

A woman with long dark hair, wearing a dark suit jacket over a light-colored blouse, is seated at a white table. She is leaning forward, focused on writing on a document with a pink highlighter. In the background, other people in business attire are seated at similar tables, some looking at documents, creating a professional conference or meeting environment.

MINORITIES &

SUCCESS

Fall 2016

**Federal Contracting-
Get registered in the CCR**

**How To Teach diversity in
a Non-Diverse Community**

*We Support The Hiring And
Advancement Of All Minorities*



Lexington Clinic

1221 South Broadway
Lexington, KY 40504
www.lexclin.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

In this Edition:

**The Top 10 Economic Facts of
Diversity in the Workplace.....Page 4**

**3 Companies With Winning
Organizational Cultures.....Page 7**

**Fluid Federal Strategies As
Primes, Subs and Team Members.....Page 10**

**Federal Contracting-
Get Registered in the CCR.....Page 12**

**Successful People Create
Their Dream and Do What
it Takes to Make it a Reality.....Page 14**

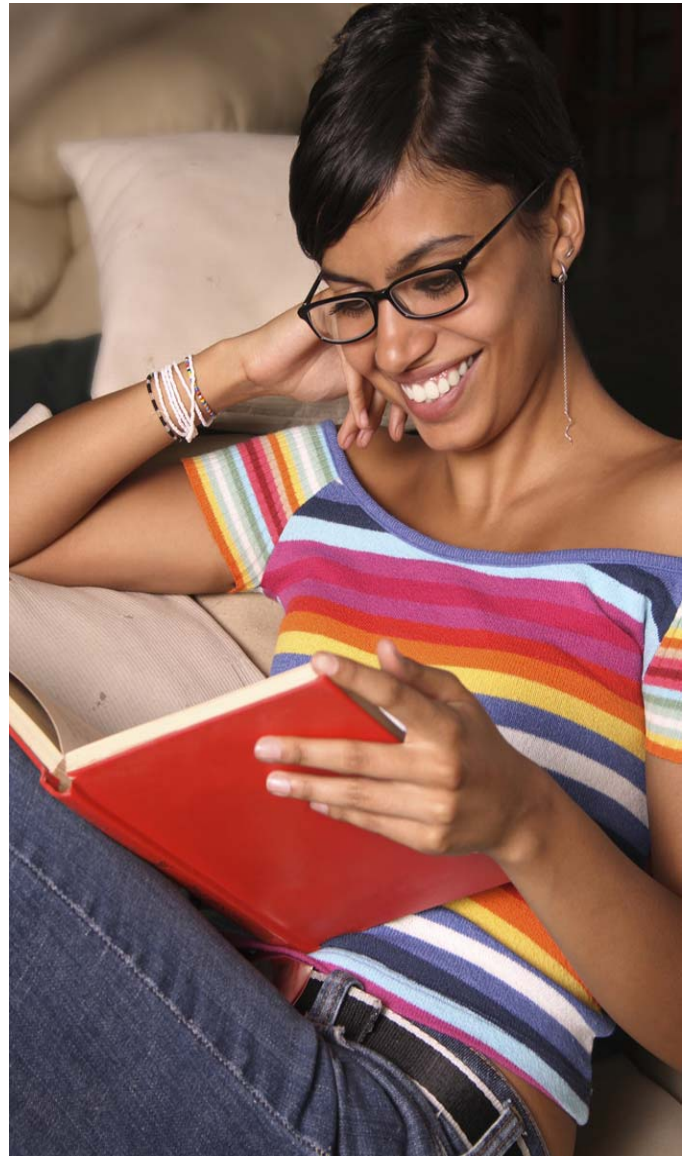
**College Graduates-
How to Find a Job During
an Economic Crisis.....Page 17**

**How to Teach Diversity in
a Non-Diverse CommunityPage 20**

**Gifted and Learning
Disabled-Students Who Are
Twice Exceptional.....Page 23**

Turning Your Ideas into Action.....Page 26

Effective Teaching.....Page 29



MINORITIES & SUCCESS

www.MinoritiesAndSuccess.com

Publisher.....MSPG, Inc.
Web Design.....Avrin Design
Editorial.....Michael Bruzzone
Lay out Design.....Karri Schirmer

Free Subscription for Colleges, Libraries and Minority
Employment Organizations. \$29 all others

Your comments are encouraged. Please write to:
3711 Lomita Blvd. Suite 196, Torrance CA 90505

Email: info@mbsp.org

Vol. XXV No. 4 ISSN# 1058-6318

All rights reserved

The Top 10 Economic Facts of Diversity in the Workplace

A Diverse Workforce Is Integral to a Strong Economy

By: Sophia Kerby and Crosby Burns

In an increasingly competitive economy where talent is crucial to improving the bottom line, pooling from the largest and most diverse set of candidates is increasingly necessary to succeed in the market.

Our nation and our workforce are both becoming more diverse. The share of people of color in the United States is increasing; more women are entering the labor force; and gay* and transgender individuals are making vital

contributions to our economy, while being increasingly open about who they are. To that end, businesses that embrace diversity have a more solid footing in the marketplace than others. A diverse workforce combines workers from different backgrounds and experiences that together breed a more creative, innovative, and productive workforce. And businesses have learned that they can draw upon our nation's diversity to strengthen their bottom line. In this way, diversity is a key ingredient to growing a strong and

inclusive economy that's built to last.

Let's look at the top 10 economic benefits of workplace diversity.

1. A diverse workforce drives economic growth. Our nation's human capital substantially grows as more women, racial and ethnic minorities, and gay and transgender individuals enter the workforce. A McKinsey & Company study, for example, found that the increase in women's overall share of labor in the

We Are Committed To Career Opportunities For All



436 Springfield Avenue
Summit, NJ, 07901-2618
www.prolibra.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



1133 15th Street NW Suite 600
Washington, DC 20005-2168
www.icls.edu

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

United States—women went from holding 37 percent of all jobs to 47 percent over the past 40 years—has accounted for about a quarter of current GDP.

