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LETTER FROM THE PUBLISHER

This issue is all about networking. All of us are adept enough at social networking, whether that's online using Twitter, Facebook, and of course, HBCUCONNECT; or offline at the fraternity, sorority, student union, game, or party. Still, are we giving enough attention to our professional and business networking?

This doesn't need to wait until our formal professional lives begin. If we wait until our first professional job out of college, we're already too late!

Now is the best opportunity to begin cementing a network that can help you the rest of your life. In Mexico, college students form a "camarilla," an informal network of classmates that form a close bond of friendship, but also make it a point to continue to help one another professionally throughout the rest of their lives. This is usually independent of any fraternal affiliations, though of course often includes fraternity brothers and sorors. Do you have your camarilla?

Not only should you update and maintain your HBCUConnect profile, but if you are not already connected, you need to join right away, then invest time in maintaining your professional profile. There are lots of people on the site that can mentor you or help you on your route to success!

Remember HBCUCONNECT.COM is a resource for YOU so let us know if you have any ideas, suggestions or feedback of any kind. Email us at oncampus@hbcuconnect.com!

Will Moss

Will Moss, Publisher



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The Campus Voice wants you to:

Ask Coach J

Ask Coach J is a popular blog on www.hbcuconnect.com. Coach J will answer your questions on surviving your freshman year in college to starting a booming online business. So what are you waiting for? Ask Coach J!

As a self-made business owner, what do you personally find are key factors to balancing personal obligations with business endeavors without the two bumping heads?

3 Tips Entrepreneurs Need to Gain Balance

Tip 1: Make sure that your business goals and your family goals align. Establish a mission statement and vision statement for your family. It is important to frame this statement and keep it visible for the entire family to see. This process may take some time and may need to be revisited often.

Tip 2: Encourage each family member to have a role in your business. It doesn't matter how big or small the role is. It is very important to make sure that the business adds value to each individual in the family. When in the development phase of your business it will require much time. Express this to your family and share with them your daily progress.

Tip 3: Be sure to take time for you. I am a true believer that you are the foundation. As the foundation everything is dependent upon your strength. As a business owner you are the visionary; without you there is no vision. Assess yourself weekly.

I must warn you that I am not a pro in the balancing act of life. I have learned to take each day in strides. When I become overwhelmed or frustrated I move away from the situation and become still. During the quiet moments of your stillness you will be able to find the Author of your life and the story of you will unfold.

For more Tips on Gaining Balance as an Entrepreneur visit the blogs on www.hbcuconnect.com.

3 Ways to Create a Positive Online Brand While Still in School



Creating a positive online image will more than likely be the most important factor you'll need to consider when it comes to applying for a job. Employers are moving away from traditional resumes, and moving to social networks to recruit candidates. So, what should you do?

Create a profile on LinkedIn.com and start networking

LinkedIn.com is the world's leading professional networking site. LinkedIn participants discuss workplace issues, recruiters come to recruit for open positions, and employers make their presence known by inviting potential job seekers to follow their groups.

Assess your current skills

As you build your LinkedIn profile you might not think you have enough skills and experience. However, think of everything you've done consistently for the past five years and assess what skills it took to do those tasks; for example, working part-time at Wal-Mart since you were 15.

Keep your online image clean

Social sites like Facebook, LinkedIn, and Twitter are being used to verify an individual's background. So, be certain that your online image reflects what you want an employer to see.

For more tips on building an online brand and starting a resume visit www.hbcuconnect.com.



If you aren't getting the interview or the job, don't fret. It might not have anything to do with you, your skill set, or your tenacious ability to hold your own with the interviewer. Sometimes, it's what you don't know, and what you have no control over, that keeps you from getting the job.

What Human Resources Would Love For You to Know... ...But Can't Tell You

By Tashana D. Sims-Hudspeth, MHRM, MAEd, CCMP, Editor

The job was filled before it was posted

Ever wonder what happens when you see a job posted for a month, two months, maybe even three? You think they're having a hard time filling it right? They really must need you. So, you finally apply, get a phone call, and maybe even an interview, but that's it. The truth, the job has probably already been filled and the hiring managers are simply going through the motions, just in case.

But don't worry, there are some things you can do. Try and contact

someone within the company, possibly someone that you know or are LinkedIn with, and ask: Is the hiring manager actively recruiting for this position? If you are able to get someone on the phone, keep it brief, and let them know exactly why you are calling. Get your answer, thank them, and hang up. Mission accomplished.

The objective is simple; get a response to your question, keep it brief, and be polite. You don't want to be remembered for being rude, so leave the person on the other end of the line with a good first impression, you never know if

you'll see, or hear from them again.

