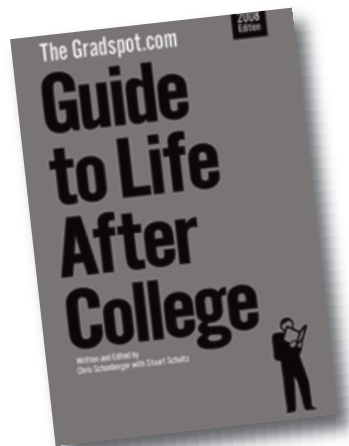


Executive InfoSource

Volume XII, No. 1

October 2008

Gradspot Offers Guidance for New Hires



Recent grads in the workplace are a lot like rookies in the NBA—extremely talented, but sometimes their skills are a little raw for the professional level. While HR and training programs can help new hires settle into the office and perform their job effectively, professionalism is a learned skill, and not one that's top of the college curriculum. Fortunately for newcomers to the workforce (as well as their employers), there's a website that wants to help recent grads find their feet in their first job.

Gradspot.com bills itself as “the destination for life after college,” and in addition to how-to articles on topics like choosing a health care plan and managing student debt, the site offers practical (and at times hysterical) advice for navigating everything from office politics to professional phone use. In addition, *The Gradspot.com Guide to Life After College* (paperback; 200pp.) has a

chapter devoted solely to “Working Life.” As co-author Chris Schonberger points out, “A lot of emphasis is placed on the job hunt, but no one tells you how to act once you actually *get* the job. It doesn't have to be a trial-by-fire process.”

So what do new hires need to know? Schonberger says that while “each company has its own unique standards and traditions, many aspects of professionalism apply everywhere.” Here are some tips he has for recent grads in the office:

Be Prepared. *Show up at every meeting with a pen and notebook (as well as a calculator if you're in a quantitative field). Making someone repeat what they've already told you is a quick way to annoy them, and coming up with that figure that your boss forgot will make you look like a champion.*

Curb Bad Communication Habits. *Putting “yo” in the subject of every email and answering the phone with a grunt may have worked in college, but in the workplace being clear and being polite are admirable traits. (Properly titling emails makes them easier for people to find in their inboxes.) Also, be prepared to IM with people who don't know what “ROFL” means.*

Beware the Company Party. *Christmas party faux pas are the stuff of legend amongst workers both young and old, but there's a lot more to socializing in the workplace than*

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Executive InfoSource is a publication of **Bloom, Gross & Associates**, an executive search and management consulting organization specializing in the recruitment of marketing and communications professionals on a national basis. We welcome your comments or suggestions.

Bloom, Gross Associates Co-Lead Webinar On Diversity Recruiting

The topic of “Recruiting Diversity – How to Build a Strong Work Force,” is one of the prominent challenges employers face today. This summer, in a 90-minute webinar that was attended by representatives from a variety of companies across the country, **Tina Carroll Dugas** and **Denise Bell** shared insights and suggestions for identifying and tapping into some of those available resources to find and build relationships with diversity candidates.

The session was sponsored and facilitated by the American Staffing Association which, as a service to the \$91 billion US staffing industry, provides services and promotion of legal, ethical and professional practices. Also participating on the webinar was VP and National Director of Diversity Services of the Bernard Hodes Group, Annette Cummings, who offered insights and best practices on diversity branding and communications that can help companies recruit and retain a diverse work force.

The format for the session consisted of presentations from the three co-leaders, polling questions with real-time responses, and a lively Q&A. Following are some of the highlights of that presentation from Tina and Denise.

Targeting Diverse Audiences – An Overview and General Approach



*By Tina Carroll Dugas,
PR Practice*

There are endless numbers of resources and tools that BG&A utilizes and has found helpful in our search efforts. Because the process of identifying any candidate – whether diverse or not – is not an absolute or exact science, it is often best to adapt which tools are used, based on individual requirements.

For example, recruiters can be asked to identify candidates from many populations which may include: **Race** or ethnicity; **Lifestyle**; **Gender**; or **Physically Challenged**. So where do you start? And how do you find your target candidate group?

There are unlimited resources for name generation – technology has made it much easier to do so, but at the same time, more difficult because of the sheer volume of available information.

New School vs. Old School Approach?

There's no doubt about it: technology, the Internet, social networking and more have provided us with portals into candidate identification. But what of the old “tried and true” methods of networking and face-to-face interaction? We

believe that success is achieved when both of these tools are actively exercised.