2. A diverse workforce can capture a greater share of the consumer market.

By bringing together individuals from different backgrounds and experiences, businesses can more effectively market to consumers from different racial and ethnic backgrounds, women, and consumers who are gay or transgender. It is no surprise, then, that studies show diversifying the workplace helps businesses increase their market share.

3. Recruiting from a diverse pool of candidates means a more qualified workforce.

When companies recruit from a diverse set of potential employees, they are more likely to hire the best and the brightest in the labor market. In an increasingly competitive economy where talent is crucial to improving the bottom line, pooling from the largest and most diverse set of candidates is increasingly necessary to succeed in the market.

4. A diverse and inclusive workforce helps businesses avoid employee turnover costs.

Businesses that fail to foster inclusive workplaces see higher turnover rates than businesses that value a diverse workforce because they foster a hostile work environment that forces employees to leave. The failure to retain qualified employees results in avoidable turnover-related costs at the expense of a company's profits. Having a diverse and discrimination-free work environment helps businesses avoid these costs.

5. Diversity fosters a more creative and innovative workforce.

Bringing together workers with different qualifications, backgrounds, and experiences are all key to effective problem-solving on the job. Similarly, diversity breeds creativity and innovation. Of 321 large global enterprises—companies with at least \$500 million in annual revenue—surveyed in a *Forbes* study in 2011, 85 percent agreed or strongly agreed that diversity is crucial to fostering innovation in the workplace.

6. Businesses need to adapt to our changing nation to be competitive in the economic market.

Census data tell us that by 2050 there will be no racial or ethnic majority in our country. Further, between 2000 and

We Support The Hiring And Advancement Of All Minorities



100 Lawrence Drive
West Chester, PA 19380
www.waynemoving.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



One CNN Center
Atlanta, GA 30303-2762
www.theburkscompanies.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

**We Support The Hiring And
Advancement Of All Minorities**



We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

**We Are Committed To Career
Opportunities For All**



We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

2050 new immigrants and their children will account for 83 percent of the growth in the working-age population. Our economy will grow and benefit from these changing demographics if businesses commit to meeting the needs of diverse communities as workers and consumers.

**7. Diversity is a key aspect of
entrepreneurialism.**

Our nation's entrepreneurs are a diverse set of people of color, women, gay, and transgender individuals. According to the Census Bureau, people of color own 22.1 percent of U.S. businesses. Moreover, women own 28.8 percent of U.S. businesses, and Latina-owned businesses in particular are the fastest-growing segment of the women-owned business market. According to the National Gay and Lesbian Chamber of Commerce, gay or transgender individuals own approximately 1.4 million (or approximately 5 percent) of U.S. businesses.

**8. Diversity in business ownership, particularly
among women of color, is key to moving our
economy forward.**

The diversity of our nation's business owners helps boost employment and grow our economy. For example, women of color own 1.9 million firms. These businesses generate \$165 billion in revenue annually and employ 1.2 million people. Latina-owned businesses in particular have total receipts of \$55.7 billion since 2002.

**9. Diversity in the workplace is necessary to
create a competitive economy in a globalized
world.**

As communities continue to grow, it's important to harness the talent of all Americans. Businesses should continue to capitalize on the growth of women, people of color, and gay and transgender people in the labor force. Our increasing diversity is a great opportunity for the United States to become more competitive in the global economy by capitalizing on the unique talents and contributions that diverse communities bring to the table.

**10. Diversity in the boardroom is needed to
leverage a company's full potential.**

By 2050 there will be no racial or ethnic majority in the United States, and our nation's boardrooms need to represent these changing demographics. Currently people of color and women only represent about 14.5 percent and 18 percent, respectively, of corporate boards among the senior management of Fortune 500 companies. Recruiting board directors with a breadth of expertise and varied experiences will make companies more proficient.

3 Companies With Winning Organizational Cultures

By: Richard Lepsinger

The way we think about work today is dramatically different from the way our parents viewed it. Most of us have the ability to work anywhere, at any time, and we want our work to be fulfilling. Unlike generations before us, we're far less likely to spend our entire career at a single job.

This is especially true for Millennials in the workplace, who are more likely to change jobs more frequently. So what attracts top talent to your company these days if it's not the promise of job security or even

higher pay? It's your company culture—that intangible factor that guides your values, beliefs and practices.

Organizational culture isn't only essential for recruiting and retaining great employees.

It impacts the way they work, how they'll treat your customers and, over time, how the public perceives your company.

If you don't get your culture right, everything else you try to accomplish

will feel like an uphill battle. On the other hand, when you have a great culture, everything else seems to fall into place.

Here are three companies that have developed exceptional organizational cultures—and what leaders can learn from them.

HubSpot

HubSpot takes culture seriously—so seriously, in fact, that the company spells it out in a presentation

We Support The Hiring And Advancement Of All Minorities



Murtis Taylor
Human Services System

13422 Kinsman Rd
Cleveland, OH 44120-4410
www.murtistaylor.info

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

viewed not only by every new hire, but also by more than 2 million people.

While the marketing automation software company offers great employee perks like unlimited vacation time, standing desks and an abundance of healthy snacks, that's just part of the equation. The company is guided by seven core values, including transparency, autonomy and exceptional customer service. When hiring, its leaders look for individuals who have characteristics that align with those values.

It looks for employees who have HEART—those who are humble, effective, adaptable, remarkable and transparent. In HubSpot's own words, it hires not just to delegate, but to elevate. All companies should strive to do the same.

