

CareerFocus™

A Community Resource for Employment, Education and Enrichment

Winter 2011

Volume 13 • Issue 3



Welding graduate Sally Oleski

Job hunters, don't get trapped in
THE DEAD ZONE

ONLINE or ON CAMPUS
Which fits you best?

When it come to education,
HOW MUCH IS ENOUGH?

NEW JOBS still demand basic
OLD SKILLS

Don't be **AFRAID TO FAIL**

Job hunting **RULES TO IGNORE**

Non-credit classes can jump-start
INCREDIBLE CAREERS

Find out

Where the JOBS Are

in Washtenaw County



Washtenaw
Community College

UNITED WAY AT WORK IN OUR COMMUNITY



EMILY

Emily is a mother of two and while attending WCC's nursing program she struggled to make ends meet. She is a single parent and her children are ages two and four. They attend an excellent child care center in Saline, but Emily needed help with her high child care costs. Through United Way support of Childcare Network, Emily received a partial childcare scholarship, making quality child care affordable. This has allowed Emily to concentrate on her clinical work and successfully graduate.

Last year, United Way provided \$55,000 in child care scholarships to help families like Emily's. Last year 38 children from 23 families attended high quality child care programs.

100% of families that received child care scholarship report a reduction in family stress. Parents remain employed and able to concentrate on their careers while their children are in safe, stable and nurturing child care environments.

MAKING A DIFFERENCE

Last year over 56 applications for scholarship were left unfunded due to a lack of resources. Your donation will help more children in Washtenaw County get a good start in life.

Marianne is an 86 year old woman who contacted a senior-serving agency for help getting to her doctor appointments. The agency asked her to complete a short wellness assessment and discovered multiple issues including - deteriorating health, living in a home with no water or electricity, and no local family support.

Marianne was a perfect candidate for the Senior Crisis Intervention Program (SCIP). With the support of other United Way funded senior serving agencies, a case management plan was developed that helped stabilize her situation quickly.

SCIP partner agencies meet every two weeks to monitor progress of each case, to problem solve, and to come up with creative approaches to the increasingly serious problems of Washtenaw County seniors.

MARIANNE



The number of seniors, aged 85+, needing long term services has grown by more than 36%. Your donation will help more seniors in Washtenaw County to seek and receive help.

MAKING A DIFFERENCE



JOE & LISA

Parents, Joe and Lisa work extremely hard to provide food for their two children. In these tough times, it is nearly impossible for them to afford fresh produce to increase the nutritional value of their meals. This has the potential to put their children at a disadvantage when it comes to brain development and physical growth.

After learning that fresh produce is available through their neighborhood food pantry, thanks to Food Gatherers, Joe and Melissa have been able to promote healthy living and teach their children the benefits of good nutrition.

Washtenaw County's Food Security Plan reports only 13% of survey respondents eat the recommended daily servings of fruits and vegetables and they cited that access to these foods was limited because of cost.

MAKING A DIFFERENCE

The 2010 Hunger in America report shows 138% increase in the number of people needing food. Your donation will help feed more hungry individuals and families in Washtenaw County.

Your one gift to United Way supports programs that: alleviate hunger; provide housing to the homeless; help children, youth, and seniors; and assist the uninsured and underinsured with medical and dental needs. Contact United Way of Washtenaw County at 734.971.8200 or www.uwWashtenaw.org for more information and to give.

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED®

United
Way



Questions about the WCC programs and services described in this publication should be directed to the Office of Admissions at 734-973-3543. Comments or questions about the publication itself can be directed to WCC Public Relations and Marketing Services at 734-973-3704.

