



# INTRODUCTION

The Office of Wounded Warrior Care and Transition Policy (OWWCT), Transition Assistance Program (TAP) is offering a variety of virtual learning opportunities to accommodate the needs of the National Guard, Reserves and wounded warrior populations. The virtual aspect of these learning modes opens up much-needed educational opportunities often not available to service members due to mobility, time zones, accessibility, and stage of demobilization and integration. Members can take many of these courses at any time, at any place, and at their own pace. This ensures they get the right information at the right time to facilitate a successful transition.

## **Webinar Course Offerings**

Knowledgeable and experienced transition staff provides live, real-time training via the award-winning “Adobe Connect Pro” virtual training platform. Webinar trainers make e-learning engaging, useful and relevant. Courses are learner-centric, engaging learners by incorporating interactivity and collaboration in each session. Learners leave each course with information and skills immediately applicable to their transition. They also receive resources to continue their education long after the session is over.

Course registration is accessed via [www.TurboTAP.org](http://www.TurboTAP.org), where a monthly schedule is posted on the home page. All that is required for attendance is a broad band Internet connection and a telephone.

## **On-demand E-learning**

Learners also have the opportunity to engage in on-demand, e-learning courses that are available 24/7 at [www.TurboTAP.org](http://www.TurboTAP.org). The Career Decision Toolkit is an interactive courseware transcends the standard “click and read” variety to create meaningful engagement with the learner. These interactive programs contain scenario-based learning, and games that inform, educate and entertain. There are also self-knowledge checks designed to help learners master the transition-related content while realizing its real-life application. Information is available for downloading or online viewing to accommodate different learning and generational preferences. These courses have something for everyone.

Currently available courses in the on-demand format are:

- ▶ Introduction to Transition
- ▶ Career Exploration
- ▶ Financial Planning for Transition
- ▶ Job Search Processes
- ▶ Effective Resumes and Cover Letters
- ▶ Interviewing Excellence
- ▶ Negotiating Your Ideal Compensation

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# MEET THE FACILITATORS



## **Lisa Orton**

- ▶ Fifteen years experience working with the military and their families.
- ▶ Managed one of the largest federal career transition programs in the world encompassing four federal agencies, two subcontractors and three external organizations, serving an annual client population of more than 13,000 students.
- ▶ Conducted a *Functional Analysis Study* for the United States Marine Corps civilian human resources department resulting in a 200-page report of best practices of top 100 corporate employers.
- ▶ Designer and co-author of the *Career Option and Navy Skills Evaluation Program*, First-Term and Mid-Career editions
- ▶ Member of the design and technical team that developed the Department of Defense's first on-demand learning product: *The Career Decision Toolkit*.
- ▶ Created partnerships with over 65 local and national employers to provide networking and placement opportunities for TAP class students.
- ▶ BA, History, Houghton College.
- ▶ MS, Student Personnel Administration, Buffalo State University College.



## **Barbara Geisler**

- ▶ Eight years experience in employment and transition counseling with military service members, spouses, college students, wounded warriors and the economically disadvantaged.
- ▶ Author or co-author of multiple employment and financial education curricula, including the *Navy Family Employment Readiness Program*, *Million Dollar Sailor* and the *Canadian Military Forces Job Search Survival Curriculum*.
- ▶ Member of the design and technical team that developed the Department of Defense's first on-demand learning product: *The Career Decision Toolkit*.
- ▶ Master trainer (e-Learning Learning and face-to-face) and instructional designer.
- ▶ Former Education Specialist with the Navy Transition Assistance Program.
- ▶ M.Ed. in Adult Education, Widener University.
- ▶ Ed. D, in Higher Education, Widener University.



### ***Mary Chapmon***

- ▶ Twelve years experience working with transitioning military personnel and their families.
- ▶ Facilitated TAP classes at military installations in Japan, specifically in Naval Station Sasebo and Marine Corps Air Station Iwakuni.
- ▶ Taught Executive TAP (ETAP) to more than 1500 retiring senior officers.
- ▶ Served as Individual Augmentee (IA) coordinator for over 200 families in the Annapolis area.
- ▶ Certified Global Career Development Facilitator (GCDF).
- ▶ Certified Federal Job Search Trainer (CFJST).
- ▶ BA Psychology, State University of New York at Albany.



### ***Stephen Wall-Smith***

- ▶ Twenty-five years' experience helping military service members and families choose and maintain positive values and healthy lifestyles.
- ▶ Worked with returning Marines and Sailors at Navy's Warrior Transition Program (WTP) sites CONUS and OCONUS.
- ▶ Advanced training in institutional research and program evaluation.
- ▶ Frequent facilitator of college and continuing education courses, on-campus and online.
- ▶ Former adult education curriculum writer.
- ▶ M.A., University of Missouri-Columbia
- ▶ Ph.D., University of Missouri-Columbia
- ▶ Certificates from Naval War College, Joint Forces Staff College, and Naval Postgraduate School.

# ACING THE INTERVIEW

## Learning Objectives

At the conclusion of *Acing the Interview*, learners should be able to adequately prepare for and participate in a job interview. Webinar participants will:

- ▶ Learn how to properly prepare for a job interview.
- ▶ Identify and define four types of interview questions.
- ▶ Implement a four-step method to constructing interview responses.
- ▶ Review guidelines for proper interview attire.
- ▶ Identify ten common interviewing mistakes and discuss steps to avoid them.
- ▶ Learn proper interview follow-up techniques.

## Course Outline

- |                                      |                              |
|--------------------------------------|------------------------------|
| I. Introduction                      | III. Interview Performance   |
| A. Learning Objectives               | A. Common Interview Blunders |
| B. Interview Knowledge Check         | B. Interview Attire          |
| C. Benefits of Interview Preparation | C. First Impressions         |
| D. Interview Closing                 | D. Interview Closing         |
| II. Types of Interview Questions     | E. Follow Up                 |
| A. Traditional                       | IV. Conclusion               |
| B. Behavioral                        | A. Resources                 |
| C. Wild Card                         | B. Handouts                  |
| D. Inappropriate                     | C. Coming Attractions        |
| E. Response Strategies               | D. Q & A Session             |

## Learning Aids

- ▶ Sample Interview Questions
- ▶ Interview Response Technique
- ▶ Interview Evaluation Checklist
- ▶ Interview Resource Handout



*What is your Interviewing IQ? Exactly how well can you prepare for an interview in advance? What should you wear? What types of questions should you expect? How do you handle difficult or personal questions about topics like mobilization and service-connected disabilities? This 90-minute webinar will help raise your interviewing IQ a few points by addressing how to prepare for an interview, how to perform during an interview, and common mistakes to avoid.*

# ACCEPT, ADJUST, REPEAT: STRATEGIES FOR TRANSITION SUCCESS

## Learning Objectives

At the conclusion of *Accept, Adjust, Repeat: Strategies for Transition Success*, learners should be able to identify the stages of transition and develop coping strategies for dealing with change. Webinar participants will:

- ▶ Distinguish the difference between the terms “change” and “transition.”
- ▶ Learn about the three stages of transition.
- ▶ Learn about the predictable dynamics and behaviors associated with change.
- ▶ Discuss coping strategies for dealing with each phase of transition.
- ▶ Review the Four Ps model to manage transition.

## Course Outline

### I. Introduction

- A. Opening Comments
- B. Facilitator Introductions
- C. Change vs. Transition

### II. Transition Stages

- A. Transition Model
- B. Endings Stage
- C. Neutral Zone
- D. New Beginnings

### III. Coping Strategies

- A. Endings
- B. Neutral Zone
- C. New Beginnings

### I. Conclusion

- A. Resources
- B. Handouts
- C. Coming Attractions
- D. Q&A Session

## Learning Aids

- ▶ Managing Transition
- ▶ Process of Change
- ▶ Transition Resources



*Transitioning from the military? What changes are in store for you and the people in your life? Leaving the military is not simply leaving a job; it is leaving a way of life. Transition from the military may mean changes in employment, finances, geographic location, and lifestyle. In order to successfully cope with the myriad changes of your transition, you must understand how to deal with change. This 60-minute webinar is designed to help you recognize the stages of transition and how to adapt to each stage and to enable you to successfully adjust to the transition from military to civilian life. You will learn about the dynamics of change that can be predicted, so that you can better prepare yourself and your family to meet those changes.*

# THE ART OF CAREER NETWORKING

## Learning Objectives

At the conclusion of *The Art of Career Networking*, the learner should be able to understand the concept of professional networking conducted in-person or using technology, and build the basis for their personal career network.

