Welfare reforms will affect high schools, vocational ed

By Matt Truell
Associated Press Writer

Topeka - Federal welfare reforms have given state Department of Education officials something to think about - namely, how to train a large number of welfare recipients for the workplace.

Deputy Education Commissioner Dale Dennis told a legislative panel on Thursday the federal reform measure, intended to put people to work, will be a challenge to high schools and vocational schools.

"The emphasis of the new welfare law is back to work," Dennis said. Schools will be required to prepare students adequately for work, in part through vocational and school-to-work programs.

Schools also will come under pressure to keep students in the classroom, particularly teen-age parents who are required to continue their education to receive benefits.

Dennis told the Joint Committee on Children and Families that more people will be seeking additional training at community colleges and vocational schools as they come off the welfare rolls, swelling enrollments.

Adult welfare recipients who do not have high school diplomas might be required to work for a general equivalency diploma, or GED, he said.

"Schools may also need to be involved in economic development efforts to make sure adequate opportunities are available for students to prepare for and gain employment," he said.

What had been called Aid to Families with Dependent Children is now called Temporary Assistance to Needy Families, or TANF. Within a year, the state must have 25 percent of its TANF recipients engaged in some kind of work activity," under the reform measure. That percentage increases by 5 points each year until it reaches 50 percent in the year 2002.

"The bill allows the state to count vocational educational training as an allowable work activity," Dennis said, although such training cannot be called work for more than 12 months.

Dennis said some individuals will continue to seek

> Welfare reform, 99 Minutes, &
> So many hurdles >

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99 Minutes to sell yourself

Consultant William T. Mangum, author of 99 Minutes to Your Ideal Job, "says you only get a little time to impress prospective employers. His 99-minute formula breaks those opportunities down, minute by minute:

- 30 seconds - employer scans your resume to decide whether to call you in.
- 5 minutes - introductory telephone conversation with interviewer.
- 25 minutes - you research the company, officers industry to prepare for an interview.
- 3 minutes - you make an initial impression at the interview.
- 5 minutes - you chit chat to build rapport with interviewer.
- 5 minutes - you ask questions to better understand the job.
- 45 minutes - you present yourself in the interview, showing how your skills and experience meet the needs of the job.
- 3 minutes - you make a succinct summary to close the interview.

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So many hurdles

Short resumes are called a key to catching the eye of potential employers.

By Diane Stafford
Staff Writer

After 30 years of helping companies recruit workers, William T. Mangum said, he'd never seen a time when more people struggled longer to find jobs.

Employers today are extremely choosy about whom they call in for interviews and even choosier about whom they hire, said the president of Thomas-Mangum Co. Of Pasadena, Calif.

The executive search expert was in Kansas City recently to market his book, 99 minutes to Your Ideal Job. A Proven Formula for Organizing Your Job Search and Getting the Job You Want.

"From 1960 to 1990, it was a job hunter's market," Mangum said. "People got used to not really having to compete for jobs. In the 1990's it's an employer's market.

"We're finding that 82 percent of unsolicited resumes are never even sent to the appropriate hiring managers."

To ensure that your resume is one that's read and forwarded, Mangum was adamant: Keep it to one page. And don't be bound by traditional notions of what a resume should
Mangum's publication, which has a companion job search workbook (John Wiley & Sons Inc., publisher, 1995), contains sample resumes. They all provide a succinct experience overview and list only recent job summaries by date, rather than a laundry list of every job held since graduation.

By detailing and giving dates for only the most recent jobs, both younger and older workers can highlight current skills that are most relevant to the job. Mangum said. Thus the employer's first opinion of the applicant isn't subtly shaded by age discrimination.

Once you land an interview, Mangum said, employers want to see evidence of these attributes:
- **Personal computer skills**
- **Communication skills.**
- **Personal presentation skills**
- **Cross-functional training**
- **Strong industry-specific skills**

The most essential asset for any job hunter, Mangum advised, is the ability to present oneself perfectly -- in both written and oral communication -- at every step of the job search.

"And you must be positive and assertive," he added. "You may need to cold call. You can't wait for things to happen to you.

**WHEN IN DOUBT,** wear conservative attire to the interview.
Dress more formally than you would during workday.

*By RUTH BAUMBIGUS*

*Special to The Star*

*The Kansas City Star, May 19, 1996*

Mirror mirror on the wall, what should I wear to make a successful job call?
That question is all too important to the job-seeker.

"You can't underestimate the power of dress," said Gloria Campbell, Program Director of Johnson County Community College's Career Center. "Those first few seconds are so important." Inappropriate dress "could stop somebody from getting a job," said Jan Ashmore, employment specialist with Black & Veatch. "How someone presents themselves is very important, and dress is part of that."

Campbell offers this rule of thumb: Dress a step above of what daily dress would be in that environment.

"For example, she said, "If the uniform is jeans, khaki pants is always nice, along with a nice, clean and ironed shirt. For women maybe a skirt and blouse."

And "business casual" attire, though a popular workplace option today, is generally not the right choice for a job interview at the professional level.

"Casual dress is fine once you're in the workplace, unless you know otherwise," said Ted Howe, senior vice president of the Kansas City office of Human Resources Management Corporation, a firm that provides outplacement services for companies.

Tim Morgan, manager of corporate staffing at Hallmark Cards Inc., agreed.

"If someone came in business casual dress, they'd have an uphill battle," Morgan said.

"We still like to have someone come in well-groomed, dressed in a suit, more conservative."

To put your self a step ahead, do a little research, said Janice Benjamin, president of the Career Management Center.

"Just as you do your homework about a company's products and services... you need to ask people about the culture and climate of the company, including dress," Benjamin said.

"You can do this by asking employees, vendors, competitors and professional organizations who have a member working for a particular company."

Campbell recommended going to the work site around quitting time to see what people are wearing. She added that when you get the call for the interview, it's OK at that time to ask about appropriate attire.

"You want to wear something that energizes you as long as it doesn't detract," said Benjamin. "No more do you need the black or navy suit. Women can also now get away with a little bit of color."

Campbell advises to "go dressed looking for the part."

"I still think when people are hiring, conservative wears well in Kansas City," she said.

"Depending on the job, in a highly creative position, you can add a little variety, let's say, with a scarf."

"It's not just the perception of you but how you feel."

Benjamin noted that there's help available in knowing what to wear. She suggests using the services of a personal shopper at an area department store.

"Most don't charge for the service," she said.

Jacobson's department store at Town Center Plaza in Leawood offers such a service. Peter Northcott, Jacobson's sales promotion manager, said his staff works with customers in selecting clothing that's just right for job interviewing and that provides a fresh appearance.

"You have to have an understated look — play down the brights, but don't be too rigid," Northcott said. "You want the opportunity for you to shine."

"What should come forward is your personality, not your clothes."

**DRESS FOR INTERVIEW SUCCESS**

1. Gather information on company climate to assess appropriate attire.

   This can be done by asking employees, vendors and customers or by direct observation at the company. Professional organizations that have members who work at the company also may prove helpful.

2. Know the field for which you are applying and what is acceptable dress.

3. When in doubt, dress on the conservative side.

4. Choose clothing that is comfortable and reflects your personality. Don't wear accessories that detract from your overall appearance.

5. Consider using a personal shopper.

   Many do not charge for the service and can provide you with objective help in selecting clothing.

6. Don't wear something that will intimidate the person on the other side of the table.

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**Casual Dress?**

< No. Dress for success! >