



CAREER & LIFE
PLANNING CENTER
FULLERTON COLLEGE
BUILDING 2000
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M-TH 9:00am-6:00pm
careercenter.fullcoll.edu

INSIDE THIS SPECIAL
EDITION:

- Succeeding in the Workplace of the Future
- It's not too late to register for a Career Class

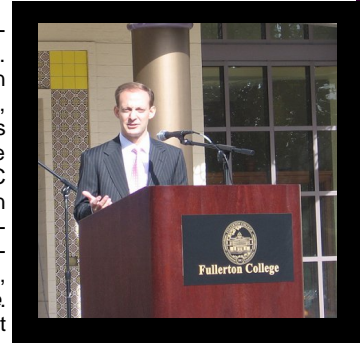
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The Career Spotlight

Fullerton College Second Annual Career Development Event honoring National Career Development Month

On November 29, 2006, the Career & Life Planning Center hosted its Second Annual Career Development Event on the Quad of Fullerton College. Sixteen departments and over 350 students participated making this an event to remember! A career development panel, facilitated by Ines Beilke, presented their personal stories on how they have developed in their lives and careers. The entertainment included the Cabana Boys and Melanie Rosa's Afro-Caribbean Dance Class with Drummer Bruno Cilloniz. The MC for the event was Kirk Deitrick, Production Director of FC's radio station KBPK-FM. Students enjoyed a day of exploring career possibilities by having the opportunity to meet with faculty and staff from various FC departments. Dr. Kathleen Hodge introduced the keynote speaker, Jaime Fall, who presented a speech on **Succeeding in the Workplace of the Future**. Mr. Fall, appointed by Governor Arnold Schwarzenegger, is the Assistant Secretary of Workforce Strategies for the Labor and Workforce Development Agency in Sacramento, CA.



The purpose of Mr. Fall's speech was to: (1) share some good news about the economy and what it means to you; (2) paint a picture of the workplace of the future by looking at five key forces that are going to shape your career; (3) then, given those forces, things you need to do to make sure you are successful in the workplace of the future; (4) finally, free you from some of the false expectations others might be placing on you.

1. ECONOMIC NEWS:

Nationally, the economy is really doing quite well. The National Association of Colleges and Employers (NACE) reports this is the best job market for graduates in the past four years. (1) Employers continue to increase starting salaries to new college grads, (2) Employers are strongly participating in recruiting activities, including on-campus recruiting, career fairs, and intern recruiting, (3) Students are receiving earlier, and, in some cases, multiple job offers, (4) Starting salary offers have increased in almost all curriculum areas. For the State of California, this is a time of great economic growth. The state's unemployment rate has fallen to 4.5 percent in October, the lowest unemployment rate since the current method to measure unemployment began in 1976. There were more than 9,000 new jobs created in California in October, which makes a total of 663,000 jobs created in the last 3 years. More than 17-million Californians are working, more than any time in the past. That's almost 200,000 more people than were working just one year ago. The number of people unemployed in California was 794,000 – a decrease of 130,000 compared with October of last year. Nearly all industry sectors in California are growing. Likewise, all geographic regions of the state are seeing growth. For Orange County the job market is even better. The unemployment here is extremely low at 3.1 percent.

California will be creating a lot of jobs. But what do we know about those jobs? For both the short- and long-term industry projections, more than 70 percent of the job growth will be in five major industry sectors: (1) professional and business services, (2) education and health services, (3) government, (4) retail trade, and (5) leisure and hospitality. Three of the ten occupations with the most projected job openings require higher education and training: registered nurses, general and operations managers, and elementary school teachers.

What growing jobs offer the best pay? Some of the growing jobs that offer the best pay (more than \$30 per hour) include: (1) registered nurses, (2) general and operations managers, (3) computer-related occupations, (4) management analysts, (5) police and sheriffs patrol officers, (6) and sales representatives for technical and scientific products.

While there will be many openings for workers who can obtain their training on the job, there will also be a substantial number of job openings that will require at least a bachelor's degree. The top in-demand bachelor's degrees are: (1) Accounting, (2) Electrical Engineering, (3) Mechanical Engineering, (4) Business administrator/management, (5) Economics/finance, (6) Computer Science, (7) Computer Engineering, (8) Marketing/Marketing Management, (9) Chemical Engineering, (10) Information Sciences and Systems.

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It's not too late to register for a Career Class...

