to Visit the Career & Life Planning Center

In 2007-08, the Career & Life Planning Center instituted Student Learning Outcomes (SLO's) in response to the required statewide procedure within the California Community College system. The student learning outcomes from the Career & Life Planning Center orientations reflected positive responses encouraging all students to visit the center. The evaluation criteria included a pre- and post-survey regarding career-related resources described in the orientation. There were several SLO's measured, but one stands out yielding phenomenal results influencing students' career awareness. Prior to the orientation, 85% of students surveyed indicated no knowledge on how to obtain pertinent occupational information in order to help them in their career exploration.

After the orientation, 94% of students surveyed indicated knowledge on how to obtain pertinent occupational information. This clearly indicates the effect of how a brief 20-minute orientation can impact a student's understanding of the importance of career information now before a career decision is made. In addition, many students commented on the orientation, "I'm not so lost anymore; I'm excited to see where I'm going and to see how I can get there", "This was great and will assist me in finding what career path I want to take", "This center is very helpful in enlightening students about career resources." If you need direction or more information about your career exploration, stop by the Career & Life Planning Center today.

### INSIDE THIS ISSUE:

- Student Learning Outcomes and Student Comments
- Being Green is a Growth Industry
- Are You the Perfect Candidate?
- The "We" Generation
- It's Not Too Late to Register for Career Classes
- California's Fastest Growing Occupations

### CLP Coordinator/Editor:

Janine Cirrito

### CLP Counselors:

Ines Beilke

Dr. Brian Couron

### CLP Assistants

Melissa Andrizzi

Maria Becerra

Maria Chaidez

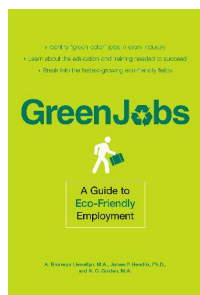
Darlene Dzul

careercenter.fullcoll.edu

## Being Green Is a Growth Industry

Excerpt from Green Jobs

by A. Bronwyn Llewellyn, James Hendrix, and K.C. Golden



If you grew up in the 1980s or earlier, you remember a world without the Internet or World Wide Web. Once unleashed beyond the confines of a few research laboratories and the military, these innovations proceeded to change the fabric of global society. In the Internet boom of the late twentieth century, new career fields, jobs, and products emerged at an astonishing rate—it accounted for 28 percent of job growth in the 1990s. In the 1980s there was no such thing as a webmaster, multimedia developer, e-zine, music download, or YouTube. And Internet innovation shows little sign of diminishing.

Similarly, tomorrow's green businesses will not only produce the technologies needed for sliced solar cells and nanotechnology applications to control air pollution but include such job titles as emissions broker, bio-mimicry engineer, sustainability coordinator, and social responsibility manager. As demand grows for more and more products and technologies, new markets will follow suit and encourage the same sort of innovation, competition, investment, and market growth generated by the evolution of the Internet. Compact fluorescent light bulbs (CFLs) are just one example. If all Americans switched to CFLs, it would not only eliminate the emissions from eighty coal-fired power plants, it would create jobs for making, distributing, and selling the bulbs. (And since CFLs cost less than the energy they save, they also keep more discretionary dollars in consumers' pockets, where they get spent on other job-producing goods and services.) Global clean energy markets alone are expected to quadruple in the next ten years for four benchmark technologies: biofuels, solar photovoltaics, wind power, and fuel cells. All of that spells more jobs in a widening array of career fields.

Certainly, as new revenue streams and green technologies open up—and by many accounts the sustainable products industry is one of the fastest-growing industries worldwide—investors are taking note. In 2005, socially responsible mutual funds, such as the New Alternative Energy Fund, PAX World Fund, Cabot and Winslow Green Growth Funds, represented \$2.29 trillion and grew 260 percent since 1995. According to the 2006 CleanEdge/NthPower Clean Energy Trends Report, venture capital investment in energy technology start-ups increased to \$2.4 billion in 2006, up 262 percent. Goldman Sachs has invested heavily in wind power. Silicon Valley venture capitalists like Kleiner Perkins Caulfield & Byers are pumping money into green technologies. In 2007, Bank of America pledged \$20 billion to support the growth of environmentally sustainable business activity over the next decade. SustainableBusiness.com notes that greentech companies are currently receiving a full third of all equity investments.