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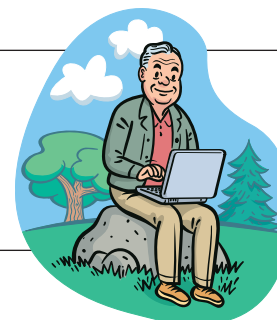
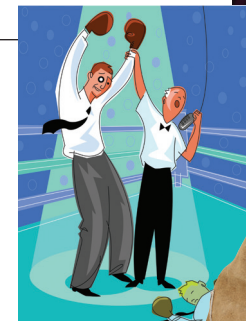
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On the cover:
Sally Oleski, Welding
Associate in Applied Science

NEWS

WCC Begins Search for New President

On September 28, WCC's President Larry Whitworth formally announced his retirement to the College's Board of Trustees. August 31, 2011 will be his last day at WCC.

Whitworth, who will be 70 next year, says in his straightforward manner, "It's simply time to retire."

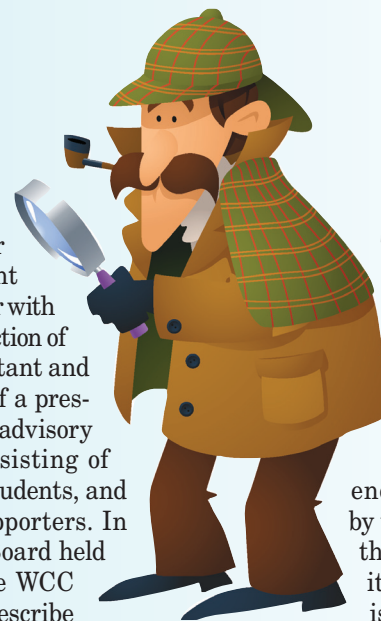
Whitworth became the College's 4th president in the summer of 1998 and his 13 years at WCC have been a period of change and expansion. Under his tenure, student enrollment climbed from about 10,000 to over 14,000 a semester.

He oversaw the development of a successful and growing distance learning program, a reorganization of the College's programs into schools, and the implementation of new computer literacy standards, to mention just a few of the academic initiatives he's championed.

WCC's campus, too, underwent an enormous transformation with the renovations of all existing buildings and the construction of the Gunder Myran building, the Health and Fitness Center and the Great Lakes Regional Training Center.

WCC's search for a new president began in October with the Board's selection of a search consultant and the formation of a presidential search advisory committee consisting of faculty, staff, students, and community supporters. In addition, the Board held a forum for the WCC community to describe and discuss the search process and the desired qualities of the next WCC president.

The search committee and consultant will review the candidates and recommend six to eight candidates to the Board of Trustees by the end of January. And by the end of February, the Board will develop its own list of finalists and begin public interviews of candidates, making a final selection by the end of March.



WCC Foundation Celebrates Donor Generosity

This year, WCC's Foundation celebrates 25 years of providing scholarships for deserving students. Since 1985, hundreds of donors in the Washtenaw community have contributed to scholarships and endowments to help students get the education they need. In September, the Foundation unveiled a new Endowment Recognition Wall commemorating the generosity of the College's many donors.

Designed by noted display artist W.A.P John of Grafaktri who has created other imaginative displays for local institutions such as the University of Michigan, St. Joseph's Mercy Hospital and Greenfield Village, the lighted display is a three-dimensional collage of donor names placed prominently in the center of the bustling activity of the WCC Student Center where students are sure to notice it while registering, applying for financial aid or waiting for academic counselors.

"We wanted to put the display where students could see the investment our community has made to ensure that all students have an opportunity to get an education," says Wendy Lawson, WCC's associate vice president of development, grants and government relations.

"We wanted to make a statement about the extent our community values our students."

Washtenaw Economic Club Finds New Home at WCC



In 2010 the Washtenaw Economic Club became part of WCC's Continuing Education division. The Washtenaw Economic Club was founded as a non-profit in 1998, and sponsors a series of luncheon speakers on topic of interest to the business community in the Washtenaw County region.

Over the years the Washtenaw Economic Club has brought national speakers to Ann Arbor including book author and *New York Times* columnist Thomas Freidman in

2008, journalist Bob Woodward in 2004 and the high powered political couple James Carville and Mary Matalin in 2000. But after 12 years as an independent non-profit organization, the club was facing sustainability issues, with membership sales and sponsorships declining as a result of local economic conditions.