Even the receptionist is watching

There is one irrefutable truth when it comes to interviewing, everybody is interviewing you. From the time you enter the parking lot until the time you leave, everybody is watching.

Getting a job is not just about being successful in the job, it's also about cultural fit. So, when you're sitting in the reception area, with no one around except the receptionist, remember, she too, is watching.

The hiring manager, the recruiter, even other peers will seek out the receptionist's feedback on what time you arrived, did you smile, were you polite, what were you doing while you were waiting, you name it and it has become part of the interview process.

Here are some other things to consider when you don't get the interview. If any of this sounds familiar, you have work to do:

- Your resume is generic and does

not clearly state what you're looking for or qualified to do.

- You have too many misspelled words on your resume and/or cover letter.
- You somehow located the recruiter's fax number and faxed your resume and cover letter when the job description clearly states that "all interested applicants must apply online".
- You show up unannounced at the employer's place of business to drop off your resume (most employers are now required to track all of their applicants online, and when you drop off your resume unannounced, you leave recruiters and/or hiring manager in a bind as to what to do with your resume.

There you have it, and now that you know the truth, you can begin tailoring your job search more effectively and efficiently.

Visit www.hbcuconnect.com to find out what else hiring managers and HR professionals are saying about job candidates.



Announcing Procter & Gamble's Student Programs!

Get an inside look at P&G! Procter & Gamble is offering the experience of a lifetime. During the months of July & August 2012, P&G will host five different programs at our Global headquarters in Cincinnati, OH. These workshops are designed to give top diverse students as well as other students meeting eligibility requirements the chance to learn about various functions throughout P&G and provide an early opportunity to interview for a 2013 internship. ALL EXPENSES ARE PAID by P&G!

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thomas.bi@pg.com

Finance, Accounting, and Tax Seminar (FACT)

Contact: Gina Dumas
dumas.gl@pg.com

Marketing MBA Summer Camp

Contact: Eloise Williams
williams.e.1@pg.com

Research Your Future in Science Seminar

Contact: Stephanie Barnett
barnett.sd@pg.com

The IT ELITE Seminar

Contact: Annie Moser
moser.af@pg.com

5 Industries Experiencing Significant Job Growth by 2018... And the Majors That Fit Them

By Tashana D. Sims-Hudspeth, MHRM, MAEd, CCMP, Editor

According to the U.S. Census, workers 18 and over with a bachelors degree earn an average of \$51,206 a year, while those with a high school diploma earn only \$27,915.

So, it's safe to say that having a college education is one of the best ways to increase your earning potential. And although you may not be looking that far ahead, it helps to be prepared. And being prepared means having a clear understanding of how your skills and talents will translate in an ever changing employment market.

The job market is a complex place where job availability is based on things like the overall working population, the number of individuals that are able to work, and demand for products and services that make those jobs possible. But what does this all mean to you, the student, as you contemplate the next four or five years of your undergraduate careers?

Read on and find out which industries are growing and which degrees will afford you the greatest return on your educational investment, and possibly push you that much closer to a higher quality of living.

Healthcare & Social Assistance

An industry that is projected to grow by 26 percent in public and private sector hospitals, nursing and residential care facilities, and individual and family services. The

family services industry is expected to grow by 24 percent, adding 4 million new jobs. The reason for this growth; the aging population and longer life expectancy.
Degree programs: Medical & Dental, Nursing, Social Work

Professional, Technical & Scientific

Projected to grow 34 percent, adding 2.7 million new jobs by 2018. Jobs in computer systems design will increase by 45 percent adding making up more than one-fourth of all the new jobs in this industry. The reason for this growth: Growing demand by businesses for more sophisticated networks, internet and intranet site development.

Degree programs: Engineering, Information Technology, Biology

Management, scientific, & technical consulting

This industry is projected to grow, by a whopping 83 percent, which will make up more than 31 percent of all new job growth in the United States. The reason for this growth: businesses need more advanced planning and logistics with the ability to implement new technologies, compliance with workplace safety, environmental and employment regulations

Degree programs: Business, Social Sciences, Business Administration, And Behavioral Sciences

Education Services

Projected to grow 12 percent adding 1.7 million new jobs through 2018 in both the public and private sector. The reason for this growth: Student enrollment is on the rise in both sectors and the demand for advanced degrees will continue to grow.

Degree programs: Education, Business, Humanities, Social Sciences

Administrative & support and waste management & remediation services

Projected to grow by 18 percent by 2018. Employment services will experience the largest growth, making up 42 percent of all new jobs making it the 5th among all industries with the most new employment: The reason for this growth: Increasing demand for seasonal and temporary employment and the need for specialized human resources services.

