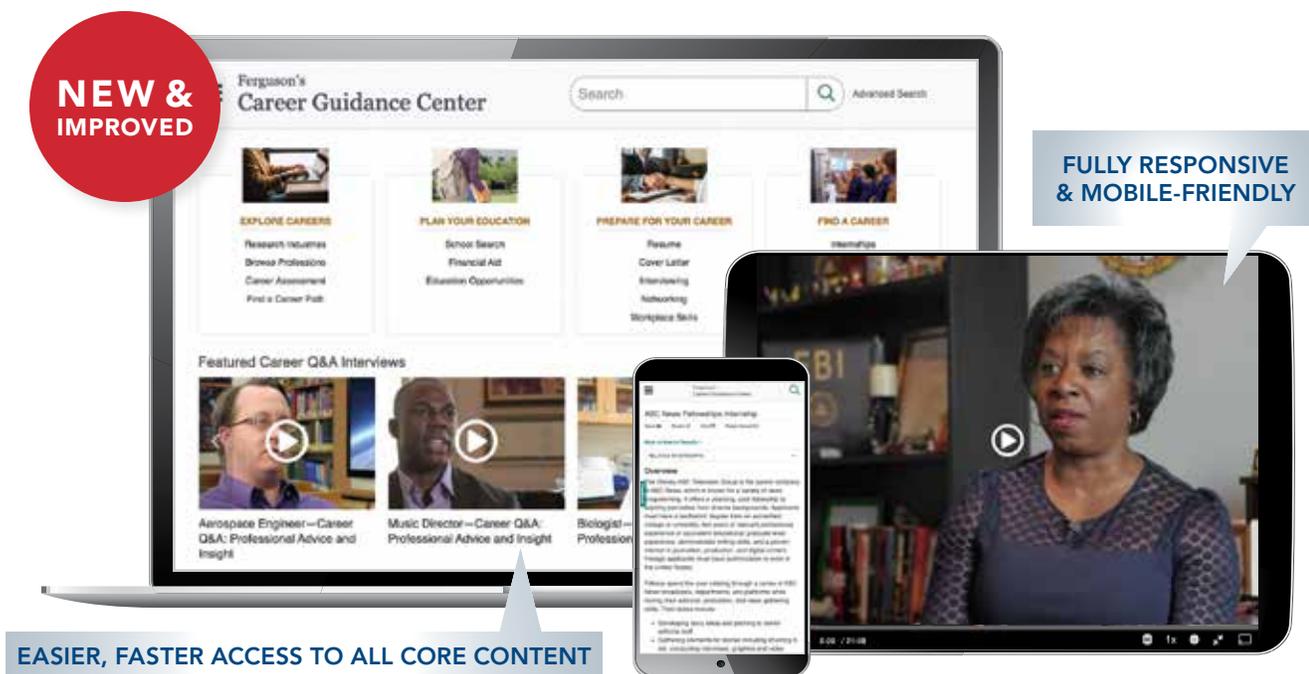


# Ferguson's Career Guidance Center

The Essential Career Research Database—Job Profiles, Skills, and Resources

**NEW & IMPROVED**

**FULLY RESPONSIVE & MOBILE-FRIENDLY**



**EASIER, FASTER ACCESS TO ALL CORE CONTENT**

## Booklist

**Editors' Choice Reference Source**

**Library Journal Best Database**

"BEST JOB RESOURCE"

**Library Journal Best Database**

"BEST FOR HIGH SCHOOLERS"

★ "...recommend the thorough, user-friendly, really peerless *Ferguson's Career Guidance Center* to libraries serving job-seekers of all ages.

**Indispensable** for high-school, academic, and public libraries."—BOOKLIST, STARRED REVIEW

★ "...impressive...**Highly Recommended.**"

—LIBRARY MEDIA CONNECTION, STARRED REVIEW

"...covers a lot of ground...straight-forward and powerful interface...*Ferguson's Career Guidance Center* is a **gold standard**..."—LIBRARY JOURNAL

*Ferguson's Career Guidance Center* is an award-winning reference database for lifelong career exploration and planning. It offers a wealth of resources for users to assess their career goals and interests, plan their education, learn workplace skills, find apprenticeships and internships, conduct a job search, and much more. It provides users with clean, fast access to core content; a fully responsive design; a seamless multimedia experience; unparalleled, up-to-date information; proprietary directories of apprenticeships and internships; and financial aid and school search databases.



For students choosing a career path, graduates entering the workforce, or professionals changing careers, *Ferguson's Career Guidance Center* supports users at every step of their career journey.

# Ferguson's Career Guidance Center

## HIGHLIGHTS

**Explore Careers:** expertly researched, detailed content—including video interviews—on more than 140 industries and more than 1,000 professions, with current information on earnings, employment trends, job requirements, and essential skills.

**Plan Your Education:** find the schools that are the best fit—choose from undergraduate, graduate, and vocational and tech schools in the U.S. and Canada, and narrow that list by location, enrollment, tuition, areas of study, and other characteristics.

**Prepare for Your Career:** expert advice articles and videos on writing résumés and cover letters, interviewing, networking, and other workplace topics. This section also includes helpful Career Tips videos that provide essential advice.

**Find a Career:** current, searchable, live job postings and internship or apprenticeship directories, advice articles, and videos. Directory records discuss the nature of the opportunity, requirements, where and how to apply, and more.

**Videos:** more than 590 tablet/mobile-friendly videos and clips covering jobs, industries, and career development skills, accessible via the Career Videos landing page and throughout the database.

**Essential Resources for Workplace Skill Building:** exclusive workplace skills development content that can help students prepare for a career in any field and support academic success and general life skills.

**Specialized Advice and Resources:** advice articles for minorities, people with disabilities, and women seeking to launch and advance their careers.

**Career Advice Blog:** regular new blog posts “From Our Career Experts,” with an archive of more than 2,400 posts on topics.

**Career Interest Assessment:** two assessment options—60 questions or 30 questions—that measure a user’s artistic, conventional, enterprising, investigative, realistic, and social interests and link the results to key Professions articles that match their interests.

**Authoritative Source List:** a complete inventory of the extraordinary amount of content in the database, including titles from Ferguson’s renowned *Careers in Focus* series and the *Encyclopedia of Careers and Vocational Guidance*.



### Career Q&A Videos:

Professional Advice and Insight videos that let users get a no-nonsense insider’s perspective from working professionals across multiple industries.



### Career Tips Videos:

Concise, timely advice on job-search techniques and career skills such as writing better résumés and cover letters, networking, interviewing, and advancing your career.

## FEATURES

- ✓ Fully responsive and mobile-friendly—will work on all desktop, mobile, and tablet devices
- ✓ Persistent record links
- ✓ Dynamic citations in MLA, APA, and Chicago formats
- ✓ A variety of integration options and partners
- ✓ Option to add school logo/name to the top of each page
- ✓ Read Aloud tool
- ✓ Google Translate for 100+ languages
- ✓ Searchable Support Center with valuable help materials, how-to tips, tutorials, and live help chat.