Are you undecided on a major? Are you changing careers? Do you need help with the career decision making process? If you answered yes to any of these questions, it is not too late to register for a late start career class for the Spring Semester. This late start class is still open and begins in March. Register now! **Check the 'Class Schedule' for more information.**

| Course Title | Course # | CRN | Dates | Time | Day | Rm |
|------------------------|----------|-------|-----------|-------------|-----|--------|
| Career & Life Planning | COUN 151 | 22349 | 3/19-5/16 | 4:00-7:20pm | MW | AN-116 |

This course is located at the Anaheim Campus

2. FIVE KEY FORCES THAT SHAPE YOUR CAREER:

Aging Workforce

One of the most significant factors we see in the workplace is the aging of the workforce. Although this is a significant problem world wide, it is especially noteworthy here in the U.S. where the entire baby boom generation is nearing retirement. In America, the numbers are really incredible: By 2008 the number of young adult workers, from 25 to 40 year olds, will DECLINE by 1.7 million. That's 1.7 million less workers to replace the nearly 77 million baby boomers who will be eligible for retirement. That is a growth rate 68 times faster than for the total population.

Between 2000 and 2030, the U.S. population will grow by 26 percent. While the 65 and over segment of the population will grow by more than 80 percent. By 2008 the median age of the American worker will be 40.7. This pending large-scale sustained retirement is going to leave employers scrambling for qualified replacements. Making matters worse, the workers in the age group following the boomers (baby bust) are a smaller pool from which to draw. Fortunately for employers, survey after survey finds that many workers want or need to work past normal retirement age, lessening the likelihood of a large-scale retirement among U.S. workers. With fewer workers being offered traditional retirement pensions, the recent trend of older workers staying in the workforce could gain momentum. Employers appear willing to adapt the work environment to accommodate the older worker.

The situation for California may be only somewhat different than for the United States as a whole. California is slightly younger than the rest of the country with a median age of 33 versus 36 for the U.S. California has a smaller share of older workers (13%) compared to the rest of the country (16%). Public sector employment in California, however, will likely experience the same challenges as public sector employment elsewhere. With the enhanced ability of public sector employees to retire before normal retirement age, state employers could face vacancies of a steadily growing magnitude. In one state department, 67 percent of their upper-level managers were eligible to retire with 71 percent of potential replacements already eligible to retire as well. If retirement rates anywhere near that high become reality we will soon face a very real labor shortage – See next section.

Worker Shortages

Worker shortages are hard to accurately project because other market pressures are at play that can eliminate projected worker shortages or create worker shortages where none was foreseen. For example, a job that takes 10 workers to perform today may take only one in the future due to a technological advancement that just isn't foreseen today. Or, if a labor shortage exists in one occupation, wages sometimes increase until the shortage is met. And sometimes the opposite is true: it is hard to see a shortage that is right around the corner. I remember back when I was in college, this is the fall of 1986 to be exact, I had graduated from a community college and went on to a four year university and was told that computer science classes would no longer count toward my journalism major because we had too many computer scientists.

So keeping in mind that worker shortages are truly hard to project, here are some things we do know: (1) More than 25% of the working population will reach retirement age by 2010, resulting in a potential worker shortage of nearly 10 million. (2) One-fifth of this country's large, established companies will be losing 40 percent or more of their top-level talent in the next five years (Development Dimensions International), (3) More than 20 percent of the nation's 3.2 million federal employees were ages 55 or older in 2004. Within the next five years, half of the federal government's civilian workforce will be eligible for retirement. (The Aging of the U.S. Workforce: Employer Challenges and Responses, January 2006, Ernst & Young), (4) By 2010, nearly 30% or 765,000 of our nation's public school teachers will retire, (5) Thirty-Fifty percent of aerospace workers will retire within the next 5 years, (6) The U.S. Department of Defense needs to hire more than 14,000 scientists and engineers in each of the next two years. The problem is the pool of candidates is shrinking. While, more than half of science and engineering graduates from American universities are foreign nationals, off limits to federal agencies. Significant workforce shortages typically result in one very positive outcome: they create opportunities for those who traditionally don't have opportunities for advancement in the workforce.