Zappos

Unlike many retailers, Zappos takes hiring seriously and hires slowly. Employees have to pass a cultural fit interview in which they are asked to describe their ideal work environment, the management style that allows them to produce their best work and the relationships they've had with co-workers at previous jobs, among other things.

Finding employees who fit your company's values isn't enough—the best companies make sure those values are reinforced through training, onboarding and beyond.

Zappos requires every employee to spend the first month manning phones in their call center and take shifts during busy times, rather than hiring temporary employees.

If an employee realizes the job isn't for them after those first few weeks, Zappos actually pays them to quit. The company's leadership realizes it's more cost-effective to sacrifice a few thousand dollars letting someone go than to keep someone who isn't fully committed.

Southwest Airlines

Putting employee satisfaction ahead of customer satisfaction seems counterintuitive, but Southwest Airlines doesn't see it that way.

"We believe that if we treat our employees right, they will treat our customers right, and in turn that results in increased business and profits that make everyone happy," the airline explains in a blog post about its company culture.

We Support The Hiring And Advancement Of All Minorities



Eastern Plains CCA Inc.

210 West Center Street
Tucumcari, NM 88401-2219
www.epcaa.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities



Arizona State Trailer Sales, Inc.

2038 N Country Club Dr.
Mesa, AZ 85201-1205
www.littledealer.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

According to Southwest, having happy employees leads to happy customers, which leads to increased profits, which ultimately leads to happy shareholders.

Culture at Southwest is based on three components:

- A Warrior Spirit: Working hard, desiring to be the best, being courageous, displaying a sense of urgency, persevering and innovating

- A Servant's Heart: Following the Golden Rule, putting others first and being proactive

- A Fun-LUVing Attitude: Maintaining perspective, enjoying your work, celebrating success and being a passionate team player

To keep employees motivated and

inspire, CEO Gary Kelly makes it a point to give public praise each week to an employee who has gone the extra mile for customers. The airline also recognizes employees in its monthly Spirit magazine and in a series of internal videos that tell stories of exceptional service.

The company also prioritizes customers and isn't afraid to take risks to keep them happy. When every other airline was charging baggage fees, Southwest decided against it—and was rewarded with \$1 billion in annual market share thanks in large part to customers wanting to avoid baggage fees.

Transforming Organizational Culture

Great culture takes time to develop,

and it's always evolving. For large companies with deeply ingrained structures and processes, transforming organizational culture to adapt to a changing marketplace can seem like a monumental task.

Just like any transition, it requires leadership with exceptional change management abilities. Leaders need to minimize the uncertainty that naturally comes with change by being forthcoming with information and reassuring employees throughout the process.

If your company is in the midst of cultural change and you need some guidance on how to lead the way, click on the link to view a webinar where I'll talk about the factors that contribute to culture and how to lead cultural transformation.

We Support The Hiring And Advancement Of All Minorities



Capitol Paving of D.C., INC.

2211 Channing St. NE
Washington DC, 20018-2127
www.capitolpaving.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

Fluid Federal Strategies As Primes, Subs and Team Members

By: Gloria Berthold Larkin

The old rule of thumb in government contracting was that prime contractors were always large businesses, subcontractors were always small businesses and a team was only appropriate in baseball or football.

As recently as five years ago, one was safe operating under that assumption. But business has changed dramatically and, today, successful businesses are prepared to wear multiple hats in the new federal contracting market. Now, a

small business may be a subcontractor on contract No. 1, a prime contractor on contract No. 2 and a team member on contract No. 3, all of which are running simultaneously.

What may be even more confounding is that, on the flip side, the typical large business may serve as a prime contractor on contract A, but also could serve happily as a subcontractor on contract B and a team member on contract C.

There are multiple motivators behind this drastic change.

Doing More With Less

Federal spending has grown from about \$220 billion in 2000 to more than \$550 billion last year. During that time, the acquisition workforce has shrunk from more than 100,000 people to fewer than 40,000. Even with budget cuts and sequestrations, the end result is that individual contract size has grown because there are

We Support The Hiring And Advancement Of All Minorities



We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

fewer people to administer the contracts.

\$1B Small Business Contracts

Instead of \$5 million, \$20 million or even \$100 million individual contracts, the federal government is competing multi-billion-dollar contracts, and some of those gigantic contracts are set aside for small businesses to be the prime contractor. One recent award was through the Department of Homeland Security, where 29 small businesses were prime contractor awardees for a six-year, \$6 billion-dollar-plus contract.

Another example is the Department of Health and Human Services CIO-SP3 SB contract, a 10-year, \$20 billion ceiling, multiple-award contract awarded to more than 90 small businesses.

This scenario is in place because the federal government has a mandate to spend 23% of its contracting dollars with small businesses nationwide. Yes, large businesses still win more than 77% of the business, but 23% of \$500 billion is more than \$115 billion per year, and that's a huge market in anyone's book.

In most instances, when a small business wins as the prime contractor, it is required to self-perform 51% or more of the contract. However, it may be allowed to subcontract 49% to any business, large or small. This is why large businesses may be content to be a subcontractor, as garnering 49% of something is much better than getting 100% of nothing.

Teaming

Teams are relatively new to the federal marketplace. When pursuing the mega-contracts noted above, no one small business can self-perform the entire contract. If it could, it would not be small. Therefore, teams of companies are often formed to compete for and win contracts.

Often, these team members have privity with the government agency and are paid directly for the work performed or products provided. Successful companies will plan for a three-pronged strategy in this ever-evolving market; switching between the prime, subcontractor or team member hat then depends on the needs of the upcoming contract.

**We Are Committed To Career
Opportunities For All**



605 Front Street
Manchester, NH 03102-2698
www.denronph.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

**We Support The Hiring And
Advancement Of All Minorities**



Jr. Davis Construction Company, Inc.

