



Intangible Job Sector: Expanding Job Opportunities

by Megan Specht
Career & Employment Services

Though the job market proves to be a little thinner than past years, it is important to realize that jobs *are* out there. The key is knowing where to look. One specific job sector which is rapidly growing despite the looming recession, is the intangibles sector. This includes industries such as education and healthcare. Though industries such as the auto and housing industries have been on a decline since the looming recession, employment in the intangibles sector has seen a rapid increase, adding over half a million jobs since 2007.

It is important to understand this shift in industry trends. The U.S. has shifted towards producing outputs which are long-lasting, but do not necessarily obtain a solid form. This is partly because of rapid globalization as well as the increase in knowledge-based growth.

An example is the increased emphasis on the education industry. In focusing on education as a long-lasting, or long-term output, this will in turn increase the amount of human capital. The more of the labor force employed in the education industry, consequently increases the future amount of human capital to enter the labor force. Along with increase of human capital, is the increase of intellectual capital. The more educators, the more knowledge (scientific, business-oriented, and otherwise) that is imparted upon the increasing human capital.

The other rapidly expanding intangibles sector is the healthcare industry. The U.S. has significantly increased spending in order to build up health capital. Health capital is equal to the dollar value of a person's lifetime health. Therefore, it also represents a long-lasting output. This increase in spending represents a need for more healthcare

employees.

To break down the figures, between March 2001 and December 2007, the healthcare and the education industries alone added 3.5 million jobs. That represents 63% of the jobs that were added in that specific business cycle. The total added jobs in the intangibles job sector accounted for 75% of the total growth in the job market.

It is clear that the intangible sector holds a lot of opportunity for the current and future job market. It is important to understand the difference between the tangible and intangible job markets. For example, manufacturing companies, such as IBM, that many people consider to produce tangible products, actually produce intangible outputs which are often in the form of research and development. Another misconception is that oil companies strictly produce oil, which is a tangible product. Innovation, improved technology, and location are important

The intangible sector is not entirely comprised of education and healthcare. Industries such as publishing and finance are part of the sector as well. Though the intangible sector as a whole continues to grow, it is not immune to the effects of the looming recession. The publishing industry, for example, has encountered a difficult struggle with the increase in digital technology, which has lead to a need for less employees.

It is important to know where to look and to realize that jobs *are* out there. Just because the jobs are not tangible, does not mean they are not available!

Information gathered from: Mandel, Michael. "The U.S. Economy's Best Bet: The Intangible Sector." Business Week 09 Dec 2008.

For More Information Visit: www.businessweek.com.

Question: How CES help me find a job?

Answer: "My CES Account" gives students access to an exclusive K-State Job Search board. Make sure you're account is activated and keep your eye out for employers hiring and visit campus. The CES job board is different from other job search boards, because it is exclusive to K-State students and the employers are approved by CES.

Q&A

Students have the ability to specify particular characteristics for the job so it will suit them individually.

For example, a student can specify:

- Major
- On/Off Campus
- Work Schedule
- Position Type
- Plus Much More



Also, keep your eye out for information on the CES website about guiding students from college career despite the current market crunch!

-- <http://www.k-state.edu/ces>

CES SERVICE OF THE MONTH:

Walk-in Wednesday

Do you have a career-related question? Have you been meaning to have your resume reviewed?

Drop by Holtz Hall, Wednesdays, Noon-4.

No appointment necessary.

For more information visit <http://www.k-state.edu/ces>



MARK YOUR CALENDAR : UPCOMING EVENTS

- Walk-in Wednesdays: Mar. 25 & Apr. 1, 22, 29
- Practice Interviews: Mar. 26
- CES REAL WORLD SERIES!
 - Mythbreakers: Apr. 6
 - Survivor: Jobs in a Tough Economy: Apr. 7
 - Reality Bytes: Apr. 8
 - CES Apprentice: Apr. 9
 - Workplace Nightmares: Apr. 14

For more information, visit www.ksu.edu/ces.

STUDENT SPOTLIGHT

Many people have dreams of taking on a major that will help them be lucrative and successful. Kristen Willms, Senior in Early Childhood Education, has dreams of making a difference.

“Coming into college I knew I wanted to pursue a degree in education and work with kids,” said Kristen, “I wasn’t sure of which age group, so I started out Secondary Ed.”

Kristen began her curriculum and immediately started working with secondary aged kids, mainly 7th and 8th graders. Though she enjoyed it and still felt the passion to make a difference and work with kids, she switched to early childhood education. Kristen began having classes at Stone House, the K-State Early Childhood Education Center, and recognized it was her calling.

“Stone House offers free services to children with special needs,” Kristen explained. Kristen also applied for the job as a Para-Professional at Stone House. “With the job of Para comes a lot of responsibility,” Kristen explained, “I work one-on-one with a

child with special needs, named Logan. I am responsible for writing his Individual Education Plan (IEP) as well as helping to make sure he is developing, learning, and happy!”

“I think many people are oblivious to how many children have special needs,” said Kristen. “I feel like I have the opportunity to make a difference in Logan’s life,” she explained.

Kristen has taken on Special Education as a minor to supplement her Early Childhood degree. She plans to go to graduate school to study Special Education.

“I believe that you can make a difference in the world just by helping one person. I still have so much to learn, but I think I’ve got a good start. Everytime Logan makes an accomplishment, I feel like I have too,” explained Kristen.

“I’ve always wanted to make a difference and I feel like K-State is helping me reach my goal,” said Kristen. --

For more information about the special education program visit: <http://coe.k-state.edu/departments/secsa/sped.htm>

Part-Time Jobs More Than Cold, Hard Cash

by Megan Specht
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Many students work through college either to help pay for tuition and living expenses, or to obtain necessary spending money. The main reason that college students maintain a part-time job is to make money. What students may not know is that part-time jobs are also preparing them for the future. Not only do part time jobs teach budgeting, but also time management, work experience, and expand your network.

K-State students’ financial situations vary from one extreme to the other. Some students do not worry about finances because they earned a scholarship or their guardian supports them. On the opposite end of the spectrum, some students completely support themselves, paying for tuition, living expenses, etc. There is of course a wide range of students in between. No matter their situation, most students who have jobs, maintain them to have a sort of income. Though this is very important, it also teaches students how to budget. Though it may not constitute for a complete living expense budget, but it is definitely a start. Learning how to make the most of your profit will help you to budget your salary when you are balancing an income rather than part-time hourly wage.

Students experience a tremendous transition when graduating from college to becoming a working professional. Many college students refrain from taking on a job because they worry about juggling work and school. Students who maintain a job through college have to balance work and school, thus learning time management. This eases the transition from 15 hours of classes a week to 40+ hours of

work. Time management is not only an important skill to learn but it also is something that job recruiters look for.

Many part-time jobs are industry-specific. Students have the opportunity to get their feet wet, and experience the field they hope to work in. This will give the students a feel for how it will be when they graduate and begin working in the industry. Some students graduate college, begin working in their trained field, and then realize it isn’t what they want to do. By obtaining a part-time job, students can know if their chosen major is really what they want to do. At the same time, students learning skills in their chosen field that will help them in the future. When students begin the job search prior experience in the field is very helpful and can give one student the edge over another. Employers can also write recommendation letters for the students as well as serve as a reference supplementing a resume.

Part-time jobs also expand your network. Many times employers will know of other contacts that can assist you in the job search. Much of the job search is “who you know” and by taking on a job, you are expanding your social network. Employers and co-workers will also have valid information about your work-ethic and time management. References that have relevant information are usually more substantial than those who may know you on a strictly personal level.

Whether you feel you need extra money or not, taking on a part-time job may help you to obtain the career you desire in the future. --