More Diverse Workforce

Worker shortages, plus significant shifts in immigration will lead to an increasingly diverse workforce nationally, but even more so in California. Nearly half of all of the births in California in 1999 were to Hispanic mothers. Grouping "minority" or nonwhite births together, 66 percent of recent births in California fell in a "minority" category. California's most recent projections suggest that Hispanics and Whites will essentially "trade" population share by 2040 with Whites going from just under 50 percent to about 31 percent and vice versa for the Hispanic population, from about 31 percent to just under 50 percent of California's population. California also will experience more diversity in the racial and ethnic make-up of its workforce. By 2020, projections show Hispanic male workers will come close to a one-to-one ratio with white male workers in nearly all age groups and may outnumber white males in the 25 to 29 age group. California continues to be a primary destination for immigrants. California receives about one fourth of all U.S. legal immigration even though the state accounts for 12 percent of the U.S. population. Foreign born residents make up about one fourth of the state's population. In contrast, foreign born residents comprise one tenth of the U.S. population. Nearly one in five Americans speaks a language other than English at home, a surge of nearly 50 percent during the past decade. Most speak Spanish, followed by Chinese, with Russian rising fast. (Source: U.S. Census Bureau). In California, nearly 12.5 million people - 39.5 percent of those 5 and older in the state - speak another language. (Source: U.S. Census Bureau)



And speaking of demographic changes in the workplace: For the first time since tracking began 20 years ago, U.S. women outnumber men in higher paying, white collar managerial and professional occupations. Women represent 50.6 percent of the 48 million employees in management, professional and related occupations. In 1983, the first year the government began recording gender data for its occupational statistics, women accounted for 40.9 percent of managers and professionals. (Source: BLS).

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Globalization

Globalization has greatly magnified the competition among companies to produce and deliver products that are better and cheaper and to produce them faster. Goods producing companies are now under perpetual pressure to increase the quality of their products, produce products with greater value and at the same time, reduce the cost of production. These pressures are forcing companies to significantly change the way they do nearly every aspect of their business. And, that change is being felt in each and every job up and down the production chain. To reduce production costs, companies are using more subcontracting and contract employees to reduce staff costs. This allows them to have access to the employees they need, but yet frees them of the financial burden of these employees when business takes a downturn. While it helps the employer reduce production costs, it creates jobs that are less secure, more temporary in nature, and less likely to offer retirement, health insurance and other benefits previous generations received with their employment. Although tight competition for workers may help reverse this trend.

Globalization has also brought about significant changes in the manufacturing industry that are worth looking at. While you may have heard that manufacturing is a fading industry, that really is far from the truth. There have been significant job losses in manufacturing over the past five years, but high-end, high tech manufacturing is doing very well. All throughout California and much of the United States, manufacturers that are producing high-quality precision products are thriving. Their workforce is stable and they offer jobs that pay high wages and good benefits. The best news of all for college students is that if you are looking for a job that is challenging and rewarding, for those who like to innovate and solve problems, manufacturers are desperate for workers who are good with computers, math and science. And the production floors aren't covered with grease grime either. They are computer based and offer clean and safe environments in which to work. Manufacturing is not what you think it is. It is an industry well worth looking into as you think about your future. The bottom line is that globalization is putting ever increasing pressure on businesses to find ways to produce better and cheaper goods faster. And that pressure is being felt by every employee who knows they must perform or face losing their job to a competitor.

“You are entering a time of great opportunity: The economy is growing, employers are hiring, top managers are retiring, opportunities abound, new industries and careers are being created all the time.”

-Jaime Fall, Assistant Secretary for Workforce Strategies

Innovation

The fifth and final force that is going to shape many careers in the future is innovation. In this sense, I mean innovation in technology, science and other areas that will drastically change core elements of many jobs that exist today. Nanotechnology is an exciting new field in which chemists, engineers, biologists and others, work on the tiny scale of a nanometer, one billionth of a meter or 1/80,000th the width of a human hair. They typically, collapse and rebuild molecules so they have amazing new properties. Nanotechnology offers new and exciting possibilities for the advancement of science, technology, medicine, space exploration and the military. For years we have heard about its possibilities, now we are seeing them. Already, more than 200 nanotechnology products have hit the marketplace including, fabrics that repel stains and power generating turbines that don't corrode. Another amazing example is that when carbon is manipulated into a nanotube, it becomes 100 times stronger than steel, but yet weighs 16 times less. The industry is small but growing. It only accounted for about \$7.5 billion in 2003 and is projected to be about a \$30 billion by 2008.

As consumers we are going to reap tremendous benefits from nanotechnology for the rest of our lifetimes, but as workers, the progress of nanotechnology will initiate an era of industry creation and destruction like we have never seen before. In one advancement, nanotechnology has the power to span new related industries overnight as well as the power to rapidly change or destroy others. Let me give you just one example: nanotechnology is near the time that a doctor can implant patients with sensors that will release medicine as needed. If you have diabetes, when your blood sugar gets too high, insulin is released into your blood stream. This one innovation alone is going to have a tremendous impact on the day to day activity of pharmacists. The bottom line: the “creative destruction” of jobs we see in the economy now may soon pale in comparison to what is about to come. As science and technology join to bring us new products, ways to conduct business, and new businesses and industries.