210 South Hoagland Boulevard
Kissimmee, FL 34741-4534
www.jr-davis.com/en

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

Federal Contracting - Get Registered in the CCR

By: Karen Miller

In 2002 the CCR became the single repository of vendor data for the entire federal government. If you are serious about doing business with the federal government, you must get your company registered in the CCR.

There is no need to pay someone to register your company. Registration is free. Save your money and take time to get registered by yourself. Before you go to the CCR website, gather this information so you can quickly fill out the form:

Company Identification Numbers

- Data Universal Numbering System (DUNS) number A unique nine character number provided by Dun & Bradstreet. If you do not have a DUNS number, you can contact them via the web or using a toll free number to register your business. Be prepared to provide them with your business name, address, phone number, business start date and type of

business. There is no charge for getting a DUNS number.

- Commercial and Government Entity (CAGE) Code Commercial and Government Entity is a five digit number used primarily by the Department of Defense to identify specific companies. If you do not have a CAGE code, one will be automatically assigned and filled in for you as part of the CCR process. This is a free registration.

We Support The Hiring And Advancement Of All Minorities



7420 Reading Avenue South East
Albuquerque, NM 87105-7823
www.auiinc.net

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

- U.S. Federal Tax Identification Number (TIN)
The U.S. Federal is a nine-digit number used for income tax purposes. This is also known as the EIN number - the Employer Identification Number. Contact the IRS to for your number. Note: If your company operates as a sole proprietorship, you must enter your social security number in the provided space.

Note: when entering any of the above codes, enter the numbers only, not the dashes.

Classification codes for your products and services

- North American Industry Classification System (NAICS) codes Enter at least one NIASC code to identify your company products and / or services. It is OK to list multiple codes. This is how government buying offices identify your company as one that provides needed goods and services. The NAICS code is a six-digit code that you obtain free from several websites. Do a Google search on "NAICS" to locate a website. *Electronic Funds Transfer (EFT) information* As of Fall 2003 all payments from federal agencies are made to contractors (your business) using electronic funds transfer. EFT information can be obtained from your bank. You will need to provide: *ABA Routing Number* - the 9-digit routing transit number for your financial institution. This number normally appears as the first nine digits in the lower left hand corner of your business check. *Account Number* - your unique checking account number, normally located at the bottom of your business check. Or you may choose to enter a Lock Box Number, which you must setup with your bank. *Authorization date* - The effective date when the EFT information is valid and in effect. If you change banks, you need to resubmit an authorization form.

- Business Point of Contact information Enter the name of the person responsible for making business decisions, along with an alternate contact, the name of the accounts receivable and owner information. In some cases, one personal companies enter the same name in each of the four contacts.

Once you have gathered the information, it is time to go to the <http://www.CCR.gov> website and start filling out the information. If you have questions, there is a 800 number to call for help listed on the website.

We Are Committed To Career Opportunities For All



Kern Steel Fabrication, Inc

627 Williams Street
Bakersfield, CA 93305-5437
www.kernsteel.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities



2690 Scott Blvd.
Santa Clara, CA 95050
www.bothman.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

Successful People Create Their Dream and Do What it Takes to Make it a Reality

By: Bud Bilanich

To develop your personal clarity or purpose you need to do three things. First, define what success means to you. Second, create a vivid mental image of you as a success. Third, clarify your personal values. Once you define what success means to you personally, I suggest that you develop a clear mental picture of you as a success. This image should be as vivid as you can you make it.

I'm on a plane from Boise to Denver as I write this. I spent the past three days at a workshop on internet

marketing hosted by Russell Brunson. It was three days well spent. I learned a lot that can help me make my common sense success message available to more people, helping them achieve the successful life and careers that they want and deserve.

Russell and I agree on a lot of things. In this case, I'd like to focus on one of those points of agreement...

"If you want to succeed in your life and career, you need to have a clearly defined sense of purpose and direction."

In the opening session, Russell urged all of us to think beyond our internet product or products and to think about creating an internet business. In order to do this, Russell says that you need to develop an entire sales system. This system should be a long range plan of your offerings, as people who purchase one information product from you, will be likely to purchase more - if these products are made available to them.

As I sat and listened to Russell and his associates speak, I was reminded of one of Stephen Covey's 7 Habits -

We Support The Hiring And Advancement Of All Minorities



MUTUAL OF
ENUMCLAW
INSURANCE

1460 Wells Street
Enumclaw, WA 98022
www.mutualofenumclaw.com

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



900 South Auburn Street
Kennewick, WA 99336
www.trioshealth.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

begin with the end in mind.

In other words, develop a clarity of purpose for your career and life. Your clarity of purpose and direction is where it all begins. As Russell Brunson points out, don't think in terms of a product, think in terms of a business. I suggest that you don't think in terms of a job, think in terms of a career.

I was a young guy in 1974. I had just completed a year of service as a VISTA Volunteer and was in my first job with a training and organization development consulting company. We had a few employees, but the majority of our trainers and consultants were independent contractors. These people worked for themselves, contracting their services. I liked this career model. I decided that my vision for my career was to run my own one person consulting business.

At the time, I was 24 with a BA and little work experience. I wasn't ready to create a profitable business. But I made plans with my end in mind. I furthered my education, getting a Master's in Communication and a Doctorate in Adult Education and Organization Behavior. My second job was as a trainer for an oil company, my third was as a Manager of Training and Organization Development for a chemical company. My fourth job was as a Director of Organization Development for a very large pharmaceutical company. All of these jobs took me one step closer to opening my own consulting business.

I finally did so in 1988. It took me 14 years, but I stayed on the road to achieving my clarity of purpose. 21 years later I'm still at it. My purpose hasn't changed. I'm still in business for myself, helping others succeed. My direction has changed a little over the years. I do very little training these

days, a little consulting, a lot of speaking and a whole lot of coaching.

The common sense point here is simple. Successful people are clear about the purpose and direction of their lives and careers. They begin with the end in mind. They know where they are going in the long run. I figured out what I wanted in my life when I was 24 years old. I consciously took steps to keep me moving in that direction. I didn't follow a completed, straight path - I had a few detours and missteps along the way, but I kept heading in the same direction until I achieved what I set out to do. It helps to get clear about what you want out of your life and career early on. However, it's never too late to start. If you haven't already done so, I urge you to figure out what you want out of your life and career, chart a path for getting there, and follow that path.

We Are Committed To Career Opportunities For All



111 Outwater Lane
Garfield, NJ 07026
www.garfieldnj.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities



401 East 21st Street
Hibbing, MN 55746-1854
www.hibbing.mn.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

*We Support The Hiring And
Advancement Of All Minorities*



Natchitoches Sheriff Office

200 Church Street Suite 100
Natchitoches, LA 71457-4673
www.chccc.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

College Graduates -

How to Find a Job During an Economic Crisis

By: Raymond Gerson

There is a hidden job market that most job seekers do not know about. The visible job market is only the tip of the iceberg because many of the best jobs are not advertised. When I worked as a self-employed recruiter most of my job search assignments were known only to the employer, a few people in the company and me.

The good news for college graduates is that unemployment is much less for them than for those with only a

high school diploma. The bad news is that many college graduates are unemployed or under employed and competing with many others for the better jobs.

The mistake that most job seekers make is to follow the crowd and to do what everybody else is doing. This puts you in competition with too many people, especially during an economic downturn. Let's take a look at the job seeking methods most people use and

that are less likely to produce good results. Most job seekers do the following:

- * Send out lots of resumes
- * Post resumes online
- * Answer want ads
- * Go to employment agencies
- * Go to job fairs

We Support The Hiring And Advancement Of All Minorities



We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

It is okay to spend a small amount of your time using the methods listed above, but not much, because these are the least effective job search strategies. They are less likely to get you a good job when compared to the two job search strategies that I am going to present to you.

So what are the best and most effective job search methods? If you can find the unadvertised jobs you will have little or no competition. Many employers who have job openings do not advertise them or list them with employment agencies, but prefer to ask their employees and other people they know to recommend someone.

There are two types of unadvertised or hidden jobs:

1. Job openings that the employer knows about.
2. Jobs that could be created for the right person, but no job opening currently exists.

Let's look at the first one. How can you find these unadvertised job openings? Here are a few ways:

- * First you must know the type of work that you want to do, are suited for and feel passionate about.
- * Research. Go to the library and identify at least 25 companies of interest from directories of major employers.

Examples would be Dun and Bradstreet's Million Dollar Directory and Standard and Poor's Register of Corporations. The librarian can help you to find other directories and resources for your research. Select several companies of interest.

- * Use the Dictionary of Occupational Titles (DOT) and Occupational Outlook Handbook (OOH) to identify jobs you want and the skills and experience required to perform them. The OOH will also give you an idea of salary ranges for different jobs.

- * Conduct informational interviews with people in your fields of interest to further your research.

- * Contact people you know (and who they know) to see if they can refer you to anyone who works for your companies of interest.

We Support The Hiring And Advancement Of All Minorities



Egg Harbor Township School District

13 Swift Drive
Egg Harbor Township, NJ 08234
www.eht.k12.nj.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



CRANFORD PUBLIC SCHOOL DISTRICT

132 Thomas Street
Cranford, NJ 07016-3134
www.cranfordschools.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

**We Support The Hiring And
Advancement Of All Minorities**



**ALIQUIPPA
SCHOOL
DISTRICT**

800 21st Street
Aliquippa, PA, 15001-3997
<http://www.aliquippa.k12.pa.us>

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

**We Are Committed To Career
Opportunities For All**



730 South Main Street
Wilkes Barre, PA 18711-0376
www.wbasd.k12.pa.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

* Call hiring authorities directly and tell them what you would like to do. Let them know how you could contribute to and benefit their company. If they do not have job openings in your field of interest then ask for the names of two other hiring authorities in their field of work.

* Join professional associations in your field of interest or go as a guest. You will meet people who work in this field and many hiring managers.

The second approach to uncovering the hidden job market is to create a job where no opening exists. You will have no competition and can negotiate your income. Develop a written or verbal proposal for the companies that interest you. The research and informational interviews you've conducted should enable you to determine which companies have need for an employee with your skills and interests.

Your proposal should state what the proposed job is and how you can contribute to the company by solving their problems. If your proposal demonstrates that you can contribute much more than you will cost the company, it is likely that they will be interested in you.

I have personally used this approach to create a job that did not exist and have taught others how to do it. This method works best with smaller companies, but it has been used successfully with large companies.

For example, an acquaintance of mine created a job for himself as a high school teacher. Public schools are usually considered to be bureaucracies, but he was able to use a proposal to create a job teaching several courses of interest that could be incorporated in already approved and existing courses.

Keep in mind that even during the Great Depression seventy five percent of the people were employed. Even in difficult times there are jobs if you can fulfill a need.

So be proactive and go directly after the jobs and companies that interest you. Find the hidden jobs that already exist or create a new one. The reward for successfully using these proactive strategies can be the blessing of discovering and obtaining a fulfilling career-one that makes use of your enjoyable and best talents.

How To Teach Diversity In A Non-Diverse Community - TV As A Tool

By: Lisa J. Smith

In many communities across America the complaint is the same; “I want to help my children learn about other races, religions and cultures, but my community isn’t very integrated & my circle of friends is not diverse, what do I do?” It’s true that although we are a country of diverse backgrounds, most people tend to seek out groups of friends of the same race, religion and/or ethnicity. It is easier to find common ground and the language barrier is not present when spending time with others who share in our

culture. However, parents would like their children to be accepting and tolerant of other cultures even though they may not be exposed to them on a regular basis, what’s a parent to do?

Enter the wonderful world of children’s television programming. With the choices our children now have, you can expose your children to multiple cultures, languages and traditions all in the same afternoon. A new study released recently from the American Academy of Pediatrics reveals that high-quality educational

programming can have a positive effect on young children. These programs assist in the acquisition of general knowledge and improve cognitive learning among children ages six and younger. The report also states that educational programming which emphasizes cultural and racial diversity can improve children’s attitudes to those subjects.

So, the television now becomes the ultimate cultural teacher & not the “boob tube” that parents once thought it to be. The one possible

We Support The Hiring And Advancement Of All Minorities



P.O. Box 748
Bedford, VA 24523-0748
www.bedford.k12.va.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

drawback to this seemingly perfect answer? There must be culturally diverse and age-appropriate shows for children to view & learn from.

Luckily for us parents searching, children's programmers have responded. There are any number of shows on television today featuring characters of different races, with disabilities and even those that speak different languages. Three child-oriented stations are leading the pack with their high-quality, diverse and educational television programs.

PBS, the trailblazer in this category features Sesame Street, which has taught generations of children around the world their ABCs and how to count. Much more than that, since the inception of the show 35 year ago, there have been racially diverse characters & characters with disabilities & they all work together to promote the overall the message of acceptance and togetherness. Even today, there are strong female characters, multi-lingual characters that teach "words of the day," & they have featured adopted families, non-traditional families & characters in wheelchairs all enjoying their time on 123 Sesame Street.

Nickelodeon has been the big winner in viewer share and profit with their introduction of Dora the Explorer and it's spin off, Go Diego Go. These educational cartoons feature multi-lingual, Hispanic characters that teach about animals, letters, numbers, counting and Hispanic traditions. The real innovation with these programs is that they also focus on teaching Spanish to non-native speakers. The repetition and interactive nature of the 30 minute shows make learning fun and also get children up off of the couch to participate in the actions that Dora, Diego and their friends instruct.

Nick is also launching a series in February with an Asian-American leading lady. The show, "Ni Hao, Kai Lan," was created by a first generation Chinese American. It targets 2- to 5-year-olds and follows bilingual five-year-old Kai-Lan as she learns about her inter-generational Chinese-American family. The curriculum focuses on social and emotional lessons, multicultural values, cause-and-effect thinking, and basic Mandarin Chinese language skills.

Finally, we have NOGGIN TV and the show, Little Bill, the everyday adventures of an African-American boy. The show is based on Bill Cosby's popular book series and is developed through research and in consultation with educational experts. The show is designed to help kids celebrate their everyday experiences and the people who

We Are Committed To Career Opportunities For All



P.O. Box 346
Stuart, VA 24171-0346
www.patrick.k12.va.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



103 Eldridge Street
Sylvester, GA 31791
www.worthschools.net

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

share them. Little Bill shows kids that what they do makes a difference in the world. By dealing with conflicts encountered in everyday life, the program encourages children to value the love of their family, to increase self-esteem, and to develop social skills.

These programs are just the first in a long line of diverse and unique shows that will help our children to see that different is just different and we are no better or worse for not looking, speaking or dressing like “everyone else.” Congratulations to PBS, Nickelodeon and Noggin TV for being innovators and addressing the need that we as parents have for teaching from the comfort of our own homes.

Nothing replaces the human interaction and relationships that are important to helping children understand cultural differences; it is still important to try to get involved and meet other families that are different from us. In some circumstances however, that proves extremely difficult and given the choice between not exposing them to these differences at all, or spending an hour watching any of the children’s programs that were created to teach and enrich their experiences, I’m picking up the remote control.

We Are Committed To Career Opportunities For All



201 Green Street
Mound Bayou, MS 38762-0028
www.nbcasd.k12.ms.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



DECATUR

CITY SCHOOLS

302 4th Avenue N.E.
Decatur, AL 35601
www.dcs.edu

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities

KOSCIUSKO

SCHOOL DISTRICT

229 West Washington Street
Kosciusko, MS 39090-3718
www.ksd.k12.ms.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

Gifted and Learning Disabled-Students Who Are Twice Exceptional

By: Kari Miller

Parents may suspect that their child is gifted, yet be baffled when their smart child has difficulty learning in certain areas. Some intellectually gifted students also have special learning needs such as a learning disability. Gifted students may also have other special educational needs such as auditory processing problems, dyslexia, ADHD or emotional problems.

When a highly intelligent child has a learning disability, it is difficult for parents to make sense of the

learning and behavior patterns they observe. A “masking” phenomenon often occurs; high intellect is partly hidden by learning problems, and learning difficulties partially obscure a child’s true level of intelligence. This can result in two problems: the child’s intellectual gifts are not nurtured and developed, and the learning disabilities may not be properly remediated.

Because these students are extremely intelligent, they can utilize many compensatory strategies in order to

learn and appear more successful. They use abilities such as reasoning skills, strong memory, attention to detail, or other gifts to circumvent their disability. It is difficult for teachers and parents to observe the learning problems and, therefore, the child’s learning disabilities frequently are not identified and the child does not receive help in the area of disability.

