

School District Employees Promising Practices Long Island Region Rapid Response Team

BARRIERS FOR SCHOOL DISTRICT EMPLOYEES

- Breaking through mindset of teachers to explore and expand all options
- Self Assessment: Re-Careering and identification of transferable skills
- How to explore the Labor Market and potential careers
- Continued networking for teachers
- Having sufficient coping strategies in place
- Use of Social Media and web tools for job search

SUGGESTIONS TO ASSIST SCHOOL DISTRICT EMPLOYEES

- Promote social networking web 2.0 tools
- Promote Entrepreneurship
- Establish networking groups
- Identify and explore transferable skills to re-career
- Provide list of websites geared toward assisting teachers in their job search
- Explore technology skills that every educator should know.
- Begin working with school districts before the layoffs.
- Create survey to assess current needs, use of services.
- Utilize My Skills, My Future to explore potential career paths
- Provide ongoing support

NEAR TERM: ACTION STEPS

- We have developed a list of customers that we will call into the Patchogue, Hicksville and Hempstead Centers. Due to the large number of affected workers in the region, we have prioritized them:
 - We have searched REOS for customers O*Net coded as teachers:
 - Elementary Teachers
 - Middle School Teachers
 - Secondary Teacher
 - Reasoning: customers in support occupations (clerical, custodial, food service, drivers, etc.) have skills that are used in a number of industries
 - Teachers will probably need more counseling to identify transferrable skills and make the transition to other careers.
- We are working with a REOS scheduling staff person in each center. Since these workshops are being provided as part of the customers' service plan, they will send an appointment letter. The large number of impacted workers in the region makes phoning customers too difficult.
- The Rapid Response Counselors already have prepared a workshop: Job Search Planning for Schools Employees.

School District Employees Promising Practices
Long Island Region Rapid Response Team

- There will be two (2) Rapid Response staff present at the time of the workshop. They will perform Initial Assessments on those customers that require them (if their previous enrollments have expired; or they have been scheduled for Reemployment Service Orientations in the very near future.
- At the workshop the Rapid Response employment counselor will poll for interest in a Networking/Job Club for Teachers, to be facilitated by Rapid Response staff. They will collect contact information so as to inform these customers as soon we evaluate the results and schedule initial meetings.
- Rapid Response staff will review with the customers the list of workshops available at that One Stop and make recommendations as to which may best fit their unique needs.
- We are providing a copy of the booklet targeted to the needs of these customers to each One Stop counselor on Long Island.

LONG TERM

- One of following workshops will be presented at each of the first few Teachers' Networking Clubs:
 - How to Survive A Job Loss (previously developed by One Stop counselors)
 - Introduction to the Job Bank (since it introduces the concept of Transferable Skills)
 - Personal Branding for Teachers (newly developed by Rapid Response counselor)
- Going forward, counselors will assess other appropriate activities to help attendees at Club meetings

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A Teacher's
"Personal Brand"



“Personal Brand”



Table Of Contents

“Personal Brand”

- **What is a “Personal Brand?”**
- **How does your “Personal Brand” represent you?**
- **What is your “Personal Brand” statement**
- **How does your “Personal Brand” represent you**
- **Your communications plan**
- **Reinventing yourself after a layoff**

What is a “Personal Brand”

- How you are represented as an educator? Technology, counseling, planning, demonstrations. What does your “brand” stand for?
- Promotion of yourself online through your network and field
- Worth, presence and experience in your field
- One’s forte
- Advertising + Exposure + Networking = **YOUR BRAND**
- Your Brand and its Return On Investment (ROI)

What Is Your “Personal Brand”

Statement

- Who are you professionally?
- What does teaching mean to you?
- What makes you stand out?
- How did you get to where you are and why regarding your skill development?

How Does Your “Personal Brand”

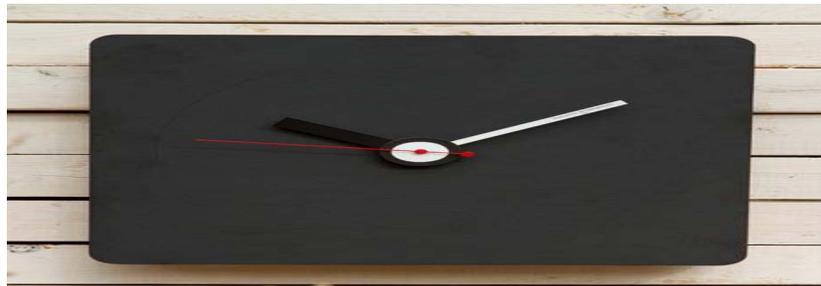
Represent You

- You become your Brand and decide how it represents and defines you?
- What are the selling/positive points about you?
- What’s your message to employers?
- Make your message positive people talk about negative with people experiences
- How do you transfer your skills to a new group/industry?

How Does Your “Personal Brand”

Represent You (Cont)

Designer/Creator/
Communicating



Color
Coordinator/Artistic/
Mobile



Communication/
Internet/
Information



Communicating Your “Personal Brand”

Networking  Social Media

“What groups are you looking to influence, they become your target audience.”

“Successful brands establish an emotional bond that is stronger than merely the practical. Successful brands touch people’s emotions and tap into their deepest values.”

“How do you add value to your brand?” [Jerry S. Wilson, Ira Blumenthal author of Managing Brand You, Seven Steps To Creating Your Most Successful Self](#)

Implementing Your “Personal Brand”

- “5 Essential factors that ensure the highest level of implementation.
 1. Clear Objectives have been established
 2. You have accepted responsibility for implementation
 3. Expectations are in place and well understood by those who are accountable
 4. Performance is monitored regularly
 5. Your strategy is flexible enough to accommodate adjustments during implementation”

You must bring your brand to life and make it definitive discussing who you are and what you have accomplished as a professional. “Relay this message on an interview.

[Jerry S. Wilson, Ira Blumenthal author of Managing Brand You, Seven Steps To Creating Your Most Successful Self](#)

What is your “Personal Brand”

- You are a: **Professionally you are branded:**
- Teacher → Lesson Planner, Instructor, Testing
- Counselor → Intuitive, Development, Guidance
- Trainer → Presenter, Focus, Speaker
- Manager → Evaluating, Direction, Operations
- Speaker → Vision, Topic Orientated, Analyze
- Consultant → Advising, Objective, Decisions
- Technology → Internet, Media, Technical
- Human Resources Professional → Recruiting, Labor Initiatives, Compliance

What is your “Personal Brand”

- School Teacher
 - Adult Education Teacher
 - College Professor
 - Trainer
 - Learning Center Teacher/Coordinator/Director/Owner
 - Human Resources Generalist/Recruiter
 - Grant Writer/Alumni Representative
- 
- ```
graph TD; A[School Teacher] <--> B[Adult Education Teacher]; B <--> C[College Professor]; C <--> D[Trainer]; D <--> E[Learning Center Teacher/Coordinator/Director/Owner]; E <--> F[Human Resources Generalist/Recruiter]; F <--> G[Grant Writer/Alumni Representative];
```

# What your “Personal Brand”

- Guidance Counselor

- Counselor (outside of a school)

- Career Counselor

- Employment Counselor

- CASAC (Certified Alcohol and Substance Abuse Counselor)

- Mental Health Counselor (Additional Degree)

- Private Practice

Can be

Identifying  
your

# “Personal Brand”

Who are you as a professional?