3. THINGS YOU CAN DO TO PREPARE YOURSELF FOR THE FUTURE WORKFORCE:

Given this potential for a work environment where occupations and industries can see significant shifts virtually overnight, what can you do to ensure that you have a long and productive career free of periods of unemployment and disruption?

Basic Skills

The first thing you must do is become proficient in basic skills. By that, I mean, Reading, Writing, Arithmetic, Critical Thinking - Problem solving, Human relations or People skills, Technical skills – basic computer skills both hardware and software. Eighty-five percent of adult Americans have at least a high school degree today, up from just 25 percent in 1940. Similarly, 28 percent have a college degree, a fivefold increase over the period. Today's workforce is the most educated in the world. Employers who hire young people right out of school and college and professors who teach freshmen and sophomores said the public high school graduates they encounter had just “fair” or “poor” skills in: Grammar and spelling (73 percent of employers and 74 percent of college professors), Ability to write clearly (73 percent of employers, 75 percent of professors), Basic math (63 percent of employers, 65 percent of professors) (Source: Reality Check 2002). In the near future, 80 percent of jobs will require some sort of postsecondary education. The most important thing you can do is make sure you master the basics now. You can't adequately perform for an employer if you aren't proficient in these basic skills. And if you can't adequately perform for your employer, you aren't secure in your job.

Life-Long Skill Upgrades

While I would love to tell you that if you master those basic skills you are professionally secure for life: that just isn't the case. Things change, expectations rise, competition increases, software gets upgraded, computers become obsolete. Don't become obsolete with them. You cannot be as successful in your career as you want to be unless you make a commitment to lifelong learning. You are going to have to make a commitment to return to school, take on-line courses, enroll in training, participate in continuing education, subscribe to trade publications – do whatever it takes to keep your skills current or ahead of the curve. And while I would love to tell you your employer is more than likely to pick up the cost of these activities: that is probably not the case. Rightly or wrongly, make the investment in yourself. By making the investment in yourself to keep your skills current, you are helping ensure your stability in the workforce. Someone with in-demand skills is far more likely to stay employed or get reemployed than someone whose skills are dated. And unfortunately, with globalization at hand: skills are going to become outdated much faster than they used to.

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Be the “go to” person

No speech by a balding middle aged man would be complete without one sports analogy, so here it goes. As I have watched sports over the years, there is one aspect of all of the superstars that I want to emulate in my work life. And, no, thankfully it isn't spitting on the floor. I think I first noticed it watching Magic Johnson and then Michael Jordan and now the best ballplayers of today. When the game is on the line, when things are most critical, when there is only time left for one more shot - real superstars want the ball. Here is some information you already know but I feel it is worth repeating. Work is not a charitable transaction where you put in your time surfing the internet or taking care of your personal business like paying bills and then your employer gives you a paycheck. Work is about solving problems, fixing what is broken, making the impossible possible and creating something new out of nothing. There is no better way to ensure stable, challenging work that is financially rewarding than by being the “go to” person. When there is a problem, own it, study it, tear it apart, put it back together and solve it. If you want to be loved and rewarded by your employer, take on the thankless, messy problems no one else wants to touch. Unfortunately, this counters to much of the wisdom of today. There is a new term creeping its way into the world of workforce research. The word is “presenteeism.” Some workplace researchers are calling it the challenge of the new millennium. Presenteeism is the term used to describe employees who are at the worksite regularly, but for a variety of reasons, are not producing as they should (Source: The Health Promotion Research Advocate). Presenteeism reportedly accounts for 80% of lost productivity (Source: American Productivity Audit). Employees' diminished capacity on the job is costing U.S. employers about \$250 billion a year. Don't be part of the problem. Be part of the solution. Be the “go to” person in your place of work.

Make those around you better

In the future, even more emphasis will be placed on skills that cannot be automated - caring, judgment, intuition, ethics, inspiration, friendliness, and imagination. (Source: Futurist, Sep-Oct 2004). Another way to ensure a productive stable career is to make those around you better. The world often measures success in dollars and cents, but it is my opinion that the best measure of the success of a career is how much you help those around you: (1) Teach those around you what you know, (2) Share information, (3) Be a source of positive encouragement – negativity kills an organization, (4) Treat others with respect. This isn't just touchy feely stuff. Making those around you better improves the quality of your workplace. More than 5,000 hiring managers were asked to identify the five biggest reasons new hires fail: (Source: Leadership IQ, Inc Survey of 5, 247 hiring managers, 2005). Here is what they said: 26% can't accept feedback, 23% can't understand and manage emotions, 17% lack necessary motivation, 15% possess wrong temperament, 11% lack technical competence. Who wants to work in a workplace everyday with people who can't accept feedback, manage their emotions, or motivate themselves? Making those around you better improves your work environment, most likely your profits, and just as importantly, it helps ensure your longevity in the workplace. No boss is going to let go of a leader and mentor who makes others around them better if they can at all avoid it.

