

BUILDING BRIDGES TO LABOR MARKETS: STUDENT DRIVEN DATABASE

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Entering the Labor Market

Where do jobs come from?

Biological Process - "Ameba"

- **Growth**
- **Replacement**
- **Spin-off**
- **Contraction**
- **Death**

What actions will influence future job creation?

What Information Is Available?

Federal/State

- **ES202**

Income Verification

- **name**
- **industry (SIC)**
- **employer**
- **salary**

Federal/State

Occupation

- **OES**

Estimate of

Occupational

Needs

Educational Institution

Follow-up:

- **company**
- **job title**
- **salary**
- **location**
- **major**

Other Supporting Resources

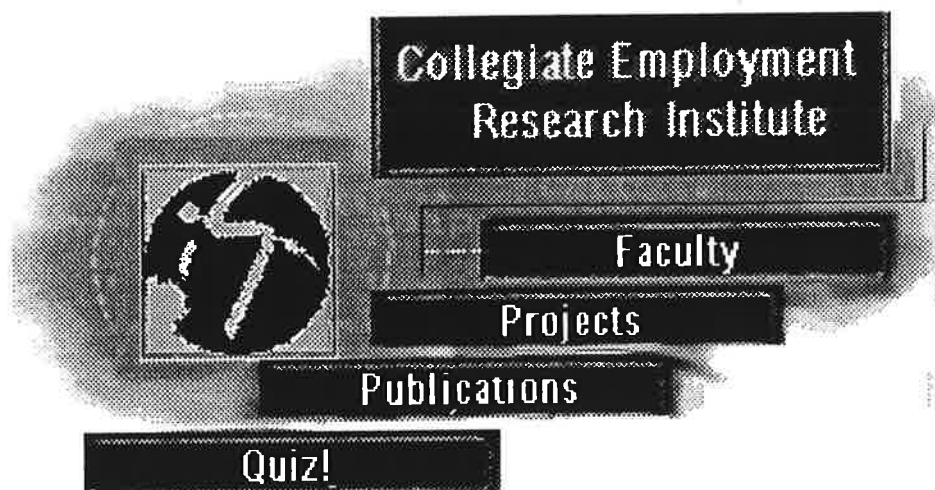
MESC/MOICC

- **Occupational Industry Outlook**
- **Michigan 2000**

AT&T Directory

Harris Directory

The Project



Taking Advantage of the Information Superhighway:

We are posting post-graduation employment follow-up reports on the Internet to allow remote users to access job search strategies and labor market information. This will also increase exposure to the research projects, faculty, and publications produced by the Collegiate Employment Research Institute. The CERI also wishes to increase response on surveys, and will eventually give students the option of submit surveys on line, as an alternative to responding by mail. There are many advantages to posting information of the WWW as a opposed to paper publications, and finite digital storage devices (like CD-ROMs). Here are a few:

- Potential to reach beyond geographical limitations.
- Immediate access by readers with comments and inquiries.
- Hot links to and from similar places of interest to exposure.
- Possibility of bringing information seekers and information providers together through search engines.
- Potential of reaching a much wider audience.

Audience:

We are targeting college students entering the work force as the primary audience. Technical capabilities of this audience are likely to be well above average. Also, MSU students have direct access to MichNet, a direct link to the

Internet. MSU provides to access the information via Netscape or Mosaic at no cost. Students using campus computers have over 25 open computer labs to choose from. The combination of a direct Internet connection plus numerous fast machines results in increased speed, resolution, and more opportunity for bells and whistles.

Content Description:

On CERI's Web site, students will be able to access the following in addition to general information about the Institute (faculty, publications, and projects):

1. % of students graduating from MSU obtaining employment within 6 months after graduation.
2. % of students entering grade school prior to graduation.
3. Specific reports of salary earned by individuals, the location of their first job, and what industry their job is categorized by.

Eventually the CERI will install links to job listings and cost-of-living sites. Students will be able to easily access where to search for a job with their educational background, how much to expect to earn (and ask for) within the first year on the job, and finally, what types of jobs have MSU students obtained in the past?

Tools:

A PowerPC 8500 was used to create the project because data was in DOS-based format, and graphics were created in a Macintosh environment. The PowerPC has the ability to convert digital information between operating systems. One huge advantage of putting this information on the world wide web as opposed to a CD-ROM or other finite digital storage device, is that the WWW is both Macintosh and PC-friendly. Adobe Photoshop and Illustrator were the primary graphic manipulation tools. HTML script (a programming language recognized by Netscape) can be written in any word format and saved as ASCII text. HTML is able to read standard formats like text-only word documents and Compuserve GIF graphics.

