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Dear Supporter:



“We Want Jobs, Not Trophies” is a campaign about change and demanding equal opportunity employment for Generation Y.

Gen Y carries the stigma for being a generation of people who expect to have everything handed to them, instantaneously. Ironically, they are faced with finding employment in one of the toughest economies in the history of the United States.

By participating in “We Want Jobs, Not Trophies,” not only will the negative perceptions of a generation be addressed, but volunteers and attendees will help demonstrate why internship and entry-level work is so important.

The goal of “We Want Jobs, Not Trophies” is to open avenues of conversation between employers, chamber of commerce staff, key elected officials, economic development personnel and Gen Y’ers about the need for increased internship and entry-level positions. The conversations will take place via town hall meetings throughout the country.

These town hall meetings are designed with open discussion in mind and aim to raise awareness about the need to create and fill internship and entry-level positions—with college students and recent graduates. We hope to address the expectations of the employers, while potential employees have the opportunity to engage and interact with these “bosses” and key decision makers.

Ideally, we hope to identify the obstacles facing employers in hiring interns and entry-level professionals through these discussions, leading to recommendations for new methods of streamlining the hiring process. In essence, we want to increase job availability for Gen Y.

By taking a stand, getting involved in the community and getting the word out to key audiences (chambers of commerce, employers, government officials, etc.) the “We Want Jobs, Not Trophies” project welcomes you.

So sit back, relax and get revved up to change your own path!

Best,

Heather R. Huhman, founder & president
Come Recommended

ASSEMBLING YOUR TEAM



Assembling a team for any campaign can be a bit daunting, but we are confident you can assemble a strong executive team and recruit motivated committee members to assist in all the tasks needed to implement and promote a successful town hall meeting. This section will help guide you through the positions you need to fill, how to fill them and how to make the team run smoothly throughout the planning and implementation process.

Please remember that these positions are simply suggestions, and if you feel that a different arrangement would be more effective, feel free to assemble your team as you see fit.

THE FIRST MEETING

During this meeting the expectations are laid out, the executive team is chosen, committees will be formed and strategies will be brainstormed. Some topics to discuss at the first meeting include:

- Expectations of each executive team member
- Expectations of each committee
- Brainstorm ways to spread the information
- How to get contact information for local government representatives and employers
- Lay out a timeline based on the suggested date for the town hall meeting

EXECUTIVE BOARD

The Executive Board will be responsible for overseeing the campaign. While each executive team member will have committee volunteers helping him or her, accountability will fall onto the executive team member in charge of the committee if tasks are not finished. The executive team positions we suggest are as follows:

President

- Provide leadership to the campaign, the Executive Board and the membership
- Plan and chair Executive Board and general meetings, including meeting agenda preparation in consultation with the Secretary
- Act as the main liaison between the membership and University
- Oversee the actions of the other Executive Board members
- Volunteer at the campaign

Vice President of Marketing

- Chair of general and Executive Board meetings in the absence of the President
- Oversee the activity of the marketing-related committees
- Hold status update meetings with committee members to ensure assignments are being completed
- Volunteer at the campaign

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ASSEMBLING YOUR TEAM

Vice President of Event Planning Execution

- Chair of general and Executive Board meetings in the absence of the President and Vice President of Marketing
- Oversee the activity of the event planning committee
- Hold status update meetings with committees to ensure assignments are being completed
- Volunteer at the campaign

Secretary

- Attend and keep minutes and attendance at all general and Executive Board meetings
- Distribute minutes to the members directly after meetings
- Keep a current roster of all members
- Volunteer at the campaign

RECRUITING EXECUTIVE BOARD MEMBERS

To find the executive committee members, we suggest a couple different approaches:

- **Assign to trusted and interested members:**
Those who have worked with you and have proven they have the experience and motivation.
- **Send out applications:**
Send out an e-mail to all active members and announce at the next general meeting you are looking for people to fill these positions. Have them fill out an attached application form and choose executive team members based on experience, availability and whether you believe they will take the position seriously.