Embrace Change

And finally, the 5th and final thing you can do to ensure a long and productive career free of periods of unemployment and disruption is to embrace change. The workplace of the future is going to be a place of fast and furious change. I'm sorry to say, but it doesn't matter whether you love change or hate it, it's coming at you. You can either hop on and ride it or get run over by it. The choice is yours. The workplace term you want attached to your personnel file is “early adapter.” That means as change comes down the line you are one of the first ones to learn the new concept, use it in your work and start teaching it to others. Employers love early adapters. One industry that is creating a lot of change is international trade. The top traits of those most likely to succeed in the international business arena are (Source: RW3): flexibility (97%), open-mindedness (97%), supportive family (82%), good listening skills (77%), and a sense of self-direction (76%). Be flexible. Be open minded. And embrace change.

4. FALSE EXPECTATIONS OTHERS PLACE ON YOU:

Many of you out there are under a burden you should not be carrying. For generations in America young people chose the line of work they were going to go into and they stayed in that line of work until they retired. Often for the same employer. We all know that isn't the way the world of work is any more. Yet somehow, people still ask young people like you what your career is going to be and expect them to know the answer. The premise the question is based on (a life-long career) is a thing of the past, yet the question still remains. I just want to tell you it's OK if you don't know what you are going to be in your career. Expecting you to know what your job is going to be for the rest of your life is an expectation that is neither fair nor possible. You are going to have from 5 to 7 maybe as many as 9 careers in your life so don't let anyone place an expectation on you today that you should know where you are going to work for the rest of your life. The truth of the matter is, even if you think you know what you want to be for the rest of your life, you probably don't really know.

The U.S. Department of Education reports that over the next decade, more than two million new teachers will walk into a classroom for their first day. Unfortunately, as the National Center for Education Statistics found, 666,000 of those new teachers will leave sometime during the first three years of teaching and one million of them will not make it past five years. In the March (2005) Spherion Job Transition Index, more than thirty-five percent of working adults say they are likely to look for a new job in the next 12 months. In a poll by the Society of Human Resource Management and CareerJournal.com, 48 percent of respondents are actively searching for new job and 33 percent are passively receptive to new job opportunities. A recent poll of 7,718 American workers revealed some of the feelings employees have about their current position (Source: New Employer/ Employee Equation Survey, Harris Interactive 2005): 21% are looking for new job at another company, 20% are looking for a major career change. Thirty-nine percent of the workforce now has worked for six or more employers, up from 27 percent in 1999. Forty-five percent of workers want to change jobs at least every three to five years, up from 26 percent in 1999.

Don't let those numbers discourage you. Let them motivate you. You are entering a time of great opportunity: the economy is growing, employers are hiring, top managers are retiring, opportunities abound, new industries and careers are being created all the time. The door of opportunity is wide open for someone who has skills, works hard, gets along with others and is willing to step up and lead in an organization. Be that person! ☺

The faculty and staff of the Career & Life Planning Center would like to thank many people who contributed their time and effort to making this event a true success. Special thanks to Jaime Fall; Career Panelists: Mariah Beilke, Joseph Cirrito, Tevy Pal, Arlene Zavala; Ed Huber; Joel Howden; Markus Berger; Cabana Boys; Melanie Rosa and Dancers; Miguel Miranda; John Huynh; Carolyn Wheelchel; Kirk Deitrick; Brian Johnson; Sam Isaacs, owner of Top Class Pizza; Flor Aguilera; Joe Reyes; Susan Vincent; Sunshine Vidal; Violette Vornicel; Joyce Meister; Lupe Casillas; Heather Halverson; Karen Rose; Dave McCormac; Dennis Howey; Charmaine Smith; W.V. Ritter; Steve Dayton; Candy Cantrell; Nora Spencer; Ann Hovey; Jackie Sanborn; Doris Wright; Connie Carroll; John Westcott; Vivianne Wightman; Peg Berger; Jay Seidel; Jeanne Munoz; Bob Jensen; Sandro Corsi; Richard McMillen; Dave Hogan; Alice Greening; Dan O'Brien; Robert Berryhill; David Lopez; Robert Gordon; Robert Wenzlaff; Eric Anderson; and Jim McKamy.