Professional achievements?

Level of internet exposure

Network

# What is your “Personal Brand” Personality?

- “Brand Personality is the set of traits that characterize a brand and bring it to life. This personification of a manufactured item or a service is similar to the personalities of celebrities or other public figures who have a certain way about themselves that makes them seem special. A car can be called “reliable,” “trustworthy,” “beautiful” and “fun”; so can people.”
- [Jerry S. Wilson, Ira Blumenthal author of Managing Brand You, Seven Steps To Creating Your Most Successful Self](#)

**A successful**

# “Personal Brand”

- “If you want to build a successful brand, you have to look for opportunities to create new categories by branching out of existing categories. And then you have to become the first brand in this emerging new category.”

[Al & Laura Ries, Author of The Origin of Brands, Discover the Natural Laws of Product Innovation and Business Survival.](#)

**What is a**

# “Personal Brand”

- A brand is not just a logo, ad campaign, spokesperson or slogan. Rather a brand is a product of the millions of experiences a person creates with employees, vendors, reporters, communities, and customers—and the emotional feelings these groups develop as a result of their experiences.
- A brand is the sum of all the characteristics that make your offering unique:
  - Reputation
  - Customer Service
  - A Promise
  - Price
  - Feeling
  - Attitude
  - Logo
  - Product Line

[Al & Laura Ries, Author of The Origin of Brands,  
Discover the Natural Laws of Product Innovation and  
Business Survival.](#)

How to  
contribute to  
your

# “Personal Brand”

- “Regardless of your place in society, your independent life has entered the time when your personal brand develops significantly and you begin to make a name for yourself that will likely be attached to what your personal brand stands for.”

[Jerry S. Wilson, Ira Blumenthal author of Managing Brand You, Seven Steps To Creating Your Most Successful Self](#)

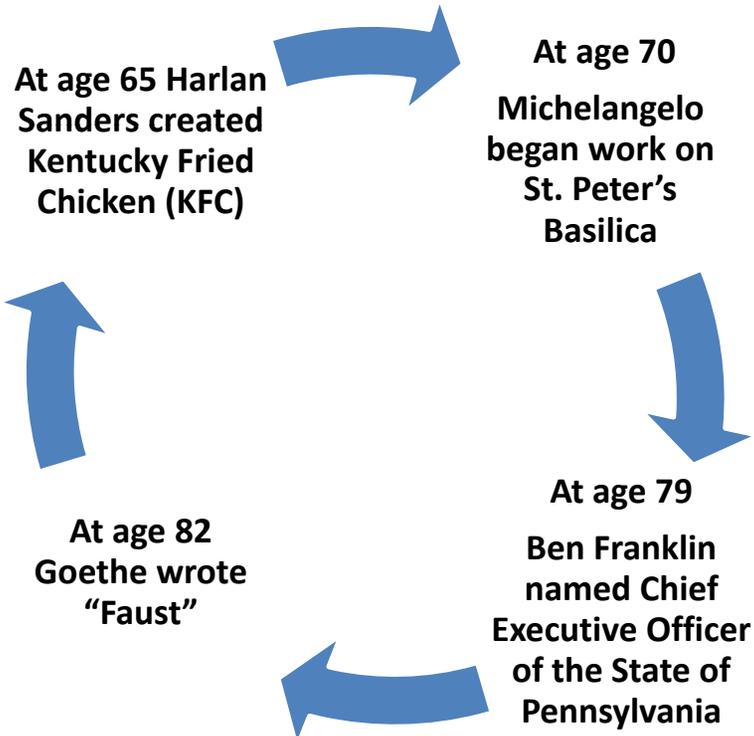
Development  
of your  
“Personal Brand”

- Use your experiences, positive or negative, to craft new ways to reposition yourself and your personal brand for future success, satisfaction and achievement.

[Jerry S. Wilson, Ira Blumenthal author of  
Managing Brand You, Seven Steps To Creating  
Your Most Successful Self](#)

Former Teachers  
Trainers and Creators

# “Personal Brand”



[Jerry S. Wilson, Ira Blumenthal author of Managing Brand You, Seven Steps To Creating Your Most Successful Self](#)

# “Personal Brand”

- “How well do you adapt? Failure to adapt can bring a major limiting factor to a healthy BRAND you.”

[Jerry S. Wilson, Ira Blumenthal author of  
Managing Brand You, Seven Steps To Creating  
Your Most Successful Self](#)

**What is your**

# **“Personal Brand”**

**statement  
or pitch**

- What have you accomplished as a professional? Use “Brand” language that is industry specific
- What are the highlights in your industry that relate to you?
- “Brand” yourself to the statement or pitch.

Define your

# “Personal Brand”

- People want to fit in/contribute to their “Brand” identity
- Your Brand = What people are thinking & saying about you
- You can test what your “Brand” is or could be @ [www.nyjobzone.org](http://www.nyjobzone.org) Create a free account - Career Interests - Start Interest Profiler

# Recommended Next Steps to Enhance Your “Personal Brand”

- “LAST SLIDE:”
- Personal Branding
- Social Media
- LinkedIn for Beginners
- Transferable Skills
- Effective websites: [www.slideshare.net](http://www.slideshare.net)
- Hopkins, John D. [Citing Internet Sources](#). Version 6.5, 15 March 2011. [TRENPK6 Academic Citation and Documentation Course](#), Department of Translation Studies, University of Tampere, Finland.

