



Winter 2009

Providing Tools for Career Counselors

MNYCCPOA POST

MNYCCPOST

A New Year with Challenging Times Ahead

Special points of interest:

- Our students will need a career backup plan.
- Flexibility in job choice will be a must.
- Chat Speak should not be used in emails.
- Campus ambassadors can drive traffic to your office.
- Second and third languages are necessary to compete around the globe.

Maybe the dream jobs and the dream careers will just have to wait, for now. As Career Services professionals, we know how high some of our clients' individual expectations are for reaching their career goals. We encourage them to imagine their potential and support them as they go about turning their aspirations into achievements and making strides as they achieve their goals. However, with the recent economic crisis hitting businesses and financial institutions in the New York metro area particularly hard, it may be time for some of our students and graduates to put plan B into effect. With companies folding, hiring freezes on the rise and unemployment statistics at a record high, the unemployed (as well as those that are employed) are worried about what might be next. Locating career opportunities in companies and organizations that are faring well and adding staff, during a recession, seems to be a good strategy for right now. Looking for work in growth areas or industries is also a wise option (for college students, recent graduates and seasoned alumni). Health services, hospitality, government and education all seem promising. Going for that advanced degree or additional certifications and even service learning programs seem like attractive options. Believing that the near future is still hopeful for them to realize their dreams, they can take another look at their skill sets, which can be to put to use today.



Riding the Downturn!

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Career paths with winding turns are the norm; very few are straight and predictable. Usually these twists in the road have positive outcomes which include enhanced knowledge and having experiences that are outside of our natural comfort zones, which make individuals well-rounded and ultimately more marketable.

Employing personal values such as perseverance and optimism will also go a long way in trying to compete and survive in this tough economy. As the New Year begins, let's try to put the focus on happiness and well-being, and hope for a quick economic recovery.

Happy New Year!

Laurie Joseph
MNYCCPOA Post Editor-in Chief
Nassau Community College



Chat Speak 101



Jennifer Miller and Greg Sobel catch up during a break.



COURTESY: APPLE

HOGMP
"Hang On,
Getting More
Pringles"



hand,

by Darlene London Johnson, SUNY Old Westbury

By now, we are all familiar with the basics of chat speak. Chat speak was created to save time while texting or e-mailing, because apparently it takes too long to type "thanks" instead of using "thx". I am sure that you receive e-mails every day from students that are peppered with such abbreviations. Some you may have used "lol", for "laughing out loud" at some point in your life. However, there are some that are less obvious. Therefore, as a public service, I am presenting a list of commonly used chat abbreviations to help in deciphering correspondence that we receive from our students. To paraphrase, if you can't beat 'em, at least understand 'em.

rofl - rolling on the floor laughing
bwl- bursting with laughter (the highest compliment)
lqtms - laughing quietly to myself
aamof- as a matter of fact
brb- be right back
hand- have a nice day
imo - in my opinion
iow- in other words
j/k- just kidding
nrn- no reply necessary
tia- thanks in advance

Now that you have the basics, I propose the creation of some career counseling themed abbreviations:

rnw- resume needs work
urwrht?- you are wearing that? (to an interview)
dros- don't rely on spellcheck
gvxmpls - give examples
wari- what are your interests?
rap- remove all piercings
cmoc- change message on cell phone!

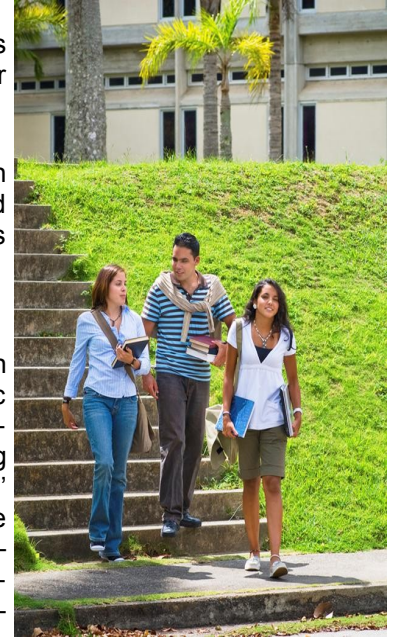
Find complete dictionary at:
http://www.webopedia.com/quick_ref/textmessageabbreviations.asp

Spotlight on.... Campus Ambassadors

Student Ambassadors work both on and off campus. They can represent the colleges or universities that they attend, or they can represent the employers that they intern for or work for as part-time marketers. They can volunteer their services or get paid for them.