Webinar participants will:

- ▶ Develop a list of at least 10 individuals to be used as the basis of the personal network to assist with their job search.
- ▶ Complete a seven-component profile that identifies three professional connections they think can help their job search.
- ▶ Learn skills they can use immediately to start building a career network in-person and online.
- ▶ Identify resources for networking opportunities.

## Course Outline

### I. Introduction

- A. Learning Objectives
- B. What can this training do for me?

### II. Networking

- A. What Is Networking?
- B. Establishing Your Network
- C. Ways to Network

### III. Personal Networking

- A. Personal Networking
- B. In-Person Networking Strategies

### IV. Electronic Networking

- A. Online Networking Strategies
- B. Seven Deadly Sins of Networking

### V. Conclusion

- A. Resources
- B. Handouts
- C. Coming Attractions
- D. Q & A Session

## Learning Aids

- ▶ Career Networking Chart
- ▶ Networking Resource Handout



*What exactly is career networking and what is the most effective way to use it? Networking is an art with a bit of science applied. Mastering this skill is important because many jobs are never advertised. Your ability to make connections through networking may be just the way you find your next job. This 60-minute webinar will discuss how to build a career network, as well as how to maintain and strengthen those relationships with techniques you can use both in-person and online.*

# BUILDING BETTER RESUMES

## Learning Objectives

At the conclusion of *Building Better Resumes*, learners should be able to write a complete, accomplishment-based resume, targeted to a select job or company. Webinar participants will:

- ▶ Demonstrate their ability to identify specific abilities and accomplishments for a target audience.
- ▶ Learn three different resume formats and identify which is appropriate for different circumstances.
- ▶ Examine components of a resume and select examples of best practices.
- ▶ Construct an effective resume bullet statement by implementing three strategies.
- ▶ Determine features that support the best resume appearance.
- ▶ Review and analyze a resume for formatting, strength and accuracy.

## Course Outline

- I. Introduction
  - A. Resume Challenges
  - B. Purpose of a Resume
- II. Blueprints
  - A. Chronological
  - B. Functional
  - C. Combination
- III. Construction Materials
  - A. Contact Information
  - B. Objective
  - C. Qualification Summary
  - D. Experience and Skills
  - E. Education and Training
- IV. Foundation
  - A. Keywords
- B. Transferable Skills
- C. Accomplishments
- V. Interior Design
  - A. Paper
  - B. Fonts
  - C. Length
- VI. Final Inspection
  - A. Punch List
  - B. Concrete Rules
- VII. Conclusion
  - A. Resources
  - B. Handouts
  - C. Coming Attractions
  - D. Q & A Session

## Learning Aids

- ▶ Action Verbs and Transferable Skills List
- ▶ Sample Resumes
- ▶ Resume Checklist
- ▶ Resume Resource Handout



*Need some basic information about writing a resume and making it stand out? Transitioning back into the civilian workforce after mobilization, deployment or any other military service, requires an effective resume. Given that you will have less than two minutes to attract an employer's attention and convince them to interview you, it is critical that your resume be clear, focused, and targeted to the job. Optimize your chances of success by learning how to write a resume that avoids common resume mistakes in this 90-minute webinar.*

# COMBAT TO COLLEGE

## Learning Objectives

At the conclusion of *Combat to College*, learners should be able to identify the information, tips and resources that will enable a successful transition into an educational setting. Webinar participants will:

- ▶ Learn about the support and services provided by the Student Veterans of America.
- ▶ Review important considerations in choosing an educational institution.
- ▶ Discuss importance of and procedures for obtaining military transcripts.
- ▶ Learn tips on how to successfully navigate the transition to college.
- ▶ Identify ways for recognizing and dealing with combat stress.
- ▶ Review educational benefits available to veterans.
- ▶ Learn how to join the Student Veterans of America or start a new chapter.
- ▶ Identify military, state and institutional resources.