Design and Navigation:

The design will be appropriately conservative, but not boring. The content drastically influences the design of the project because we want the students to take CERI and their job search seriously. Navigation is very strait forward. There are only four major areas of content covered: faculty, projects, publications, and a pop quiz (pending server type and space.)

Publicity:

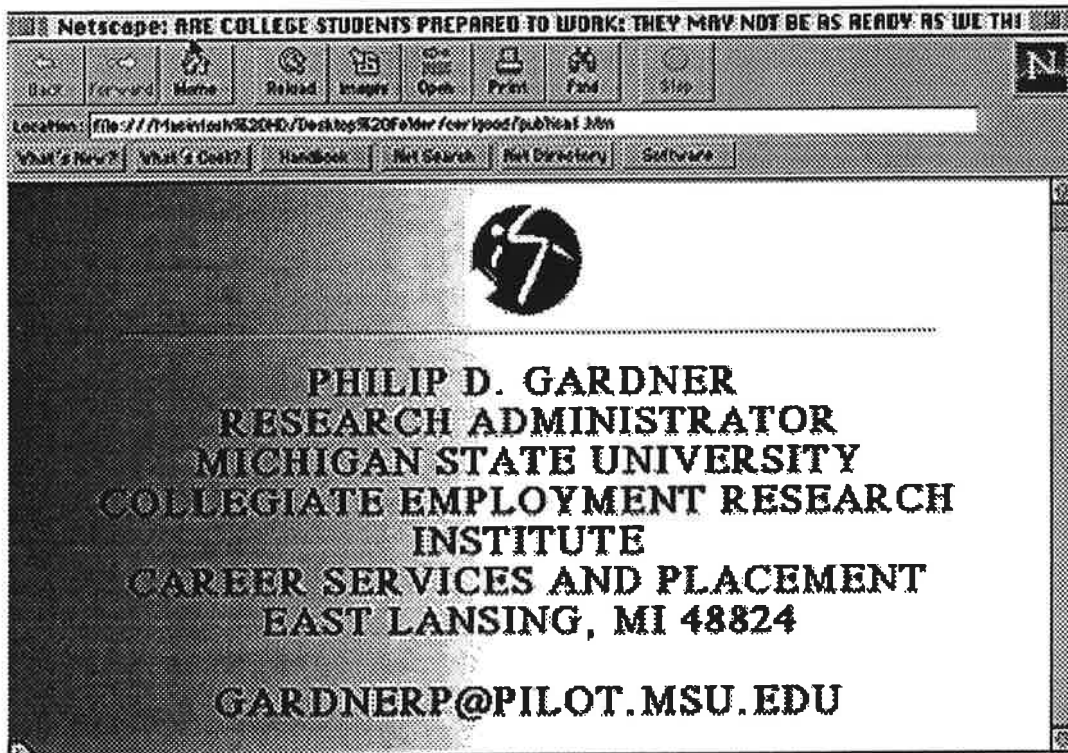
The Collegiate Employment Research Institute will post memos via e-mail, etc., asking similar organizations to set up links to our page. The page will be embedded inside the Career Placement Center of MSU's Home Page. This page houses job search strategies and resources. Links will also be established under Search Engines (like Yahoo) using the keywords JOB SEARCH, and LABOR MARKET. The information should be useful to those seeking employment in or from other states, because of the "location of jobs" information.

For further information about the project, please contact the following:

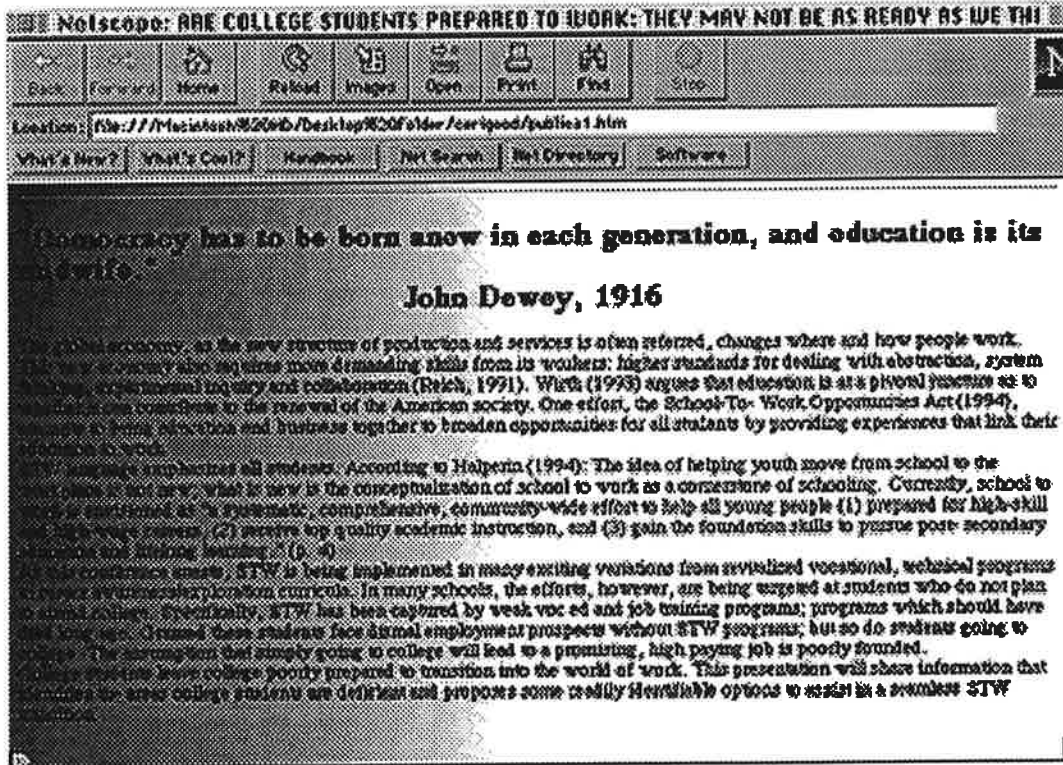
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Faculty



Publications



Project:

Integrating Labor Market Information with Job Search Strategies

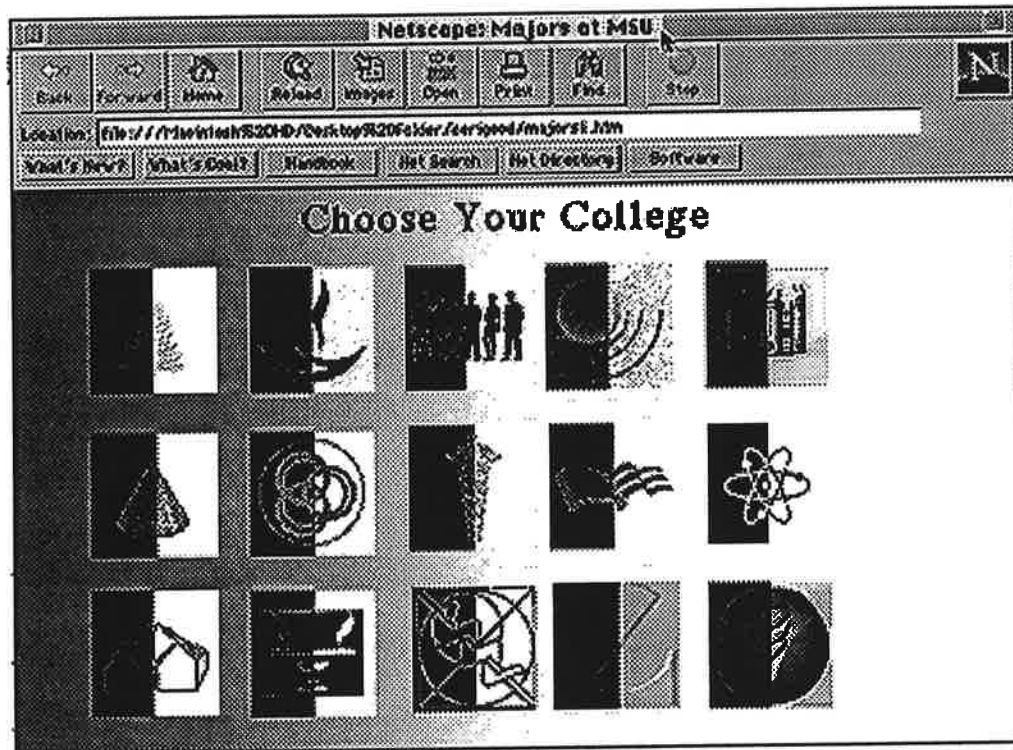


Table of Recent Graduates Categorized by Major

Netscape: CERl-Vocational Business Admin

Location: file:///MacintoshHD/HTML/5wuesdmi.htm

What's New? What's Cool? Handbook Net Search Net Directory Software

Vocational Business Admin

case	job	industry	location	salary
1	and coaches	Public golf courses	MICHIGAN	na
2	and groundskeepers	Membership sports & recreation clubs	MICHIGAN	\$ 23700
3	workers	Hotels and motels	MICHIGAN	\$ 26000
4	other managers and administrators	Membership sports & recreation clubs	MICHIGAN	\$ 24000
5	managers and top executives	Lawn and garden services	MICHIGAN	\$ 25000

CERl Homepage | MSU College Business