

# Career Transitions

## Complete, personalized and guided help to find a new job

*Career Transitions* helps users of all backgrounds plot a course to a new career. It provides immediate support to:

- **Displaced workers looking for a new job.** *Career Transitions* removes intimidation by giving simple, step-by-step guidance.
- **Librarians fielding job requests.** Overwhelmed librarians are called upon to pull together a large array of career material. *Career Transitions* — an online, turn-key career guidance center — takes the pressure off librarians having to act as career counselors.
- **Community/government groups focused on workforce development.** *Career Transitions* will help community and government organizations partner with public libraries to achieve development goals.

The screenshot shows the Career Transitions website interface. At the top, there are navigation tabs: 1. Discover my interests, 2. Explore Careers, 3. Progress Review, 4. Improve my Chances, and 5. Find Jobs. Below this is the 'Explore Opportunities' section with a 'Your Targets Summary' area. This area includes three dropdown menus: 'My Career Targets' (with options like Career, Marketing Managers, Planning), 'My Industry Targets' (with options like Packaging and Labeling Services (PMS), Language Services (LSP), All Other Miscellaneous, Schools and Instruction), and 'My State Targets' (with options like Arizona (Arizona), Colorado (Colorado), Idaho (Idaho), Michigan (Michigan), and North Carolina (North Carolina)). There are also sections for 'Suggested Careers' and 'Suggested Industries'. On the right side, the 'Career Optimizer' section displays a table with columns for 'My Targets', 'Number Employed', and 'Projected Growth'. Below the table is a video player showing a woman speaking.

My Targets	Number Employed	Projected Growth
Careers	310,160	+4%
Industries	4,301,636	+3%
Avg. Salary	\$19,147	

*Career Transitions* is an online, turn-key career guidance center for libraries and community organizations.

## An integrated source

*Career Transitions* offers users with varying levels of comfort with technology a practical, personalized and guided experience that integrates all the tools needed in the job-search process, including:

- Resume wizard, job application wizard and a personal profile that stores a user's references, action plan and more
- Assessment engine that identifies career interests and helps explore related careers
- Career explorer, industry explorer, state explorer and career optimizer
- Ability to target specific careers, industries and states and see their projected growth
- Interviewing, networking and job application help
- Low-fee distance learning classes to enhance specific skills and increase employment prospects
- Access to unemployment services, health benefits and other social services
- Comprehensive job search that incorporates a user's career, industry and state targets
- Inspiration to keep motivated
- And more

### What is the Career Optimizer?

The Career Optimizer shows current and future employment data for the Careers, Industries and States that you have targeted.

**What does the data mean?**

**Number Employed** is the most recently reported number of jobs.

**Projected Growth** is the expected increase in employment over ten years.

**Source:** Bureau of Labor Statistics and state governments.

# Everything needed for career exploration

*Career Transitions* walks users through the job-search process from beginning to end. Users can return to their profile in their library — or remotely — to track and update their progress. After landing a new position, *Career Transitions* serves as a life-long companion for professional development.

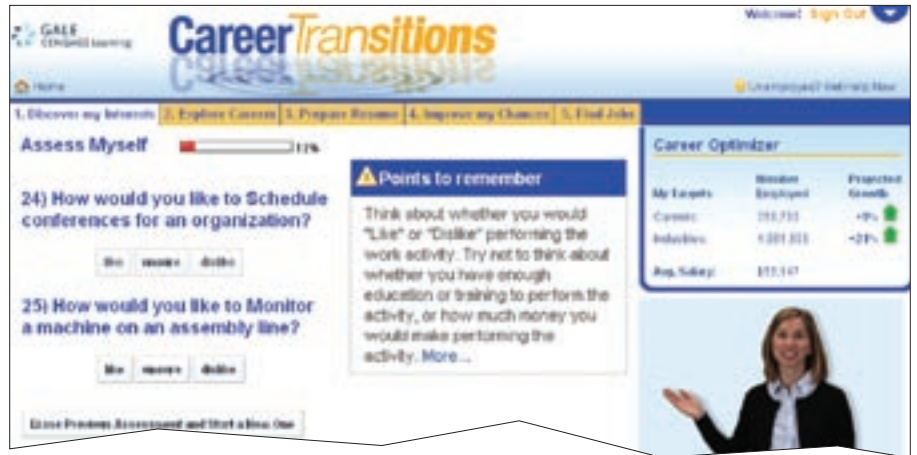
- 1. Discover Interests.** Explore occupational interests and match them with career paths that will be fulfilling and productive:
- Interests profiler
  - Identify work activities and requirements

