

GEER UP NEWSLETTER



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UPLIFTING PROFESSIONALS



THE HIDDEN JOB MARKET ISSUE

Table of Contents:

01	Welcome, This Is Your Newsletter	04	Success Story & More Certs!
02	The Hidden Job Market	05	Certification Study Groups Forming
03	Resources to Access This Market	06	Career Fairs & Job Opportunities

01 ---- WELCOME! ----

GEER UP stands for **G**overner’s **E**mergency **E**ducation **R**elief, **U**plifting **P**rofessionals. Stay up to date with taking a class/classes, earning your certification or license, and making your next career move.

EARN YOUR CERTIFICATION OR LICENSE TODAY!

- Our Goal is to get you **certified** or **licensed** to support your career search
- We have resources to support you earning your Certification or License



Please note: That while the GEER program has ended, much of the information in this newsletter is helpful to anyone who wishes to get a job.



02 ---- **THE HIDDEN JOB MARKET** ---- written by Sean Wright

Over the years, I have worked with hundreds, if not thousands, of job seekers experiencing the ups and downs of trying to find meaningful employment and I've learned a few things along the way. Some are obvious to any job seeker, some will be a welcomed reminder, and some may be new to you.

It's important to prepare for the long haul, while hoping it won't take too long. Always prepare yourself as well as you can for about a six month search. Working at your search and strengthening your resume, LinkedIn profile, interview skills, etcetera daily with built in rewards for all of you hard work. Saving rewards for reaching smaller daily goals like applying to more jobs, larger weekly goals like updating your LinkedIn profile, and bigger goals like learning a new skill and getting certified or licensed. It's important too, to take a day off about once a week and do something that recharges and relaxes you.

Part of your strategy should include keeping records of all the positions you apply for and details surrounding them. For this, I recommend saving a copy of the job posting, the resume and cover letter you used, when and how you submitted the application, etc. This strategy keeps you on top of your game and allows you to easily get the information you need when an employer reaches out to you months after you submitted your application, and you can even assess what's working, what isn't in your search.

Depending on the source you look at, you will see that anywhere from 60% to 80% of job openings are not advertised. While there is some debate on the exact number of jobs not advertised, one thing is crystal clear; a large percentage of jobs are not waiting to be discovered on Indeed.com, the Maryland Workforce Exchange, or other job search boards. As a way to save money, time, and energy, companies will often hire candidates from within and rely on current employee's to refer qualified candidates for openings. Statistically, these hires perform at a higher level and work for the company longer.

To tap into these unadvertised jobs you need to know people, communicate with them in direct and indirect ways about your professional goals so they think of you when they hear about an open position that is relevant to you. There are many avenues to gain access to the hidden job market. Here is a list of likely avenues, check out the link to this [Indeed article](#) for more details.

Career Search

- Reach out to current contacts
- Join networking groups
- Use professional organizations
- Stay active on LinkedIn/ social media
- Connect with recruiters
- Contact employers directly
- Pursue volunteering opportunities
- Attend industry events
- Stay current on new

In addition to this bulleted list, I would add, request **Informational Interviews**. Informational interviews offer the opportunity to learn more about a role you are professionally interested in, how to be more competitive for your desired role, and can help you build your network (and access the hidden job market) while you are at it. See the two themuse.com articles linked in the resources section on informational interviews.

03 ---- RESOURCES FOR ACCESSING THE HIDDEN JOB MARKET ----

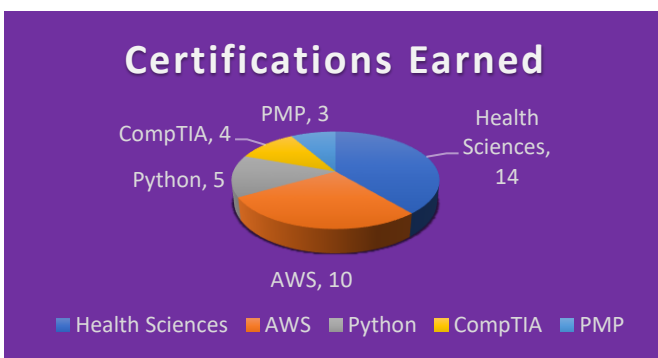
Indeed and The Balance Careers have excellent articles that cover many ways you can access the hidden job market.

- [Hidden Job Market: Definition and How to Access It](#)
- [Use the Hidden Job Market to Advance Your Career](#)
- [What Is the Hidden Job Market](#)

Informational Interview

- [How to Ask for an Informational Interview \(and Get a “Yes”\)](#)
- [3 Steps to a Perfect Informational Interview](#)

04 ---- SUCCESSES – CERTIFICATIONS ----



36 Credentials earned to date! 19 in

Information Technology, 14 in Health Sciences, 3 in Project Management. Have you earned your certification or license? Make sure we know about it so we can share your success with your peers and the state of Maryland which is funding GEER.

Certifications Earned by GEER Students this Month

- CMA - Certified Medical Assistant
- GNA - Geriatric Nursing Assistant
- Certified Phlebotomist



Student Spotlight – Felicia Norris, CNA



Since she was a little girl playing with her childhood best friend Felicia Norris knew that she wanted to be a nurse. Many years later she found herself visiting and caring for her grandmother who was in a nursing home. Fast forward to present day and Felicia completed her training and earned her Certified Nursing Assistant (CNA) credential through GEER fulfilling a lifelong dream. Soon after she started work as a CNA, work that brings her satisfaction while she cares for her clients/patients as though they are family. Felicia now has her eye on Phlebotomy so that she can increase her earning potential and plans to continue work as a CNA part-time. Congratulations and Good Luck Felicia!