

LeadJob

Ameritech Management Solutions Inc.

Creating the Bridge between the Classroom and the Workplace”

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Abstract

All too often you will hear of people graduating from college and they cannot get a job. At times the story goes on to say that the recent graduate holds an advanced degree but somehow there aren't any jobs out there. This all-too common problem is not new nor did it get any better after 2008, when world-wide financial collapse plunged the job market below levels that have not been seen since the great depression of the 1920's. While it is most certain that these conditions will improve, currently, post-secondary schools are faced with an unusual phenomenon; students are seeking career training degrees over academic or liberal arts degree tracks. This shift in societal and academia demand has led to many Colleges and Universities reassessing their position on social obligation and assisting students to identify and prepare job leads. Many have also gone as far as posting jobs for students and assisting with resumes. One thing is certain, post-secondary institutions must become much more hands-on when it comes to student placement assistance. This will not only become an added value proposition, but future students would consider the institution worthwhile.

Understanding the Problem before Diving In

When we begin to consider helping students reach their career goals, we must understand what is important to today's employers. All too often, our freshly-graduated and soon to be a part of the workforce recruits have a different idea of what is important in today's job market.

According to Cummins (2013), which summarized a survey on this topic, there are several traits that for the most part, employers don't really care about.

As an Example:

1. Almost half of the students surveyed believe a degree from a prestigious school is very or extremely important to employers. But only 28% of hiring managers indicated that this mattered in their hiring decisions.
2. About three-quarters (77%) of surveyed college students believed professional designations or personal connections were important for securing a job. But only 52% of hiring managers thought so.

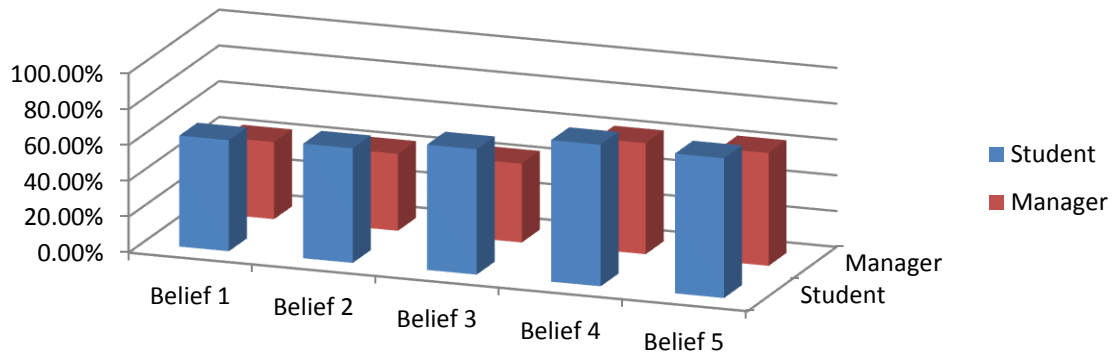
While the results of this survey were surprising, what employers did find important was even more shocking. For example, Cummins (2013) also noted:

1. 93% wanted evidence that the prospective employee have leadership qualities
2. 91% thought it important that prospective employees participated in extracurricular activities related to their field of study.
3. 82% wanted to see a completed a formal internship before the applicant graduated from college.

These things matter mostly because they are evidence of "Soft Skills" attainment. Every employer wants their prospective employee to be able to navigate the demands of the workplace effectively. The components of these "Soft Skills" should include several elements according to the survey. However, according to the data

below, there exists a disagreement as to how prepared the employee is right out of college.

The data below reflects the percentage to which the Students believe they are prepared and the percentage to which the Managers think they are prepared.



1. Make a persuasive argument to convince others to adopt an idea?
Students: 62%, Managers: 43%
2. Write to encourage action or make a specific request?
Students: 64%, Managers: 43%
3. Communicate with authority figures and clients?
Students: 70%, Managers: 44%
4. Collaborate with people from diverse backgrounds?
Students: 79%, Managers: 62%
5. Complete a project as part of a team?
Students: 78%, Managers: 63%

The results of this survey are quite clear: Students need more time in the work environment and less time in a sterile classroom. Many managers agree that the classroom environment alone gives the student a false sense of preparation for the real world.

Conclusively, in order for graduates to be prepared for the workforce, they not only need a good academic preparation, but they also need an understanding of the salient points of the career and work environment.

Achieving the Goal

Through many years of research and involvement in the Career and Technical Education Field, Ameritech Management Solutions (AMS INC.) has developed a tool that will revolutionize the post-secondary industry. Their workforce program called “LeadJob” is currently utilized by American University of Leadership (AUL). AUL students from all over the world can sign up and shortly begin to review employers seeking everything from interns to full-time employees. Their concept has proven to be very useful as hundreds of students have used it at one point or another.

Founded in the U.S. in 1998, they have dedicated over 14 years to the needs of its customers; AMS INC. has built a worldwide reputation of absolute rigor and responsiveness tailored to the specific needs of each client. As an educational consulting firm and with specialized training in various areas of industry and workplace needs, AMS INC. stands as a highly qualified expert on some of the most demanding workforce solutions. AMS INC. affirms its strong position in the Moroccan and International markets.

Their Mission:

- Participate in management training with a team of multi-disciplinary consultants.
- Perform studies for the development of enterprise and industry.
- Ensure the conditions for successful participants.
- Enhance business growth with maximum efficiency and profitability.
- Accompany clients in the implementation of the results of studies.
- Get up to speed on the latest techniques through research.

AMS INC.’s solution to bridging the gap between the classroom and the workplace was quite simple. They began with their knowledge and experience of the industry.

They then created a website that would assist university students with job and internship searches. This concept has proven to be very useful to hundreds of students over the years and has helped employers connect with graduates. As an added value, the website can also connect students looking to practice what they have learned under a supervised tenure as an intern.

AMS INC. has proven that having industry partners allow leveraging of workforce essentials to be directed to students and graduates. Advantages offered to LeadJob users are:

- Increase University effectiveness through application-based learning.
- Students receive a great deal of exposure internationally.
- Multinational companies can have access to our student summary
- Companies can easily partner with the university through their portal.
- Alumni that are working professionals can find their classmates and maintain a workforce connection.

Conclusively, AMS INC. has resolved a pre-existing disconnect between the classroom and industry with their LeadJob program. They truly are *“Creating the Bridge between the Classroom and the Workplace”*

References and Resources

“Why Recent College Graduates Can’t Find Jobs” by Denise Cummins, (November 11, 2013) <http://www.psychologytoday.com/blog/good-thinking/201311/why-recent-college-graduates-can-t-find-jobs>

“The Real Reason New College Grads Can’t Get Hired” By [Martha C. White](#), Time .com (Nov. 10, 2013) <http://business.time.com/2013/11/10/the-real-reason-new-college-grads-cant-get-hired/#ixzz2ozeUFwKa>

AMS INC. (2013) <http://training.aulm.us/LEADJOB> (2013) http://leadjob.ameritechcenter.com/login_page.php