

Retooling Your Career for a COVID & Virtual World

Event Summary and Resources

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The *Retooling Your Career for a COVID & Virtual World* webinar was hosted on July 28, 2020 by the Multicultural Media, Telecom and Internet Council (MMTC) and sponsored by Charter Communications. Featuring the League of United Latin American Citizens (LULAC), the National Urban League (NUL), and Brazen, the webinar offered resources, tips, and tools on how to navigate the COVID-19 and online job world and rebuild your career in these challenging times.

[Click here to watch the webinar or share it with others](#)

This document summarizes the webinar and includes the following:

- **Resources and Tools for Success as shared by the panelists**, including information on how to find open jobs, access vital resources and up-skill;
- **Tips on Positioning Yourself to Get Hired**; and
- **Job Opportunities at Charter Communications/Spectrum**.

RETOOLING YOUR CAREER FOR A COVID & VIRTUAL WORLD

Community leaders and professional experts provide resources and tips on how to navigate the online job world and rebuild your career in these new and challenging times.

Presented by: MMTC (Multicultural Media, Telecom & Internet Council) | **In partnership with:** Charter COMMUNICATIONS

Featuring: National Urban League | LULAC | brazen

Speakers:
Sindy Benavides, LULAC
Maurita Coley, MMTC
Rahman Khan, Charter Communications
Marissa Lambrinos, Charter Communications
Joe Matar, Brazen
Traci Scott, National Urban League
Rikin Thakker, Ph.D., MMTC
Jen Tracy, Spectrum

<https://retooling-your-career.eventbrite.com>

RESOURCES AND TOOLS FOR SUCCESS – LULAC



The [League of United Latin American Citizens \(LULAC\)](#) seeks to advance the economic condition, educational attainment, political influence, housing, health and civil rights of Hispanic Americans through community-based programs.

- The [LULAC Virtual Summit](#), where top leaders and experts from government, corporate, and Latino organizations discuss issues affecting the Latino community. The Summit features [LULAC's Virtual Career Fair](#), which is open to job seekers August 14 and 15, 2020 from 1PM to 5PM EST.
- [United Latino Job Bank](#) connects job seekers and employers through job listings. Over 25,000 job alerts have been created here and more than 5,000 positions filled.
- [Grow with Google](#) has helped millions of Americans improve their small businesses and find jobs. It also helps educators with digital tools and supports veterans with career workshops.
- The [Latino Flash Pitch Competition](#) fosters connections, inspires learning and creates a community around Latino entrepreneurship and innovation. Startups from every sector and industry can apply for funding.
- [Ayuda en Español](#) provides COVID-19 resources in English and Spanish. This interactive resource offers the latest updates on health, social services, business, technology resources and more. Also available in [English](#).
- [Empower Hispanic America Through Technology \(EHAT\) Centers](#) serve over 150K Latinos in communities across the United States and Puerto Rico, providing state of the art digital equipment to aid in schoolwork, job searching and interview prep, college and financial aid prep and financial literacy. There are 67 active centers in over 29 states, the District of Columbia and Puerto Rico.

Follow LULAC on social media:



RESOURCES AND TOOLS FOR SUCCESS – MMTC



The [Multicultural Media, Telecom & Internet Council \(MMTC\)](#) promotes equal access and representation in tech, media, and telecommunications through opportunity creation, awareness building, and advocacy. MMTC aims to ensure underrepresented populations get good paying, middle and high-skill jobs through job-readiness apprenticeships and other programs that support and strengthen America’s most important industries.

- Under a U.S. Department of Labor contract, **MMTC provides technical assistance to employers and potential sponsors of Registered Apprenticeship (RA) Programs** through a partnership with the National Urban League (NUL). [Learn about these “earn while you learn” pathways on NUL’s Urban Apprenticeship Jobs Program \(UAJP\) website here](#), and on the [Department of Labor’s Apprenticeship website, here](#).
- The [Jumpstart Your Tech Business Guide](#) offers tips to those looking to start or strengthen their careers and businesses in the tech industry.
- The [Jumpstart Your Tech Career Guide](#) provides a four-step process along with resources to help you develop and execute your tech job search strategy, including information sharing and networking.
- MMTC’s [COVID-19 Portal](#) offers information on the telecommunications industry’s response to the pandemic, including free or low-cost resources for consumers in need of digital access.

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RESOURCES AND TOOLS FOR SUCCESS – NUL



**National
Urban League**

The mission of the [National Urban League \(NUL\)](#) is to help African-Americans and others in underserved communities achieve their highest true social parity, economic self-reliance, power, and civil rights. NUL's goal is for every American to have access to jobs with a living wage and good benefits, by helping people find jobs, get training and pursue rewarding careers.