# Planning Your Job Search for School District Employees

NYS Department of Labor  
Long Island Rapid Response



# Getting Started

- Have a clear employment goal.
- Pick and choose your targets.
- Make a schedule.
- Be assertive and proactive.
- Professional resume, email and voicemail message.
- Looking for work is work.
- Skills, experience, and accomplishments.
- **BE PERSISTENT AND STAY POSITIVE!**



Andrew M. Cuomo, Governor  
Colleen C. Gardner, Commissioner

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- Unemployment Assistance
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- FAQs
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05/23/2011  
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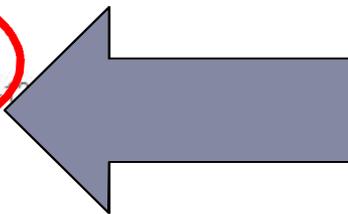
## Search

Results 1 - 10 of about 203 for **school district employees**. Search took 0.09 seconds

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[PDF] [Job Search Guide for School District Employees](#)  
... 1 Introduction This booklet serves as a guide for **school district employees** who have recently lost their jobs. ... **School District Employees** Page 32. ...  
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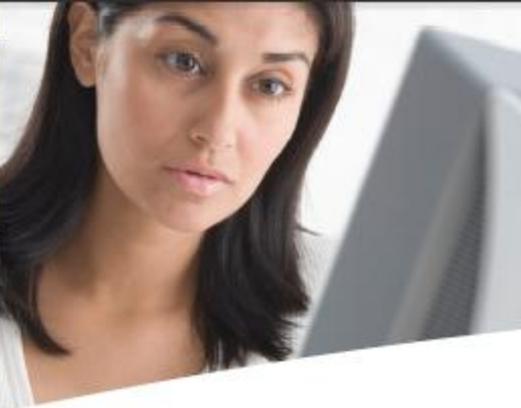
[New York State Department of Labor - DOSH PESH](#)  
... Town, Village governments, Public Authorities, **School Districts**, Paid ... state or local government **employees** or their ... to the nearest PESH **district** office ...  
[www.labor.ny.gov/workerprotection/safetyhealth/DOSH\\_PESH.shtm](http://www.labor.ny.gov/workerprotection/safetyhealth/DOSH_PESH.shtm) - 43k

[New York State Department of Labor - WesternMarch2010](#)  
... Office and Professional **Employees** International Union. The Lake Shore Central **School** Board voted unanimously to close two of the **district's** five ...  
[www.labor.ny.gov/stats/wny/MonthlyReports2010/WesternMarch2010.asp](http://www.labor.ny.gov/stats/wny/MonthlyReports2010/WesternMarch2010.asp) - 21k

[New York State Department of Labor - WesternApril2010](#)  
... positions under a new \$55 million budget proposed for the 2010-2011 **school** year. The **district** faced having to lay off 50 **employees**, but attempted ...  
[www.labor.ny.gov/stats/wny/MonthlyReports2010/WesternApril2010.asp](http://www.labor.ny.gov/stats/wny/MonthlyReports2010/WesternApril2010.asp) - 24k  
[ [More results from www.labor.ny.gov/stats/wny/MonthlyReports2010](#) ]

[New York State Department of Labor - mohec](#)  
... Black River Regulating **District** will lay off 12 **employees** staffed in ... The Leader-Herald May 13, 2010); Mayfield Central **School District** (Fulton County ...  
[www.labor.ny.gov/stats/moh/mohec.shtm](http://www.labor.ny.gov/stats/moh/mohec.shtm) - 44k

[PDF] [IN NEW YORK STATE](#)  
... Firm: South Jefferson Central **School District** Location: Adams Union: Civil Service **Employees** Assn Inc, Local 1000, American Federation of State ...  
[www.labor.ny.gov/stats/PDFs/chsv55n4.pdf](http://www.labor.ny.gov/stats/PDFs/chsv55n4.pdf) - 2009-12-11



# Job Search Guide for School District Employees

This Job Search guide is designed to cover the topics you need for a successful job search. Please know that the process of searching for a job and the tools you use have changed greatly in recent years. Make sure that you get off to a good start by understanding today's labor market and learning effective job search strategies. We suggest you continue this discussion with the staff at your local One-Stop Career center and also the Rapid Response Team. You can find all local office addresses, labor market statistics, job search resources, career assessments and other invaluable information at [www.labor.ny.gov](http://www.labor.ny.gov).



## Contents

|                                                     |    |
|-----------------------------------------------------|----|
| Introduction .....                                  | 1  |
| One-Stop Career Services and Locations .....        | 2  |
| Career Exploration .....                            | 4  |
| Cover Letters.....                                  | 6  |
| Resume Writing .....                                | 8  |
| Required Elements on a Resume .....                 | 9  |
| Optional Elements of a Resume.....                  | 10 |
| Transferable Skills by Subject.....                 | 11 |
| Letters of Recommendation .....                     | 15 |
| Job Search for Educators.....                       | 16 |
| Visible Job Market.....                             | 16 |
| The Hidden Job Market.....                          | 16 |
| Alternative Career Opportunities for Educators..... | 18 |
| Social Networking .....                             | 20 |
| Successful Interviewing.....                        | 22 |
| Labor Market Information .....                      | 24 |
| General Principles of Salary Negotiation .....      | 25 |

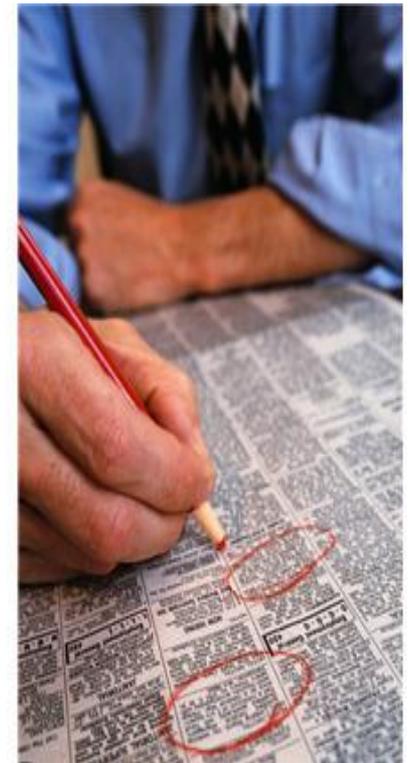


## Contents

|                                                            |    |
|------------------------------------------------------------|----|
| Addendum.....                                              | 1  |
| Cover Letters.....                                         | 2  |
| Resume Writing .....                                       | 6  |
| Duties vs. Accomplishments.....                            | 6  |
| Action Verbs by Skill.....                                 | 8  |
| Resume Samples .....                                       | 10 |
| Networking .....                                           | 17 |
| Online Social Networking.....                              | 17 |
| Web 2.0 Glossary.....                                      | 17 |
| How to Register on Facebook.....                           | 20 |
| How to Register for a Twitter Account.....                 | 20 |
| How to sign up for a LinkedIn Account .....                | 20 |
| How to Connect Twitter to Facebook Status Updates.....     | 21 |
| How to Connect Facebook to Twitter.....                    | 21 |
| 7 Secrets to Getting Your Next Job Using Social Media..... | 22 |
| Job Search Websites .....                                  | 26 |
| Customer Satisfaction Survey                               |    |

# Where Should I Look?

- Your network
- Social Media(i.e. LinkedIn, Twitter)
- Job boards (i.e. Laborny.jobs, Indeed.com)
- Newspapers
- Local One-Stop Career Center
- Trade, Professional Associations
- Job Fairs/ Recruitments



# Resume's and Cover Letters

- Easy to read.
- Targeted resume and cover letter.
- Electronic and hard copies of resume.
- Perfectly typed- spelling, grammar, and layout.
- Research company prior to sending letter.