Degree programs: Social Sciences, Business Administration, Behavioral Sciences, Engineering, Law



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BUILDING STUDY HABITS THAT LAST WELL BEYOND GRADUATION

By Tashana D. Sims-Hudspeth,
MHRM, MAEd, CCMP, Editor

There is a psychology behind the way we learn, and you may be familiar with it; Blooms Taxonomy. This psychology is used from kindergarten to high school, and it is just as useful to you as a college student.

Master these actions at each of the individual levels and you are on your way to mastering and building life-long study habits that will reap positive results.

KNOWLEDGE: Learning starts at the acquisition of knowledge. Knowing something means you can recall facts or bits of information.

COMPREHENSION: Comprehending a fact or piece of information by understanding what it means, proving new examples or instances of the concept.

APPLICATION: Applying the information to use it according to principles and rules.

ANALYSIS: Analyzing means breaking information down into the sum of its parts and seeing how those parts work together.

SYNTHESIS: Synthesizing takes the knowledge you have and connects it with other knowledge, forming a new idea and/or bringing the parts together to make a whole.

EVALUATION: Evaluating means judging whether information or an argument is good or bad. Sound or unsound.

Bloom's is one of the best functioning formulas for building better study habits. The next time you study, apply each of these actions and watch those A's come rolling in.

Visit www.hbcuconnect.com for more detailed information on developing effective study habits.

Mo' Money, No' Money

What You Can Do To Graduate Debt Free

By Tashana D. Sims-Hudspeth, MHRM, MAEd, CCMP, Editor

According to a 2011 article in USA Today, for the first time ever, student loan debt will surpass that of any other kind of consumer debt. However, with a little knowledge, self discipline, and know how; college students can graduate debt free.

Scholarships

In addition to applying for scholarships online, on sites like hbcuconnect.com, fastweb.com & salliemae.com, build relationships with the college financial aid office, and, says bank manager & officer, Delilah Overton, "If you're still in high school, marry your high school guidance counselor. Their job is to help you find the right school, with the right amount of financing."

Become An Entrepreneur

In today's technologically advanced world the internet has become one of the fastest growing revenue streams for people looking to

replace their current income, or subsidize what they're bringing in. Online businesses to think about starting while in school are:

- Blogging online about a topic or topics you are very familiar with.
- Become a freelancer, and write for sites like Examiner.com, Elance.com, and Hubpages.com.

Graduating without the burden of student loan debt is not easy. As a college student you are responsible for how the world will look in the coming years, and it will be a much better place knowing that you aren't struggling to pay off one of the best investments of your life.

Visit www.hbcuconnect.com for more tips on graduating debt free.

talking right, not “white”

By Amber Williams, Junior Mass Communications Major
Broadcasting, Fort Valley State University in Fort Valley, GA

Young people, who listen to rap, tend to emulate what they see and hear and often incorporate rap lyrics into their everyday vocabulary. Even YouTube videos like Shawtbus Shawty, a viral video that parodies popular rappers, have taken a toll on how proper English is misused or absent, while bad English is glorified and adopted.

Major networks seem to have no problem perpetuating the misuse of improper English, as they glamorize the ignorance of these so called reality television stars, who abuse the English language at the peril of proper speech. Sure, its entertainment, but its influence on society as a whole is quite

impactful.

Former FVSU Speech professor, Dr. Dawn DeVeaux remarked, “Language is the catalyst of how people perceive others; a lot of times students miss out on professional and academic opportunities and are assumed to be illiterate or unable to speak effectively.”

People appear to be intelligent until they speak, and as Black people we are often scrutinized and judged before we even open our mouths. Our ancestors died so that we can take advantage of something that is given to us freely. So, let’s stop perpetuating the mental slavery of bad English, and start speaking for success.

Read the complete article by Ms. Williams on www.hbcuconnect.com.



I GOT THE HOOK UP!

BUILDING SUCCESSFUL RELATIONSHIPS WHILE IN COLLEGE

Relationship talk is all the rage these days. You can get advice from almost anywhere. The Internet. Reality television. Even comedians are making their presence known in the tangled web disguised as relationship advice. Dating used to be easy until smart phones turned us stupid, iPhones left us illiterate, and the Internet forced us to duck and hide before we even stepped foot outside. Getting to know someone should not be this much of a challenge.

Here are a few ways to make dating more fun, less dramatic, and not something that you base the rest of your life on.

GET RID OF THE NOVEL ON YOUR ONLINE DATING PROFILE.

