



# For Students and Parents

November 21, 2008

Milwaukee's Youth Development and Employment Initiative

## In This Issue

- D.C. internships available this summer
- Jump-start your career with a noncredit college course
- Peer-to-Peer networking helps young people land jobs

## D.C. internships available this summer

The Institute for Responsible Citizenship is currently accepting applications for its summer leadership program in Washington, DC. The Institute provides America's best and brightest African American male college students with unparalleled networking opportunities, leadership development, and life-long mentorship.

Through a focused and intimate structure, the Institute equips young men with the tools required for successful careers in business, education, journalism, law, government, the sciences, public policy, ministry, medicine, public service, and the arts.

Highlights of the program include:

- ◆ Meetings with influential leaders such as: General Colin Powell, Congressman John Lewis, Justice Clarence Thomas, and Dr. Sheila C. Johnson;
  - ◆ Rigorous academic courses on constitutional and economic principles;
  - ◆ Participation in roundtable discussions, including seminars on career development;
  - ◆ Work at high-level internships around Washington, DC;
  - ◆ A host of social activities that help participants to build strong bonds with each other.
- 
- ◆ The 2009 program runs from Saturday, June 6<sup>th</sup> to Saturday, August 1<sup>st</sup>
  - ◆ Students must commit to two summers
  - ◆ Tuition and housing are paid for by the Institute
  - ◆ Students will be placed at paid internships based on their career interest
  - ◆ A stipend of \$3000 will be provided for those placed at unpaid internships

Applicants should be sophomores in college. Although the Institute does not have a minimum GPA requirement, the average GPA for participants is a 3.65. GPA is not the only criterion considered during the admissions process. Other achievements, such as campus involvement, honors and awards earned, athletics, and volunteer work are looked upon favorably.

The deadline for admission into the 2009-2010 class is January 15, 2009. The application can be found on the web at <http://www.i4rc.org/application.htm>.

## Earn & Learn Mission

Earn & Learn is a collaborative partnership of the Milwaukee Area Workforce Investment Board, businesses, community- and faith-based organizations and the City of Milwaukee. The mission of Earn & Learn is to assist young people from Milwaukee make a successful transition from adolescence to productive adulthood by increasing work-readiness skills and providing work experience opportunities.

## Contact Us

Earn & Learn Website:  
[www.earnandlearnmke.com](http://www.earnandlearnmke.com)

William J. Malone  
Youth Development  
Coordinator  
Dept. of City Development  
809 N. Broadway

## *Jump-start your career with a noncredit college course*

SOURCE: This article is an excerpt of a story entitled, "Enrollment Surges in Quick Prep Courses," by Pat Wiedenkiller, which appeared in the November 16, 2008 edition of *The New York Times*.

ROBIN GRIFFIN has made razor blades, has run a five-ton overhead crane for a foundry and has worked as a wire inspector, a furnace operator and a quality control specialist.

Two years ago she found an opportunity for moving up: Naugatuck Community College, in Waterbury, Conn. was offering noncredit classes on site at her job. She signed up for an eight-week program on blueprint reading, followed it with a technical writing class and went on to computer courses in Basic Word and Excel. "I was like a sponge," said Ms. Griffin, who had never taken college classes. "It was learn, learn, learn."

But what brought her to the community college classes was not the usual quest for an associate's degree. Instead, Ms. Griffin was promoted to an entry-level management position overseeing three departments and nine people, boosting her salary 25 percent. "Without the classes, I would have been held back from this job."

In these shaky economic times, many students are skipping a degree and heading straight for noncredit training and certification programs at community colleges like Milwaukee Area Technical College (MATC) — courses that end in months or weeks, designed to propel them swiftly into the job market or better their prospects at their companies.

First-time students use noncredit programs as a jumping-off point for a career or an entree to higher education (some noncredit courses can be used toward a credit degree). Some take skill-boosting classes to help insulate themselves from a layoff or to chart a new career path.

Noncredit offerings read like a roster of where jobs are. Of the 30 occupations for which the Labor Department is predicting the largest national growth in the next eight years, 22 are in areas that do not require a college degree. Most are directly addressed by continuing education.