But, what exactly do they do? Colleges and universities select student volunteers with outstanding communication abilities to represent them at select events on campus and off. They have used Campus Ambassadors to develop and maintain relationships among students, faculty, alumni, employers and/or community leaders.

Who do they work for and how do they get selected? Campus Ambassadors can report to the President's Office, or a variety of other campus offices including: Academic Departments, Alumni Relations, Admissions, Public Relations and even Career Services. They can be used to give campus tours, engage in one-on-one peer networking and counseling and make classroom presentations. They can assist with employers' presentations and campus recruiting events. Oftentimes, students must fill out extensive application forms and complete an interview process. Career Services offices sometimes utilize Student Ambassadors to act as liaisons between employers and their offices. The selection process can be highly competitive. Academic achievement, motivation and personality factors are considered.



Pace University offers a Presidential Student Ambassador program. It is administered through their Office of University Special Events. A minimum of a 3.0 G.P.A. is required to be chosen (which also must be maintained while serving the program). These Student Ambassadors get to attend Presidential Events, Alumni Receptions and other prestigious functions. Pace University Presidential Student Ambassador Program participants receive a \$250 stipend upon completion of the program.

There seems to be a new trend with employers using Student Ambassadors as brand reps to market their products and/or services to the all-important college market (which accounts for billions of dollars annually). Often hired by companies that first make sure that these reps are highly trained, student ambassadors try to create a buzz on campus through product samplings, focus groups and word-of-mouth. On any given day, they can be found pitching products to their peers, putting up company posters on campus bulletin boards or wearing company T-shirts that display easily recognizable logos. Companies also utilize Student Ambassadors to provide outreach off campus, in order to reach out to select community organizations. Microsoft uses their Student Partners/Technology Reps (who act as Student Ambassadors) to visit local not-for-profit organizations and high schools to give product demonstrations.

Students can benefit greatly from this experience. It can help them by allowing them to develop their marketing, public speaking and interpersonal skills. It allows them to expand their social networks. They can gain notoriety for their attendance at well-publicized events and meet distinguished guests, key professionals and community leaders who may be able to open up door for them professionally or personally.

References:

- *NACE Journal*, pp 29-34, December, 2008, National Association of Colleges and Employers, Bethlehem, PA http://www.pace.edu/page.cfm?doc_id=32731
- <http://www.boston.com/news/education/higher/articles/2005/10/24>
- <http://www.student-partners.com>

MNYCCPOA Fall Meeting Review



*Martin Kohli,
Regional Economist for the
Bureau of Labor Statistics,
spoke of the
regional and national job
outlook and demographic
trends.*

"Houston, Dallas and Boston are higher job growth cities than New York City. San Francisco, Los Angeles, Miami and Atlanta have experienced a loss of job growth recently, though."



"The Economic Crisis... The College Student...The Impact"

The fall meeting was held at St. John's University's Manhattan campus on November 21, 2008. Panelists addressed the current state of the economy and its impact on present and future employment. Speakers looked at the projected job outlook and economic trends. They provided answers to important questions that affect college students and those of us who are counseling them. All of them agreed that during tough economic times, **flexibility is key**. Martin Kohli, the first morning panelist, works as a Regional Economist for the New York Regional Office for Economic Analysis and Information, Bureau of Labor Statistics. During his presentation, he shared a lot of statistical data with us including indexes of employment and projected changes in employment for both the N.Y. region and the nation.

