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JHJ EMPLOYMENT SOURCE

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SUCCESS STORY



Our success story this issue features **Shani Carter**, a graduating senior of Texas Southern University-Jesse H. Jones

School of Business. She was awarded the CP&P's Intern of the Year award. Shani is receiving her degree in marketing. She is currently working for Comcast. Shani said everything began for her with the Career Planning and Placement Center. She got an early start the summer of 2008 by applying for and receiving an internship with the T-Howard Foundation. The T-Howard Foundation's focus is to increase diversity in the media industry. Shani was placed with Comcast, one of their partnering companies. Ms. Carter incorporated her networking skills, stayed in touch with everyone in the company, and when an opening became available, was able to obtain a position in the company. Things progressed from there and she is now the marketing coordinator at Comcast. Her responsibilities range from being in charge of business services, business mail, banner ads, events, customer notifications and internal collateral such as brochures and posters for Comcast's call centers.

What advice would you give to JHJ students?

Start early with internships, get in with the CP & P Center and attend all the seminars that you can. Also, heed the advice given to you by those who can help you get to where you want to go or have achieved the goals you are trying to achieve.

What motivates you?

Making it to the next level no matter what area: school, my faith, work, or family. I don't like to feel comfortable once I make it to a certain level. Once I make it to where I was trying to go, it is time to move on to the next level. Also, my family. Knowing that I have made it this far...why give up now?

Did your education at TSU help you?

Definitely! Not only textbook and lecture-wise, but being punctual, meeting deadlines, and how to be professional.

What have you learned that school did not prepare you for?

I feel TSU prepared me well and I'm grateful that I was able to go after the things I wanted to learn about and use the resources that were available. I must say however, the corporate setting is different than the classroom. We as students are used to our professors catering to us and once you step into the "real world" it is not like that. You must hold your own weight and take initiative; there is no one there to baby sit you.

REGISTER WITH THE CP&P CENTER

If you have not registered with the CP&P Center, here are reasons why you should register:

- * Networking! The center can provide you with exposure to an array of company representatives and recruiters.
- * Get professional advice on writing your résumé, interviewing, professional attire, and MUCH MORE.
- * Access to our online Career Services system-**TigerConnect**.

* You will be ONE STEP ahead of your colleagues in obtaining internships and employment.

THE TOP RESUME MISTAKES

1. Listing responsibilities rather than skills and results. Responsibilities do not tell the specific skills you used in executing those responsibilities, nor do they know what results you achieved. Were you the best, worst, or just average in your position? List RESULTS!

2. Not being specific enough as to what you have accomplished.

Try to measure as many of your accomplishments as you can. How much money did you save? By what percentage did you increase or decrease production, turnover, etc.?

3. Not including keywords.

Look in the "duties and responsibilities" area of the job description you are applying for. When employers scan résumés, they look for these keywords. Include those in your résumé.

4. Ignoring soft skills

Don't exclude transferable or "soft" skills. Your ability to communicate or to work well with difficult people can be just as important to the hiring official as your technical skills.

5. Omitting required information.

A résumé or application without the required information often will not be considered.

6. Including outdated or irrelevant information.

All information in your résumé or application should be relevant to the job for which you are applying.

7. Being overly modest.

Do not assume a résumé reader understands the skills you bring to the table or the results you achieve so spell them out. Bragging is OK as long as you are telling the truth.

8. Exaggerating or lying.

Background investigations can be conducted. Lying on an employment application is the most common reason newly hired federal employees are fired during their probationary period.

9. Assuming the reader will make connections.

Be clear about how the items you include in your résumé or application relate to the job you are applying for.

10. Using a format that makes it difficult for the hiring official to identify your skills, results and responsibilities.

Employers do not want to guess what your résumé says. Proper formatting makes it easier for reviewers to identify your strengths and skills.

Federal Career Experts
www.federalcareerexperts.com



SETTING A GREAT EXAMPLE

By Rep. Steve Cohen

In recent news, major corporations had slashed over 70,000 jobs in America causing great distress to many citizens. We've got more unemployed, going over 7 percent now. But these job cuts aren't absolutely necessary to be made. As President Obama stated in his inaugural address, our economy is badly weakened, the challenges we face are real, and they will not be met easily or in a short span of time.