It is often difficult for adults to be alert to the signs of intellectual giftedness in children who do not

We Support The Hiring And Advancement Of All Minorities

LEE COUNTY
SCHOOLS

P.O. Box 1010
Sanford, NC 27331-1010
www.lee.k12.nc.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



WEST ALLIS-WEST MILWAUKEE SCHOOL DISTRICT

1205 South 70th Street
West Allis, WI 53214
www.wawm.k12.wi.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



Cedar Falls School District

1002 West 1st Street
Cedar Falls, IA 50613-2299
www.cfschools.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

learn easily and rapidly in all areas. Therefore the child's giftedness also goes unrecognized and these students do not receive the proper encouragement and educational support to fully develop their gifts, talents and desire to achieve academically.

Gifted individuals with learning disabilities exhibit both strengths and areas of need. Not every child has the same pattern of highs and lows. Therefore, adults must be vigilant in determining appropriate educational interventions.

Some characteristics of twice exceptional students include the following (keep in mind that each individual will exhibit a unique profile):

- Above average abstract reasoning ability
- Strong mathematical reasoning skills
- Comprehensive knowledge in subjects of interest
- Exceptional attention to detail
- Advanced grasp of the "big picture"
- Keen visual memory, spatial skills
- Advanced vocabulary
- Imagination, creativity, insightfulness
- Extraordinary talent in areas such as music, arts, science, language
- First-rate problem-solving skills
- Wide variety of interests
- Sophisticated understanding of satire, humor, metaphors, analogies
- Command of complex relationships
- Socially adept, popular
- Difficulty with memorization in areas such as math facts, phonics, spelling
- Distractibility, disorganization, poor follow-through
- Hypersensitivity to criticism
- Perfectionism, slow rate of work production
- Unreasonable self expectations, negative view of own performance
- Often, failure to complete assignments
- Difficulties with sequential tasks

Appropriate Educational Services for Twice-Exceptional Students

The intellectual abilities of gifted students with disabilities must be nurtured. These students must be provided with appropriate challenges. Frequently the pace of education is too slow for these students and they become

disinterested. These students need challenging, stimulating, relevant instruction that emphasizes problem solving and understanding the “big picture.”

Society owes each intellectually gifted student an education that nourishes their talents, develops strong reasoning abilities, and sparks curiosity. Students who receive a stimulating education enter the adult world as full, eager, competent participants, able to contribute their talents to society.

Intelligence is a multifaceted, malleable, and vibrant faculty that can either be encouraged or hindered by experience. Our society must commit to nurturing the capacities of intellectually gifted students with disabilities. Educators must:

- Be alert to the signs of intellectual potential in students who learn differently or who do not learn rapidly and easily
- View non-conventional types of talents such as artistic, musical, visual-spatial, and social gifts as indicators of intellectual giftedness
- Use portfolios, projects, debates, discussions and other methods of instruction and evaluation in order to reach a student’s gifts
- Stress high-level problem-solving, abstract thinking, and creativity
- Have high expectations for children’s futures-not set limits based on pre-conceived notions
- Emphasize self-directed learning, experimentation and active inquiry
- Support strong self concept as the driving force for success

Simultaneously, we must identify and remediate learning disabilities so that twice exceptional students can fully participate in academic experiences to the level of their intelligence. Students must receive the educational support they require in areas of need such as speech and language services, reading remediation, educational therapy, counseling or tutoring. The traditional school curriculum and methodology must be modified to circumvent weak areas of functioning.

We Are Committed To Career Opportunities For All

**CHAMBERLAIN
PUBLIC SCHOOL 7-1**
Home of the Cubs

P.O. Box 119
Chamberlain, SD 57325-0119
www.chamberlain.k12.sd.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities



1381 West Lake Street
Libertyville, IL 60048-1729
www.d70schools.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

Turning Your Ideas into Action

By: Kevin Eikenberry

The team faced a significant challenge on the project. After a very successful brainstorming session they felt they had several ideas that would address and alleviate the problems they faced. They were truly energized by some of the ideas they generated. But soon, the glow wore off, because these ideas, in order to help, needed to be implemented, and the project was already behind schedule.

Dawn was a person you could always count on to get things done.

So it won't surprise you to know that her manager went to her often with a new idea, a new project, or a challenge to overcome. The list of ideas on her plate was overwhelming, even though she did get more accomplished than most people.

Aaron was one of those guys who were always coming up with a new idea. If you needed help brainstorming, everyone knew to call Aaron. Unfortunately for Aaron too often after the fun of generating ideas

was gone, the list of ideas to implement was daunting.

Perhaps it was one of these situations that lead to someone raising a question in a recent workshop; "Kevin, how do I learn to turn ideas into action steps?"

As a person who has helped individuals and groups work on their creativity this wasn't initially a question I was expecting. Typically people are looking for ways to come up with more, and therefore better,

We Support The Hiring And Advancement Of All Minorities



P.O. Box 39
Charleston, MO 63834-0039
www.charleston.k12.mo.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And
Advancement Of All Minorities

103.736



SCHUYLER
COMMUNITY
SCHOOLS

401 Adam Street
Schuyler, NE 68661-2016
www.SchuylerCommunitySchools.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And
Advancement Of All Minorities



610 Walnut Street
Arapahoe, NE 68922
www.arapahoe.k12.ne.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

ideas. Immediately though I knew that this was an equally valuable and important question.

After reflecting on the question I have identified 6 actions you can take to help you implement the great ideas that you have created or are given.

The Six “Gets”

Get Aligned. Whether you are an individual or a part of an organization, there are goals and objectives in front of you. What are the most important things that you are trying to accomplish? Having a good idea isn't enough. The idea must also be relevant and important to your goals. Ideas that don't pass this first test should be set aside for later (or never).

Get Clarified. Ideas in their infancy are fun and exciting, but they are seldom complete or crystal clear. Before taking action on your ideas, make sure you truly understand what is meant by and involved in the idea and what results you expect.

This step is especially important for ideas that will be implemented by a group, as not everyone will have the same clear picture of the idea until it is clarified.