There is nothing that shouts complicated more loudly than an online profile that goes on for pages and says nothing of real substance. Keep your dating profile simple. Save everything else for when you make some real contacts.

STOP EXPECTING MARRIAGE ON THE FIRST DATE. Stop expecting every date to be THE ONE. Have fun. Dating is not an opportunity for you to project all of your future desires into the

laps of a seemingly unwitting stranger. This is an opportunity for you to meet new people, go to different places, and ultimately learn more about yourself.

IF THE DATE DOESN'T GO WELL - BACK TO THE DRAWING BOARD.

While you're in college you shouldn't be making life decisions about a first date. If one date doesn't go well, it shouldn't be the reason you wind up in therapy for the next five years of your life.

For more dating advice go to www.blackwomenconnect.com.

What's new on

The HBCU Scholarships and Grants Directory contains over 1000 scholarships and grants including those targeting minority and disadvantaged students as well as those for anyone wishing to attend a historically black college or university (HBCU). The directory is a free resource for registered members of HBCUConnect.com and registering for membership is instant and free for everyone. **In this edition of HBCUConnect Student Magazine we are spotlighting the following scholarships:**

Negative Population Growth Scholarship Essay

Do I Qualify? The Negative Population Growth Scholarship Essay Contest is open to high school seniors and college freshmen, sophomores and juniors. You must also be a U.S. citizen to qualify for this award.

What Do I Do To Win The Scholarship? Submit an essay on the following topic: "Without critical changes, U.S. population is projected to reach 438 million people in less than 40 years. Explain how this projected growth will negatively affect the United States socially, economically and environmentally." Submissions

must be between 500 and 750 words. Entries must be mailed to NPG, P.O. Box 1265, Teaneck, New Jersey, 07666.

What Do I Win? There are 6 awards available. Scholarship/Grant Amount: \$2,500

Scholarship/Grant Deadline: April 24, 2012

Majors Targeted: Scholarship/Grant Sponsor: Negative Population Growth

Award Type: Scholarship Money

Please visit the sponsor's Web site for additional information: www.npg.org

HBCUConnect

The Negative Population Growth Scholarship Video Contest

WHAT'S NEW ON HBCU CONNECT

Do I Qualify? Open to high school seniors and college freshmen, sophomores and juniors, and you must be a U.S. citizen.

What Do I Do To Win The Scholarship: Submit an original video on the following topic: "Without critical changes, U.S. population is projected to reach 438 million people in less than 40 years. Capture on film how this projected growth will negatively affect the United States socially, economically and environmentally".

Submissions must be between one and three minutes.

Please note that 2 (two) DVD copies must be submitted on

Region 1 or regionless DVDs playable on all standard and commercial DVD players.

Entries playable only in CD-ROM formats will not be eligible.

Entries must be mailed to NPG, 2861 Duke St., Suite 36, Alexandria, Virginia, 22314.

What Do I Win? Scholarship/Grant Amount: \$2,500

Scholarship/Grant Deadline: April 24, 2012

Majors Targeted: Scholarship/Grant Sponsor: Negative Population Growth

Award Type: Scholarship Money

Please visit the sponsor's Web site for additional information:
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For more scholarships visit www.hbcuconnect.com/scholarships



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4 WAYS To Prepare For An Internship Phone Interview

By Tashana D. Sims-Hudspeth, MHRM, MAEd, CCMP, Editor

Setting yourself apart in today's job market means the difference between getting the career you've always wanted and spending all your energies trying to get the career you've always wanted. An internship is probably one of the best indicators of worker success which is why so many employers hire their interns. This article walks you through the first crucial step after you've applied for the internship; the phone interview.

There are four key steps in preparing for a telephone interview:

A. Research the company or agency:

- Check the Career Services Office (CSO) on your campus for recruitment brochures and other information.
- Look at the company or agency website. It is probably the best source of information about the organization, culture, products, services, and geographic locations.
- Talk to current or past employees or interns, if you know them.

B. Know what employers are looking for in employees:

It is important to know the knowledge, skills, and abilities that are desired in interns. They include:

- Adaptability; Flexibility
- Communication
- Creative Problem Solving
- Drive to Achieve
- Passion and Enthusiasm

C. Anticipate interview questions and prepare answers.

The following is a list of four questions you might encounter.

1. Tell me about yourself.
2. What are your strengths?
3. What is your greatest weakness? Or, in what area do you need the most improvement?
4. Why do you want to work here?

D. Prepare questions you have about the company and internship.

You may only have the opportunity to ask two or three questions during the interview. Here are some suggestions:

1. Have you had an intern in this position before? What made that person successful?
2. What qualities are you looking for in a candidate who fills this internship?
3. What are the department's top priorities and how are they measured?

