

BACK TO SCHOOL

Retooling the Job Search for Recent Grads

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changed because the hiring processes have changed, yet most individuals do not realize this fact. Peter Cappelli, author of *Why Good People Can't Get Jobs*, explains that employers have shifted their expectations on prospective employees: "With an abundance of workers to choose from, employers are demand-

ing more of job candidates than ever before...To get a job, you have to have that job already. It's a catch-22 situation for workers - and it's hurting companies and the economy."

Regardless of where you stand on today's college students, it is clear that some intervention is necessary if they are to be successful in this troubled market.

The following is a short list of job strategies for college grads: (a) get an independent assessment on your resume and job strategies, (b) develop a personal brand that will create an image of indispensability and uniqueness, (c) showcase your expertise on a variety of levels (blogs, media expert, etc.), (d) obtain special training or certifications to become more competitive, and (e) ex-

tend your network globally with social media platforms such as LinkedIn.com.

College grads must retool their job strategies. Additionally, with the continuing financial crisis, parents cannot afford to idly sit by and watch their child wander aimlessly through life. Individuals can help themselves by becoming knowledgeable in all aspects of the em-

ployment process. The road will not be easy, but planning will create the right environment for success in the future.

Daryl Green has done extensive research on cultural issues impacting today and future leaders. He is the author of *Job Strategies for the 21st Century: How to Assist Today's College Students during Economic Turbulence*.

Community College Orientation Set

Students who are entering Clackamas Community College for the first time this fall are invited to attend the annual New Student Experience orientation on Friday, Sept. 20, at the Oregon City campus.

The one-day class is designed to help students get acquainted with the campus, connect with CCC faculty and current students, learn about academic programs and extracurricular activities, and become familiar with

critical resources to be a successful student.

Students who participate earn one free, transferable credit. Register online through myClackamas at clackamas.edu for CRN# 243042.

Best Buy Colleges Named

Oregon State University is among 41 "Best Buy Schools" named in the 2014 edition of "The Fiske Guide to Colleges."

This is the second time in two years that OSU has made the list. Only two other Pacific Northwest schools made the list, the University of Oregon and Evergreen College in Washington.

"At Oregon State, we recognize that the rising cost of higher education is a concern among students and their families," said OSU Vice President of University Relations and Marketing Steve Clark. "That's why we are working hard to control costs, as well as increase scholarships, grants and tuition waivers for students."

"In fact, this past year, approximately 85 percent of all students attending Oregon State received some form of financial assistance," Clark said.

Schools included on the list are ranked as inexpensive or moderately priced, and have four- or five-star academic ratings. They include public and private schools from the United States, Canada and the United Kingdom.

Estimated tuition and fees for the 2013-14 school year for resident undergraduates at OSU is \$8,538.

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bers, parents, employees and partners gathered at schools to beautify the grounds.

Meanwhile, 120 incoming kindergartners and their families have been learning and practicing the kindergarten routine for a smooth start to school as part of the school district's fourth annual Early Kindergarten Transition Program.

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