There are **Professional Organizations** that will facilitate outreach to its members – sometimes within a specific profession – and very often in which you may participate as an individual member or corporate sponsor. From a broad brush, they include such groups as:

- National Association of Black Journalists – which included a Unity Conference of Hispanic, African American and Asian participants at the last gathering
- National Black Public Relations Society
- Women in Technology
- Asian American Advertising Federation
- National Society of Hispanic MBAs
- National Black MBA Association
- National Lesbian and Gay Law Association
- National Council for Support of Disability Issues

With access to an organization's website, you can post jobs directly on the site or in member newsletters, as well as search the site to find out who is associated with various activities. And once you identify a target organization, you can search via the Internet for actual resumes that indicate membership in that group.

Social Organizations often provide opportunities for professional networking among diverse memberships. These are groups that may have come together initially as sources of common ground for singles, families, and then provide desired services and outreach for members. These may

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include such groups as WCAN (Women of Color Action Network), HACE (Hispanic Alliance for Career Enhancement) or SAPA (South Asian Pacific Association).

Reaching diversity student and alumni organizations can be accomplished most easily by focusing in on the specific academic institution, and then honing in on the subgroups

of diversity within it OR by casting a wide net to general umbrella groups that provide a targeted base. www.hbcuconnect.com will provide the names of Historically Black Colleges and Universities (HBCUs). HACU (Hispanic Association of Colleges & Universities) reflects names of schools with larger clusters of Hispanic students by state at its website, www.hacu.net.

Popular Resources & The Internet



*By Denise Bell,
Marketing Practice*

Open any magazine or tabloid – general interest or one that’s targeted at a specific audience – and you will find names, affiliations, promotions. Just about every diverse category will have subcategories of **Publications** that reflect specific interests. These may include such categories and publications as:

- Any diversity – Diversity Inc.
- Hispanic Community News & Activities – Chicago Latino
- Physically Challenged – Careers & the Disabled
- African American – Black Enterprise
- Women – National Association of Female Executives Magazine

Diversity Job Fairs provide a rich environment for networking, learning more about the specific community and its issues and for identifying opportunities of mutual value to both your organization and to the targeted group. Your own personal or corporate financial resources will dictate the scope and variety of ways you may be able to participate in job fairs, but investigating, getting personal and professional recommendations and networking will help to identify which of those should top your list. Some of those to investigate can include:

- *New York Times* Diversity in Advertising/PR Career Day
- *Lucas Group/Wall Street Journal* Executive Diversity Career Fair
- NAACP Professional & Executive Diversity Job Fair
- Multicultural Foodservice & Hospitality Career Fair
- *Careers & the Disabled* magazine’s Career Expo
- National Society for Hispanic Professionals Diversity Career Fair

- South Asian Journalist Association Job Fair
- NBMBA Annual Conference & Career Fair

Social Networking has exploded on the professional (and personal) front, so much so, that your professional acumen is sometimes gauged by how many “connections” you may have on LinkedIn, whether you’ve got presence on Facebook or MySpace, and whether you use Ziggs or Gather or Twitter, for that matter! There’s no doubt that participating can be enormously valuable, and a fast path for networking, for finding professionals as well as who they know, and for being found. And for every organization, academic group or interest group out there, there are **Websites and Blogs** that are working hard to attract diversity candidates and to provide relevant diversity recruiting information. These resources can help to uncover names of active and passive candidates, as well as provide employers and candidates with opportunities to make connections. Websites like www.latpro.com offer recruiting tips via a free newsletter, the links to post jobs, and dates for upcoming Hispanic targeted conferences and job fairs. www.multiculturaladvantage.net/diversity provides links to a variety of blogs that feature recruiting topics for employers and candidates.

Online Diversity Training is available to those who choose to expand their knowledge and understanding of Internet use for reaching specific groups. Tina and I, along with every Associate at Bloom, Gross has participated in Diversity Training and Certification testing by AIRS, but there are other resources out there that can provide valuable training, as well.

The bottom line, whether you’re a candidate or a company that seeks a qualified candidate, is that practicing and investing in **Relationship Building** is key to having a successful search experience. Companies: get to know individuals and their career interests, stay in contact and make it a point to sponsor professional association activities. Candidates: stay in contact to remain top-of-mind with potential employers by providing timely updates, and participate in relevant professional association activities, too. And last, but not least, companies and candidates should be accessible and make it easy to be found and to receive what could be a most valuable referral.