COMMITTEES

Student Marketing & Promotions

- Attend all general and committee meetings
- Responsible for all marketing and publicity among students to raise awareness of the campaign
- Volunteer at the town hall meeting

Employer Marketing & Promotions

- Attend all general and committee meetings
- Responsible for all marketing and publicity among local employers to raise awareness of the campaign
- Volunteer at the town hall meeting

Community Leaders & Elected Officials Marketing & Promotions

- Attend all general and committee meetings
- Responsible for all marketing and publicity among elected officials, chamber of commerce staff, local SBA staff and economic development personnel to raise awareness of the campaign
- Volunteer at the town hall meeting

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ASSEMBLING YOUR TEAM

COMMITTEES *(continued)*

Event Planning

- Attend all general and committee meetings
- Responsible for details of the town hall meeting, such as reserving space, setting up visuals, etc.
- Volunteer at the town hall meeting

RECRUITING COMMITTEE MEMBERS

Once you have set up the executive board, hopefully you have garnered some interest in the general campaign and the need for additional committee members. Because committee members often don't feel as accountable, they tend to be more difficult to keep active and motivated. But, recruiting them in the beginning isn't always as tricky. Some tips to recruit committee members include:

- Create flyers for each general meeting with information on the campaign and how great this experience is to add to their résumés
- Post on your Web site
- Write a blurb in your newsletter or campus newspaper
- Reach out to university students outside of the organization if needed through online resources or flyers

Three or four committee members for each group should suffice. However, if more people are interested, it is always better to have too many committee members than not enough.

COMMITTEE MEETINGS

We suggest the executive board holds a meeting prior to the general meeting to discuss specific issues where leadership is required. All meetings should be mandatory.

How often to hold meetings: We recommend each committee have a meeting at least once a week. It may be necessary to have more than that depending on the capacity of work going on that week. General meetings, in which all committees come together, should be once every other week.

Committee meetings will allow everyone to stay on top of what each committee is doing and ensure nothing is overlapping or overlooked, as well as an opportunity for additional brainstorming that may not be possible in the confines of one committee.

Agendas: The President and Secretary will be responsible for getting an agenda drafted and sent out to all of the members before each meeting. This will ensure a smoother meeting that stays on task and takes up as little time as possible. You will find a sample agenda later in this toolkit.

HOW TO CONDUCT A TOWN HALL MEETING



A town hall meeting is an informal public meeting that invites everybody in a community to attend, voice their opinions and hear responses from public figures. It is rare that attendees vote on an issue; the purpose of town hall meetings is to let their voices be heard and influence elected officials in decision making.

In the case of “We Want Jobs, Not Trophies” town hall meetings, the purpose is to address the negative perception of Gen Y and demonstrate why entry-level work is so important. This town hall meeting will attempt to change perceptions among both policy makers and employers.

CHOOSING A MEETING SITE

Meeting sites should be conducive to conversation where all will feel included in discussions. On campus, libraries, auditoriums, large classrooms and conference rooms are very conducive to conducting a town hall meeting. You want everyone to feel comfortable in the meeting site setting, and therefore it is important to think of the following things:

- **Seating:**
Choose somewhere that can potentially seat a large group of people comfortably for a few hours.
- **Acoustics:**
Does the room have an echo? Are there heavy curtains in the room that swallow up noise? Is the room shaped in such a way that a person standing in the front can speak in a normal tone and still be heard in the back corner of the room? You will want to compensate for any sort of problems people may run into while listening to speakers because they are the main attraction!
- **Environmental Aspects:**
Does the room get too hot or too cold? You want everyone to be comfortable while they are attending the meeting.

SECURING A MEETING SITE

Reserve the space through your university and ensure that no one else is using the room at that time. Most universities will allow groups affiliated with the university to reserve meeting space free of charge. Your campus’ university union should be the point of contact to reserve meeting space. Oftentimes, reservations can be handled online.

Some key components of your meeting space should include:

- **Seating:**
Since you have to reserve the meeting space fairly far in advance, you will need to estimate how many attendees you expect to have and provide seating for all of them. It is easier on the reservations office if you stay on the safe side and overestimate.

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HOW TO CONDUCT A TOWN HALL MEETING

SECURING A MEETING SITE *(continued)*

- **Audio/visual equipment:**
To display visual aids. If needed, secure a microphone to ensure all speakers can be heard.
- **Table:**
For sign-in/registration and to leave handouts for attendees to take and read while sitting in their seats. You should also reserve a table for key attendees to sit in front of the meeting room so they may take notes on key talking points during the meeting.
- **Stage (optional):**
If you are in a large ballroom-style area, it may be a good idea to request a raised stage to ensure everyone can see the person speaking. This also provides a prominent place for the key attendees and executive team to be seated.

