



Date: Wednesday, March 18, 2009

Panelist: Kenny Colbert,  
Lucious Coney  
Dr. Will Sparks

Moderator: Susan L. Luck, Ph.D.

Notes:

Susan L. Luck, Ph.D.

- 27 % of the unemployed are under the age of 30
- Many Spring 2009 graduates are finding it difficult to obtain a position
- New graduates should focus on their marketability
- An average baby boomer lost 50% of their retirement

**Question: How has the job market changed since September?**

Kenny Colbert,

- Employers are reporting to receive hundreds of resumes for one single position.
- Employers are able to be more selective and seek particular talent
- Due to the excessive amount of applicants per position, employers are not replying to applicants.
- Overall, the entire job searching process has changed and YP's must adapt.

Lucious Coney

- Applicants are facing challenges that can be overcome.

Dr. Will Sparks

- Days of finding a position from sites such as Monster & Career Builder are over
- By networking, YP's have a better chance of finding leads. YP's should inform their business network of what they are looking for and this could lead them to a position.

Kenny Colbert,

- Recently heard a statistic, but is not certain of it's validity, that applicants have a better chance of winning the lottery before receiving a response from a website.

Susan L. Luck, Ph.D.

- Last Tuesday, NPR interviewed Morgan Oliver, a 23-year old graduate, who resorted to being a dog walker. She has sent between 300-500 applications and is responded with an automated reply.  
<http://www.npr.org/templates/story/story.php?storyId=101647874>

**Question: What are other ways to secure a position?**

Kenny Colbert,

- Placement firms is a helpful resource to utilize
- Every Saturday, spend one hour updating your business list and resume.

Lucious Coney

- Continue to use sites such as CareerLink, Career T.R.A.C.K., and Monster, but networking is a more important resource to utilize.

**Question: Should résumé's remain to one page?**

Lucious Coney

- Yes, keep résumé's to one page.

Dr. Will Sparks

- Yes, résumé's should remain to one page. Tailor your resume to the opportunity you are interested in.

Kenny Colbert,

- 95% of us should have a resume on one page

Dr. Will Sparks

- Use 10 or 12 font for easy readability

**Question: View on volunteering**

Dr. Will Sparks

- If you want experience in a specific industry, then consider volunteering in a field that will help you obtain the responsibilities which leads to the work experience you are seeking.

Kenny Colbert,

- Maintain a schedule even on weekends; this demonstrates a great time skill set.

Lucious Coney

- Be interactive in community service opportunities.

**Question: What skills are lacking in Young Professionals?**

Susan L. Luck, Ph.D.

- Communication skills
- Writing skills: precise emails & memo's

Kenny Colbert,

- Be clear and concise
- When an interviewer asks “ tell me about yourself,” be prepared and limit response to one minute.

Dr. Will Sparks

- YP's need a boot camp on how to carry themselves and present good manners.

Lucious Coney

- Communication and interpersonal skills

Susan L. Luck, Ph.D.

- Ask yourself, what is the value of my communication and technical skills?

**Question: What can YP's learn from baby boomers?**

Dr. Will Sparks

- Generation Y feel a sense of entitlement. YP's need to roll their sleeve's up and do whatever it takes to make it happen.
- Always be willing to jump in and do what it takes to move the organization forward. (Ex: Richardson)

Lucious Coney

- Look into internship opportunities to gain experience from baby boomers. Coca-Cola utilizes this method.

Kenny Colbert,

- Increasing face time at work is BIG tip. Recommends arriving at work at 7:45 a.m. or 8:00 a.m. versus 8:30 a.m.
- Employers no longer are willing to adapt to the schedules to YP's. Times have changed and employers are reverting to their old set ways.
- Young Professionals and employers should meet in the middle.

Susan L. Luck, Ph.D.

- Face time differs when comparing the norms of the workforce of European and American workers. Germans are known for working 60-70 hours a week and prefer to retain employee's who accept this as a norm.

Dr. Will Sparks

- The norms of organizations have shifted back to the way they use to be. Be at work at 7:45 a.m. instead of 8:00 a.m.

**Question: Applications to MBA program's are up 30%, is this a good use of time?**

Kenny Colbert

- Ask yourself, is this investment going to help me find the career I desire?
- Be careful and make sure it meets the needs of the market.

Dr. Will Sparks

- What are your skill sets? What is the demand for it, in your job market?  
Consider attending a training class by Dale Carnegie for \$800 versus a MBA program for \$35,000

Susan L. Luck, Ph.D.

- In Sunday's NY Times, included an interesting article titled, [\*Is it time to Retrain B-Schools?\*](#) Among other prestigious MBA programs, Thunderbird, is adopting new practices and made changes to their website to conform to the needs of YP's.
- Utilize websites such as <http://www.chompchomp.com/> to analyze your writing skills. Identify which skills you are lacking and make improvements.

**Question from Audience:** How can YP's add value?

Lucious Coney

- Be able to analyze the needs of the organization. Ask yourself, how can I contribute to keeping the business afloat? Have the ability to work in grey areas.

Kenny Colbert

- Be very proficient in certain areas and knowledgeable in other areas
- Be a bench person, cross train to be indispensable.

Dr. Will Sparks

1. Develop expertise. (What do I do best?)
  2. Maintain a positive attitude (Avoid office politics)
  3. Understand and drive the boss's agenda
  4. Appearance (face time and dress for success)
  5. Know when to take a risk and look for opportunities.
- Take on projects that others do not want

**Question from Audience:** If my position requires 100 hours of work a week and I'm already putting in 60 hours, how can I be realistic and approach my boss?

Lucious Coney

- Utilize the part time workforce
- Does not believe in burning out employees

Dr. Will Sparks

- Be very specific- are you working 60 hours or 70 hours? Have a detailed proposal and present it to your boss.
- If you go to your boss with a problem, also come with a solution.

Kenny Colbert

- Take a hard look at everyone's skills