Mr. Kohli said that despite a record high unemployment rate, companies' cost-cutting measures, layoffs and hiring freezes, nationally the picture is not dismal for job seekers with college degrees. There is projected job growth in technical fields. People will be needed to install software and re-write programs. Business spending on IT equipment continues to be estimated at 8% a year. Projected increases in U.S. employment (through 2016) are in professional and business services, health care, social assistance, educational services, leisure and hospitality and state and local government. Registered nurses, sales representatives (wholesale and manufacturing, technical and scientific products), accountants and auditors, computer software engineers and applications, computer systems analysts, management analysts and lawyers will be in demand. In the education field, postsecondary teachers, elementary school teachers (except special education), teacher assistants and secondary school teachers (except special and vocational education) have the most projected openings.

Losses can be expected in both the manufacturing sector and in federal government employment. Careers for art, design and media majors are not in a growth mode either. Businesses are now spending more time and money advertising on the web now. The advertising field is dominated by the computer savvy. Skills in graphic design and web design are both needed to compete for these jobs.

Currently, job growth nationally is close to 2% a year, but in NYC it is under 1% a year. That's why our students will fare much better looking for work elsewhere. Houston, Dallas and Boston are higher job growth cities than New York City. San Francisco, Los Angeles, Miami and Atlanta have experienced a loss of job growth recently, though. This can, in part, be traced to the rise in foreclosures and related problems in commercial banking and in the mortgage industry. Arizona and Nevada are also experiencing a loss of job growth due to the housing crunch crisis. Since 2006, financial employment in NYC, the financial capital of the world, has been shrinking. Financial job growth is at a low. Where are the opportunities for the students who have been preparing themselves for careers in business and financial services? Small businesses are more likely to provide job growth than big businesses during the slowdown. NYC is still strong for tourism, health services, education and government (except federal) jobs. Electronic media, broadcasting and telecommunications companies still employ a lot of college graduates in the NYC market. New York City attracted a record number of visitors in 2008. International tourism was responsible for the increase. Despite the economic crises nationwide, tourism remains a bright spot for New York City.

Continued from page 4.

Martin Kohli pointed out that business and finance majors should try to identify employment opportunities in industries and career fields that are adding workers. He advises all students to work harder and eliminate their sense of entitlement. He reminded us that both the city and the nation have the ability to recover from crises.

Justin Baldwin, V.P. of H.R. for Pershing LLC, believes that "there is still growth in professional employment". Growth areas in his field, financial services, include compliance and audit. "The need for regulation and reporting will increase. Compliance and audit cannot be outsourced to other countries." He also thinks that financial advisors will continue to be needed and that some people may want to get certified in this area now. He believes that, "it is O.K. for college students to not know exactly what they want to do, since they have to be flexible right now and think outside the box".

Financial employers look for quantitative and analytical skills. In evaluating entry-level job candidates, they value financial internships, technical abilities and some customer service experience. Pershing's Corporate Training Program develops their leadership for tomorrow using a six-month job rotation model, where participants learn all aspects of the business. Mr. Baldwin reminded us that economic downturns are cyclical. Like Mr. Kohli, he recommended that job candidates try to identify high growth areas and high need industries right now. He said that during downturns, college graduates should think about relocating to growth areas. His other suggestions included: seeking assistance from outplacement firms; joining the Peace Corps or Teach America; considering project work; bidding some time and getting some type of practical experience in the short-term; going back to school and starting your own business.

Off shoring in Asia is commonplace for many financial positions today. Organizations look at the cost of living as well as the cost of labor. India pays employees 75 % less there. Tell our students that second and third languages are needed to compete here. Indian and Asian dialects are more relevant now," said Mr. Baldwin.

The afternoon speakers Robert Hellman and Ruth K. Robbins both have extensive experience in the career development field and as career coaches with the Five O' Clock Club Guild. Some of their advice for jobseekers in a challenging economy include the following tips:



Mr. Hellman and Ms. Robbins also discussed the Five O' Clock Club's Coach Certification Program and Guild Membership and encouraged MNYCCPOA members to get involved with both.



www.mnyccpoa.org



Justin Baldwin, V.P. of H.R. for Pershing LLC, believes that there are still growth areas in financial services, including compliance and audit.