Now nearly 100 local corporations, small businesses and individuals are members, and WCC offers the Economic Club a venue for its quarterly speaker luncheons in the Morris Lawrence building. The 2010 schedule of speakers included John Fernandez, U.S. assistant secretary of commerce; George Fulton,

Garrett's After Dark Offers Gourmet Dining at Bargain Prices

What would you expect to pay for a Friday dinner in an elegant restaurant that included a warm spinach and artichoke dip appetizer followed by a delicious cream of brie soup with apples, a Caesar salad with parmesan crisps, a choice of four entrees including perfectly done roast rack of lamb, many sides and then, of course, dessert.

How about \$9.50?

That was the menu on Friday, Oct. 15 when Garrett's, the WCC student-run restaurant, began a new After Dark evening meal series that features multi-course dinners. Several of the upcoming After Dark meals will also include wine pairings for an additional cost. It was no surprise that the sold-out evening was packed full of diners.

Garrett's provides real world experience for WCC's culinary arts and hospitality students and is also open to the community for regular lunch service Monday through Thursday, and now, for Garrett's After Dark from 5:30 to 7 p.m. on selected Friday evenings.

Garrett's After Dark is serving Fridays during the Fall 2010 semester until December 3. Reservations can be made by calling 734-973-3952.



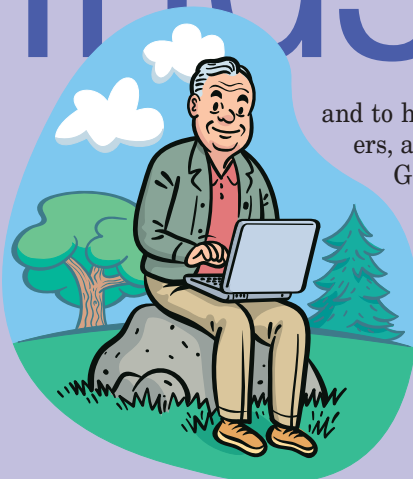
U-M economist and researcher; Maddy Dychtwald, author and marketing executive; Alan Beaulieu, economic analyst and Lou Glazer, president of Michigan Futures, Inc.

In 2011, Fulton will speak at the Outlook Luncheon March 10, and on September 14, WEC will host

Chris Trimble, expert on business innovation and faculty member at the Tuck School of Business, Dartmouth.

Find out more about the Washtenaw Economic club at www.washtenaweconclub.org

Facts AND Finds



Over What Hill?

A person in which age group is most likely to create a successful start-up company?

- a. 20-34 b. Over 55

How old is the average founder of a start-up company?

- a. 27 b. 40

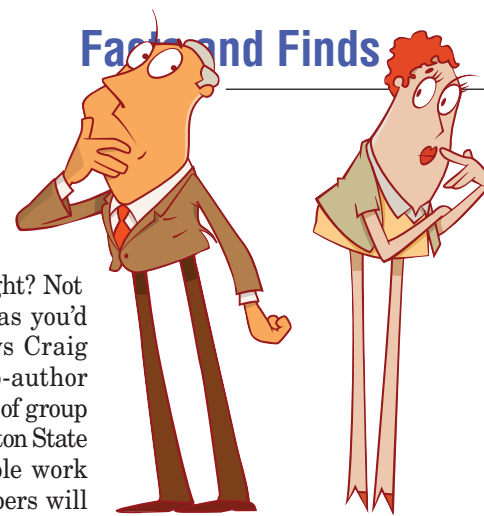
An employee in which age group is more likely to have innovative ideas that will result in higher returns for their employer?

- a. younger b. older

The answer to all three questions is b. Are you surprised to discover how many older workers are behind creative ventures and innovative ideas? Despite the stereotype of brash, young entrepreneurs who crack open markets with their fresh thinking, it's mature workers who are more likely to start their own successful companies and to have the latest, greatest ideas for their employers, according to a Newsweek.com article titled "The Golden Age of Innovation."

