

**LaGuardia Community College  
City University of New York  
Department of Cooperative Education**

**Diane Nahas, Instructor CPB041.7366 Fall 2, 2006  
Syllabus Supplemental**

## Seminar Grading Rubrics Cooperative Education




	Grade average		
	F to D- Needs more work Student in trouble	C- to B+ Satisfactory work Acceptable/Average	A- to A+ Superstar
Oral Communication <b>Strong voice, slow paced speech , Eye contact with audience</b>	<b>0 %</b>	<b>40%</b>	<b>41 %-100 %</b>
Completed homework for all sessions.	<b>0%</b>	<b>100%</b>	<b>110%</b>
Classroom participation/leadership <b>Interacting with class group , showing vibrant interest in subject matter</b>	<b>0% - 10%</b>	<b>Lukewarm</b>	<b>Knowledgeable participant</b>
Writing level <b>Spell-check, error free resume, appropriate format: hardcopy format and scannable format.</b>	<b>1 error</b>	<b>unbalanced format equalize your 4 margins</b>	<b>error free; balanced format 4 margins equalized</b>
Public speaking; <b>presenting new concept to group</b>	<b>Never</b>	<b>Haphazard planning</b>	<b>Pre-planned; organized; content-rich</b>
Research capabilities: <b>use of databases &amp; internet resources to collect information.</b>	<b>Technophobic</b>	<b>Superficial research</b>	<b>Sophisticated research</b>
Technological prowess: <b>use of technology for presentations. PowerPoint, MS Moviemaker, Premier Pro</b>			<b>Optional</b>
Professionalism: <b>Punctuality, attendance, self- disciplined body language, your image; communicativeness, self- confidence</b>	<b>Most elements missing</b>	<b>Comme çı, comme çą Mas o menos</b>	<b>100 - 110%</b>
Ability to articulate one's interests, skills, motivation, values and achievements with chosen career goal. <b>Motto:</b> Impossibility is not an option	<b>Clueless</b>	<b>Working on discovery</b>	<b>Discovery achieved</b>
Adaptability to diversity in the 21 <sup>st</sup> century workplace: <b>demonstrated understanding of cultural differences. Expanding your cultural comfort zone</b>	<b>Ethnocentric</b>	<b>Narrow world view</b>	<b>Fully globalized attitude</b>
<b>BlackBoard Activity</b>	<b>1 posting only</b>	<b>Incomplete sections on your postings</b>	<b>Links Titles Restatements 4 commentaries</b>
<b>Extra credit project</b>	<b>2</b>		<b>Optional (Preferred)</b>

**Check list for homework submission**

- Directions:**
1. Each homework submission must have a heading consisting of
    - a. your name
    - b. Session # 2 or 3 or 4 or 5 or 6
    - c. date due & date submitted
    - d. page numbers & exercise numbers for each work submitted
  2. For any other work submitted, label it to clearly indicate its title.

**Due: Session 2 Homework (HW) from Class #1**

check off 

1. Hand in your 21<sup>st</sup> century vocabulary exercise

**Due: Session 3 from Class #2**

1. Hand in your Focuscareer program summary pages

**Due: Session 4 from Class #3**

1. Sign up for oral presentation Session 4 on 1 document from my web page: <http://faculty.lagcc.cuny.edu/dnahas>

2. For those who are not doing MS movie maker and a digital story p. 25

#1

#2

#3

#4

3. p. 208 hard copy 1 job offer(related to your current qualifications)

4. p. 256 hard copy 1 career-related website

5. p. 290 hard copy hard copy 1 article + your restatement

6. p. 298 2 hard copies of career-related internships

**Due: Session 5 from Class #4**

1. Discussion board posting on bb

a. linked title + article

b. your restatement of the main points of the article

c. Downloaded copy of the website page

**Due: Session 6 from Class #5**

2. Final Considerations Essay questions # 1-6

**\*\*\*NOTE: COURSE CAN NOT BE COMPLETED WITHOUT FINAL CONSIDERATION ESSAY. \*\*\***

**3. OPTIONAL: SELF-EVALUATION**

**Check list MSMoviemaker digital story project**

**Directions:** Check off each procedure for a complete project.

check off 

**Part 1: Creating the Digital Story**

1. Scanning photographs using scanner or Downloading images from Net

2. Getting music file from your own collection **or**  
 Downloading free music files from the Net  
 (file extension should be **.wav** or **.MP3**)
3. Open MS Moviemaker program  
 Create a new project   
 Import images and music
4. Put images on Storyboard
5. Add video transitions between images (Drag selected video effect in  
 between images)
6. Add video effects for each image (Drag selected effect to the image)
7. Preview by pressing the play button
8. Add titles and credits (Go to Tools; then Titles and credits)
9. Select Title “at the beginning of the movie”
10. Select Credits “at the end”
11. Optional: to add titles to individual clips, select either “title on the  
 selected clip” **or** “title before – or – after the selected clip”
12. Add narration (Go to Tools + Narrate Time Line)
13. Press “Start Narration” (Speak to microphone immediately)
14. When done, press “Stop Narration” (As soon as you press Stop  
 Narration, a window will open asking to “Save Narration”.
15. Save narration in same folder as music and images
16. When done, click “Done” button under Stop Narration button
17. Drag Narration to the Time Line. Make sure narration is placed under  
 the correct image associated with the narration
18. Press Play to preview and adjust images to the length of narration so  
 timing of narration matches images
19. Save Project
20. Save Movie File (this creates the movie without the background  
 music)
21. Preview the movie
22. Clear the Collections file

**Part 2: Adding Background Music to the Digital Story**

1. Create a new project (Make sure you have removed images from  
 Collection)
2. Import Video: a window will open. Select movie just created
3. Under Collection, you should have video clips of the movie + music  
 file. If you don’t have music file, press “Import audio or music”
4. Drag all clips in movie to timeline. The clips should be in same order  
 as in the Collection box.
5. Preview to make sure clips are in right position
6. Add music file to timeline
7. Adjust the music file to the length of the movie so when movie stops,  
 the music also stops at the same time

8. In timeline, right click the music file. Select “Volume”
9. Adjust the audio clip volume down in order to be able to hear the narration of the movie. Slide the volume level to the left to lower the volume. Press “OK”
10. Preview the movie to check if the music volume is too loud for the narration
11. Repeat Step 8 if you want to re-adjust music volume
12. Go to File; Select “Save Movie File”
13. Save movie to your Jump, Pen, Thumb drive
14. Click “Finish”
15. Make sure you have saved the movie to your Jump, Pen or Thumb drive; otherwise your work will be **LOST**.

**Part 3: Burning project to a CD (optional)**

1. Go to Start; Programs
2. Select “Roxio Easy CD Creator 5” > Applications > Easy CD Creator
3. Go to File > New CD Project > Data CD
4. Locate your movie file under “Select Source File”
5. Select file and drag to the Date Project box
6. Insert a blank CD into the computer
7. Press “Record” button
8. Under Record CD Setup, select the CD-R drive
9. Under Number of Copies, select 1 or if you want more, select the number of copies you desire. If you want more than 1 copy, you need 1 additional blank CD’s
10. To burn the movie to the CD, Click on Start Recording button
11. If you prefer to use another CD burning software, follow the same steps as for Roxio Easy CD Creator 5

**What careers are hot for the coming ten years according the U.S. Bureau of Labor Statistics? How will these reported trends affect your career planning? What do you know about these fields? What other hot fields are out there?**

1. Financial services
2. Software engineer/software designer
3. Real estate
4. Insurance (especially commercial insurance)
5. Physical Therapy
6. Health industry: Physicians/ Physician’s Assistant/ Nurse Practitioner/ Occupational Therapist/ Paramedic-First Responder, Dentist, Dental Technician
7. Optician
8. Electronics
9. Biomedical engineering

10. Genetic engineering/gene therapy/ gene modification
11. Telecommunications
12. Robotics
13. Education
14. Police agent; security officer
15. Pharmacy

### **Language for the Information Age 21<sup>st</sup> Century Workplace:**

1. **globalization**      shifting of low-skilled jobs to countries with cheap labor markets and cheap raw materials; global competition that enriches poor countries; jobs migrate overseas (offshore) at expense of local workers; but add income for shareholders and top executives; global sprawl  
cost of 1 Frenchman equivalent to 47 Vietnamese workers  
1 American machinist = 60 mainland Chinese machinists  
an Indian engineer earns \$10,000 a year vs. an American earns \$60-\$80,000 (1998 figures)
2. **outsourcing**      cutting tasks, jobs, personnel from larger organizations and sending work  
  
out to smaller firms and individuals either at home or abroad;  
subcontracting work; this trend began in the 1980's
3. **downsizing / rightsizing**      fewer people doing more work; cutting costs, usually by firing workers (3 bank teller ghosts for every ATM machine;  
Where are the gas station attendants, telephone operators, secretaries, cashiers, assembly line workers, etc. after computerization?
4. **retooling**      redesigning whole systems within an organization: utilization of people, updated machines and work procedures; usually involving massive changes in job descriptions, which include upskilling, reskilling, collapsing of job titles (esp. elimination of middle management – 30 million workers from this **anxious class** at risk of job elimination); professionalization-clericalization-expansion of the workload-job enhancement
5. **upskilling / professionalization; job enlargement / job enhancement; humanistic management style; informing work**  
lower grade workers taking on skills of middle managers and decision makers; introduction of requirement of knowledge of computer for entry level positions with no corresponding pay differential to compensate for extra entry level skills; humanistic management (removal of boredom and reduction of staff); broadened job content – job enhancement
6. **deskilling / rationalization**breakdown of complicated process into small components to standardize and simplify job processes, which leads to lower wages; flatter salaries, removal of work responsibility; back office mode of operation; downgrading of skills
7. **reskilling**      retraining
8. **re-engineering**      automation of job function into software program; reducing labor costs; compression of job titles; flattened organizational hierarchy; reduction of

back office jobs; telecommuting (6.6 million workers); freelancing; broadbanding (corporate delayering); contingency staffing (as needed staffing – 39 million workers); supplemental (part-time) staffing – 21 million workers; networked information technology; virtual office and virtual corporations (spread out operations over time and space with skeletal central staff in headquarters; workflow patterns are changed with retooling

9. **virtual office; virtual corporations; virtual reality**

an office, corporation or computerized training program that is computer based rather than situated in real space; spread out in cyberspace

10. **broadbanding / career bands / career web**

collapsing of job titles into

1. administrative/support

2. professional / technical / managerial

elimination of secretarial, middle managers and support staff; more work fewer salary raises; more responsibility for greater number of tasks; capacity of one worker in a band to fill in for any other worker in the band-therefore, lateral career moves instead of upward in order to gain more experience and knowledge in the band

11. **job ladder** career path – trainee, junior, senior, associate, CEO-CIO; linear movement in an organization related to seniority and training

12. **career web** lateral career moves to gain more flexibility through acquisition of job-related skills within a broadbanded environment

13. **glass ceiling** dead ended career path related to sex, ethnicity, race, age, sexual orientation

14. **paper ceiling** diploma requirements for promotability

15. **marginalized** NOT on an upwardly mobile career track leading to increased wages

16.. **21<sup>st</sup> century campus / virtual university / virtual campus**

no physical classroom; on-line classes; connected to the learning community; learner access to technology 24 hours a day, 7 days a week – anywhere, anytime learning; elimination of barriers of time, location, distance, access, convenience, using technology for teaching and learning

17. **IT workforce** information technology trained work force; professionalization of work force

18. **virtual teacher** distance educator

19. **virtual trek** traveling to school via computer technology

moving production and jobs from high labor market to another where labor is cheaper. Producers reduce their costs and enhance profits and sell finished products into high wage markets. They take advantage of gross surpluses of human labor in India, China, China, India, Philippines, Vietnam, Thailand, Mexico that drives down the price of human labor and the supply exceeds demand Information Age workplace of high skilled / high paid jobs and low skilled / low paid jobs; elimination of middle managerial echelon; creation of underclass, anxious class and super rich;

20. **Third Wave**

- automation / telecommuting/ virtual offices, factories, corporations; use of robots in offices and factories
21. **cornucopia** never ending succession of new technology
  22. **accelerative economy** business decisions go very quickly by computer; quickening of decision making; speed up of corporate metabolism
  23. **arbitrage** buying commodity in 1 local market where it is cheap; selling it in another market where price is higher and profiting from fractional differences
  24. **global economy/wage arbitrage** capital's quest for the cheapest sources of labor worldwide  
exportation of jobs (high tech, low tech, factory, high end, low end)
  25. **deregulation** decontrol to encourage price competition; global marketplace sets prices and wages; Ma Bell Telephone company, airlines, banks, Con Ed
  26. **maquiladora zone** belt of low wage factories that companies have established along the Mexican border; industrial migration
  27. **kudoka** Japanese term for "hollowing out." Manufacturing jobs dispersed world wide  
SONY has offshore factories in SE Asia, Mexico, etc.
  28. **social dumping** companies exit home countries for wage arbitrage and leave behind unemployment and social decay
  29. **technoscenti, technocrat, technopolists, technoculture, technophile, technophobe, technogeek** rule of technology in the 21<sup>st</sup> century workplace  
**technological salvation:** machines take better care of people than people Ex. heart lung machine
  30. **mechanistic paternalism** can keep a person alive when his internal organs won't
  31. **downward mobility** job losses due to global abundance of cheaper labor both skilled and unskilled
  32. **utopia** social, economic and political perfection
  33. **new utopians** systems developers routinize, automate, at expense of human happiness as whole divisions of jobs are eliminated
  34. **dystopians** people pained and hurt by technology displacements
  35. **entrepreneurial ideal**  
workers fend for themselves and negotiate their own wages; no intermediary or union: freelancers, as needed workers, peripherals; temps; part-time; contingency status; off the payroll (i.e. no benefits); supplementals; at will employees; shine on your own or be cut from the team in corporate structure
  36. **career bands/broadbanding; delayering; Japanese challenge**  
everything rolled into 1 job; job enlargement; lean and mean; disappearance of 40 hour work week; elimination of mid-managers by requiring more productivity from each worker; less division of labor; outsourcing/subcontracting
  37. **corporate refugees** downsized workers due to disappearing jobs, re-engineering and networked information technology; 2 million white collar layoffs-jobs gone forever.
  38. **leaner and meaner** more competitive and more profitable through fewer employees and use of powerful technologies; wage arbitrage
  39. **restructured workplace**  
telecommuting; workless workplace (non-workplace based work)

40. **re-engineered workplace** automation
41. **tracked economy** two-tiered workplace; workplace of core employees with parent firm and peripheral, contingency, leased employees, as needed, off the payroll, just in time, freelancers, part-time workers – job security and wages dependent on sales of subcontractor’s product and availability of other workers for replacement
- (secondary labor market –39 million workers of 125 million workforce)  
+ 21 million part-timers in subcontracting firms with different paycales and no employment agreements
42. **diversified workplace** need to be able to fit into diverse work team: age, ethnicity, race, religion, sexual orientation; handicapping condition
43. **cognitariat** workers required to use computers and automated machinery  
UPS workers, Fed Ex workers; stockroom attendants, etc.
44. **deskilling** mindless work transferred to advanced technology
45. **informating work** job enlargement for better, more meaningful jobs; professionalisation; more meaningful jobs and increased participation in the decision-making process
46. **individualism vs. collective bargaining**  
being responsible for your own advancement and self development; trying to do your best on your own; in charge of your own advancement; bargaining with the employer on an individual basis; entrepreneurial; freelancing  
vs.  
group action; union representation/union shops; women’s rights; civil rights; environmental action groups; groups or collectives negotiate salaries, working conditions, benefits
47. **throwaway executives** an executive with a mission to downsize a company; an axe man who companies hire temporarily to re-engineer the company and move on
48. **virtual office** run by computers; geographically disconnected; 800 & 888 tel. #; customer service
49. **routinization** work simplification to enhance emplacement of 2 tiered workforce: core employees and replaceable employees; McDonaldization
50. **Japanese challenge** work intensification; high efficiency and productivity; high motivation of the Japanese worker; fewer workers used for work output than in the USA
51. **age wave** growing population of aged people due to technology; life expectancy in 80’s and increasing
52. **new utopians** systems developers routinize, automate at the expense of human happiness as whole categories of jobs are eliminated
53. **interconnectedness** storage of data in cyberspace; it is available to unknown others: medical information

54. **ergonomics** fit between people, machines and furniture
55. **redundant** humans replaced by technology
56. **digital revolution** computers are here
57. **high performance workplace** variety of skills and technology required for greater worker output; fewer people working longer hours and doing more tasks
58. **professionalization of clerical work**  
redistribution of managerial responsibility to clerical staff usually with no corresponding raise in salary; widened responsibility
59. **degree inflation** increasing valuelessness of degrees as more competition for jobs emerges
60. **3G** 3<sup>rd</sup> generation wireless cellular technology: the cell phone has an embedded camera. It can take pictures and email them instantly; it has mobile web site access; musical downloads; Internet radio; videoconferencing; video email; text to speech capabilities; GPS
61. **e wallets** palm pilots with the capability to make credit card purchases and debit and credit transactions
62. **McWorld** homogenization of world culture
63. **immiseration** increasing income gap between wealthy and impoverished  
a. widely distorted income distribution  
b. gravely distorted resource utilization
64. **dataveillance** interlinked databases through universal identifier of the SS#  
IRS, fingerprinting, medical records, blood and urine tests, Dept. of Defense; credit rating, insurance records, bank records, workers' compensation; CCH (computerized criminal history), charge card records, airline travel, car rental, voter records, driving record, reading and viewing preferences and political activity
65. **ubiquitous computation** fully wired world
66. **asynchronous digital world** ability to leave and receive messages on a personal cadence
67. **Moore's Law (1965)**# of circuits on a silicon chip keeps doubling every 12-24 months (made obsolete by nanotransistors for the post silicon computers and molecular scale electronics)
68. **m commerce** Internet enabled mobile device for on line purchasing of goods while in transit
69. **BlackBerry pagers** mobile offices that allow sending and receiving email messages while on the move; can be equipped with Web browsing technology; Came into more common office use after 911 and the anthrax attacks; Congressional staffs are now equipped with BlackBerry pagers at a cost to taxpayers of \$968 per unit. Also called **Blueberry pagers**  
**Treo** is another company's model of the Blackberry.
70. **white shoe firm** elitist firm
71. **no collar** technology worker's dress style: very casual and idiosyncratic
72. **silos** narrow functioning area; i.e. marketing, finance, sales, manufacturing
72. **unsilos** identify high potential employees targeted for upward mobility; these targeted employees are removed from their silos and moved around to where their talents are needed with an eye to helping them cultivate

new skills; helping employees gain a broad range of experience in the organization to develop the talents; a series of lateral moves to gain new experience and new expertise

73. **creative destruction** coined by economist Joseph Schumpeter: the continuous shift in which emerging technologies push out the old
74. **node** a computer connected in a decentralized structure to the Internet
75. **internet** international collection/ network of decentralized computer nodes
76. **ICANN** Internet Corporation for Assigned Names and Numbers; an American non-profit, private organization that assigns internet domain names that link to unique computer addresses
77. **Silicon Valley** Northern California area specializing in computer development
- 77a. **Silicon Alley** New York City section that specializes in computer development
78. **deregulation & market liberalization** removal of government interference in regulating business practices & markets; private financing; free market business
79. **computerized workplace** electronically supervision of employee performance
80. **permatemps** contingency workers with no benefits or job security
81. **discouraged workers** unemployed workers who have stopped actively looking for work
82. **underemployed** workers employed in positions that don't correspond to educational levels or part-timers who want unobtainable full-time positions; or temps
83. **work intensification** increasing work loads without corresponding pay raises; 50+ hour work weeks for 40 hour pay scale; shortened lunch breaks; PDA's and internet connectivity extending the work responsibilities outside the workplace; streamlined, computerized work processes
84. **automated telephone systems** shunting of office work to unpaid work of consumers trying to organize their financial lives
85. **flexible accumulation** capital and labor can be divided up and parceled out among different workforces
86. **digital exchange** exchange of products and labor through an electronic infrastructure rather than paper documents or paper money
87. **electronic warehousing** linking together of electronic databases for easy access; centralized database; security breach problem
88. **new media** web design, programming, content, animation, graphics
89. **hackers** warriors against corporate domination of computer software & criminal with thievish intent
- 89a. **crackers** criminal hackers intent on stealing financial information
90. **OSHA** workplace safety and health regulatory agency
91. **information asymmetry** expert has more information giving him an edge in commercial transactions to the disadvantage of ordinary consumers; but the Internet is the gap leveler; consumers can easily locate important information before committing to an investment
92. **netgeners** digital generation; **millenials** born in 1981-1994 (single parent generation); **gen X** born 1965-1980 (latch key generation + Vietnam); **baby boomers** 1946-1964; **matures** born prior to 1946

## **Characteristics of the 21<sup>st</sup> Century Workplace High Performance Workplace**

### **1. Personal websites in place of email or hard copy résumés. (ePortfolios)**

2. interactivity through technology F2F CUCME; WAN-LAN; networked information technology
3. computer monitored workplace; employee surveillance
4. job insecurity: anxious class
5. two-tiered workplace: core employees and replaceable employees: fewer people doing more work
6. virtual office, virtual workplace, factory, corporation scattered around the globe competition: globalization: migration of jobs overseas at expense of local workers; enrichment of 3<sup>rd</sup> world and impoverishing of laid off Americans; wage arbitrage; global sprawl
7. decline of unions; proliferation of marginal jobs: retail clerks, nursing aides, janitors
8. workless workplace: telecommuting, automation
  1. robotics for routine work
  2. knowledge based economy
  3. people running faster to stay in the same place; increased pace of work; more intensive work requirements; disappearance of 40 hour work week
  4. secondary labor market: p.t. employment, contingency status, off the payroll, freelancer, supplementals, as needed , outsourcing, short term jobs, just in time, leased employees
  5. disappearance of union power and group action: bargaining on individual basis: entrepreneurial ideal
  6. deregulation: wages and prices determined by market forces rather than government intervention
  7. diversified work place: need to be able to fit into diverse work team of varied ages, religions, ethnicities, sexual orientation and handicap
  8. dislocated workers proliferate as jobs disappear and become extinct: replacement of office workers by office technology; replacement of factory workers by robotics
  9. no room for skilled and semi-skilled
  10. Japanese challenge: less division of labor: more collapsing of job titles / broadbanding; more competitive and profitable; leaner and meaner
  11. corporate delayering: elimination of mid managers by requiring more productivity from each worker: job enlargement- many functions rolled into one job
  12. re-engineering, rightsizing/downsizing.restructuring, retooling
  13. technopoly replaces bureaucracy; traditional culture becomes irrelevant
  14. professionalization and clericalization to eliminate mid management
  15. routinization by computers and deskilling (robots)

## **Professional Presentation Format and Guidelines**

### **Guidelines:**

1. Speak slowly and clearly to ensure comprehension in the back and side areas of the audience
2. Speak fluently about your material: have a good familiarity with contents of your report
3. Body language should be in line with the intent of your presentational style
4. Make eye contact with audience members

5. Control any mannerisms that may distract the audience's attention away from the contents of your presentation
6. **Do Not Read as your audience will zone out.** You may refer to notes occasionally.

**Audience Responsibility:**

1. Listen actively; note down key words of presentation as memory jogs for future reference.
2. Encourage the speaker with an alert listening posture and a receptive facial expression.
3. Ask clarifying questions if appropriate
3. Give your opinion on the content of what was said.

**Appendix**  
**Summaries of chapters 1, 3, 4, 5, 6, 7, 11, 13, 14**  
**Turning Points**

ch. 1 Career decision-making

1. career path dilemmas
  - a. will I like my choice
  - b. will I succeed at my choice
  - c. does my choice mtch my skills, interests, values and goals
  - d. should I focus on a specific career goal or  
should I leave my options open to keep the flexibility of deciding later
  - e. does the career choice fit other life commitments: hobbies, charities,  
family, travel, etc.
  - f. job outlook
2. education dilemmas
  - a. what to study
  - b. at what time of life to study
  - c. part-time or full-time study
  - d. which school
  - e. financial considerations
  - f. family obligations
  - g. admission requirements
  - h. where and with whom do I fit in
3. what are the internal (attitude towards learning) and external obstacles I  
should identify
4. what information do I need to collect; where can I get it
5. are my career and education goals realistic, practical or  
dreamy and lacking a foundation of necessary information

ch. 3 What do you like?

What are you good at?

Do you like to (Campbell's work orientation)

- a. influence
- b. organize
- c. help

- d. create
- e. analyze
- f. produce
- g. need adventure; physical challenge, risk and excitement

How does your dominant interest match your occupational choice?

what are your career stallers?

what are your assets?

ch. 4 Identifying or confirming your career options

- a. entry requirements
- b. required educational level
- c. financial and psychological rewards
- d. job outlook
- e. FOCUS computer program (computerized career guidance)
- f. search by occupation: similar kinds of work (the nature of work; ex. engineering)
- g. search by industry: similar place of work (setting/backdrop where occupation is practiced; ex. television, cable and video industry is the setting for performing artists, writers, programmers, advertisers, etc.
- h. search by career family; i. e. soldier, police agent, security, corrections officer, parole officer
- i. compare advantages and disadvantages of career options
- j. does your personality fit with typical practitioners in the career
- k. how much does it cost to get into your career
- l. seek help from professionals if you get stuck in your career search

ch. 5 What degree of education is appropriate to your career path: Associates, Bachelor, Master, Ph.D., professional degree: DVM, DDS, M.D., J.D., etc.

Considerations:

- 1. competitive rank of college (MC, VC, C, LC & non-competitive)
- 2. academic qualifications of faculty
- 3. size of classes
- 4. admission requirements
- 5. credit transfers of community college credits
- 6. what are the characteristics of the student body
- 7. are computer facilities cutting edge
- 8. tuition and availability of financial aid

Making a determination:

- 1. visit the campus
- 2. talk to current students and recent graduates
- 3. competitive schools open workplace doors/opportunities
- 4. are you planning for graduate school to avoid the paper ceiling or to avoid the stress of the job application process

ch. 6 Specification: moving from general goal (career decision) to implementation (turning goal to reality)

1. information collection
2. self-awareness
3. identification of Plans A,B, & C alternatives
4. creation of college and graduate school information database

Considerations:

1. work status is part of your identity
2. use of life energy and space should be consistent with your interests and values
3. work determines the rhythm of your life
4. work determines your lifestyle
5. need to harmonize choice of work with marriage, family, community commitments
6. job market and job outlook
7. listen to your heart(feelings) to increase probability of liking your work; use your head (brain) to make sure your choice is practical

Decision-making styles:

1. head and heart
2. sacrifice (head only)
3. daydreaming: non-use of head: impractical
4. haphazard: non-use of head and heart

Avoidance of getting stuck:

1. make up a very specific implementation plan with a timetable
2. devise viable alternatives to Plan A in case Plan A doesn't work out
3. plan on moving from dependence to self-responsibility and personal ownership of your life

“...you must take responsibility for which doors to open and which to close (loss of unlimited possibilities)

ch. 11 Reality shock

- a. transition from the classroom to a rapidly changing workplace
- b. job entry is disappointing: day to day supervision is culture shock; entry level positions lack glamour and decision-making power; promotions aren't guaranteed; grunt work assignments are associated with entry level positions
- c. predictable career ladders of structured steps are vanishing
- d. career advancement: money, power, respect, managerial, self-determination, full benefits, company expense account

Career Development Stages

1. exploration (college)
2. establishment (entry level); career network
3. maintenance (holding on) to your place
4. disengagement (retirement) or transition to new career path
  - 1a. re-exploration
  - 2a. re-establishment

Turbulence in the workplace

1. Internet and e-commerce: global marketplace for buyers and sellers: “e or be eaten” for non-service industries and companies
2. biotechnology: precision farming, fish farming, genetic engineering/modification
3. robotic devices: automated factories
4. nanotechnologies
5. Internet revolution supplanting Industrial Revolution
6. unforeseen transformations of technology
  - a. telecommuting (increased geographical range of employees)
  - b. robotic devices
  - c. Amazon.com: global bookstore
  - d. airline flights: e tickets
  - e. holiday gift buying
  - f. mortgage rate shopping
  - g. distance learning: online universities
  - h. travel arrangements
  - i. banking online
  - j. accounting; customer service, computer programmers have global competition for their jobs

Responses:

1. monitor workplace changes continually for economic survival
2. equip yourself with world class skills

Mobile skills:

1. reading, writing, numerical and computer skills
2. team playing: virtual teams (doing full share of work; meeting deadlines; speaking up at group meetings and listening effectively; able to work with diverse set of colleagues)

Rise of 24/7 worker

round the clock, round the world workplace  
 wireless communication devices: Palm Pilots, 2 way pagers, portable Internet access (Blackberry/Blueberry); need to be in touch with co-workers and customers anywhere, anytime through email, laptops; work intensification; disappearing vacations; project goals and deadlines determine rate of work production

ch. 13 Career network

1. linkages to promote communication, information and resource exchanges + mutual support to increase career opportunities and chances for success
  - a. professional associations
  - b. professionals, experts, workplace and school colleagues, counselors

\*\*Remember to express thanks and to reciprocate within your network.

ch. 14 Career advancement and career management

1. continuous short-term and long range planning

2. continuous education
3. active networking

Jose Ortega y Gasset: "Life is a series of collisions with the future; it is not a sum of what we have been, but what we yearn to be."

## Digital Storytelling

**Directions:**  
**(for MS Moviemaker)**

**Part A:**

1. Windows Moviemaker
2. Create a folder and download digital pictures or images to folder.(You need Windows XP or special software for downloading pictures.)
3. Click on
  - a. file
  - b. new
  - c. folder
  - d. name the folder (click outside the folder box)
4. For loading images from the Internet,
  - a. go to Google
  - b. click on Images and search
  - c. right click on picture one at a time. Click on: Save as
  - d. Save pictures. Click on: Save as
  - e. Save in named folder in Documents (or wherever you have saved the folder)
  - f. Name pictures. Save pictures & save to folder (Put any pictures you use in the same folder.

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**Part B**

1. Click on Start
2. Click on All Programs
3. Click on MS Moviemaker (You may find the picture collection of the last user in the work space.) **To clear:**
  - a. Select all
  - b. Left click
  - c. Drag to right
  - d. Delete
4. Click on:
  - a. File
  - b. Import into collection
  - c. Find folder
  - d. Select all the pictures you need
  - e. Import
5. To create the story:
  - a. Plan the narration
  - b. Drag pictures to Video Time Line (You can overlap pictures)

1. Go to Documents or wherever you've saved the folder of pictures
2. Drag pictures from folder to folder for your movie
3. Select Thumbnails
4. Arrange pictures by numbers
  - a. rename the pictures
  - b. right click & rename pictures by their number in sequence + space & time
  - c. click outside the folder
  - d. right click on empty space
  - e. arrange icons by name
6. Go back to Moviemaker
  - a. import pictures/images
  - b. select all pictures/images
  - c. import
  - d. right click
  - e. arrange icons by name
  - f. To select pictures:
    1. press Control
    2. select 1 picture & all pictures in the series will follow
    3. you can Zoom in & out
7. To import music:
  - a. Create a folder for sound files (Midi is NOT compatible with Moviemaker; it only works with PowerPoint. You need **Wav** or **MP3** files. Audio files are on the Web in **Google** or **FreeSite.com/free\_Sounds/Free\_wavs/** or **wavsource.com**)
  - b. Right click on link
  - c. Save Target as (Put in documents or wherever you saved your pictures)
  - d. Save in your named folder (If File plays, right click & save Target as)
  - e. Click on File
  - f. Import to Audio File
  - g. Select files
  - h. Import
  - i. Drag (To shorten sound, use trimming tool – shortening only – click red arrows in)
  - j. Attach microphone with right jack
  - k. Connect it
  - l. Click on mike icon
  - m. Select track
  - n. New File
  - o. Start narration
  - p. Stop & save by default in Narration
  - q. Change to your folder in Documents
  - r. Relate sound clips to video clip title
  - s. You can expand picture clip to accommodate more talk
8. For the Title page
  - a. Select: Titles and Credits

- b. Change: Title animation
  - c. Click: Done
  - d. Play
  - e. Stop. Go back
  - f. Double click on Title
  - g.
  - h. Click: Tools
  - i. Add another Title
  - j. Select: Title after the collected clip
  - k. Press: Done
  - l. Press: Tools
  - m. Select: Title & Credit
  - n. Add Title to picture
  - o. Select picture on time line
  - p. Press: Tools
  - q. Select: Title & Credit
- 

#### 1. Add effects & transitions

- a. Video effects
  - b. Select
  - c. Drag & drop on clip (no good on still picture)
  - d. Press: Select: Transitions
  - e. Add Transitions & Select
  - f. Expand video track so you see Transitions
  - g. Drag & drop to Transitions track under the 2<sup>nd</sup> clip where Transitions needs to appear (Back = alt + back arrow)
  - h. To open & save project:
    - 1. Go to Collection
    - 2. Time line
    - 3. Transitions
    - 4. Effects
    - 5. Sounds
    - 6. Save project
    - 7. Go to: Folder: Save
- 

#### 2. Open File

- a. Save movie file
- b. Save on My Computer
- c. Browse & Save to your Folder
- d. Select quality
- e. Other Settings
- f. High quality
  - h. Finish

## Links

1. <http://www.jobweb.com/>  
Online complement to the Job Choices magazine series. Discusses current job and labor market, employer search, career development & job search advice for new college graduates
2. <http://www.idealists.org/>  
non-profit job, career & volunteer opportunities
3. <http://www.collegejournal.com/>  
(from the Wall Street Journal) career advice Web site
4. <http://www.internshipwetfeet.com/>  
describes internship opportunities
5. <http://www.halliburtonwatch.org/>  
is a project of Essential Information, a non-profit, non-partisan organization working to stop corporate threats to democracy
6. <http://www.lostlabor.com/>  
Images document factories, machineries, & jobs that no longer exist. Lostlabor refers to the impact of mechanization, computer automation, technological advances, corporate takeovers, downsizing & globalization on the 21<sup>st</sup> century workforce
7. jobs @ citylimits.org (listserve)  
job board for New York City with daily employment updates
8. [www.marshallgoldsmithlibrary.com](http://www.marshallgoldsmithlibrary.com)  
Former associate of management guru, Peter Drucker makes his business coaching tips free online. His specialty is helping successful leaders achieve positive changes in themselves, their people and their teams. He also has a free monthly newsletter *Leading News*. Click on "Marshall's Newsletter" to subscribe.
9. <http://workingamerica.org/jobtracker/index.cfm>  
Database that highlights companies that are exporting American jobs. It also reports on corporate track records, worker health and safety issues and publicizes executive salary information. The database of Job Tracker contains information about some 60,000 U.S. corporations.
10. <http://www.paywatch.org>  
Runaway CEO compensation. See what CEO's are taking home and compare it to your take home pay. Average workers would have to work 901 years to match the pay package of Lee Scott, WalMart CEO. His 2004 pay was \$23 million. Scott is just one example of runaway CEO pay- and he's not even at the top of the list of corporate executives. Yahoo CEO Terry Semel was paid \$109,301,385 million in total compensation for 2004. In 2004, the average CEO of a

major company received \$9.84 million in total compensation – a 12% increase compared with the 3.6% raise the average worker got.

11. <http://nycfuture.org> Think tank reports on NYC current issues
12. [www.ftc.gov/gettingcredit](http://www.ftc.gov/gettingcredit)  
**Primer on credit scores, true cost of borrowing & different types of plastic (credit, charge,& debit cards). Short description of credit rating services (Equifax, Experian, TransUnion) and how to monitor and correct errors on consumer credit reports**
13. [www.roadtripnation.com](http://www.roadtripnation.com)  
road trip experiences of college students attempting to discover their passion and match it to a career path