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Remember:

- It isn't necessary to memorize potential interview questions. It is necessary to know what the company does, anticipate questions, and staying focused. When responding to the interviewers don't talk too much about things that do not matter. Answer the questions succinctly and make sure what you're saying is valuable.
- Interviewers want to know you can do the job, and be successful, so they want to determine:
 - Do you have the knowledge, skills and ability to do the internship?
 - Are you motivated to excel in the internship?
 - Can you get the job done? Will you know when you need help and how to ask for it?
 - Will you fit within the organization? Can you work on their team?

4 SKILLS For The Future Workplace

By Tashana D. Sims-Hudspeth, MHRM, MAEd, CCMP, Editor

If you think that perfect job is going to be waiting for you when you graduate, think again. If the current economic climate is any indication of the future, college students will more likely be working jobs with low wages to which they are over qualified and struggling harder than ever to repay student loan debt. It's a grim future; that is if you don't have the critical skills necessary to set you apart from your peers.

Being different is a prerequisite to getting the job you're targeting. 8 million jobs were lost during the recession of 2009, and those jobs are not coming back. And, according to the Society of Human Resource Management, 57 percent of the companies that were affected by recession are now creating jobs that will require a mixture of old and new skills. Do you have the skills to differentiate yourself in the marketplace?

English speaking and writing

Have you ever heard that you never get a second chance to make a first impression? Well, it might sound 'old school' or 'something back in your parent's day' but, it still holds true and it will continue to be the case long after you graduate. When you apply for a job online or by filling

out an application in person, that is your opportunity to show off your writing skills. Surveyed recruiters say that writing in English is the largest deficiency they see and often the thing that keeps an applicant from getting an interview and ultimately the job. Remember, this is probably your one and only opportunity to show the employer who you are.



Reading comprehension

Practicing and implementing sound reading comprehension strategies can mean the difference between you being an average worker and a fantastic worker. Being able to read work documents and comprehend their meaning in a way that produces positive outcomes for you, the worker, is what will set you apart. Understand the different ways reading is used on the job and how to use strategies such as skimming and scanning to increase reading efficiency and comprehension.

Critical thinking

Think of the United States Department of Labor as the high priestess of anything job related. Their mission is “to foster, promote, and develop the welfare of the wage earners, job seekers, and retirees of the United States; improve working conditions; advance opportunities for profitable employment; and assure work-related benefits and rights.

To that end, the DOL frequently

conducts surveys and research studies on things like what skills college students will need to be successful in the job market. And one of these skills is the ability to utilize critical thinking, which refers to the ability to use prior and current knowledge, facts and other data to solve workplace problems. Critical thinking is said by many economists to be ‘the’ key skill workers will need in this information age.

Problem Solving

As a new employee, you may question why an organization does things a certain way in order to complete a task. It may seem to you that one of the steps could be eliminated saving time, effort, and money. But you may be hesitant to voice your opinion. Don’t be; employers are usually appreciative when new employees are able to offer insight and fresh perspective into better and more efficient ways of doing things.

For more information on crucial workplace skills, visit www.hbcuconnect.com

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EDUCATIONAL
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IN AMERICA TODAY,

a gap in academic achievement separates kids in low-income communities from their higher-income peers. Only eight percent of students growing up in poverty graduate from college by age 24, compared to 80 percent of students in more affluent areas. This limits life options, affects families and communities, and has significant social and economic implications for our country. It doesn't have to be this way. We know it's possible to give all kids a great education and the countless opportunities that come with it.

Teach For America is the national corps of outstanding

recent college graduates, graduate students, and professionals who commit to teach for two years in urban and rural public schools and become lifelong leaders in expanding educational opportunity.

Students and alumni of HBCUs are uniquely positioned to have an additional, positive impact in the classroom and the community in which they may serve. Based on our experiences, we see that when teachers themselves are from under-represented racial backgrounds, they have the potential to have a profound additional impact. Like all corps members, they relentlessly push to make



sure their students achieve academically, and they have the unique ability to represent for their students the potential for success in education and in life.

Today more than 9,000 corps members are teaching in 43 urban and rural regions across the country, while nearly 24,000 alumni are working across sectors to ensure that all children have access to an excellent education. By teaching for two

years in Teach For America's corps, you will join thousands of leaders helping students in low-income communities reach their full potential. You can put your students on a different life path through academic success, and develop the skills, insights, and personal commitment needed to fuel the movement to achieve educational excellence for all kids. To learn more, visit www.teachforamerica.org.

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