## Webinar Outline

- I. Introduction
  - A. Opening Comments
  - B. Facilitator Introductions
  - C. Program Benefits
- II. Student Veteran of America
  - A. Description
  - B. Functions/ Services
- III. SVA Best Practices
  - A. Choosing an Institution
  - B. Military Transcripts
- IV. Conclusion
  - A. Joining SVA
  - B. Education Resources
  - C. Veteran Transition Checklist
  - D. Handouts
  - E. Coming Attractions
  - F. Q& A Session
- V. Online Learning
  - D. Tips for Navigation the Transition to College
  - E. Post-Traumatic Stress

## Learning Aids

- ▶ Federal Benefits for Veterans
- ▶ C2C: A Guide to the Transitioning Student Veteran
- ▶ Resource Handout



*Thinking about heading back to college, vocational training or another educational program? Concerned about what it might be like to step foot in a classroom? Know that you won't be alone when using your veteran benefits to head back to school. This 60-minute webinar, presented by leadership of the Student Veterans of America (SVA) coalition will walk you through some of the important decisions you need to make and the resources available to you. Learn about the educational benefits available and tips for making a successful transition into an educational setting.*

# COMMON JOB HUNTING MISTAKES

## Learning Objectives

At the conclusion of *Common Job Hunting Mistakes*, learners should be able to employ strategies for a successful job search. Webinar participants will:

- ▶ Describe the top six job hunting mistakes reported by employers and career experts.
- ▶ Identify and define four steps in a job search plan.
- ▶ Assess their level of personal professionalism in reference to job seeking.
- ▶ Identify individuals key to their job search and start a career network.
- ▶ Find out what makes a resume inadequate to an employer.
- ▶ Examine resources for researching occupational and company-specific information.
- ▶ Learn two strategies for preparing for an interview.

## Course Outline

- |                                   |                                |
|-----------------------------------|--------------------------------|
| I. Introduction                   | Network                        |
| A. Learning Objectives            | VII. Lack of Preparation       |
| B. Job Search Knowledge Check     | A. Job and Salary Information  |
| II. Lack of Focus                 | B. Company Information         |
| A. Searching without a Plan       | C. Research Resources          |
| B. Search Strategy                | VIII. Poor Interviewing Skills |
| III. Lack of Professionalism      | A. Talking Too Much            |
| A. Personal Assessment            | B. Emotional Responses         |
| B. Enhancing Your Professionalism | C. Interview Preparation       |
| IV. Inadequate Resumes            | IX. Conclusion                 |
| V. Resume Mistakes                | A. Strategy Review             |
| A. Getting a Second Opinion       | B. Resources                   |
| C. Handouts                       | D. Coming Attractions          |
| VI. Relying on Online Postings    | E. Q & A Session               |
| A. The Numbers Game               |                                |
| B. Establishing a Career          |                                |

## Learning Aids

- ▶ Job Search Prescriptions Guide
- ▶ Job Search Planning Worksheet
- ▶ Job Search Resource Handout



*Think that a rookie mistake couldn't happen to you? You might be surprised to discover the common job-hunting mistakes that keep candidates from achieving the results they expect and landing the job they want. See if you recognize any of the "symptoms" discussed in this 60-minute webinar, and get the "prescriptions" you need for job-seeking good health.*

# DECODING MILITARY SKILLS FOR CIVILIAN EMPLOYERS

## Learning Objectives

At the conclusion of *Decoding Military Skills for Civilian Employers*, learners should be effectively communicate and market their military skill sets in terminology understood in the civilian sector. Webinar participants will:

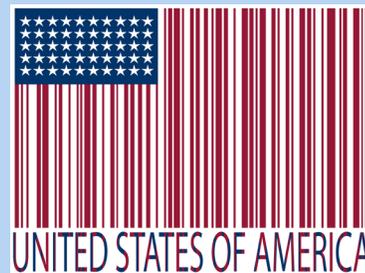
- ▶ Identify resources to help plan their transition into the civilian sector.
- ▶ Learn how to locate comparable jobs and/or jobs that use similar skill sets to their military occupation classification.
- ▶ Isolate transferable skills needed and desired in today's global marketplace.
- ▶ Combine general occupational information with personal awards and abilities to craft accomplishment-based statements.