Reprinted from Green Jobs, Copyright © 2008 by A. Bronwyn Llewellyn and K.C. Golden. Used by permission of Adams Media, an F+W Media, Inc. Co. All rights reserved.

# World of Work News

## Are you the Perfect Candidate?

*What employers are looking for and how you can begin to prepare at Fullerton College!*

Reported by the National Association of Colleges and Employers (NACE) are the skills, qualities, and attributes that employers value in candidates (see chart below).

Employers rate the importance of candidates qualities/skills	
Communication skills	4.6
Strong work ethic	4.6
Teamwork skills (works well with others)	4.5
Initiative	4.4
Interpersonal skills (relates well with others)	4.4
Problem-solving skills	4.4
Analytical skills	4.3
Flexibility/adaptability	4.2
Computer skills	4.1
Technical skills	4.1
Detailed-oriented	4.0
Organizational skills	4.0
Leadership skills	3.9
Self-confidence	3.9
Friendly/outgoing personality	3.8
Tactfulness	3.8
Creativity	3.6
Strategic planning skills	3.3
Entrepreneurial skills/risk-taker	3.2
Sense of humor	3.1
5-point scale (5=extremely important, 4=very important, 3=somewhat important, 2= not very important, 1= not important)	

The skills and qualities that employers value vary little from year to year, however, there are some new items added to the list, including problem-solving skills, technical skills, and strategic planning skills. Employers want entry-level hires to be able to deal with problems at hand and recognize that strategic planning would likely require more knowledge of and

experience with the organization (NACE, Job Outlook, 2008).

As a Fullerton College student, do you have what employers are looking for? Are you confident that you will not only get the job you are looking for, but you will be able to keep it? What can you do to develop these top skills, qualities, and attributes that employers value in candidates?

Many FC Courses can help you to better prepare yourself in your career. If you are following any of the general education patterns in order to receive your degree or to transfer to a college or university, you may have already taken some of these courses.

Below are courses we found in the Fullerton College Catalog that are related to gaining the qualities/skills employers value. These courses are just a few in addition to the plethora of courses Fullerton College offers. Read the list and you decide if one or several would be best for you to help you develop what employers want in their employees.

COUN 135 or STSV 135: Introduction to Leadership  
 COUN 136 or STSV 136: Applied Leadership  
 COUN 144: Career Motivation and Self Confidence (TeleWeb)  
 COUN 151: Career/Life Planning  
 COUN 161: Assertion Skills/Communication  
 COUN 163: Personal Growth and Life Transitions  
 OT 070: Business Protocol and Ethics  
 ENGL 100: College Writing  
 ENGL 103: Critical Reasoning and Writing  
 PSY 101: General Psychology  
 PSY 131: Cross-Cultural Psychology  
 SPCH 100: Public Speaking  
 SPCH 105: Interpersonal Communication  
 SPCH 120: Intercultural Communication  
 SPCH 124: Small Group Communication

In addition to these courses, there are various clubs and organizations at Fullerton College that you can join. NACE reported when an employer has two equally qualified candidates for a position, Leadership Experience was ranked the first attribute that would influence their hiring decision. Major, GPA, and extracurricular activities followed. If you don't So once you have joined a campus club or organization, think about leadership by becoming one of the executive members.

Check out the insert in this newsletter, "Would You Hire You?" to identify and rate yourself on your soft skills or go to [www.bettersoftskills.com/quiz](http://www.bettersoftskills.com/quiz) to take a quick free assessment. We have given you the facts. Now it's your turn to do something about it to become the perfect candidate!

## The "We" Generation

by  
Ines Beilke

Our new generation is busy transforming our colleges, universities as well as the workplace. More specifically, this new generation is called the Millennials. In fact, this group is known for being the new "We" generation.

The Millennials are the children born between 1982-2002. According to various research and reports on the Millennials, studies indicate that these individuals are around 100 million and larger in relation to the Boomers (born 1940-1960) and Gen Exers (born 1961-1981).

