

IN THE NEWS:

PROOF THAT DIVERSITY DRIVES INNOVATION

Donald Fan- Senior Director in the Office of Diversity at Walmart For Diversity Inc.com

In a recent State of the Union address, President Barack Obama mentioned the word "innovation" nine times, more than any other president ever has, according to Fareed Zakaria. This highlights a key point that in this new era, rife with volatility and ambiguity, innovation is critical in sustaining organic growth and securing success in a globally competitive environment. We know that there exists a strong connection between innovation and diversity and inclusion; our challenge is to help our leaders and fellow professionals understand that connection.

While business lore tends to link innovation with a creative drive that is exclusive to the top and brightest talent, true innovation thrives in an inclusive culture that values diverse ideas, leverages unique perspectives and invites everyone to achieve collaborative breakthroughs across the entire organization.

A Diverse Workforce Is a Valuable Source of Innovation

The vital foundation for innovation derives from a diverse workforce. *Diversity of talent, by definition, provides more ideas and perspectives into driving for the best business solutions.* Diversity becomes a valuable resource for innovation through a diverse workforce that reflects today's marketplace through consumer insights and "wisdom of the crowd" that can lead to creative betterment. People see problems and solutions from different perspectives. These perspectives are accompanied by the heuristics that define how individuals search for solutions.

When confronted with a problem, we encode our perspectives and then apply our particular heuristics to explore new and better resolutions. Diverse teams often outperform teams composed of the very best individuals, *because this diversity of perspective and problem-solving approach trumps individual ability.*



Visit **CollegeTribune.com** for more advice on selecting the university, technical program, or career path that is right for you!

Our website acts as resource guide that provides students and graduates with detailed information about a wide variety of industries and fields for their future employment consideration. We promote groups that are actively seeking stronger diversity and inclusion within their organization!

In addition to matching students with career and educational opportunities, we also provide recent news and articles pertaining to diversity and inclusion issues.



▶ WHAT CAN YOU FIND ON OUR WEBSITE? 1



▶ JOB FINDING TIPS AND NEWS YOU CAN USE!..... 2



▶ NOW HIRING! 3

NOVEMBER VOLUME 1 2011

College Tribune

Connecting Students to Career and Educational Opportunities

<http://www.CollegeTribune.com>

Helping You Achieve Your Career and Educational Goals.

Welcome to our newsletter.

At College Tribune we strive to promote the unique educational and career opportunities available to minority students in the Chicago area. We work to alert you of groups and organizations ACTIVELY SEEKING minority students and professionals.

We show you how you can BUILD YOUR OWN network of personal and professional contacts through informational interviews, Internet resources, and e-mail references. There's never been a better time to create your own *future employer network*.

In this newsletter you'll find short summaries of what is available at our website, CollegeTribune.com.



MARKET WATCH



Career Opportunities GROWING for College Students!

By the year 2016, rapid job growth is predicted in the following fields:

- Healthcare and Healthcare Communications
- Computer and Software Engineering
- Social Work and Counseling
- Veterinary Medicine
- Financial Analysis

Via Boston.com & Monster

What does **DIVERSITY** mean to **YOU?**

Representatives from Sodexo, Coca-Cola, Xerox and American Express talk about why a commitment to diversity is beneficial to their businesses.

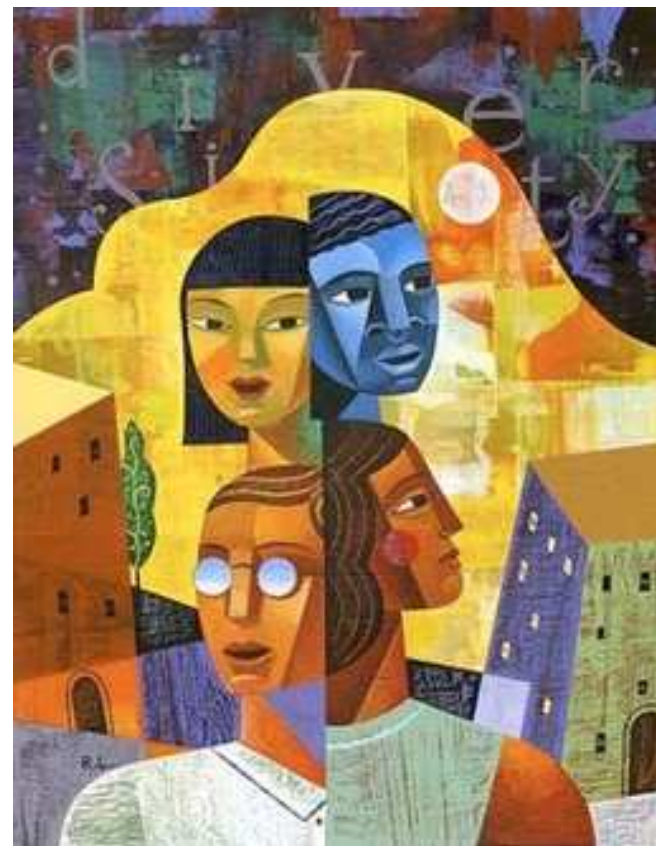
Why is a strong commitment to diversity important?
Diversity is primarily a business requirement — without it, we could not respond correctly to our clients' needs. Diversity and inclusion is an inherent part of our culture and business growth, and is one of Sodexo's strategic imperatives. Diversity is an integral part of who we are [Coca-Cola], how we operate and how we see the future. As a global business, our ability to understand, embrace and operate in a multicultural world — both in the marketplace and in the workplace — is critical to our sustainability.