Federal Express of Memphis, TN has set an example! Fred Smith of Federal Express chose not to hurt people, but to have benefits and pay cuts rather than additional layoffs. With 14,000 salaried employees in Memphis and 36,000 worldwide, they decided each of these people would see a 5 percent pay cut. They could have cut 5 percent off the payroll, 5 percent of the people. But they kept all of those employees and had all share the burden of a 5 percent pay cut. The executives of Federal Express will take a pay cut of 7.5 percent. And the president, chairman, and CEO, Frederick W. Smith, will take a 20 percent cut in pay.

This is the type of leadership that other corporations should look at, follow, and emulate. This follows the \$1 billion in cost reductions already in place at Federal Express, from executive bonus suspensions to personnel reductions at FedEx Freight and FedEx Office. In total, the company is cutting costs by approximately \$800 million over the next 18 months without having to resort to layoffs.

Frederick W. Smith sought other cost-cutting alternatives first and found ways to help employees around the world who work for FedEx keep their jobs. FedEx has been a leader in business creativity for over 30 years and has made the Fortune Magazine list of "100 Best Companies to Work For" in 11 of the past 12. Fred Smith and Federal Express are leaders in corporate America and I hope that corporate America will look to them for their leadership.

RECESSION VERSUS DEPRESSION

"A recession is when your neighbor loses his job. A depression is when you lose yours."

Recession Definition: Some economists define a recession as two consecutive quarters of economic contraction, or a decline in real gross domestic product (GDP), according to Jessica Ramirez, "Exactly How Bad is It?: The Difference Between a Recession and a Depression" (*Newsweek*, 10/16/08). According to the National Bureau of Economic Statistics ((NBER), a recession occurs when a significant decline in the economic activity is spread across the economy, lasting more than a few months, normally visible to real GDP, real income, employment, industrial production, and wholesale sales. The one marker that seems to be consistent is unemployment.

Depression Definition: A common unofficial definition for a depression refers to a deep and prolonged recession in which the GDP declines by more than 10 percentage points. That was certainly the case when the GDP dropped by more than 30 percent from 1929-1933, with employment peaking in 25% in 1933.

Recessions Become Depressions: Recessions become depressions when the government makes the wrong decisions as to how to deal with it. Here are James Pethokoukis, "4 Ways to Turn a Recession into a Depression (U. S. News 11/4/08):

1. Bank closures: Although the American taxpayer may well have to provide what is being called, "the mother of all bailouts" the Federal Reserve has already committed \$7 billion to prevent the collapse and run on the banks. It has also raised the federal deposit insurance (FDIC) from \$100,000 to \$250,000 to discourage shaking depositors from withdrawing their cash.

2. Raise taxes: The Revenue Act of 1932 increased the top rate from 25 percent to 63 percent. Economists agree this is one of the dumbest things that Herbert Hoover did and there are signs that this could be repeated in 2009.

3. Unnerve business: Raising uncertainties with the business community are questions about whether the Bush tax cuts will be extended, will health care be nationalized, will carbon emissions be taxed, the capital gains increased?

4. Start a trade war: Raising tariffs is one of the reasons blamed for the Great Depression of 1929. A weak economy in 2009 might provide more momentum for protectionists on Capitol Hill.

Pethokoukis answers the question as to how to improve the economy (and prevent a recession from turning into a depression). Cutting taxes, avoiding hastily prepared new regulations, and reforming the entitlement system which would restore the faith of international investors and governments.

The copyright of the article **Recession Versus Depression** in [American Affairs](#) is owned by [Martha R. Gore](#).

STAND OUT AT A CAREER FAIR

BEFORE THE CAREER FAIR

- The work you do before the career fair is as important as the work you do at the event.
- Review job descriptions and postings that you believe match your qualifications.
- Thoroughly research the company's web site for career and benefits information, corporate values, social responsibility initiatives, and other general company information.
- Generate a set of preliminary questions that are important to you about a potential employer and/or position.

DURING THE CAREER FAIR

- Dress as if you are going to a job interview. This is your first impression on the employer and you want to look like a professional.
- Be able to provide cover letter, scannable résumé, reference letters, your professional portfolio (if applicable), transcript and a completed job application.
- Determine a priority of companies and see those first. Based on your research, target specific employers.
- Walk your own path. Don't be tempted to visit booths with a group of friends of classmates.
- When meeting recruiters: show professional enthusiasm and interest, ask questions, turn off your cell phone, and remove your bluetooths.

AFTER THE CAREER FAIR

- Send a thank you note to every employer you spoke to (whether by mail or email)
- Complete any online applications that recruiters suggested you submit.

2009 Issue: Job Choices (Copies can be found in the Career Planning and Placement Center)

INTERNSHIP WEB SITES

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