ENSURING KEY ATTENDEES COME

It is important that you pay extra attention to make sure key attendees know everything they could possibly know about the town hall meeting. They are busy people and if they don't have all the information they need, chances are the event will not make it on their calendar. You will need to provide them with explicit directions on where to go, when to be there and what to expect at the town hall meeting. If you expect them to prepare a speech, make sure they know exactly what to say.

It would be best to send a reminder e-mail out to your key attendees one week before the meeting and then again one day before the meeting reminding them of the event and to contact you with any questions they need addressed before arriving.

TOWN HALL MEETING AGENDAS

For the most part, town hall meetings follow the same general agenda (as seen below). However, it is important that the agenda is made public to not only those definitely attending the meeting, but also those who are contemplating attending. It may be useful to contact the individuals from your initial outreach to alert them of the agenda as soon as it is finalized.

The town hall agenda should include, but not be limited to, the following items:

- **Welcome:**
This should be an address to the audience made by the moderator (either the President, an elected official or community leader) of the meeting. It gives an introduction and overview of what to expect during the meeting. Key attendees should be recognized in the welcome address, as well as the executive team.
- **Definition of the Problem:**
The moderator will address the problems Gen Y has faced with finding entry-level work and why entry-level work is important to business. This section gives an overview of the key ideas that need to be addressed.

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HOW TO CONDUCT A TOWN HALL MEETING

TOWN HALL MEETING AGENDAS *(continued)*

- **Statistics:**
This section goes into greater depth about the statistics of unemployment and young people. These key statistics can be found in the “We Want Jobs, Not Trophies” one-pager.
- **Discussion:**
This is the section where key individuals you have asked to attend will field questions from the audience and give their opinions on the matter.
- **Call to Action:**
Future steps to help Gen Y with their struggle are addressed in this section. A call to action is essentially the pre-conclusion where people get excited about what they will do next.
- **Conclusion:**
Moderator thanks all for attending, especially the key attendees, and reiterates the problem and perceived solution based on the discussions. This is also a good time for information about handouts and where to learn more information.

AFTER THE MEETING

After the meeting is over, it is important to follow-up with all who attended and thank them for coming.

- **Media:**
Make sure to follow-up with the media to ask if they have any questions and if they would like more materials to add to the story. Sometimes after covering an event like this, they are interested in interviewing the executive team as well as key attendees.
- **Key attendees:**
Draft a personal letter thanking them again for their time and effort with the event. It is important you stress the impact an event such as this one has on the way Gen Y’ers treat and are treated during the job search process.
- **Community:**
Thank them for coming in an e-blast and ask for their feedback on the event and any suggestions they may have for continuing efforts to increase entry-level employment throughout the community.

MARKETING AND PUBLICITY

RESEARCH



Research is always an important aspect in marketing and publicity efforts. We suggest that you put one or two individuals from the marketing and promotion committees in charge of research to work on all the pieces that require moderate to extensive investigation.

This research can include anything from audience analyses to background on the local job climate.

CONTACT LISTS

Contact lists will serve as a database of all your target audiences. Contact lists are a one-stop resource that can help keep track of when a person was contacted, what their response was and whether or not you need to follow up with them. The comprehensive contact lists that you will need include:

- Local elected officials
- Local employers who have the resources to hire entry-level candidates and/or conduct an internship program
- Local chamber of commerce and Small Business Administration (SBA) leaders and staff
- Local journalists who cover higher education, careers/employment, Generation Y and human resources (Note: If you need help identifying reporters, contact Caroline Jones at Come Recommended)

MARKETING MATERIALS

We urge you to get as creative as possible in your marketing materials. These are just a few ideas to get you started, but hopefully your brainstorming session will spur many more ideas:

- **Letters/e-mails:**
Develop letters or e-mails (whichever seems more appropriate) to send to each contact. Each one will be similar but must to be customized for the intended audience.
- **Flyers:**
These will be used to post throughout the school and community to let residents and students know about the town hall meeting and why it is important that they volunteer and attend.
- **Press release:**
The Come Recommended team will send out a national release explaining that a group of universities scattered throughout the country are taking part in the “We Want Jobs, Not Trophies” campaign. It is important that you also send out a revised release to your local media that mentions your university is taking part in this national effort. This will give the story a local angle and increase media interest. (You will find an example press release in the Sample Materials section of this toolkit.)