Courses in health care, high-skills manufacturing, management, hospitality and culinary arts, and — as always — computers are booming, regionally and nationally. But so are many other programs tailored to the needs of the community.

Program directors scan the job landscape like doctors seeking a pulse. A new industry requirement, a government regulation, a lifestyle trend or a product release, like the Microsoft Office 2007 program, can send droves of workers back to class.

Costs vary depending on a course's length and intensity, but tuition for a noncredit program is far less than for an associate's degree.

For more information about courses at MATC, visit: [www.matc.edu](http://www.matc.edu).

---

## ***Peer-to-Peer Networking helps young people land jobs***

SOURCE: This article is an excerpt of a story entitled, "For Help Finding a Job, Friends in Low Places," by Hannah Seligson, which appeared in the November 16, 2008 edition of **The New York Times**.

WHEN Christine Huang graduated from college in 2005, the last way she wanted to look for a job was by attending a networking session where she would feel pressured to ask strangers for job leads and contacts.

"The idea of having to schmooze with people I didn't know was unappealing," Ms. Huang said.

"But then I realized the idea of networking was about reconnecting with people you know from elementary school, high school and college. It was just like asking your friends for favors."

And that's exactly how Ms. Huang landed a position as an arts and culture writer at SH Magazine in Shanghai. When she moved to China in 2006, a friend from high school invited her out with a group of his friends, one of whom was an editor at SH Magazine.

Ms. Huang could be seen as a poster child for how some people in her generation look for — and land — jobs. The old guard way to find gainful employment might have included reading the want ads, joining an industry-specific networking group or applying through the company or a second party's Web site. Today, some young people say they are eschewing those practices and making the lateral network — their circle of friends and friends of those friends — the first stop on their job search.

Tamara Erickson, a researcher on generational differences in the workplace, found that more people in Generation Y — those born after 1980 — use a bottom-up approach to job searching.

"Boomer parents will tell me that they offered to introduce their son or daughter to a high-level person, but they don't want to approach it that way," said Ms. Erickson, who is also the author of "Plugged In: The Generation Y Guide to Thriving at Work." "Getting in at the top is more of a boomer strategy, and the Y's are using more of a peer-infiltration approach."

While peer-to-peer networking can happen informally over e-mail and on social networks like Facebook and LinkedIn, it is also taking place in formal groups.

In 2006, Adam Neuhaus, 27, a creative executive at Original Media, a film and television production company, founded an invitation-only networking group of 300 media professionals, almost all of them under

30. About 40 members — including talent agents, book editors, film producers, screenwriters and new media marketing professionals — meet once a month.

“I think our generation feels more comfortable reaching out to someone their own age,” Mr. Neuhaus said. “And look, it would be great if Les Moonves would be my mentor, but that’s a big shot in the dark, so you have to cultivate other networks,” he added (referring to the chief executive of CBS).

The group has also filled about 35 media jobs in the last two years, Mr. Neuhaus said. He says he receives news of six to eight employment opportunities each month, generally before they are made public, and he disseminates them through the Headsets and Highballs job edition e-mail list. Even in this tough economy, jobs are still out there, he said. For people searching for work against a backdrop of hiring freezes, collapsing financial institutions and ubiquitous budget tightening, the peer network can offer a new source of hope.

Lindsey Gerdes, 28, a staff editor at BusinessWeek who writes about Generation Y, says that, particularly in finance, knowing someone your own age can be an important step to getting your foot in the door. “If you are one of these young analysts that lost their job and you don’t know someone in your demographic or from your college that works in your industry, get to know one,” she says. “These young people are the ones with their ears to the ground about hiring needs.”

Nadira Hira, a writer at Fortune who covers Generation Y, advises to approach the peer network judiciously. “Yes, your peers might be referring you to a job, but are you having substantive conversations about how to package yourself in a way that makes sense for the position?”

Ms. Hira says this means building relationships with your peer network that go beyond social networks. “It’s very easy to just send out a friend request, but when you are looking for jobs, you want to make sure your peer network is comprised of people who can speak to your qualities, not just vouch for you as a friend on Facebook.”

---