With the Millennials, is emerging a different attitude toward adult authority and institutions. They are ready to help CREATE their learning experience; they seek to construct and acquire the ability to deal with complex and ambiguous information wherever they may happen to work and learn.

This new "WE" generation is known for being friendly and respectful. Their strength is digital sophistication; in fact, they have more information in their heads and more information at their fingertips. This being said, the Millennials are the most high-performing generation in the history of the world.

They have grown up in an era that emphasizes communication. They have been raised with the tools to stay in contact day and night. More simply put, the Millennials are in constant communication and they are so "connected" with their family, friends, school, workplace, society and the globe. They stay connected via cell phone, MySpace, FaceBook, Instant Messaging and iPods. Furthermore, this generation has a hunger for clarification of information in trying to keep up with this wild Web 2.0 world.

In the summer 2008 at Fullerton College, I encountered thousands of students ready to chart their courses via "myGateway" (student portal). These students are very excited about the future and looking forward to getting an education. They are in search of Motivation to take their RISKS. They are looking for a "strong leadership" and "challenging assignments."

These Millennials know they hold their future in their hands, by way of their technological wonders. They are ready to explore, collaborate and learn how to create intelligent places. They are interested in learning about career and life; and, they are more focused on life beyond college.

The future world of work will value their technological skills and teamwork capabilities. Overall, their attitude is better. As a result, they will be better prepared, equipped and better organized. Therefore, they will shape the workplace more than the workplace will shape them.

To conclude, Millennials you are in the right place. YOU...US...WE The Career and Life Planning Center at Fullerton College can help you get the skills and information to fill the GAP----just in time and integrated with your education.



### It's not too late to register for Late Start Career Classes

Course Title	Course #	CRN	Dates	Time	Day	Rm
Career Exploration	COUN 141	11298	10/21-12/9	12:00-1:50	T	623
Career Exploration	COUN 141	13029	10/22-12-17	7:00-8:50pm	W	1013
Career Motivation & Self Exploration	COUN 144	12179	9/13-9/20	8:00-4:20pm	S	1013
Career Motivation & Self Exploration	COUN 144	13687	9/8-10/26	6:00-7:50pm	F	521
Career & Life Planning <small>Located at Anaheim Campus</small>	COUN 151	12000	10/21-12/11	4:00-7:20pm	TR	AN-119

