

'THE POINTER' MEDIA

AN EDTECH MAGAZINE

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CertificationPoint has a two-fold mission

- (1) Assist students, both traditional and non-traditional, to successfully scale the trajectory of their career goals via collaborative or individual-based work experience builder/placement opportunities;**
- (2) Connect organizations and individuals needing quality work completed successfully, at fair market rates, with students talent focused on meeting the established requirements.**

**For questions or comments about this magazine contact us at:
info@certificationpoint.org or <https://www.certificationpoint.org>**

What Is GenZ Looking For In A Job?

By John Egan

A new study finds that nearly 30 percent of the youngest professionals in today's full-time workforce are seeking jobs in sales, account management, marketing or advertising. And depending on their work experience, these job hunters are looking for average salaries anywhere from \$55,000 to \$83,000 a year.

Those are two of the key takeaways from a review of job searches in June and July 2023 on the Fetti career platform, which caters primarily to Generation Z job seekers pursuing white-collar careers. Generation Z is generally defined as people born between 1997 and 2012, who are expected to make up 30 percent of the U.S. workforce by 2030.

What Are Generation Z's Job and Salary Expectations?

Based on data that Fetti supplied to SHRM, the five most desired positions among Generation Z job seekers are ones in:

- Sales and account management (14.44 percent).
- Marketing and advertising (14.21 percent).
- Operations and strategy (12.62 percent).
- People/HR/recruitment (12.27 percent).
- Product (11.27 percent).

But while those jobs turned out to be the most popular, they're not the ones with, on average, the highest minimum salary requirements. Jobs in software engineering take the top salary spot in Fetti's study for Generation Z workers across three categories: no experience, one to two years of experience, and three to four years of experience.

Here's the salary breakdown for would-be software engineers in each of those three buckets:

- No experience—\$85,000.
- One to two years of experience—\$110,000.
- Three to four years of experience—\$125,000.

What Matters to Generation Z Workers?

Career coach Kyle Elliott said that while salary may be important to Generation Z employees, they generally consider overall compensation and benefits first, including equity stakes and workplace flexibility.

"Additionally, Gen Z workers are focused more on company culture, working for supportive and caring leaders, and finding environments where they can thrive than previous generations of workers," Elliott said. "This isn't to say that other generations don't care about the company culture, manager effectiveness or being set up for success. However, Gen Z workers tend to place a heavier focus on personal development and growth than their older peers."

Today's Working College Students

By Madeline St. Amour

The vast majority of college students today work, but their motivations and experiences vary widely based on demographics.

Most college students are working as they study, but the amount and type of work varies widely. And the forces behind those variances aren't random.

Low-income working students tend to work longer hours than their high-income counterparts. They also are more likely to be black or Latinx, older and female, according to a 2018 report from the Center on Education and the Workforce at Georgetown University.

The Georgetown report found that 70 percent of full-time college students are working. While more students are working, the number working full-time has decreased, from 40 percent in the late 1980s to 26 percent in 2012.

Still, low-income working students are more likely to work full-time than those who are high income (26 percent versus 22 percent). The majority of students across income brackets are working 15 to 35 hours per week.

Previous research has shown that, while working can be beneficial for students, there is a threshold where it starts to do more harm than good. Students who work 15 hours or more per week are more likely to have a C average or lower, while those who work less than 15 hours are more likely to have a B average or higher.

Students who work less also are more likely to be enrolled in bachelor's degree programs, versus associate degree and certificate programs.

Working experiences also vary depending on students' incomes. For high-income students, their work is more likely to connect to longer-term professional and academic goals.

Working while in college has become a way for some students to "give themselves an edge," said Nicole Smith, chief economist at the Center on Education and the Workforce and co-author of the report.

"We have to be really careful about understanding work," she said. "We know that everyone's doing it. Now that we know, we have to make better decisions on how we connect students to work."

Many community colleges are already connecting with businesses to focus on what skills students need for their jobs, Smith said, but some institutions are focused "solely on learning" and "creating good citizens."

But, she said, they need to think of Maslow's hierarchy of needs. Getting a job isn't irrelevant, she said; students need to be able to put food on the table before they can focus on loftier ideas.

HOROSCOPES [September 10 – October 10]

ARIES - Sometimes, it would add to your charm, while sometimes, it might challenge you to become better in life. Planetary support would be there with you. But, the year would make you more prepared for the upcoming hurdles and situations in your life. Hard times are to test you.

TAURUS - The predictions don't say that the year will make you struggle. However, it will definitely make you better by placing you in hard situations where your decisions would be the king. With some clashes with people around you, things might look a little twisted.

GEMINI - People around you are definitely your friends but don't rely too much on them, as planet Saturn will soon make you realise that you are better on your own and capable of doing everything on your own.

CANCER - Planets got your back! So, give your passions and plans the best shot you got. With the right strike on life and appropriate enthusiasm and energy, you will succeed even on the not-so-favorable days of the year.

LEO - Cherish the moments you have instead of worrying about what is not there with you. Around the third quarter, when planet Jupiter will be in action, things will definitely improve for good. Venus will be there too to bring some changes and positivity to your professional life.

VIRGO - There are all kinds of possibilities for the natives in the year. Thus, this little advice would save you days and weeks in the year and help you to improve whatever was left in the last year. Mars and Mercury are here with ample good opportunities right in

LIBRA - Planetary transits will favour you to quite an extent and bring satisfaction to your life. Still, remember that not everything that is correct will work for you. Where, on one side, some planets would try to shake the equilibrium you love, others will help you attain it back again.

SCORPIO - A little modification is all you will need to attract the happy-go-lucky times in your life. Planet Jupiter transit in 2023 will be a great chance for you to clarify some things in your mind.

SAGITTARIUS - Look for signs and be yourself. Also, Sagittarius natives, take a big sigh if you are looking for the right one in your head and heart, as the horoscope indicates some possibilities.

CAPRICORN - Your policies will not only get you success but also help you achieve all the leftover plans of the previous year. You need to express yourself right and manage all the areas of your life with a correct attitude and mindfulness.

AQUARIUS - Even if the situation looks hard, stick to the right things, and soon around the third quarter, the missing piece of your puzzle will be right in front of your eyes. Stay a little careful, as not everything you think works the way you want.

PISCES - Mars transit in 2023 is all set to help you face challenges and mend scenarios for you. But, on the other hand, Rahu will be there too. It could influence your dual nature and lead you into its own tricky ways, away from a fine and pleasant life.

TERM OF THE DAY #1

Mobile Security

Mobile security involves protecting both personal and business information stored on and transmitted from smartphones, tablets, laptops and other mobile devices. The term mobile security is a broad one that covers everything from protecting mobile devices from malware threats to reducing risks and securing mobile devices and their data in the case of theft, unauthorized access or accidental loss of the mobile device.

TERM OF THE DAY #2

Storage Logical Partition

Storage Logical Partition (SLPR) defines the assignment of one or more Cache Logical Partitions (CLPRs) and the assignment of one or more target physical ports for the Cache Logical Partitions (CLPRs) to use.

BONUS ARTICLE:

Tech Apprenticeships Shift The Costs Of Higher Ed



MATCH THE TECHNOLOGY & BUSINESS CONTRIBUTOR!

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Top 3 Reasons To Work On Your Career Portfolio Right Now by CertificationPoint Guest Writer

No, you don't have to use the quarantine as an opportunity to be productive or improve yourself. However, from what I've picked up from my friends and the creative community online, there's a lot of fear around work and our income right now. Rather than letting that panic or paralyze you, you can do whatever you can to be proactive and set yourself up for success. That begins with your portfolio.

The competition for creatives is high right now. With more designers, artists and illustrators looking for work, it's more important than ever to position yourself well online. Here's why your portfolio might be the perfect project while you're stuck at home.

1. The future is uncertain

As you're well aware, the creative industry hasn't been spared in this crisis. Many have been laid off from their agency jobs, are freelancers struggling to line up new projects (while competing with an increase of new freelancers) or simply don't know what the next week or even the next few days hold for their company.

Whether you feel secure in your job and financial situation right now or not, it's worth being prepared. And this applies outside the context of the pandemic too. We simply can't predict what will happen with our job or our company, financial crisis or not.

Update your portfolio and you'll remove the added stress of doing so in the middle of a job search.

2. We all need the distraction

I don't know about you, but I need a break from the news and social media to stay sane right now. Giving myself new projects, new skills to learn (yes, I'm caring for a hungry and healthy yeast starter like everyone) and new goals has proven helpful.

Working on your portfolio on those sleepless nights or wide-open afternoons, or hopefully more-open evenings (for those with kids) might be more fulfilling than turning the same anxious thoughts over and over in your head. Or, you know, a long bath might do the trick. You decide what's best for you.