## Webinar Outline

- I. Introduction
  - A. Learning Objectives
  - B. Effective Communication
  - C. Communication Activity
- II. My Next Move
  - A. Keywords
  - B. Industry
  - C. Interests
  - D. Skill Set Assessment
- III. O\*NET Crosswalk
  - A. Occupational information
  - B. Knowledge, Skills and Abilities
- C. Education and Training
- D. Crosswalk Assessment
- IV. Leveraging Crosswalks
  - A. Occupational Information
  - B. Personnel Information
  - C. Crafting Accomplishment-Based Statements
  - D. Decoding Assessment
- V. Conclusion
  - A. Resources
  - B. Handouts
  - C. Coming Attractions
  - D. Q & A Session

## Handouts

- ▶ O\*NET Interest Profiler
- ▶ Transferable Skills Listing
- ▶ Accomplishment Statement Template
- ▶ Resource Handout



*As a veteran you have developed many military skill sets that will make you a valuable asset to a civilian organization, provided you communicate them in language employers understand. Whether you are writing your resume, detailing information in your cover letter, or engaging an employer in an interview, it is critical that you be able to showcase your knowledge, skills and abilities effectively. This 90-minute webinar will probe into resources, like the Department of Labor's Occupational Information Network (O\*NET), and offer various strategies that you can implement to decode and market your best skill sets for civilian employers*

# FINANCIAL PLANNING FOR CAREER CHANGE

## Learning Objectives

At the conclusion of *Financial Planning for Transition*, learners should be able to develop a personal financial plan for transition. Webinar participants will:

- ▶ Account for their current income, expenses and debt.
- ▶ Develop a plan for dealing with cash flow fluctuations during the transition.
- ▶ Estimate needed pay and benefits from a non-military employer.
- ▶ Develop a strategy to pay down debt and build wealth.
- ▶ Examine resources for continued success with financial planning.

## Course Outline

- I. Introduction
  - A. Learning Objectives
  - B. Rate your Financial Readiness
- II. Where are you today?
  - A. Income and Expenses
  - B. Debt
  - C. Solutions for Balance
- III. What is Your Compensation Package?
  - A. Your Compensation Package Today
  - B. What do Employers Offer?
  - C. Evaluating Compensation Packages
- IV. Looking Ahead
  - A. Helping Tomorrow's Cash Flow Look More Certain Today
  - B. Mind the Gap: Planning for Compensation Fluctuation
  - C. Coping with Changes in Pay and Benefits
- V. Conclusion
  - A. Resources
  - B. Handouts
  - C. Coming Attractions
  - D. Q & A Session

## Learning Aids

- ▶ Compensation Comparison Worksheet
- ▶ Financial Planning for Transition Resource Handout



*Financial peace of mind has never been more critical than when you are transitioning from the military to the civilian world. This 90-minute course will help you develop a financial plan that is flexible enough to meet your changing financial needs during transition, but firm enough to provide solid financial footing for your future. You will be provided with a financial plan developed especially for the transitioning member. In it you will track your current income, expenses and benefits, and then look at ways to estimate what is needed for the future. You will explore compensation packages, and how you can best evaluate a potential employer's pay and benefits relevant to your situation. A little planning now goes a long way to making your transition a financial success.*

# JOB FAIR SUCCESS STRATEGIES

## Learning Objectives

At the conclusion of *Job Fair Success Strategies*, learners should be able to prepare for and participate in a job fair as part of a thorough job search. Webinar participants will:

- ▶ Understand the role job fairs play in a thorough job search strategy.
- ▶ Learn how to locate, register and adequately prepare for a job fair.
- ▶ Review proper job fair attire and needed materials.
- ▶ Discover the “Swiss Army Knife” of job fair tools.
- ▶ Identify power questions to learn more about the needs of potential employers.
- ▶ Review Do’s and Don’ts of job fair participation.

## Course Outline

- |                               |                                |
|-------------------------------|--------------------------------|
| I. Introduction               | B. Crafting a Commercial       |
| A. Learning Objectives        | C. Power Questions             |
| B. Your Job Fair Goals        | V. Participating in a Job Fair |
| II. Job Fair Preparation      | A. Arrival                     |
| A. Locating Job Fairs         | B. Strategy                    |
| B. Pre-Registering            | C. Engaging Employers          |
| C. Conducting Research        | D. Follow-Up                   |
| D. Preparing a Strategy       | E. Job Fair Don’ts             |
| III. Clothing and Supplies    | VI. Conclusion                 |
| A. Job Fair Attire            | A. Resources                   |
| B. Resumes                    | B. Handouts                    |
| C. Materials                  | C. Coming Attractions          |
| IV. Your 30-Second Commercial | D. Q & A Session               |
| A. Components                 |                                |

## Learning Aids

- ▶ Job Fair Preparation Checklist
- ▶ 30-Second Commercial Template
- ▶ Job Fair Resource Handout



*What are the keys to a successful job fair experience? Job fairs (or career fairs) can be intimidating places where employers come to screen thousands of job seekers in a short amount of time. Just like successful deployments, mobilizations and missions, a successful job fair experience requires preparation and planning. In this 90-minute webinar, you will learn how attending a job fair can jump start your job search and learn how to stand out among the masses.*

# KEEPING YOUR TRANSITION ON TRACK

## Learning Objectives

At the conclusion of *Keeping Your Transition on Track*, learners should be able to make a successful transition into the civilian sector. Webinar participants will:

- ▶ Recognize the mandatory and recommended transition steps that need to be completed or addressed within specific windows of leaving the military.
- ▶ Complete a Lifecycle Transition Plan based on the individual service member's situation and needs.
- ▶ Identify resources to assist with military, employment, education, financial planning, relocation and health care needs associated with transition.

## Course Outline

- I. Introduction
  - A. Benefits of Transition Planning
  - B. Transition Assistance Programs (by branch)
  - C. The TAP Concept (Lifecycle Model)
  - D. Beginning the TAP Process
  - E. Transition Assistance Elements
- II. Employment and Career Goals
  - A. Self Assessment
  - B. Exploration
  - C. Skill Development
  - D. The Job Search and Selection
- III. Education
  - A. Cost of Education
  - B. Education Services
- IV. Financial Security
  - A. Organizing Personal Finances
  - B. Comparing Compensation
- V. Housing and Relocation
  - A. Relocation Consideration
  - B. Relocation Services
- VI. Health and Well Being
  - A. Physical Health
  - B. Well Being Health
  - C. Stress Symptoms and Solutions Chat Exercise
- VII. Summary
  - A. Transition Action Plan
  - B. Resources
  - C. Upcoming Courses
  - D. Learning Aids
  - E. Q&A

## Learning Aids

- ▶ Transition Webinar Worksheet
- ▶ Lifecycle Transition Plan and Checklist
- ▶ Transition Resources Handout



*Every year, approximately 270,000 service members leave active duty, the National Guard or Reserve components. One day, you will be one of them. How prepared will you be to deal with the employment, education, financial, relocation and health care changes that lie in your future? Regardless of where you are in your military career, there are things you can start doing today to help pave the way for a smooth transition. This 60-minute webinar will introduce you to the transition process. It will help you plot your course using a career lifecycle approach tool, and identify specific resources that can help you along the way.*

# LANDING A FEDERAL JOB

## Learning Objectives

At the conclusion of *Landing a Federal Job*, learners should be able to locate and apply for government jobs using their federal resume. Webinar participants will:

- ▶ Review the benefits of working for the federal government.
- ▶ Discover how federal jobs are filled, including preferences and special hiring authorities for military service members and their families.
- ▶ Learn how to create a profile in USAJOBS and search for job vacancies.
- ▶ Identify strategies for writing an effective federal resume and applying for federal jobs.
- ▶ Learn how to effectively communicate knowledge, skills and abilities in federal questionnaires and other required documents.
- ▶ Identify common mistakes associated with applying for federal jobs and how to avoid them.

## Course Outline

- |                                    |                            |
|------------------------------------|----------------------------|
| I. Introduction                    | C. Keywords                |
| A. Learning Objectives             | IV. The Federal Resume     |
| B. Benefits of Federal Employment  | A. Creating Resumes        |
| II. The Federal Employment Process | B. Tips for Success        |
| A. How Government Jobs Are Filled  | v. KSAs and Questionnaires |
| B. Job Classes                     | A. Examples                |
| C. Preference                      | B. Strategies              |
| D. Creating an Account             | VI. Conclusion             |
| III. Searching for Jobs            | A. Resources               |
| A. Searching for Jobs              | B. Handouts                |
| B. Vacancy Announcements           | C. Coming Attractions      |
|                                    | D. Q & A Session           |

## Learning Aids

- ▶ Federal Resume Builder Template
- ▶ Federal Resume Tips
- ▶ Sample Federal Resume and Questionnaire
- ▶ Federal Employment Resource Handout



*Think looking for a job in the federal government is the same as searching in the private sector? Think again. With over 30,000 jobs available on any given day, the U.S. federal government is the largest employer in the world, but its employment process is unlike any other company. This 90-minute training will focus on the federal employment process, including the many types of jobs available through the federal government and preferences given to the military community. It will demonstrate how to locate and apply for government jobs.*

# SOCIAL NETWORKING AND THE JOB SEARCH

## Learning Objectives

At the conclusion of *Social Networking and the Job Search*, learners should be able to understand how social media can fit into the job search process and be able to monitor their online presence. Webinar participants will:

- ▶ Assess their current knowledge of social media on five specific social networking applications.
- ▶ Recognize how social networking applications can be used by both employers and job seekers in the employment search and hiring process.
- ▶ Learn how to format resume information in two social networking applications.
- ▶ Establish a Google Alert RSS (Really Simple Syndicate) feed to monitor their online presence.