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OUTREACH/GRASSROOTS

Similar to the marketing materials, we urge you to get as creative as possible in your outreach methods. Using your fellow student body and current employers is always a great place to start.

Below are some ideas to get your creative juices flowing. These are easy, yet effective methods of outreach.

- **Arrange five-minute speaking opportunities in career advising courses or classes similar to the campaign's topic:**
This is not only a great way to directly get word out about the campaign and town hall meeting, but also provides members with a great public speaking opportunity. (You will find talking points earlier in this toolkit.)
- **Post the town hall information on all event listings in the area:**
These may include both online and print classified event posting in newspapers, magazines, student publications, the university Web site and any other effective spots that reach some or all intended audiences.
- **Contact government officials, journalists and employers:**
You have already developed a comprehensive contact list, as well as marketing materials to send out – now comes the hard part. As soon as possible, send out the e-mails or letters and give at least a week for responses. If you don't hear anything, don't give up. Follow-ups are very common and almost always necessary. You may want to develop a follow-up method that the group is comfortable with, but our suggestions are as follows:
 - Send a shorter e-mail than the first which summarizes what you had sent before, and ask if they are interested in learning more or attending the town hall meeting.
 - If you don't hear back from the follow-up e-mail, give them a call and try to get in contact with the person directly (or the scheduler in the case of elected officials. Phone conversations may be a little more intimidating than e-mails for you, but they are a very good skill to develop and a great topic to talk about in future job interviews.
 - If you weren't able to reach the contact after the first two phone calls and have already left at least one message, it may be time to give up. While you want to be proactive and aggressive, you don't want to turn them off from what you are trying to do. They may not be interested, too busy, or they may be planning on attending and just haven't gotten back to you yet. Either way, you have done all that you can and as long as you can confidently say that, you should be happy with yourself and your committee members.

TIPS FOR WORKING WITH THE MEDIA



“WE WANT JOBS, NOT TROPHIES” MEDIA POLICY

We expect the “We Want Jobs, Not Trophies” campaign to receive significant media attention.

These inquiries may come from both major media and university publications.

The Vice President of Marketing and his/her committees will be handling media outreach and are the “go-to-guys” when it comes to anything media-related.

We are providing you with the tools and materials to conduct local outreach, but remember the Come Recommended team is happy to help with media outreach in any way we can.

Please also remember that this campaign is hosted by Come Recommended, and to refer to us in all media materials and interviews.

WORKING WITH THE MEDIA

An important part of generating greater public awareness about the current entry-level job situation is working with the media. While an interview with a journalist may seem like a scary, daunting task, remember that you are an expert (after all, you are Gen Y!) – feel confident in your knowledge!

GENERAL INTERVIEW TIPS

- **Be prepared:**
Know your facts and know your audience. In an ideal situation, you will have some notice before the interview – time to jot down notes and key messages. If you need help developing additional key messages or responses, contact the Come Recommended Team.
- **Don’t repeat negatives:**
If the reporter asks a negative, loaded or offensive question, turn it around into a positive. When answering a negative question, neutralize the negative first, then bridge to one or two pertinent points that will present a more positive view.
- **Be clear and concise:**
Short answers are better than long ones, but don’t give one-word answers. You will be most successful in your interview if you simply answer the question as concisely as possible. Also, stay away from jargon.
- **Forget “no comment”:**
It’s okay not to have all the answers. Never make something up or say “no comment.” Instead, try to find out and get back to the reporter before his or her deadline, or give a good reason for not being able to answer the question and refer the reporter to someone who can answer it. “No comment” implies you have something to hide, are uninformed or are guilty of something.

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TIPS FOR WORKING WITH THE MEDIA

GENERAL INTERVIEW TIPS *(continued)*

- **Stay away from “off the record”:**
There is no such thing as an “off the record” statement. Statements made to help provide background are subject to being quoted. Always assume you are being recorded. In other words, stick to the facts!
- **Listen to the questions:**
If a question contains negative language, don’t repeat the negative. If you are unsure of the question, ask the reporter to clarify or rephrase it before answering.
- **Support your message:**
Be prepared to appropriately use examples, facts, statistics, quotes, analogies, anecdotes, personal experience and graphics to help illustrate and emphasize your point. Use examples and data that average people can relate to easily.
- **Correct misstatements or errors quickly:**
Correct major factual errors or misrepresentations immediately, but don’t quarrel about minor errors. Always make sure the reporter knows how to reach you if they have more questions.