3. It's a unique creative challenge

You don't have access to your studio's photography equipment right now. You can't print anything, secure special backdrops or props, or get any in-person videos of your work for your site. This makes it fun.

Can you stage your own photoshoot for your work using natural light and the props you have at home? Can you collaborate with a friend online to build their site while they design yours? Use the constraints to your advantage and create your site with the resources available to you right now.

Top Industries To Freelance In While In College

by CertificationPoint Guest Writer

We've all heard about the rise of the side hustle. For those in full-time employment, a side hustle presents an opportunity to increase your income while exploring new passions. But what about students who are preparing to enter this rapidly changing workspace?

If students run a side hustle during their studies, it can be an amazing opportunity to test the freelancing waters, make a few mistakes without too many consequences, help feel more confident after graduating and potentially earning a lot more than working hundreds of hours in a local coffee shop.

Here are some of the most profitable industries to freelance in while still meeting those dooming deadlines on time.

You might think you have enough writing on your hands while studying for a degree, but if you have a knack for it, it could be the perfect side hustle. The average writer earns £10,500 a year, which isn't a lot for full-time writers, but might be a great source of extra cash while studying.

Students with a penchant for penmanship can try their hand at freelance copywriting. Startups and product-focused businesses regularly require writers to create marketing content. Editorial writing is oft sought after for online and print magazines too.

Turn your bi-lingual skills into cold hard cash. If you're well versed in more than one language, getting into translation is one of the most obvious ways that you can make some extra money on the side. For a freelance translator, the average salary is £10.65 per hour. Language skills are important in all industries, especially in the creative sector, so having a few years of translation under your belt will be a major plus. It also looks great on your CV should you need to write one of those in the future!

Students interested in fashion styling can easily get started by being an assistant for an existing stylist or by offering personal styling services. Freelance styling typically consists of helping to create mood boards and research brands, pick up and return clothes and help out on shoot days. Job postings can be found online on sites like Fashion Workie or via social media. The usual salary for an assistant stylist is \$50 to \$150 per day.

Are you studying Graphic Design, UX/UI, Motion Graphics? If so, your skills are in high demand. Freelancing in design is a fantastic way to learn about the industry whilst earning extra cash. Students can find freelance opportunities at small design companies or startups that'll be happy to provide work while the student also works on their degree. Those starting out can earn \$10 – \$35 an hour, while those with more experience behind them can expect \$35 – \$70 an hour.

FREQUENTLY ASKED QUESTIONS

Q: What is the gig economy?

A: A gig, similar to a task, a single part of a complete work process. Taking a cue from Project Management methodology which breaks a project down into individual tasks allows for better management and focus on each area. Within traditional Project Management many times more complex processes versus a gig of which can be part of a larger series of project processes in which overall completion can be spread out over a longer timespan depending upon the current need and budget.

Q: Why does diversity matter in higher education?

A: Diversity holds importance on a college campus which is very similar to its importance in the workplace. The key difference being college is many times a precursor to the actual workplace. Understanding how to overcome the challenges as well as harnessing the advantages of diversity helps promote overall success. Early exposure to the negative and positive effects of diversity can serve to strengthen collaborative unity and personal growth when practiced over time. One way to promote diversity is to create marketing materials which is authentic and accurately represents diversity at your campus.

Q: What should I include in my student e-portfolio?

A: For students with limited real-world career field experience it's important to play to your strengths and build from there.

5 items every college student should have in their portfolio:

1. A brief introduction telling a potential service buyer about yourself.
2. List the type of degree you are working towards.
3. Include a few skill-based course projects you have completed.
4. If you've completed certified training in the area you are working towards, be sure to list those as well.
5. Ensure portfolio enhancements requirements are completed as well...This will help ensure your portfolio stands out from the pack!

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H-bolbolan.com



Pamojaartsociety.org



Blackrockconstructiontx.com



Upcoming EdTech, Training, & WorkForce Events

Date	Event Name
September 6	Diversity Chicago Virtual Career Fair (Virtual)
TBA	Global EdTech StartUp (Virtual)
October 2-5	EDTECHWEEK The Gallery Of Innovation (Location: New York, New York)
November 8-11	AfroTech Experience (Location: San Francisco, California)
November 25-27	International Conference On Education & E-Learning (Location: Tokyo, Japan)
December 9	International Conference on Educational Technology and Learning Innovation ICETLI (Location: New York, New York)

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