

A great way to scrub up on career ideas...

### Job Info

#### Job Applications

If I said two little words to you, '**selection criteria**', I bet you would like, switch off, stop reading, and go "OMG, she is a fossil!" But hang on, I will let you in on an **epic fail**, which could give YOU an **epic win**!

We have to visit the land of the fossils so I can explain....

Some larger businesses (particularly government departments) want job applicants to not only hand in a resume, and a letter, but they also want them to respond to '**selection criteria**'. Like, hello, get-a-life dull!

Recently (well, 12 months ago to be exact) an employer complained to me that only ONE out of 32 online job applicants bothered to complete the **selection criteria**.

*That's like only one person out of 32 putting their hand up to go to a free Pink concert!*

If there is only one applicant completing the criteria, surely they are a shoe-in for an interview! Obviously!

Have you spotted the **epic win** for you here?

Yes, responding to **Selection Criteria** will open up career doors lightning fast! You just need to know HOW to do it.

Ok. How?

Right. Glad you asked!

Nerdy old me, has provided some guidance - just follow this link....

### Tertiary Trinkets

#### VCAL

##### To VCAL or not to VCAL?

There are many Year 10s considering this very question as they are asked (by their school) to choose which certificate they want to study for Year 11 & 12.

Many people treat VCAL as a poor cousin to the VCE, I say poo to that! (Am I allowed to say poo? Too late!)

It doesn't matter which certificate you do, what matters-most is how you approach the learning, and how much effort you put into it.

For example; you can't make a leather boot 'shine' unless you use polish, cloth and a bit of elbow grease. Same goes with your certificate, if you want results, you 'put in'.

The VCAL certificate is an amazing qualification to achieve as it is specially designed to build employable skills (communication,

teamwork, sense of self, work habits, problem-solving, etc.). These skills are enthusiastically snapped up in the workplace.

May I hasten to add that you end up with TWO qualifications at the end of VCAL!

This is because a **VET** subject or **school based apprenticeship** is added to your learning. **Hello**, these are **TAFE** qualifications! You will be a **Tertiary** learner!

Yes, VCAL learning is different to VCE, the reporting style is also poles apart. But it is the **CONTENT** of your report that employers will want to see, and will help them to make a judgment about employing you.

A positive report (in either certificate) is worth its weight in gold.

Don't frown on VCAL, embrace it, learn from it, grow with it and empower yourself for the working future.

[Go VCAL!](#)

### Career Focus

#### Journalism

Sometimes securing work experience with a local media company can be like, boiled-lolly-HARD, but don't let this stop you. Try these ideas:

- Invite a journalist to speak in class
- Ask them to read some of your work.
- First! Ask your English teacher to proof your work
- Keep a portfolio, blog, wiki with writing pieces.
- Follow a journalist on twitter / social media
- Write articles for your school (newsletter or magazine) - this is a great way to have YOUR work published!
- Send some of your work to a local newspaper.
- Ask everybody you know if they have a journalist friend or acquaintance.
- Ask for an **information interview** with a journalist.

An **information interview** (plying them with career related questions) can be used for a number of purposes from finding out more about a career (dah!), securing work experience or building your career networks.

[Watch my Youtube clip to find out how....](#)



alife is an Aussie career web site—and is, well, very.... BLUE!

Blue or not, it is almightly effective, particularly if you have no idea, (or maybe just a little), about what you want as a career.

Be like Cinderella, try it on for size...

[alife.net.au](http://alife.net.au)

**Career Veneer** (online) is FREE to subscribe to—go to <http://careerjunk.edublogs.org> and follow the instructions