Talk about your diversity management initiatives.
We understand that diversity comes in many forms: gender, age, race and ethnicity among others. As such, we have established a program that addresses the many needs of our diverse employee groups. That plan is based on three core objectives: talent segmentation to attract, hire and develop diverse talent; market segmentation to engage our employees to drive profitable growth in key customer segments; and workplace transformation to create a work environment that creates a culture of flexibility.

Public relations plays a vital role in communicating the diversity initiatives to both American Express colleagues and external audiences. We are able to educate the employees on the programs and opportunities that American Express offers including employee networks, special guest speakers and more. We work with trade and business media to highlight the many awards and recognitions that American Express has received as being a leading employer for diversity.

What is the best way to foster an open and accommodating corporate culture?
At Xerox, we are able to accomplish this by promoting understanding and inclusion through our actions — not just our words. We do this through a comprehensive set of diversity initiatives and strategies such as our balanced workforce strategy, our minority/female vendor program, our work-life programs, executive commitment, communications, training and competency, operations strengthening and strategy development.

Excerpt from article featured on PRSA.org



If you are a young Latino, Native American, African American or Asian American graduate beginning your career, working for a company that values workplace diversity is key to your success.

How can you decide if the company you want to work for values diversity among its employees? Here are just a few indicators:

- Diversity among the highest salaried employees at the company
- Diversity within the CEO, Board of Director, and Senior management positions
- Diversity within the workforce as a whole
- Charitable contributions to Ethnic American organizations
- Recruiting for new hires at Ethnic American cultural, professional, and collegiate events

These will give you a good indication as to whether your employer will grant you promotions, train you to take on more responsibility, and pay you accordingly!

PREPARE NOW FOR YOUR SUCCESS!

Getting The Most From Our Research Analysis: **Sponsors That Work For YOU.**

SMARTER CHOICES:
VISIT OUR WEBSITE
www.CollegeTribune.com

UIC JANE ADDAMS COLLEGE OF SOCIAL WORK

MacCormac College
Founded 1904 - Celebrating over 100 years

ATS Institute
Nursing Programs

NWIHT
Education with Compassion

Allegiance Staffing

Coyne College

Deloitte.

ETI Environmental Technical Institute

Allstate.
You're in good hands.

The Jane Addams College of Social Work is named after the Illinois-born pioneer of American social work who founded the internationally famous settlement house known as Hull-House, which became one of the leading centers in the development of the profession of social work. The UIC campus is centered in the heart of Chicago, approximately one mile west of the downtown business district.

MacCormac College is a small, private, not-for-profit, academic community that is located in downtown Chicago. MacCormac College supports and promotes its diverse student population by building students' self-confidence, encouraging life-long learning, and teaching the skills necessary to excel in our ever-changing, complex society.

The mission of ATS Institute of Technology is to create and provide a high quality educational experience to each individual student seeking to establish a successful career. The college is committed to offering health care programs designed to satisfy local and regional demands and equip students with a wide range of academic knowledge.

With educational and service excellence in focus, we will graduate competent and compassionate professionals who are ready to tackle the challenges of the healthcare industry in the years ahead. We will become the catalyst for change for those who are seeking a better way of life. We will do this by becoming a higher-learning institution that offers affordable, accessible, and in-demand healthcare-related education for all.

Manage your professional and personal life more effectively with Allegiance Staffing Employee Resources. Access benefits information, find tips to help land a great position, maximize on-the-job performance, create a healthy work-life balance, and more.
<http://www.allegiancestaffing.com/looking-for-work/chicago.php>

Located in Chicago, Illinois, Coyne has more than 110 years of experience in educating and preparing our students for brighter futures. With a focus on individualized instruction, flexible class schedules and large, furnished labs, Coyne is ready and committed to helping students prepare for the careers that will define the next 100 years. Coyne's program offering is specifically designed to focus on current and emerging industry trends, where you can benefit from real-time, professional experience in the field of your choosing.

Deloitte, the largest accounting and professional service firm in the world, believes that diversity initiatives will never have a "finish line." Instead, diversity remains as their "bottom line" for present goals and future successes. To honor this ideology, Deloitte created programs committed in attracting, retaining, and developing diverse individuals.

ETI offers convenient day and evening classes and hands-on training from industry experts in Heating, Air-Conditioning & Refrigeration (HVAC-R) and Welding Technology. You'll learn the latest technology from leaders in technical education training in Chicago, IL. ETI provides career services assistance for graduates and financial aid for those who qualify.

Allstate aims to attract professionals who collectively embrace an inclusive value system that leverages diversity, equal opportunity, talent development, lifelong learning and work/life balance. Allstate's workplace diversity strategy helps us attract and retain the best talent, drive high performance, provide tailored service and products to a diverse customer base and strengthen our corporate brand in the marketplace and labor market.

READ MORE!

Visit our website:
CollegeTribune.com

Contact Us!

f Find us on Facebook

Chicago Office:
Central Newspaper
166 W. Washington St., Suite 700
Chicago, IL 60602-2300
Tel: 312-263-5388