PRINT/ONLINE INTERVIEW TIPS

Print and online media interviews are often the most challenging types of interviews because your spoken words are translated by someone else into written words and, in turn, run the possibility of being misinterpreted or misunderstood.

- Make sure you spell and define unusual terms, technical language or difficult names, including your own. Be extremely certain that facts and figures are understood in context.
- Offer any sort of visuals that fit with the story and might heighten reader understanding or interest. Select visual materials that fit the style of the media outlet. For example, if a strictly business publication approaches you, they would be more interested in graphs and figures of the decrease in entry-level jobs than photographs of young professionals looking for jobs.
- Newspaper reporters typically do not allow you to review copy before it is printed, so don’t ask. You can extend your influence over the article by inviting the reporter to call you for more information or for clarification before he or she completes the story. This extra step might help ensure that your remarks appear in print (or online) without distortion.

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TIPS FOR WORKING WITH THE MEDIA

RADIO INTERVIEW TIPS

As a general rule, radio interviews can be difficult. Taped radio interviews usually are longer than television interviews, which means that your host can approach the subject in greater depth. Live radio interviews can be very short and unfocused, which makes getting to your point quickly very important.

Radio interviews can range from a 30-second “sound bite” to one hour of live on-air conversation with call-ins. Make sure you know exactly what kind of interview it is.

- If the interview is taped to be edited for newscasts, keep your answers within 10 to 20 seconds in length. This way, you will ensure your main points are used.
- Always ask whether you should use the interviewer’s name in a taped interview, because the host or reporter who is on the air can change during the broadcast day.
- If you think of a better response while recording a taped interview, correct your answers by telling the interviewer you have information to add.
- Beware of long audible pauses—try not to let an “um” or “uh” creep into your speech. They are accentuated on radio, since it’s a medium of sound only. Simply pause when you don’t know what to say or you feel an “uh” coming on.
- Many interviews will include phone-ins from the listening audience. Treat each one of these with the same respect and concern that you would give the host, even if the question is very basic. Use this time to repeat your main points. The host will handle any rude or profane calls.

TELEVISION INTERVIEW TIPS

Television is the least challenging of the three types of media. Television is both visual and oral communication. You can use body language as well as the spoken word to express your thoughts. TV is also easier because most talk and news programs are short and only cover the basic facts.

- Dark colors work best. Stay away from white. Try to stick with solid colored clothing rather than loud patterns...think school picture day. If it is not something your mother would send you to school in for picture day, you probably shouldn’t wear it on TV.
- How you are perceived by viewers is extremely important with television, which makes the first impression critical. A friendly smile and a “thank you” to the interviewer immediately communicate warmth and associate you with the interviewer’s own credibility.
- Conduct television appearances in a style slightly larger than ordinary. When on camera you should speak up, clearly and distinctly. Always maintain an even pace in your delivery so words do not slur together too quickly or move too slowly.

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TIPS FOR WORKING WITH THE MEDIA

TELEVISION INTERVIEW TIPS *(continued)*

- Use gestures as silent punctuators. Just remember to keep the gestures high enough to be seen in TV close-ups, and complete them as you make your strong point.
- Reinforce the importance of what you have said by taking a slight pause after a very important point. This confirms that the reporter/host understood or at least heard you.
- For studio interviews, offer to provide appropriate visual material, such as still pictures or charts, that will graphically illustrate your points. Choose these materials carefully so that they enhance your messages, and inform the show well in advance that you have these available. Be sure to review the material yourself before it appears on air.
- Always ask to see all visuals that will be used during your interview. This will preclude on-air “surprises.”

“WE WANT JOBS, NOT TROPHIES” KEY MESSAGES

While every interview will be different, of course, there are still several key messages surrounding the “We Want Jobs, Not Trophies” campaign you should attempt to work into every interview. For your reference, they are included below.