Get Organized. If your idea has passed the first two tests, it is time to plan. Figure out the implementation steps. Think about the timeline. Put this idea into the larger scope of your efforts. Time spent in planning and organizing will always pay dividends.

Get Help. You may not be able to turn your idea into reality by yourself. Your planning should help you see where you might need other experience, insight or another pair of hands. This is true for teams as well.

Think about what resources you will need and work on lining them up early on. When you do these things your idea will become real much more quickly.

Get Focused. Once you have decided which idea(s) to implement and have a plan, you have to make the time to make it happen! Getting focused means creating the space and time to turn the idea into reality. It has to move from the idea stage into action. Focus your energy on making that happen.

Get Over Them. You may have an idea (or many) that you love. Remember that there is a big difference between a good idea and the right idea. You may have many good ideas on your list.

For some of them the time isn't right. Some of them don't aren't important enough. Some won't be completely aligned with your goals and objectives. That is ok. In order to implement our best ideas sometimes we must be willing to let go of, or at least defer some others. When you are willing to do this you improve your chances of implementing the others you have chosen.

Any one of these suggestions above will be helpful, but when you take them together they will help you as an individual with your own ideas and priorities; as a leader in sharing and prioritizing ideas; and as a team to decide what to work on and who should be involved.

In the end, as important as creativity and idea creation is, it requires action before any idea will have real value. These six ideas can help you take that all important next step on your ideas.

We Are Committed To Career Opportunities For All



**WEST
MEMPHIS
SCHOOL
DISTRICT #4**

301 South Avalon
West Memphis, AR 72301
www.wmsd.net

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities



THOMAS-FAY-CUSTER SCHOOL

920 North Main Street
Thomas, OK 73669-0190
www.thomas.k12.ok.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Are Committed To Career Opportunities For All



**Benton County
School of the Arts**

1110 West Poplar Suite A
Rogers, AR 72756
www.artsk12.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

Effective Teaching

By: Supriya Prathapan

A student spends most of her productive waking hours in school. Thus, teachers play a pivotal role in her life. It is very important for a teacher to assess the needs of her students. A comfortable and congenial environment is very important for effective teaching and learning.

Students will feel motivated to learn only if they understand the significance of what they are learning. A teacher knows that all the

knowledge imparted in school, according to the prescribed syllabus, may not directly fulfill the needs of each of her students. However, through her teaching, she can create the need, the urge to learn by connecting the theoretical with the practical i.e. interlinking the knowledge that she wants to impart with the day-to-day relevance of such knowledge.

It is very important for a teacher to plan her lessons in advance. However,

sticking to the plan to the core is not advisable. There should be enough scope in her lesson plan to incorporate changes that make teaching and learning more effective. A teacher, who is prepared, is confident. She comes across as someone who is sure of what she is doing and this creates a degree of trust between the students and the teacher.

If I am interested in the topic that I am teaching, students will also be

We Support The Hiring And Advancement Of All Minorities



ROUND VALLEY
Unified School District

23401 Foothill & Airport Road
Covelo, CA 95428-0001
www.roundvalleyschools.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities



[2211 Washington Avenue](http://2211.Washington.Avenue)
[Oroville, CA 95966-5440](http://Oroville.CA.95966-5440)
www.ouhsd.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

We Support The Hiring And Advancement Of All Minorities



8142 Moss Landing Road
Moss Landing, CA 95039-9617
www.nmcusd.org

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

interested. People naturally feel drawn towards people who are sprightly. Stress is a part of everyone's life these days including students. Thus, it is important for the teacher to be happy, lively and enthusiastic so that learning becomes interesting.

As a human being I know that it is very difficult for me to pay attention to something that I am naturally not interested in. The same applies to students. Lessons can be made interesting by involving the students in the learning process. They shouldn't be passive listeners. Regular questioning and inviting suggestions and opinions from them, forces them to concentrate.

The teacher can quote famous personalities, use examples from popular T.V. programmes, movies, books etc. Creative association between the lesson and popular media captivates the attention of students and helps in retention. The students should know that the teacher has put in a lot of effort to make her lesson interesting. Students respect teachers who do that and try their best to please them by being more efficient themselves.

Students don't like it if they are expected to acquire a whole lot of new skills to understand what is being taught. While delivering her lesson, a teacher should be able to utilize the existing skills of her students to the optimum. She should understand that new skills can be acquired only gradually with a lot of hand holding. Also, children shouldn't be insulted if they don't know the things that the teacher thought they knew.

Everyone deserves to be treated with respect. Just because a teacher is older than her students does not authorize her to be rude and insensitive towards her students. So a teacher should try her best to be likeable and approachable. It is only when you give respect that you get respect. And If I as a teacher get respect, then, I will also feel motivated to be a good teacher.

I know it is not possible to be a perfect human being. Also, it is very difficult to be around perfectionists. When a teacher acknowledges some of her shortcomings, mistakes and choices she made in life and shares her own school life experiences, children feel more comfortable with her. They feel less pressurized. So the aim of a teacher should not to be to become perfect but be someone who is human, humane and wants to make a positive difference in the lives of her students.

*We Support The Hiring And
Advancement Of All Minorities*

Central Union School District

"Every Child is a Star"

15783 18th Avenue
Lemoore, CA 93245-9742
www.central.k12.ca.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

*We Support The Hiring And
Advancement Of All Minorities*



VALLEJO CITY

UNIFIED SCHOOL DISTRICT

665 Walnut Avenue
Vallejo, CA 94592-1177
www.vallejo.k12.ca.us

We are an Equal Opportunity Employer, who fully and actively supports equal access for all qualified applicants, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability status, Genetic Information or Testing, Family & Medical Leave, protected veteran status, or any other characteristic protected by law, and prohibit retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.