# Networking

- What is Networking?
- Who should you network with?
- Why network?

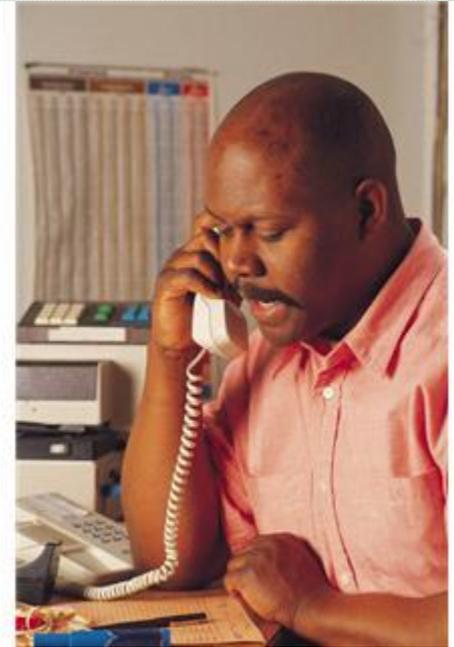


- Business Cards  
(Vistaprint.com)
- Join groups.
- Attend networking events.



# Cold Calling

- What is Cold Calling?
- Compile a list of companies.
- Obtain contact info for company.
- Contact companies and gather names of hiring managers.
- Write a letter and/ or call hiring manager.





Andrew M. Cuomo, Governor  
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## Find Potential Employers in the New York State Business Directory

Use the Business Directory to obtain the name, address, and contact information for businesses most likely to employ people in your occupation or industry. Employment levels at more than 713,000 firms in New York State were compared with statewide industry staffing patterns for 800 occupations to identify potential employers in your field.

Please select an industry or occupation. For occupations with wide industry usage (e.g. Secretaries or Accountants) you may prefer to search by industry. For others, you may prefer to search by occupation.



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## Find Potential Employers in the New York State Business Directory

## Industry Search

Please use the hyperlinks below to find complete information for these potential employers in **Elementary and Secondary Schools**.

Displaying Page: 1

Jump to Page:

1 Go 

| Company Name                                   | City              |
|------------------------------------------------|-------------------|
| <a href="#">Eastern Suffolk Boces</a>          | Patchogue         |
| <a href="#">District Superintendent</a>        | Dix Hills         |
| <a href="#">Western Suffolk Boces</a>          | Dix Hills         |
| <a href="#">Lindenhurst Public School Dist</a> | Lindenhurst       |
| <a href="#">Hauppauge Union Free District</a>  | Hauppauge         |
| <a href="#">Wyandanch Superintendent's Ofc</a> | Wyandanch         |
| <a href="#">Wyandanch Union Free School</a>    | Wyandanch         |
| <a href="#">William Floyd School System</a>    | Mastic Beach      |
| <a href="#">Harbor Fields Central School</a>   | Greenlawn         |
| <a href="#">Longwood Senior High School</a>    | Middle Island     |
| <a href="#">Connetquot High School</a>         | Bohemia           |
| <a href="#">William Paca Middle School</a>     | Mastic Beach      |
| <a href="#">James E Allen Elementary Schl</a>  | Dix Hills         |
| <a href="#">Sachem High School North</a>       | Lake Ronkonkoma   |
| <a href="#">Brentwood High School</a>          | Brentwood         |
| <a href="#">Westhampton Beach Ufsd</a>         | Westhampton Beach |
| <a href="#">Sag Harbor Public Schools</a>      | Sag Harbor        |
| <a href="#">Ward Melville High School</a>      | Setauket          |



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## Long Island Schools



Long Island Schools is your main source when you need to locate information about a school on Long Island. We are committed to higher education and provide easy access to the most current facts and information on many of the schools on Long Island. From pre elementary to high schools we've got it covered here at Long Island Schools.com.

**Long Island Schools** are composed of many private, parochial and public establishments. With roughly 230 private and parochial schools are available to the residents of the Island, the enrollment is over 53,000 students, with approximately 4,873 teachers. The 127 public Long Island school districts have an enrollment of over 476,000 student and approximately 36,000 teachers. Upon leaving the ranks of private or public school system, Long Island also offers a variety of higher education opportunities to its residents. Roughly 88% of the graduating classes each year embark on the voyage into the higher education ranks, and in Long Island, they have the option of seventeen different 4 year degree colleges and universities, 8 two/three year junior colleges, and five professional institutions. Just a few of the Long Island schools of higher learning are: Hofstra University, Dowling College, New York Institute of Technology, St. Joseph College, SUNY Stony Brook, and Touro Law College, plus many, many others.

Can search LI schools. Including pubic, private, and colleges.

### Search Schools:

School Name:

School City:

School Zip:

### Suffolk Schools

- [Dix Hills](#)
- [Islip](#)
- [Westhampton Beach](#)
- [East Setauket](#)
- [Port Jefferson Station](#)
- [Shoreham](#)
- [Holbrook](#)
- [Kings Park](#)
- [Hampton Bays](#)

### Quick College Search

Zip Code:

Subject:

| Long Island Public Schools: |         |
|-----------------------------|---------|
| Total # of Districts:       | 127     |
| Total # of Students:        | 476,000 |
| Total # of Teachers:        | 35,800  |



### Search Schools:

School Name:

Go

School City:

Go

School Zip:

Go

### Suffolk Schools

[Northport](#)  
[Fishers Island](#)  
[North Babylon](#)  
[Wyandanch](#)  
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|                                                                                   |                                                         |                                                               |
|-----------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------|
| <a href="#">Baldwin School District</a>                                           | <a href="#">Bellmore School District</a>                | <a href="#">Bellmore-Merrick Central High School District</a> |
| <a href="#">Bethpage School District</a>                                          | <a href="#">Boces Nassau</a>                            | <a href="#">Bronx Preparatory Charter School</a>              |
| <a href="#">Carl C. Icahn Charter School</a>                                      | <a href="#">Carle Place School District</a>             | <a href="#">East Meadow School District</a>                   |
| <a href="#">East Rockaway School District</a>                                     | <a href="#">East Williston School District</a>          | <a href="#">Elmont School District</a>                        |
| <a href="#">Farmingdale School District</a>                                       | <a href="#">Floral Park - Bellerose School District</a> | <a href="#">Franklin Square School District</a>               |
| <a href="#">Freeport School District</a>                                          | <a href="#">Garden City School District</a>             | <a href="#">Glen Cove School District</a>                     |
| <a href="#">Great Neck School District</a>                                        | <a href="#">Harriet Tubman Charter School</a>           | <a href="#">Hempstead School District</a>                     |
| <a href="#">Herricks School District</a>                                          | <a href="#">Hewlett-Woodmere School District</a>        | <a href="#">Hicksville School District</a>                    |
| <a href="#">International Charter High School at La Guardia Community College</a> | <a href="#">Island Park School District</a>             | <a href="#">Island Trees School District</a>                  |
| <a href="#">Jericho School District</a>                                           | <a href="#">Kipp Academy Charter School</a>             | <a href="#">Lawrence School District</a>                      |
| <a href="#">Levittown School District</a>                                         | <a href="#">Locust Valley School District</a>           | <a href="#">Long Beach City School District</a>               |
| <a href="#">Lynbrook School District</a>                                          | <a href="#">Malverne School District</a>                | <a href="#">Manhasset School District</a>                     |
| <a href="#">Massapequa School District</a>                                        | <a href="#">Merrick Academy-Queens Charter School</a>   | <a href="#">Merrick School District</a>                       |
| <a href="#">Middle College Charter High School at Laguardia</a>                   | <a href="#">Mineola School District</a>                 | <a href="#">New Hyde Park - Garden City Park</a>              |
| <a href="#">North Bellmore School District</a>                                    | <a href="#">North Merrick School District</a>           | <a href="#">North Shore School District</a>                   |
| <a href="#">Oceanside School District</a>                                         | <a href="#">Our World Neighborhood Charter School</a>   | <a href="#">Oyster Bay East Norwich School District</a>       |
| <a href="#">Plainedge School District</a>                                         | <a href="#">Plainview-Old Bethpage School District</a>  | <a href="#">Port Washington School District</a>               |
| <a href="#">Renaissance Charter School</a>                                        | <a href="#">Rockville Centre School District</a>        | <a href="#">Roosevelt Children's Academy</a>                  |
| <a href="#">Roosevelt School District</a>                                         | <a href="#">Roslyn School District</a>                  | <a href="#">Seaford School District</a>                       |
| <a href="#">Sewanhaka Central School District</a>                                 | <a href="#">Syosset School District</a>                 | <a href="#">Uniondale School District</a>                     |
| <a href="#">Valley Stream #13 School District</a>                                 | <a href="#">Valley Stream 30 School District</a>        | <a href="#">Valley Stream Central School District</a>         |
| <a href="#">Valley Stream District 24 (UFSD)</a>                                  | <a href="#">Wantagh School District</a>                 | <a href="#">West Hempstead School District</a>                |
| <a href="#">Westbury School District</a>                                          |                                                         |                                                               |

**Search Schools:**

School Name:

School City:

School Zip:

 **Suffolk Schools**

[Southampton](#)  
[East Quogue](#)  
[Mount Sinai](#)  
[Orient](#)  
[Amityville](#)  
[Amagansett](#)  
[Wainscott](#)  
[Islip Terrace](#)  
[Mattituck](#)  
[Patchogue](#)  
[Rocky Point](#)  
[Westhampton Beach](#)  
[Fishers Island](#)  
[Port Jefferson](#)  
[Copiague](#)  
[Central Islip](#)  
[Southold](#)  
[Bay Shore](#)  
[Babylon](#)  
[Northport](#)  
[Quogue](#)  
[Port Jefferson Station](#)  
[Eastport](#)  
[Islip](#)  
[Wainscott](#)  
[Show All...](#)

**Nassau Schools**

[Long Island City](#)  
[Oceanside](#)  
[Jackson Heights](#)

**Central Office Address:** 960 Hastings Street  
 Baldwin NY, 11510  
**Contact Number:** 5163779271  
**District Superintendent:** Robert J. Britto  
**Spending Per Student:** \$14,704  
**General Education Spending:** \$50,671,896  
**Special Education Spending:** \$13,179,733  
**Percent Spent On Instruction:** 78.7%  
**Average Teacher Salary:** \$71,566  
**Student Dropout Rate:** 2%  
**Students Receiving Reduced/Free Lunch:** 0%  
**Students With Limited English Skills:** 4%  
**Graduates Receiving Regents Diplomas:** 90%  
**Graduates Receiving Advanced Diplomas:** 48%

**2008/2009 Budget:** \$110,810,515  
**% Change From Previous Year:** 4.77%  
**Voting:** 1347 (Yes)  
 832 (No)  
**Budget Status:** Passed

Discuss the Baldwin School District in our new [Long Island School Forums](#).

**Baldwin School District**

| School Name                                 | City    | Grade Level | Students |
|---------------------------------------------|---------|-------------|----------|
| <a href="#">Baldwin Middle School</a>       | Baldwin | 06 - 08     | 1,303    |
| <a href="#">Baldwin Senior High School</a>  | Baldwin | -           | 1,762    |
| <a href="#">Brookside Elementary School</a> | Baldwin | KG - 05     | 229      |
| <a href="#">Lenox Elementary School</a>     | Baldwin | KG - 05     | 294      |
| <a href="#">Meadow Elementary School</a>    | Baldwin | KG - 05     | 785      |

# Follow Up

- Who should you follow up with?
- When should you follow up?
- How should you follow up?



[www.labor.ny.gov](http://www.labor.ny.gov)



<http://www.labor.ny.gov/agencyinfo/jobbank.shtm>



# New York State Job Bank

Search by: **Keywords** | Occupation | Military | Company | Job I.D.

Keywords



Cities

[See List](#)

**SEARCH**

[Add Advanced Fields](#)

[Add Location](#)  
[Search All States](#)

## Welcome to the New York State Job Bank!

**Job Seekers** - Post Your Resume Today for Free. We Offer Only Real Jobs, Good Jobs, No Spam!

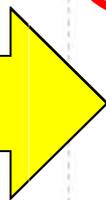
**Employers** - Stop manually posting jobs! If you have a corporate career site, find out how to automatically post your jobs.

**Dot.Jobs** - New York is the first state workforce agency to be granted access to the new "dot.jobs" domain. Find out more about the "dot-jobs" universe and its anticipated benefits at [www.universe.jobs](http://www.universe.jobs)

### BUSINESSES

- Create/Login to Your Employer Account
- Employer Desktop
- Post Jobs for Free
- Search Resumes
- Resume Search Agents

**Create free account**



### JOB SEEKERS

- Create/Login to Your Account
- Job Seeker Desktop
- Post Your Resume
- One-Stop Career Centers
- Job Search Agents
- Follow us on Twitter
- Visit our Facebook page

**Links to DOL pages**



### Business Resources

### Job Seeker Resources



ON-LINE APPLICATION SYSTEM FOR EDUCATORS

» HOME «

- THE HOW-TO? BUTTON
- JOBS
- DISTRICTS
- MAPS
- FAQ
- DOWNLOAD BROCHURE
- CONTACT
- ABOUT OLAS

### QUICK JOB SEARCH

ENTER KEYWORDS (i.e. job title)