- Create a career back-up plan.
- Make sure that your goal is marketability rather than job security.
- (People are changing jobs now every four years.)
- Learn how to manage your relationships (with your boss, your peers and your subordinates).
- Understand that we are all here to please our bosses.
- Demonstrate leadership.
- Get known by the influencers and stay in touch with them.
- Stay prepared. (Have six to ten more things in the pipeline than you think you will need.)
- Develop a compelling vision for the way things should be.
- Utilize different methods of getting interviews including headhunters, ads, direct contact and networking.

New York Women in Communications Career Conference Draws Record Crowd



"Show your passion." advised conference keynote Kate White, Editor-in-Chief of Cosmopolitan Magazine.

(Photo by Marianne Russell)

Kate White told students that "you have to be out there in the world so that you can bump into what it is that you want to do".

Nearly 400 students showed up for the Annual NYWICI Foundation Career Conference on November 15, 2008 at the Grand Hyatt Hotel in New York City. College students, young professionals, middle school and high school students heard forty five speakers from various communications organizations share their personal and professional stories and give advice about how to break into and succeed in this highly competitive industry. Career areas discussed included broadcast journalism, digital media, public relations, advertising, communication entrepreneurship, newspaper and news-wire journalism, magazines, marketing and television production. Companies that were represented in panel discussions included the Associated Press, Essence.com, Hearst Digital Media, Time Inc. and Advertising Age, among others.

Debbie Turner Bell, CBS' *Early Show* Correspondent, and Kate White, Editor-in-Chief, Cosmopolitan Magazine served as keynote speakers. Kate White told students that "you have to be out there in the world so that you can bump into what it is that you want to do". She also advised students to "take risks and go big, or go home". Other industry experts also encouraged attendees to try new things and find out what kind of communications jobs are out there. Human Resources professionals from CBS News, Time Inc., WABC-TV and The New York Times shared some secrets to a successful job search.

NYWICI also provides other career opportunities for college students. They offer student memberships, internships and job postings, additional networking opportunities throughout the year and generous scholarships. (Last year they awarded over \$100,000 to high school, undergraduate and graduate students.)

Visit the NYWICI website for further information and newsletters. www.nywici.org.



**Fall 2008
The Election**



**Summer 2008:
Reinventing the
Workplace**



**April 2008
Communicating**

The Alva Cooper Awards Committee

The Alva Cooper Awards Committee establishes guidelines for judging criteria, makes recommendations regarding award categories and eligibility and selects the recipient(s) for this prestigious award.

Jennifer Grauso

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The Employment and Listserv Committee

The Employment Committee provides a clearinghouse for career planning and placement positions. It encourages the membership to post job vacancy information and circulates this information to the membership.

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The Membership Committee

The Membership Committee develops the membership brochure, solicits new members and supports the treasurer in the renewal of memberships each year.

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The Newsletter Committee

The Newsletter Committee publishes The MNYCCPOST three times per year, and solicits and writes articles for inclusion in the newsletter.

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The Public Relations Committee

The Public Relations Committee publicizes the work of the organization and its members to the professional community and the press, serves as part of the editorial staff of MNYCCPOST, handles special correspondence and assists in publicizing the Alva Cooper Award.

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The Professional Development Committee plans programs related to the specific development needs of the membership and participates and/or chairs the planning committee for one general meeting per year.

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The web page committee is responsible for creating and maintaining the MNYCCPOA Web Page.

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Your Name Should Be Here! Volunteer!

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Attention MNYCCPOA members:

MNYCCPOA is your network. Share your expertise, your ideas your best practices and website, book or conference reviews with your fellow MNYCCPOA members. Your articles and/or photos are needed for future issues of MNYCCPOST.

Submissions are welcome on all career-related topics. Please send materials to laurie.joseph@ncc.edu.



Save the Date

The **Spring MNYCCPOA Meeting** will be held in **May** (date and location TBA).

"Careers in the Sports Industry" is the tentative topic for the morning program.

Alva Cooper Award recipients are expected to present during the afternoon session.