

Needs of employers, entry level employees and college support  
Diane Nahas  
Department of Academic Affairs, Cooperative Education  
Input from  
Timothy Rucinski  
Director, Center for Corporate Education at LaGuardia

**New York City Employers Complaints about the local workforce:**

(collected from 7 Industry Sector Forum Reports of Timothy Rucinski's Center for Corporate Education, Rm. E205 of LaGuardia Community College)

1. lack of loyalty to employers
2. job hopping habit
3. deficient skills in speaking, listening, oral and written communication, basic math
4. weak work ethic
5. insufficient motivation to excel personally and to contribute to organizational growth and expansion
6. deficient professional attitude
7. low grade basic manners; immature behavior
8. insufficient customer service orientation; lack of recognition of importance of customer satisfaction to the life of the organization
9. inconsistent performance; imperfectionism
10. lack of understanding of the big picture; organizational goals and long term plans; need to build customer or client base
11. cultural **un**awareness in a diverse workplace
12. lack of problem-solving, critical thinking and conflict management skills
13. lack of background in persuasive argumentation; weak sales ability
14. lack of ease of transitioning from the non-competitive environment of the schoolroom to the competitiveness of the workplace, now a globalized marketplace
15. insufficient supply of bilingual Spanish-English applicants
16. unwillingness to invest in continuing education
17. lack of knowledge of applicable laws and regulations affecting industry operation

**Generalized concerns:**

1. corporate insurance liability for transitioning interns
2. difficulty in paying entry level employees wages commensurate with the cost of living in NYC

**LaGuardia students' wish list for enhancing job satisfaction:**

(compiled from LaGuardia interns' feedback since 1998)

1. provision of clean, safe, stimulating child care facility for pre-school age dependents
2. flex time hours to accommodate parenting responsibilities
3. job sharing
4. job security following probationary period
5. outplacement resources for downsized employees
6. provision for on the job continuing education for continuous self-development

7. incentives and recognition from management for continuous self-development and meritorious achievements
8. industry provided job orientation including job title, job description and outline of responsibilities
9. provision of check-off list to enable employees to self-evaluate in alignment with organizational expectations
10. telecommuting
11. pairing experienced members of the organization with entry level employees to model desirable organizational behavior
12. fostering organizational team spirit by making regular provision for social interaction and networking among employees

**College role in supporting successful school to work transitions:**

1. promoting Internet research skills and requiring computer literacy on the same level of importance as English and math
2. requiring advanced literacy in cultural diversity
3. urging acquisition of Spanish language as another basic literacy in the NYC workplace
4. promoting internships, apprenticeships, job shadowing opportunities and networking events to enhance the transition process
5. promoting awareness of viable career paths by
  - a. keeping career advisors and faculty current by making job shadowing off-campus available as part of their continuing education process
  - b. sponsoring interaction between local employers and the student body
6. promoting learning about the sociology of the 21<sup>st</sup> century workplace along with financial and physical and mental health literacy
7. increasing stress on the importance of speech lab to enhance public speaking skill and clarity of speech