ENTER A REGION

Long Island



## LONG ISLAND REGION



**NEW USER? REGISTER HERE** 

Set up free account

### EXISTING OLAS USERS

USER NAME:

PASSWORD:

**FORGOT USER NAME? FORGOT PASSWORD?** 

This Service Must Be Viewed Using Internet Explorer 5.0+, Netscape 6.0+, AOL 6.0+. Screen Resolution 800 X 600 [Contact Webmaster](#)

Search

ABOUT SSL CERTIFICATES



*In Partnership With*

NASSAU BOCES  
EASTERN SUFFOLK BOCES  
WESTERN SUFFOLK BOCES

CHANGE PAGE SIZE

CHANGE PAGING SIZE : 50

71 records found

Page 1 of 2

| Job Number                       | Job Description                          | Start Date | District Name                         |
|----------------------------------|------------------------------------------|------------|---------------------------------------|
| <a href="#">EAIN0045951-0001</a> | Art Teacher                              | 09/01/2011 | East Islip UFSD                       |
| <a href="#">GDCN0045182-6013</a> | Art Teacher - Primary School             | 09/01/2011 | Garden City UFSD                      |
| <a href="#">CPLN0045984-0001</a> | Art Teacher 2/5                          | 08/31/2011 | Carle Place UFSD                      |
| <a href="#">SOHN0045960-7080</a> | Bi-Lingual (English/Spanish) ESL Teacher | 09/01/2011 | Southampton Schools                   |
| <a href="#">SOCN0045824-0000</a> | Bilingual Teacher Elementary             | 09/01/2011 | South Country Central School District |
| <a href="#">CSHN0045237-0002</a> | Biology Teacher - P/T                    | 09/01/2011 | Cold Spring Harbor                    |
| <a href="#">EAIN0045941-0004</a> | Business Teacher                         | 09/01/2011 | East Islip UFSD                       |
| <a href="#">CMRN0045806-0004</a> | Business Teacher .6                      | 09/06/2011 | Center Moriches UFSD                  |
| <a href="#">RLNN0045777-0141</a> | Driver Education Teacher                 | 09/01/2011 | Roslyn UFSD                           |
| <a href="#">LYNN0044941-5080</a> | Earth Science Teacher- Secondary Level   | 09/01/2011 | Lynbrook Public Schools               |
| <a href="#">SOHN0045965-0009</a> | Earth Science/Astronomy Teacher          | 09/01/2011 | Southampton Schools                   |
| <a href="#">SPRN0045982-0010</a> | Elementary Teacher                       | 09/06/2011 | Springs UFSD                          |
| <a href="#">EAIN0045943-0011</a> | English Language Arts Teacher            | 09/01/2011 | East Islip UFSD                       |
| <a href="#">CSHN0045998-0011</a> | English Teacher                          | 09/01/2011 | Cold Spring Harbor                    |
| <a href="#">GDCN0045542-0011</a> | English Teacher - High School            | 09/01/2011 | Garden City UFSD                      |
| <a href="#">SOCN0045897-0000</a> | ESL Teacher - Part Time                  | 09/01/2011 | South Country Central School District |
| <a href="#">EAIN0045944-7080</a> | ESL teacher - secondary level            | 09/01/2011 | East Islip UFSD                       |
| <a href="#">SOHN0045963-7080</a> | ESL/Social Studies Teacher - Leave Repl. | 09/01/2011 | Southampton Schools                   |
| <a href="#">UNIN0045900-0010</a> | FLES Teachers                            | 09/01/2011 | Uniondale UFSD                        |
| <a href="#">GLCN0045907-0000</a> | GED Teacher (English and Social Studies) | 09/06/2011 | Glen Cove School                      |
| <a href="#">NENN0045797-0032</a> | German Teacher                           | 09/01/2011 | Northport-East Northport UFSD         |
| <a href="#">CSHN0045369-0038</a> | Latin Teacher - P/T                      | 09/01/2011 | Cold Spring Harbor                    |

# Social Media



WIKIPEDIA  
*The Free Encyclopedia*



LIVEJOURNAL



# Why Should You Be Using Social Media in your Job Search?

- 77% of recruiters are using social media websites to find potential candidates. (CareerBuilder)
- Major companies use LinkedIn to recruit candidates.
- The opportunity to “connect” with people you may never have “connected” with in person.
- It allows you to demonstrate that you are tech savvy.
- The ability to conduct “Real Time” job searches.

<http://socialnomics.net/>



<http://www.youtube.com/watch?v=1FZoz5Fm-Ng>

# The NYS Department of Labor is Connected

facebook

twitter

**New York State Department of Labor is on Facebook**  
Sign up for Facebook to connect with New York State Department of Labor.

**New York State Department of Labor**  
Wall Info Discussions Photos Video Events

**Wilfredo Cruz** Call on Senate to Extend Filing Deadline for Jobless Beneficiaries are urging the Senate to take immediate action this week and make sure that federal UI supplements are not allowed to expire! As you know, last month the Senate has passed H.R. 4691, extending unemployment benefits

The house has already passed the additions...  
See More  
43 minutes ago · Comment · Like · Report

**Gerri Sue Kleigman Rapp** I've look and can't find your Action Center, as you requested. Where is it?  
3 minutes ago

**Mike Branson** My benefit date is 9/22/08 I'm a 79 weeker who has no clue what's actually going on. I have two more weeks left. DOL I need some clarity in terms of what's happening. I was told I was not on EB yet I am still presented with the check box at times each week. DO I KEEP FILING AFTER MY SECOND WEEK IS UP? AS STATED BEFORE ...  
See More  
53 minutes ago · Comment · Like · Report

**Frank De Palma** [http://www.huffingtonpost.com/2010/03/24/jpmorgan-chase-report-say\\_n\\_512130.html](http://www.huffingtonpost.com/2010/03/24/jpmorgan-chase-report-say_n_512130.html)

**JPMorgan Chase Report Says Enhanced Unemployment Benefits Increase Unemployment**  
[www.huffingtonpost.com](http://www.huffingtonpost.com)  
A recent report by JPMorgan Chase claims that the enhanced unemployment benefits which were enacted to fight the recession have actually increased the unemployment rate by 1.5 percent.

**Hey there! NYSLabor is using Twitter.**

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? **Join today** to start receiving NYSLabor's tweets.

**Join today!**

Already using Twitter from your phone? [Click here.](#)

**NYSLabor flickr**

Home The Tour Sign Up Explore

Search NYSLabor's photostream Search

**NYSLabor uses Flickr - you can too!**  
Flickr is a great way to stay in touch with people and explore the world. It's free and fun!

**Join Flickr**

**NYSLabor's photostream**  
Sets Galleries Tags People Archives Favorites Profile

**Harold Kaplan**  
Harold Kaplan, Vice president of the Culinary Tech Center, described the Commercial Cooking program...