## California's Fastest Growing Occupations 2006-2016

Occupational Title	Annual Average Employment		Percent Change	Wages and Training		
	2006	2016		Median Hourly [1]	Median Annual [1]	Education & Training Levels [3]
Network Systems and Data Communications Analysts	28,900	45,900	58.8	\$35.99	\$74,880	5
Computer Software Engineers, Applications	87,300	128,400	47.1	\$46.38	\$96,476	5
Veterinary Technologists and Technicians	8,200	11,500	40.2	\$15.80	\$32,866	6
Home Health Aides	48,000	66,700	39.0	\$9.80	\$20,381	11
Pharmacy Technicians	23,300	31,700	36.1	\$17.29	\$35,963	10
Dental Hygienists	22,400	30,400	35.7	\$41.71	\$86,745	6
Substance Abuse and Behavioral Disorder Counselors	9,600	13,000	35.4	\$15.84	\$32,948	3
Dental Assistants	41,600	56,100	34.9	\$15.90	\$33,067	10
Veterinarians	5,000	6,700	34.0	\$45.05	\$93,697	1
Graduate Teaching Assistants	19,200	25,500	32.8	[2]	\$27,595	5
Special Education Teachers, Preschool, Kindergarten, and Elementary School	19,800	26,200	32.3	[2]	\$60,913	5
Multi-Media Artists and Animators	27,900	36,800	31.9	\$35.05	\$72,901	5
Health Specialties Teachers, Postsecondary	8,500	11,200	31.8	[2]	\$85,842	3
Physical Therapist Aides	5,100	6,700	31.4	\$12.35	\$25,689	11
Medical Assistants	59,500	77,800	30.8	\$14.34	\$29,829	10
Database Administrators	11,400	14,900	30.7	\$36.04	\$74,941	5
Vocational Education Teachers, Postsecondary	11,800	15,400	30.5	[2]	\$56,627	7
Special Education Teachers, Middle School	6,600	8,600	30.3	[2]	\$60,985	5
Network and Computer Systems Administrators	32,400	42,200	30.2	\$36.31	\$75,526	5
Biological Technicians	10,400	13,500	29.8	\$20.50	\$42,639	6
Art, Drama, and Music Teachers, Postsecondary	7,400	9,600	29.7	[2]	\$79,289	3
Physical Therapists	14,800	19,200	29.7	\$37.94	\$78,910	3
Interpreters and Translators	7,100	9,200	29.6	\$19.66	\$40,896	9
Kindergarten Teachers, Except Special Education	20,000	25,800	29.0	[2]	\$53,407	5
Instructional Coordinators	14,500	18,700	29.0	\$29.45	\$61,262	3
Computer Software Engineers, Systems Software	52,100	66,800	28.2	\$48.40	\$100,681	5
Computer Systems Analysts	53,900	69,100	28.2	\$37.32	\$77,628	5
Occupational Therapists	7,900	10,100	27.8	\$37.97	\$78,992	5
Natural Sciences Managers	7,200	9,200	27.8	\$61.37	\$127,645	4
Customer Service Representatives	201,200	256,800	27.6	\$16.05	\$33,393	10
Industrial Engineers	19,400	24,700	27.3	\$39.57	\$82,304	5
Manicurists and Pedicurists	15,100	19,200	27.2	\$8.69	\$18,076	7
Social and Human Service Assistants	29,100	37,000	27.1	\$14.90	\$30,990	10
Personal and Home Care Aides	284,200	361,100	27.1	\$10.11	\$21,027	11
Surgical Technologists	8,200	10,400	26.8	\$21.64	\$45,008	7
Elementary School Teachers, Except Special Education	191,800	243,100	26.7	[2]	\$58,677	5
Medical Scientists, Except Epidemiologists	17,300	21,900	26.6	\$37.80	\$78,623	2
Detectives and Criminal Investigators	11,300	14,300	26.5	\$37.27	\$77,528	8
Paralegals and Legal Assistants	24,700	31,200	26.3	\$26.07	\$54,227	6
Pharmacists	23,800	30,000	26.1	\$57.17	\$118,903	1
Financial Analysts	21,900	27,600	26.0	\$37.73	\$78,489	5
Environmental Scientists and Specialists, Including Health	10,000	12,600	26.0	\$32.37	\$67,343	5
Massage Therapists	19,900	25,000	25.6	\$20.41	\$42,453	7
Combined Food Preparation and Serving Workers, Including Fast Food	211,100	264,300	25.2	\$8.56	\$17,809	11
Physician Assistants	6,000	7,500	25.0	\$40.29	\$83,791	5
Registered Nurses	238,400	298,000	25.0	\$37.71	\$78,418	6
Industrial Engineering Technicians	6,500	8,100	24.6	\$25.95	\$53,991	6
Computer and Information Scientists, Research	5,300	6,600	24.5	\$56.58	\$117,673	2
Middle School Teachers, Except Special and Vocational Education	57,000	70,900	24.4	[2]	\$61,087	5
Cooks, Restaurant	94,900	118,000	24.3	\$11.28	\$23,455	9

March 2006 Benchmark

[1] Median Hourly and Annual Wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the median wage. The wages are from the 1st quarter of 2008 and do not include self-employed or unpaid family workers; [2] In occupations where workers do not work full-time, or year-round, it is not possible to calculate an hourly wage; [3] Occupational training and education classifications were developed by the Bureau of Labor Statistics (BLS).

Education & Training Levels: 1 - First Professional Degree; 2 - Doctoral Degree; 3 - Master's Degree; 4 - Bachelor's Degree or Higher and Some Work Experience; 5 - Bachelor's Degree; 6 - Associate Degree; 7 - Post-Secondary Vocational Education; 8 - Work Experience in a Related Occupation; 9 - Long-Term On-the-Job Training; 10 - Moderate-Term On-the-Job Training; 11 - Short-Term On-the-Job Training

Source: State of California, Employment Development Department, Labor Market Information Division, (916) 262-2162, [www.labormarketinfo.edd.ca.gov/?PAGEID=146](http://www.labormarketinfo.edd.ca.gov/?PAGEID=146)