- 2. Explore Careers.** Investigate thousands of career paths, industries, companies and states — target the fastest-growing ones:
- State Explorer
  - Industry Explorer
  - Career Explorer
  - Career Optimizer

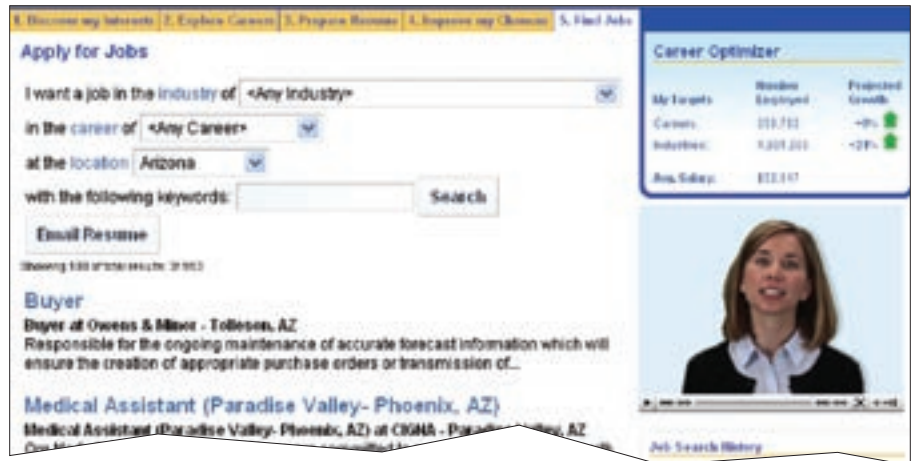
- 3. Prepare Resume.** Build, save, retrieve and update a professional resume and list of references:
- Easy-to-use resume wizard
  - References wizard
  - Tips, examples, articles and more

- 4. Improve Chances.** Find educational opportunities and take classes to brush up on skills and increase hiring chances:
- Take courses
  - Become a better interviewer
  - Learn to network to tap the hidden job market
  - Join trade associations
  - Read business journals
  - Target companies

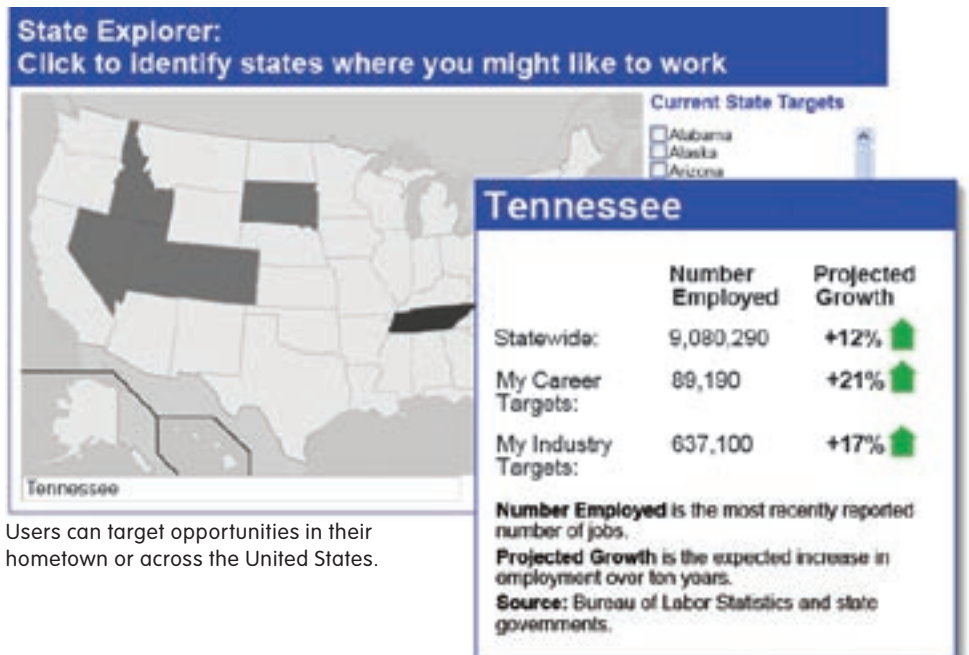
- 5. Find Jobs.** Job listings from around the country allow users to search for positions that meet their criteria. A job application wizard helps them make the leap to a new career.



Helps users identify their interests — from building kitchen cabinets to conducting a symphony orchestra.



Nationwide job listings combined with a job application wizard makes *Career Transitions* a complete career center.



Users can target opportunities in their hometown or across the United States.