**Commissioner Colleen Gardner**  
Commissioner Colleen Gardner spoke about the Labor Department's efforts to combat the high rate of...

**Student Lindsey Rogowski**

**Student Kela Braithwaite**  
Kela Braithwaite shows off some delectable foods she helped prepare.

**Links to social Media sites On homepage Labor.ny.gov**

**Stay Connected**

Facebook Twitter  
YouTube Flickr

**businesses ARE YOU A BUSINESS IN NYS?**

**jobseekers LOOKING FOR A JOB?**

**Video Highlights**

The US Census is Hiring  
Workforce Initiative Kick Off  
UI Fraud Crackdown

**Blog: Labor Buzz**

**Unemployment**

File for Benefits  
Benefits Calculator

**Question of the Day**

Do I have to file claim if I become unemployed again?

# The U.S. Department of Education is Connected

The image displays a collage of digital content related to the U.S. Department of Education. At the top left, the YouTube logo is circled in red. Below it is a screenshot of the ED.gov website header, featuring the ED.gov logo and navigation links for Funding, Policy, Research, News, and About ED. A central article titled "Higher Education and the Economy" is visible, along with a "Voices of Rural Transformation" video player. To the right, a "How do I find..." sidebar lists resources like Grant opportunities and Money for college. Below the website header, the Facebook logo is circled in red, with a screenshot of Secretary Arne Duncan's Facebook profile. The Twitter logo is also circled in red, with a screenshot of the @usedgov Twitter account. A yellow arrow points from the text "Links to social media sites on homepage www.ed.gov" to a "Get Connected" link in the bottom right corner, which is also circled in red. This link includes icons for Facebook, YouTube, and Twitter. The bottom of the image shows a Windows taskbar with the Internet Explorer browser icon and a 100% zoom level.

# The NYC Department of Education is Connected



facebook  
Sign Up New York City Department of Education is on Facebook. Sign up for Facebook to connect with New York City Department of Education.

New York City Department of Education  
Wall Info Photos  
New York City Department of Education  
Just Others

The largest system of schools in the United States, serving 1.1 million students in over 1,600 schools.  
You can also email us at: Facebook@schools.nyc.gov  
Customer Use Policy: http://www.nyc.gov/socialmedia/edpolicy

Information  
Location: New York, NY, 10007  
9,362 People Like This

**NYC Department of Education**  
Joel I. Klein, Chancellor

- About Us
- Academics
- Choices & Enrollment
- Schools in the Community
- Offices & Programs
- Rules & Policies
- Student Support, Safety & Activities
- Performance & Accountability
- Parent Link >
- Teacher Page >
- Panel for Educational Policy >
- Careers >

NYC public schools serve 1.1 million children. Our school system is larger than the populations of eight states.

Parents and Families | Students | Employees

### Memo to Parents about State Test Scores

Parents/Guardians: read this memo from the Chancellor about recently-released State test results in 3rd-8th grade English Language Arts and math. This letter is available in 10 languages.

Read the full story >

Find a School >

Start your search Find by Address

By School Name  
By School Name  
By School Name  
By School Name



Links to social media sites on homepage  
Schools.nyc.gov



Can search careers in NYC schools



Get short, timely messages from NYC Public Schools.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @NYCSchools.

Sign Up >

Get updates via SMS by texting follow NYCschools to 40404 in the United States  
Codes for other countries

**NYC NYCSchools**  
Verified Account

Name NYC Public Schools  
Location New York, NY  
Web http://schools.nyc.gov  
Bio The NYC Department of Education is the largest system of schools in the US.  
Customer Use Policy: http://www.nyc.gov/socialmedia/policy/twitter@schools.nyc.gov  
40 following 5,588 followers 335 listed

**@seshylover17** Classes begin on 9/8 for all students. Here's the 2010-2011 school year calendar: http://bit.ly/cVUA4x (opens PDF)  
2:30 PM Aug 9th via HootSuite in reply to seshylover17

RT @iteachnyc: HAPPY MONDAY! Fun Fact: Today, just after 5 o'clock, it will be 05:06:07 08/09/10. This won't happen again until 3010!  
1:29 PM Aug 9th via HootSuite

REMINDER: Only one HS Admissions Workshop left. The theme for tomorrow's 6:30pm event at Stuyvesant HS is "Next Steps."  
http://bit.ly/alyS9A  
10:55 AM Aug 9th via HootSuite

# LinkedIn

## Get the most from your professional network

### Re-connect



Find past and present colleagues and classmates quickly. LinkedIn makes **staying in touch** simple.

### Power your career



Discover inside connections when you're **looking for a job** or new business opportunity.

### Get answers



Your network is full of industry experts willing to share advice. Have a question? **Just ask.**



# Tweet Sheet: How to Use **twitter** for Your Job Search

If you're not using Twitter for your job search, then you are missing out on one of the most valuable and fastest growing internet tools available to you!

## Leave the Nest



**It is easy to get started and it is free!**

### Set Up a Free Account on Twitter.com

- Use your real name for Username
- Link to your Blog or LinkedIn Profile
- Highlight skills, education, job search keywords in Profile

### Familiarize Yourself with Twitter

- Try a search from Twitter Home Page
- Click on a Trending Topic
- Search for a few colleagues using Find People link
- Follow 5 Twitter users

### Understand Tweet Components

- 140 character maximum
- Letters, numbers and some symbols
- Shrink URLs when posting links. Visit [www.tinyurl.com](http://www.tinyurl.com)

Visit [www.twellow.com](http://www.twellow.com), the Twitter Yellow Pages, a great resource to find targeted companies and people to follow.

## Fly Around



**Read and learn. Access insider info. Tap the hidden job market!**

### Use Twitter as a Job Board

- Search via [www.search.twitter.com](http://www.search.twitter.com) or [www.twitterjobsearch.com](http://www.twitterjobsearch.com)
- Enter #job, the desired job title and location
- Example: VP Marketing, Boston, #job
- Review & respond to job listings

### Find Job Search Advice from Career Experts

- Use Search and enter #jobsearch, #career or #jobseeker
  - Use Search for desired topic, e.g. resume writing, interviewing, personal branding
  - Read, learn and follow your favorites
- Head start: @JobHuntOrg, @MegGuisseppi, @keppie\_careers, @alisondoyle

### Follow Strategic Tweets

- Follow Target Companies
  - Follow Recruiters in Your Industry
  - Follow Thought Leaders, Industry Experts
- Find them via Find People, Search or [www.twellow.com](http://www.twellow.com)  
Check out lists posted on [www.listorious.com](http://www.listorious.com)

## Tweet



**Build new relationships, showcase your skills, reinforce your brand...Get a new job!**

### Create and implement your Tweet Content Strategy

- Promote and share news articles, blog posts
- Retweet interesting content from the users you follow. (RT @username)
- Demonstrate your knowledge about best practices, trends, events

### Tweeting Don'ts

- Don't blatantly self promote
- Don't tweet about anything too controversial
- Don't use ALL CAPS

### Interact with the Twitter Community

- Comment on or respond to interesting tweets
- Answer questions posted within tweets
- Retweet on a regular basis
- Create Twitter lists to organize your Tweet Streams

Learn more in the new eBook, **How To Use Twitter for Your Job Search**, available for download at [www.twitterjobsearchebook.com](http://www.twitterjobsearchebook.com)





Name TweetMyJOBS.com  
Location Charlotte, NC

https://twitter.com/#1/NYTeachingJobs

Teaching Jobs In NY (NYTeachingJobs) on Twitter

The world's largest Board!