- [Urban Apprenticeships Job Program](#) offers preparatory training (social support services), pre-apprenticeship, and registered apprenticeships.
- [Urban Reentry Jobs Program](#) provides opportunities to obtain industry-recognized credentials, mentoring, and support services for formerly incarcerated individuals.
- [Urban Tech Jobs Program](#) focuses on unemployed, underemployed and incumbent adults interested in tech facing jobs (e.g. Helpdesk, Analyst, Programmer, Project Manager). Includes enrollment in tech training and certification, and covers examination fee.
- [Urban Youth Empowerment Program](#) offers opportunities for Justice Involved Youth, ages 18 to 24. Also provides job readiness, educational interventions, and community service learning for young adults, ages 16 to 24, who have been involved with the court system.
- [Urban Seniors Jobs Program](#) is designed to serve low-income adults 55+, with job readiness, financial literacy, and work based training (paid). Participants can apply for full-time openings where they are trained or carry skills to another employment opportunity.

Follow NUL on social media:



Other Resources & Tools

- [Apprenticeship.gov](https://www.apprenticeship.gov) is a one-stop source that connects career seekers with apprenticeship resources. Learn more about apprenticeships across industries and how to access open jobs.
- [Penn Foster Healthcare Careers Institute](https://www.pennfoster.edu/healthcare-careers-institute) provides rapid reskilling for in-demand healthcare roles, and provides digital learning to get people back to work.
- [Amazon Web Service](https://aws.amazon.com/training/) offers free training online so you can learn cloud skills and best practices you can use to advance your career, stay up to date, and innovate in the cloud.
- [Scrum.org](https://www.scrum.org) provides comprehensive training in project management to help you develop sought-after project management skills and certification.
- [LinkedIn's Economic Graph](https://www.linkedin.com/economic-graph/) shows data for the top trending jobs and top trending skills, so you can identify opportunities and the skills required to get them.
- **Free or low-cost training is available online** for the Google Cloud Platform and G Suite, which will help you understand the digital tools you may need on the job.

TIPS ON POSITIONING YOURSELF TO GET HIRED

Useful pointers to help you sell yourself at virtual hiring events and build your network, presented by [Brazen](#), a leading virtual hiring platform

Use LinkedIn to Your Advantage

- [LinkedIn](#) is the world's largest professional network with 706+ million users in more than 200 countries and territories worldwide.
- It is free to create a profile – make one today and keep it up to date.
- Use a professional-looking profile picture. You don't need to pay for a professional photo – you can use your phone camera in “portrait mode” to take one. Remember to have the light facing you and make sure your background is neat and tidy.
- Include a description that makes viewers of your profile interested to learn more about you.
- Join LinkedIn groups to follow important industry trends and make valuable connections.

Virtual Job Search and Interviewing Best Practices

- Prepare answers (in written and verbal form)
- Prepare a few key questions (in written and verbal form)
- Stay professional (no abbreviations)
- Bring your positive attitude
- Don't hide behind your screen (treat like face-to-face)
- Follow up after – keep it short and sweet and do it within 24 hours

Sell Yourself

- Prepare your elevator pitch. This is the 30-second pitch that tells someone about you. There is a 4-part formula:
 - Who are you?
 - What you do
 - Top skills
 - What you want to do
- Know your own skills and have stories / examples that describe each skill
- Research the company where you are interviewing
- Always have your updated and professional resume on hand
- Define your personal brand. Think of:
 - What makes you, you?
 - What makes you different?
 - What are your strengths?
 - What are the things that you are not good at (that are okay to not be good at because they don't align with your personal brand)
- Tie your personal brand to the job skills and culture you are applying to

JOB OPPORTUNITIES AT CHARTER/SPECTRUM



[Charter Communications](#) is a leading broadband connectivity company and cable operator serving more than 30 million customers in 41 states through its Spectrum brand. Over an advanced communications network, the company offers a full range of state-of-the-art residential and business services including Spectrum Internet®, TV, Mobile and Voice.

- Charter is a company that provides essential services, and never stops working. Since the COVID-19 pandemic began Charter has hired more than 4,500 new employees nationally, most in customer-facing roles. The company continues to fill many open roles throughout its 41-state footprint. **Current opportunities can be found at the [Spectrum Jobs Site](#).**
- Charter’s **Broadband Field Technician Apprenticeship Program** provides credit for on-the-job training hours and National Broadband Field Tech Certification issued by the U.S. Department of Labor. The program leverages the Field Technician Career Progression Program and provides an additional benefit to veterans to leverage their GI Bill Benefit if eligible. **To view available opportunities in your area, search “Field Technician” on the [Spectrum Jobs Site](#).**

Follow Spectrum Jobs on social media:

