

Top Employers

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they handle pressure and get along with others, relying more on applicants who have already proved themselves in internships and co-op jobs in which students work while attending school, and organizing contests that reveal how students solve problems and handle deadline pressure.

"It used to be that the interview itself was where you made or broke your chances with a company," says Dan Black, head of campus recruiting in the Americas for the accounting and consulting firm Ernst & Young. "Now the assessment is a much longer and broader

process."

The hiring process is more intense because employers the world over are more demanding.

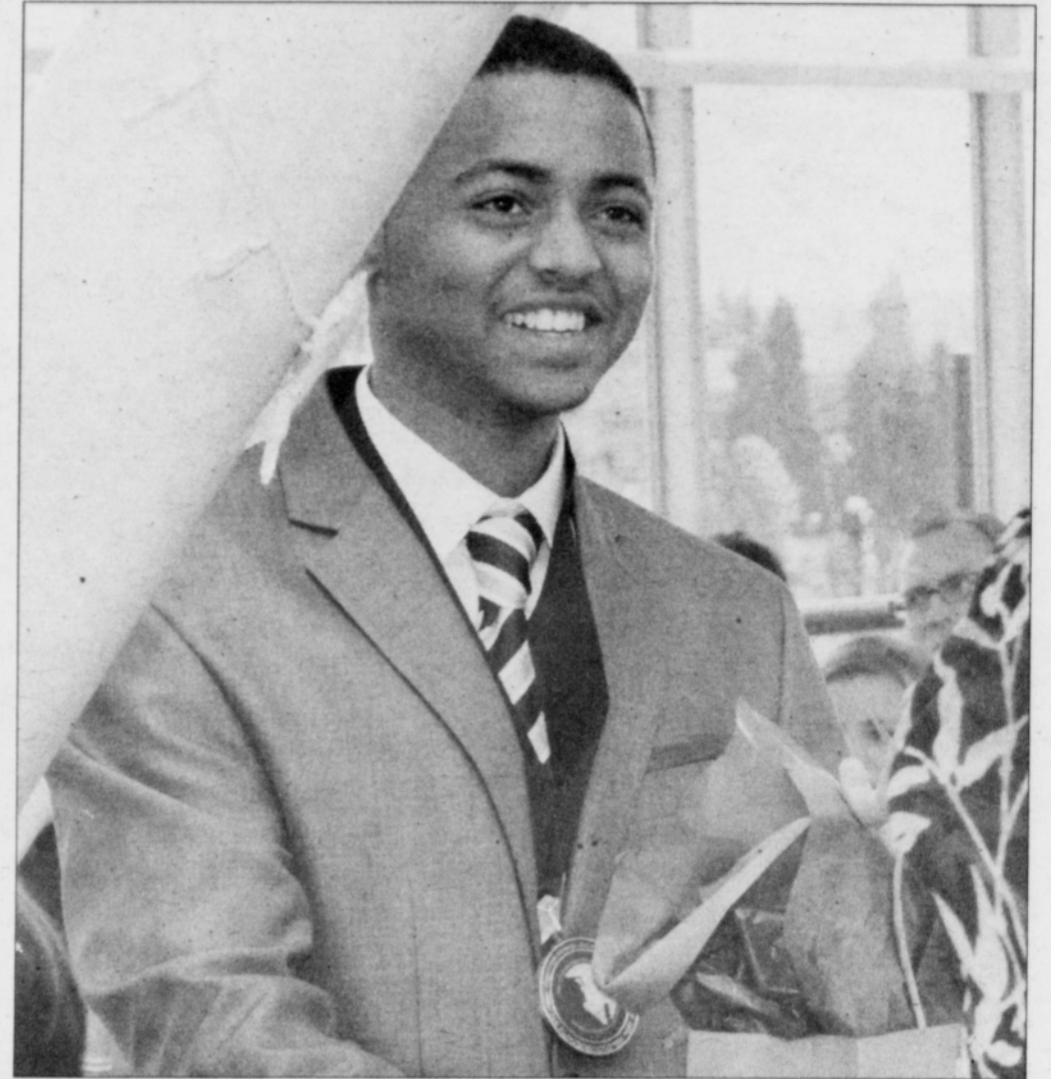
They've always needed people with specific technical skills. Those remain important, but employers want something more -- the soft skills that determine whether recruits can get along with co-workers, articulate ideas, engage in critical thinking and solve problems on the fly. In short, whether employees can make the transition from classroom to workplace.

Globally, employers say it's hard to find that right combination of hard and soft skills. Just 43 percent of the 2,832 employers

the global consultancy McKinsey & Co surveyed in nine countries in Europe, Asia, the Middle East and the Americas said they could find enough skilled entry-level workers.

Mona Mourshed, leader of the education practice at McKinsey, remembers one employer saying: "I have never fired an engineer for bad engineering, but I have fired an engineer for lack of teamwork." ... People have to work together. They have to collaborate."

A survey of employers released in April by the Association of American Colleges and Universities found that 93 percent of the respondents reported that a capacity to think critically, communicate clearly and solve complex problems was more important than an undergraduate major.



Melaku Arega of De La Salle North Catholic High School receives a mini iPad and \$1,000 from the Comcast Foundation.

Scholarships Propel Future Leaders

The Comcast Foundation recently honored 65 students from Oregon and Southwest Washington as Leaders and Achievers.

"Thirty-two of the students attend high schools in the Portland area and 10 of those are in the city of Portland. Each of the students won a \$1,000 scholarship, and two students were surprised with an additional Comcast Founders scholarship totaling their awards to \$5,000 each. Fifteen of the students were also given iPad minis to use in college.

One of the Comcast Founders scholarship recipients is Vanessa Dominguez, a senior at Roosevelt High School located in north Portland. She was selected based on her outstanding essay and dem-

onstrated leadership. Dominguez recently helped lead a documentary youth crew for "Papers: Stories of Undocumented Youth" and co-founded Student Alliance Project.


"We are continually impressed with the leadership responsibilities and commitment to community service the students in Oregon and Southwest Washington take on while working hard to succeed academically," remarked Rodrigo Lopez, Comcast Oregon and Southwest Washington Regional Vice President. "These sixty-five students will undoubtedly do well in college and go on in life to inspire their peers to make change happen within their lives, schools and communities."

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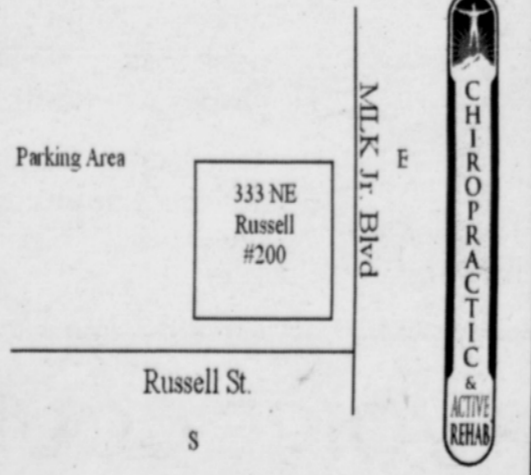
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