## Course Outline

### I. Introduction

- A. Learning Objectives
- B. Social Media Knowledge Checks
- C. Defining Online Presence
- D. Why Use Social Media
- E. Employer Social Media Usage
- F. Rules of Thumb

### II. LinkedIn

- A. LinkedIn Knowledge Check
- B. Overview
- C. Leveraging LinkedIn
- D. Your Profile
- E. Making Connections
- F. Recommendations
- G. Job Searching
- H. Do's and Don'ts

### III. Other Applications

- A. Application Knowledge Checks
- B. Twitter
- C. Facebook
- D. Plaxo
- E. MySpace

### IV. Monitoring Online Presence

- A. Importance
- B. Google Alerts

### V. Conclusion

- A. Resources
- B. Handouts
- C. Coming Attractions
- D. Q& A Session

## Learning Aids

- ▶ Social Networking Strategies Guide
- ▶ Guide to Online Social Networking for Military Families
- ▶ Social Media Resource Handout



*How can social media play a role in your job search and how are employers using it? In today's technological society, maximizing the job search means incorporating some social networking strategies. Learn how you can use social networking to potentially decrease the amount of time you spend searching for a job. Determine how to monitor your online presence to protect your personal information and avoid "digital dirt" that could harm your job-search efforts. This 90-minute webinar discusses specific social media applications that you can use to find employers, as well as be found by employers.*

# WHY WRITE A COVER LETTER

## Learning Objectives

At the conclusion of *Why Write a Cover Letter*, learners should be able to write an effective cover letter targeted to a particular job or company. Webinar participants will:

- ▶ Understand the purpose of a cover letter.
- ▶ Discover the most common mistakes made in a cover letter.
- ▶ Examine three components of a cover letter template.
- ▶ Learn how to properly construct and format a cover letter.
- ▶ Review and analyze sample cover letters for formatting, strength and accuracy.

## Course Outline

- I. Introduction
  - A. Learning Objectives
  - B. Common Cover Letter Mistakes
  - C. Purpose of a Cover Letter
- II. Constructing Cover Letters
  - A. Types of Cover Letters
  - B. Cover Letter Template
  - C. Cover Letter Components
- III. Formatting a Cover Letter
  - A. Appearance
  - B. Strategy
  - C. Sample Cover Letter Review
- IV. Conclusion
  - A. Resources
  - B. Handouts
  - C. Coming Attractions
  - D. Q&A Session

## Learning Aids

- ▶ Cover Letter Template
- ▶ Sample Cover Letters
- ▶ Cover Letter Checklist
- ▶ Cover Letter Resource Handout



*What is the purpose of a cover letter? Don't let your cover letter be simply an afterthought once you have poured your blood, sweat and tears into your resume. It isn't just a rehash of what is already on your resume. Learn how to use a cover letter to market your specific skills and accomplishments while also enticing an employer to learn more about you. This 60-minute webinar will discuss what information needs to be in your cover letter to complement your resume.*

# TAP TALK



*Got something to say about transition? We do! Join in the monthly “TAP Talk” webinar series for up-to-the-minute information, partnering and career opportunities, and education from the world of transition. This live, virtual “talk show” will feature a hosted discussion with guests ranging from career experts to government agencies to employer panels, and more. Attendees will have the opportunity to participate in the discussion during each live webcast. Topics and guest speakers will be posted monthly on [www.turbotap.org](http://www.turbotap.org).*

Participants in these sessions will have the opportunity to:

- ▶ Network with other transitioning military across all ranks and branches of service.
- ▶ Learn about the latest initiatives from the presidential administration that support military service members and their families.
- ▶ Hear employment advice directly from human resource professionals and hiring managers.
- ▶ Learn about select programs and employment initiatives that target veterans.
- ▶ Participate in dynamic forum discussions on cutting-edge topics that affect all transitioners.