- Gen Y is often misconstrued as lazy and presumptuous. In reality, they are willing to work as hard, if not harder than, their counterparts to land a job—they just need the proper tools.
- Entry-level employees are the future of business and need the guidance and opportunity to maintain our country’s success.
- It is important that companies continue to evolve with the times, and young professionals can help achieve this goal.
- Gen Y is known for their motivation to “hit the ground running” when they join a company and are likely to invest more overtime hours into a company upon their arrival.
- As “early adopters,” interns and entry-level professionals have their fingers on the pulse of the latest technologies. After all, they were raised with them.

TALKING POINTS FOR YOUR TOWN MEETING

STATISTICS TO MENTION

From the Economy State of Young America, Tamara Draut, 2008:

- Unemployment among people age 16-24 is nearly nine points higher than the national average.
- The typical earnings of full-time workers age 25-34 are lower today than they were a generation ago, with the exception of women with college degrees.
- Moving up the career ladder in the new economy is more difficult than it was a generation ago – the well-paying middle-management jobs that characterized the workforce up to the late 1970s have been reduced.
- The 16-24 age group represents 15 percent of the labor force and one-third of the unemployed.
- According to the Kaiser Family Foundation, 30 percent of young people—18.2 million 18-34-year olds—are uninsured, the highest of any age group.
- The average student graduates with twice as much debt as a decade ago, while entering a job market with fewer opportunities due to baby boomer delayed retirement.



TALKING POINT #1: THE MISPERCEPTIONS OF GENERATION Y

- **They are lazy and expect to have everything handed to them:**
Gen Y does appreciate flexibility in their schedule, but does not expect to have things handed to them. They are involved in many other activities outside of work, including extracurricular activities, volunteer work, part-time positions, etc.
- **They do not care about the companies they work for – they only care about the paycheck:**
Gen Y appreciates respect and communication. They do not appreciate being treated like their boss' children and like to have the rules and expectations clearly communicated to them. They may ask a lot of questions and challenge the status quo, but that may prove beneficial to employers.
- **Reality vs. perception:**
While entry-level employees are very eager and motivated to work hard, they require a certain amount of time to adjust to the company's culture and work schedule in general. This is true for any type of new employee, but more so with recent graduates who most likely has never worked a 9 to 5 job.

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TALKING POINTS FOR YOUR TOWN MEETING

TALKING POINT #2: ENTRY-LEVEL JOBS ARE IMPORTANT

- **They are our future:**
Entry level employees are the future and need the guidance and opportunities to maintain our country's success. Today, entry-level positions represent about 15 percent of the U.S. workforce, and by 2012, that number will increase to more than twice that size.
- **They bring fresh ideas:**
While interns and entry-level professionals have less experience, they bring fresh ideas and a younger perspective to an organization. It is important that companies continue to evolve with the times, and young professionals can help achieve this goal.
- **They have natural technological expertise:**
As "early adopters," interns and entry-level professionals have their fingers on the pulse of the latest technologies. After all, they were raised with them.
- **Expedited learning of a professional environment:**
Interns and entry-level professionals are able and motivated to "hit the ground running" when they join a company and are more likely to invest more overtime hours into a company upon their arrival. Generation Y in general is known for this characteristic.
- **Ability to shape and mold:**
Interns and entry-level professionals are much more flexible to change and new ideas because they have just come out of the learning environment. If your organization must continue to quickly change to remain competitive, younger professionals are more adaptable to this type of environment and often bring suggestions that current staff never thought of because of the "that's just the way things have always been" mindset companies have a hard time overcoming.

TALKING POINT #3: WAYS TO MAKE ENTRY-LEVEL POSITIONS BENEFICIAL TO BOTH PARTIES

- **Thorough orientations:**
Orientations provide a good understanding of the company's culture, values, communication procedures and decision-making processes which are very valuable to new hires.
- **Challenge and engage them:**
Gen Y expects to be challenged and engaged from the beginning, so be sure to assign projects that do just that.
- **Mentors:**
Develop a mentorship program in which entry-level employees or interns feel comfortable approaching a staff member with questions and concerns.

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TALKING POINTS FOR YOUR TOWN MEETING

TALKING POINT #3: WAYS TO MAKE ENTRY-LEVEL POSITIONS BENEFICIAL TO BOTH PARTIES (*continued*)

- **Provide feedback:**

Always be committed to providing feedback and letting them know where they are going within the company. A recent study revealed that Gen Y employees want to hear from their managers once a day, which means management has to step up their communication skills.

