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# Hit the ground running.



## The 9th Annual Minority Career Fair

Prepare Early For Your Career  
Freshmen - Graduate Student Welcome

**Freshmen & Sophomores** Talk informally with company representatives to find out what skills and academic preparation are needed for entry into the career you are considering.

**Juniors** Have access to employers from diverse organizations to help develop an awareness of career opportunities. **Ask about internships.**

**Seniors** Chat with a cross section of employers to gain insight into many different occupations. Also develop contacts which may be useful in the future. **(Bring your resume.)**

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**Tuesday, October 10  
12:30-5:00 Great Hall**

Sponsored by University Career Planning and Placement Services  
Division of Student Affairs

# Employers seeking minority applicants

By CATHY APGAR  
Staff Writer

Employers are realizing that their work force needs to represent the diverse population they serve, said Marian Holmes, minority student liaison and placement counselor for Health Sciences and Social Work for University Career Placement and Planning Services (UCPPS).

The work force of white males will become more diverse, she said. "It is more important today than ever for supervisors and management teams to have minority representation."

In terms of marketing and developing products for different populations, representatives who reflect those areas of the population are targeted, Holmes said.

According to Rosalind Fuse-Hall, associate dean in the office for student counseling, "Moving to such a multi-cultural society demographically, corporations and businesses realize they need the talent pool that people of color offer."

"Employers are looking in this talent pool to help them develop their target market, advertising and marketing strategies for communities of people of color."

Corporations are now discovering that there is a great deal of talent in the untapped talent pool of minorities, and they are going after it, she said.

"Minorities must be aware of some of the obstacles they must face in order to be prepared to handle them," Holmes said. In some instances minorities must deal with racism that often shows up in subtle ways.

Minorities are less likely to have a high level of contacts for networking, so they are not part of the "old boy" network, she said.

It is not always easy to obtain a mentor within the organization, and this affects access to information as

well as promotional opportunities, she said.

In the private sector, the corporate climate is not supportive or conducive to minorities, Fuse-Hall said. Corporations operate with a "glass ceiling," which allows people of color to excel to only a certain level. Minorities may rise to an intermediate management level, but no matter how good their work is, they will not receive higher rank.

A "them" against "us" attitude exists in many corporations, she said. Because society is still racist, some people think that when a black person gets a job, they are taking the job of a white person, Fuse-Hall said.

The public sector is very supportive of minorities. Federal and state agencies and public school systems are good employers for minorities, she said.

Fuse-Hall added that the public sector does not have the resources that are available in the private sector, so money often woos talented people into the private sector.

A problem in the University is getting and keeping minorities in teaching and administrative positions. The minority pool receiving doctoral degrees is small because of the expenses incurred in the process of earning it, she said. Those who earn their Ph.D end up in the private sector because they need a high-paying job to cover the cost of their education.

"Once they get degrees, they become very marketable and are lured out of the academia by industry," she said.

At UCPPS, many employers have indicated that they are actively seeking minority students who have the necessary skills for entry into and success in their organization, Holmes said. "Therefore, for those minority students who have developed mar-

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## Get in touch with the people who will keep you in touch.

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