Tweeting 30,000 to day!  
Over 180,000 follow  
9000+ Job Channe

Online:  
TweetMyJobs.com  
@tweetmyjobs  
Facebook.com/Twe  
LinkedIn.com/group

Contact:  
TweetMyJobs.com  
info@tweetmyjobs.  
877.718.1880

We eliminate the ha  
and job searching o  
Posting, branding, r  
applications, referra  
and more is just a cl  
us a try today! Free  
new account.

Following

Also followed by @SusanWhitcomb, @reachbranding, @willamarruda, and 3 others

The secret sauce to resumes:

<http://ow.ly/2rVnl> RT  
@AnneMessenger &  
@Brandyourself via @girlmeetsgeek  
#resume #fb #li

34 minutes ago via SocialOomph

You Can Lose Your Job Over Blog Comments, Too

<http://bit.ly/98uKvn> RT @DanSchawbel & @danielscocco #blog #fb  
#career

about 2 hours ago via SocialOomph

Valvoline Instant Oil Change has joined the TweetMARK program!

See their branded jobs at [#jobs](http://twitter.com/VIOCJobs)  
#careers #hiring

about 2 hours ago via TweetMyJOBS

Saks Fifth Avenue has joined the TweetMARK program! See their

branded jobs at [#jobs](http://twitter.com/CareersATSaks) #careers  
#hiring

about 3 hours ago via TweetMyJOBS



## Teaching Jobs In NY

@NYTeachingJobs New York

All the latest New York Teaching vacancies from the Omni  
Job Board Network.

<http://www.teaching-jobs-in-new-york.com>

+ Follow

Tweets

Favorites

Following

Followers

Lists



**NYTeachingJobs** Teaching Jobs In NY

Vocational Rehab Counselor - Bronx - Not stated (per year):

POSITION OVERVIEW: Under supervision of the Directo...

<http://bit.ly/Y7K1c>

10 May



**NYTeachingJobs** Teaching Jobs In NY

Director of Early Learning Quality Enhancement (He - New York -

Not stated (per year): Mission Statement: The mi...

<http://bit.ly/m020IR>

30 Apr



**NYTeachingJobs** Teaching Jobs In NY

Director of Health and Nutrition Services (Head St - New York - Not

stated (per year): Title: Director of Healt... <http://bit.ly/hBCgXB>

5 Apr



**NYTeachingJobs** Teaching Jobs In NY

School Designer - Other - Not stated (per year): New York City

Outward Bound Job Announcement School Designer Ex...

<http://bit.ly/hXIUwQ>

11 Mar

About @NYTeachingJobs

24

Tweets

0

Following

15

Followers

0

Listed

Following 0

About

Help

Blog

Mobile

Status

Jobs

Terms

Privacy

Shortcuts

Advertisers

Businesses

Media

Developers

Resources

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**NYS Department of Labor**

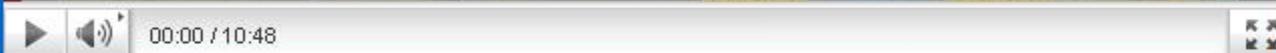
NYSLabor's Channel

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All

Uploads

Favorites

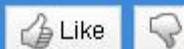


Info Favorite Share Playlists Flag

**Commissioner Gardner speaking on payment increases 6-30-2010.mp4**

From: NYSLabor | June 30, 2010 | 108 views

Commissioner Gardner speaking on UI payment limits and UI trust fund restoration.



View comments, related videos, and more

Uploads (50)



Commissioner Gardner speaking on payment

108 views - 1 month ago



SYEP\_Event\_Springfield\_6-7-2010\_iphone.mp4

60 views - 2 months ago



Program for the Unemployed Defies the

92 views - 2 months ago

[see all](#)

Favorites (0)

[see all](#)

# Career Exploration and Search Tools

- NYS Job Bank [www.labor.ny.jobs](http://www.labor.ny.jobs)
- Vet Central [www.jobcentral.com/vetcentral](http://www.jobcentral.com/vetcentral)
- NYS Department of Labor [www.labor.ny.gov](http://www.labor.ny.gov)
- Career OneStop America's Career Infonet [www.acinet.org](http://www.acinet.org)
- My Skills My Future [www.myskillsmyfuture.org](http://www.myskillsmyfuture.org)
- Job Zone [www.jobzone.org](http://www.jobzone.org)
- O\*NET Online [www.online.onetcenter.org](http://www.online.onetcenter.org)
- Occupational Outlook Handbook [www.bls.gov/oco](http://www.bls.gov/oco)
- Educational Opportunities for Unemployed [www.opportunity.gov](http://www.opportunity.gov)
- NYS Department of Civil Service [www.cs.state.ny.us](http://www.cs.state.ny.us)
- Federal Government Official Jobs Site [www.usajobs.gov](http://www.usajobs.gov)
- My Benefits [www.mybenefits.ny.gov](http://www.mybenefits.ny.gov)
- Resume Tutorial [www.careerinfonet.org/resume](http://www.careerinfonet.org/resume)

# Resources

- [www.twitter.com](http://www.twitter.com)
- [www.twitjobsearch.com](http://www.twitjobsearch.com)
- [www.tweetmyjobs.com](http://www.tweetmyjobs.com)
- [www.linkedin.com](http://www.linkedin.com)
- [www.linkedin.com/jobs](http://www.linkedin.com/jobs)
- [www.facebook.com](http://www.facebook.com)
- [www.youtube.com](http://www.youtube.com)
- [www.labor.ny.gov](http://www.labor.ny.gov)
- <http://socialnomics.net/>
- [www.wikipedia.org](http://www.wikipedia.org)
- [www.about.com](http://www.about.com)
- [www.quintcareers.com](http://www.quintcareers.com)
- [www.animatedexplanations.com](http://www.animatedexplanations.com)

# Questions & Answers

Persistent Work Triumphs!

\* Remember looking for work is WORK.



To find a career center near you go to  
[www.servicelocator.org](http://www.servicelocator.org) Or call (877) 872-5627.