- **Professional development:**

While this is very important at all stages of an individual's career, it is especially important as you bring on young talent who has an unparalleled drive and determination to continue learning and growing to better themselves and their companies.

TALKING POINT #4: WAYS TO STREAMLINE THE HIRING PROCESS/WHERE TO FIND QUALITY GEN Y EMPLOYEES

- **Structured internship program:**

Internship programs are fantastic recruiting tools that serve as long-term interviews. You get first-hand experience working with the candidates and can transition one or more straight into entry-level positions if your budget allows.

- **Referrals:**

When a professional colleague or personal friend of yours refers a candidate to you, it says a lot about the candidate, and is free.

- **Social networking sites:**

Sites like [Come Recommended](#), LinkedIn and Twitter allow you to gauge a candidate prior to interviewing him or her.

- **YouTube:**

This is a creative way to attract young talent and demonstrate to candidates what your company culture is like at the same time.

- **Build relationships with local colleges/universities:**

Both campus career centers and department/program chairs can be helpful when you're trying to locate the right candidate. Like all networking, it's best to build these relationships before you need them. This is especially crucial for smaller businesses because it is an excellent way to attract entry-level talent without spending a fortune on recruiting.

Several of the aforementioned talking points can be attributed to [The Recruiters Lounge](#) and [80 Million Strong](#).

TIPS FOR CONTACTING MEMBERS OF CONGRESS



OVERALL

The Community Leaders & Elected Officials Marketing & Promotions Committee will be handling reaching out to local legislators.

In general, starting a dialogue with congress is much like contacting the media. It is important that you come in with a positive attitude and quickly establish your message and goal. You are asking for a piece of your congressperson's precious time, so it is important you don't come off as having a sense of entitlement—be firm, but not rude. Since you want your message to be heard, make sure you do the following:

- Cover only one issue per letter/e-mail/meeting
- Avoid stereotyped phrases/jargon and sentences that give the appearance of form letters
- Ask for specific action(s)

Always follow-up your correspondence with a handwritten thank you note, supplemental materials and an affixed business card. This should only really be done if you successfully make a connection or commitment with a representative from Congress.

BY MAIL/E-MAIL

The Community Leaders & Elected Officials Marketing & Promotions Committee will be handling reaching out to local legislators.

When contacting legislators, make sure you quickly identify yourself as a constituent by adding your name and address either at the top (letter) or at the bottom (e-mail) of the correspondence. Your letters should be addressed in the following manner and should begin with “Dear Congressman/Congresswoman...”

- The Honorable Arlen Spector
711 Hart Senate Office Building
Washington, D.C. 20510

After addressing your legislator, establish your credibility by showing your knowledge of the bill and the legislator's stances on similar issues; by using personal examples when relevant and offer your assistance to help the legislator if he or she decides to take a stand on your issue. To ensure that the main points of your letter are read, limit your letter/e-mail to one page and always clearly identify the bill or issue you are writing about by citing its bill number and/or popular name. You should give reasons for the legislator to take a stand and detail the effects if something is *not* done.

(continued on page 19)

STARTING A DIALOGUE WITH CONGRESS ABOUT ENTRY LEVEL JOBS

BY PHONE

Phone calls are often seen as last resorts because legislators are not often in their offices, and if they are in their offices, they are often screening their calls. Unless you have already developed a relationship with the legislator and they know you by name, try to limit phone calls to times when your issue is of the most pressing importance.

Calling a district office instead of the elected official can improve your chances of being heard during busy times. During the first phone call you need to immediately state your name and establish that you are a constituent then briefly state the nature of your call. Drafting a phone script before ever picking up the phone will ensure you sound professional and organized. Make sure you double-check your facts before calling in order to establish credibility.

- Example of phone call introduction: “Hello, my name is Sally Smith and I am a constituent of (name of senator or representative). I am calling today to urge [him/her] to support/oppose HR 1234. Thank you.”

IN PERSON

In person meetings can make the most impact but are often very difficult to secure due to the legislator’s time constraints. To request an in person meeting, you should call the state or district office for the scheduler and ask for the name of the policy advisor or legislative aid working on your issues. Finally you should fax a request for a meeting to the scheduler and his or her policy advisor.

Before the meeting, spend time familiarizing yourself with the legislator’s background and stances on issues that are similar to your cause, and realize you may meet with a staff member instead of the actual person you scheduled your appointment with.

At the start of the meeting, introduce yourself but get to your point quickly. You should also be as clear as possible within the time limit that you are set; provide background materials that can be read after you are gone.

- Examples of good background materials to bring are one-pagers and press releases

After the meeting it is imperative that you follow-up with a hand-written thank-you note and additional supplementary material. Supplementary material should include:

- One-pager
- Press release

Be sure to attach the “We Want Jobs, Not Trophies” business card to your materials to help refresh the legislator’s memory of your meeting and also how to contact you again.

The aforementioned information can be attributed to: [NASFAA: Communicating with Congress; Hints for Communication with Congress; 17 Cardinal Rules for Working With Congress; Meeting with Members of Congress; Contacting Government Officials](#)

SAMPLE LETTER TO KEY ATTENDEES

[DATE]

Dear _____

We are very excited to introduce you to Come Recommended's "We Want Jobs, Not Trophies," a campaign aimed at creating and sustaining internships and entry-level positions across the nation.

As a generation, the Millennials (Generation Y) carry a stigma of being entitled, impatient and lazy. Ironically, they are faced with finding employment during one of the most difficult job markets in the history of our nation. "We Want Jobs, Not Trophies" aims to address these negative perceptions and inspire and facilitate a mutually beneficial relationship between employers and Gen Y.

We hope that, with your support of and attendance at our upcoming town hall meeting on [Day], [Month] [Date] at [Time], together we can work together toward a better future for young Americans.

Our town hall meetings are designed to facilitate discussion and development. We hope through our efforts, entry-level candidates and those seeking internships will have the tools necessary to pursue, achieve and maintain their place in the working world.

For more information about the "We Want Jobs, Not Trophies" campaign and town hall meeting, please feel free to contact [Name] at [E-mail] or [Phone].

Sincerely,

SAMPLE PRESS RELEASE



FOR IMMEDIATE RELEASE: [Month] [Date], 2009
Media Contact: [Name], [E-mail], [Phone]

TODAY'S STUDENTS WANT JOBS, NOT TROPHIES
*College Students Nationwide Take a Stand to
Raise Awareness about Entry-Level Jobs and Internships*

[City], [State] - The Millennials (Generation Y) have carried around the stigma of being a generation that expects to have everything handed to them. Ironically, they are now faced with finding employment in one of the most difficult job markets in U.S. history. Guided by the exclusive online community for internship and entry-level job candidates and employers, Come Recommended, students across the country are taking a stand by hosting community-wide town hall meetings and encouraging key decision makers and employers to attend.

[Quote from the President]

The goals of the town hall meeting are to:

- Raise awareness of the need for entry-level positions
- Address the expectations employers put on candidates (reality vs. perception)
- Demonstrate the importance of keeping young talent in the community
- Identify the obstacles facing employers in hiring entry-level candidates or maintaining internship programs
- Recommend new methods of streamlining the hiring process at low-cost to employers
- Increase the amount of available jobs for entry-level candidates

[Details about your specific event]

[Quote from an elected official or local employer about the importance of this event/campaign]



For more information about the “We Want Jobs, Not Trophies” town hall meetings, please visit: www.comerecommended.com/jobsnottrophies.

Come Recommended is an exclusive online community connecting the best internship and entry-level job candidates with the best employers, only allowing participation from members who come highly recommended. For more information, please visit www.comerecommended.com.

SAMPLE TWEETS FOR TWITTER

Twitter Hashtag: #jobsnottrophies

- Help generate dialogue between entry-level job seekers & employers about the important role young minds play at work: <http://bit.ly/16CVwO>
- Worried about getting a job? Make sure your school is supporting the ‘We Want Jobs, Not Trophies’ campaign: <http://bit.ly/16CVwO>
- It’s time for change and equal opportunity employment for Generation Y: <http://bit.ly/16CVwO>
- Gen Y carries stigma for being a generation of people who expect to have everything handed to them, instantaneously: <http://bit.ly/16CVwO>
- This will demonstrate why internship and entry-level work is so important: <http://bit.ly/16CVwO>