In this day of early retirement incentives and 50-somethings in search of new jobs, that's just the kind of information that might give older workers (and their employers) incentive to tap into all that wisdom rather than retire to the bingo hall and the golf course.

Facts and Finds



If You're Too Nice Nobody Will Like You

Every-one loves a team player, right? Not as much as you'd think says Craig Parks, co-author of a study of group cooperation out of Washington State University. When people work together in groups, members will grow to dislike and distrust other members who give unselfishly to the task at hand and expect nothing in return, the study finds.

It sounds crazy but it's true. "Selfless people were almost as unpopular as their polar opposites, the very greedy people who contribute next to nothing but expect to reap the full reward of a group's success," says Parks of the results.

But why should the person who gives unselfishly and expects nothing in return be shunned? Some participants indicated the selfless person simply made everyone else who was

acting fairly look bad. Others said, that the selfless actions just didn't follow the rules of expected behavior, and finally, a few said they felt like they were being tricked into trusting a person who would turn on them later.

Source:

"Your Most Helpful Colleague (Don't You Hate Him?)"

Craig Parks, Harvard Business Review (blogs.hbr.org)

"Too good to live,"

www.economist.com

Who Makes How Much and Why

Of course it's not all about money, but who isn't interested in knowing what everyone else is making? For the curious, the most recent U.S. Census report spells out just what Americans earn.

The median (midpoint) income for all U.S. households is \$49,777* while the median earnings for all individuals age 25 and older is \$35,381**.

U.S. Household Income

Income	Percent
Under \$15,000	13
\$15,000 to 24,999	11.9
\$25,000 to 34,999	11.1
\$35,000 to 49,999	14.1
\$50,000 to 74,999	18.1
\$75,000 to 99,999	11.5
\$100,000 to 149,999	11.9
\$150,000 to 199,999	4.4
\$200,000 and over	3.8

The previous chart represents household income, which can include one or more individual incomes per household, but the following chart represents individual income.

While there are sure to be exceptions, putting these charts side by side makes it pretty clear how a college education can boost income.

Think of it this way: A household consisting of a married couple who both have bachelors' degrees can expect a median household income just over \$96,000 a year, far above the national median income for all households.

Boost Your Earning Power with Education

Education	Median Income
Less than a high school degree	\$20,246
High school degree	\$27,963
Some college	\$31,947
Associate degree	\$36,399
Bachelor's degree	\$48,097
Master's degree	\$58,522
Professional degree	\$87,775
Doctorate degree	\$80,776

*2009 **2008



NEW
at the
CareerFocus
Café

Searching for a Job? Planning a New Career? CareerFocus Café has resources to help you

Here are some of the newest resources at www.careerfocuscafe.com/washtenaw:

- Learn how you can be more organized and more effective at work in our book review of *The Checklist Manifesto*.
- Find out how a college education reduces your chances of unemployment by reading "Everything You've Ever Wanted to Know About College" in "Career News."
- Link to hundreds of websites with information about job hunting, career paths and job resources under "Search Essentials."

The Dead Zone

Dwindling and declining jobs

By Laura L. Crawford

What do sewing machine operators, machinists, computer operators and file clerks have in common?

These jobs all top the U.S. Bureau of Labor Statistics' list of occupations with the largest expected declines for 2008-2018. While there are some bright spots and a few exceptions in each of these categories, the general trend for all of these jobs is toward fewer and fewer opportunities.

In most cases, the fastest declining jobs are dwindling because automation, outsourcing or the Internet has made them obsolete. And sad but true, nearly all of these dying jobs are among the few remaining that require little or no higher education beyond high school.

You might even call these "Jobs to Avoid." Here's a look at the latest list of occupations on their way out.

Clothing and textiles

Dwindling jobs include:

- Sewing machine operators
- Textile workers

The death spiral

Clothing manufacturing and textiles were once a thriving U.S. industry until automation reduced the need for workers and outsourcing sent jobs to lower-paid workers offshore. Today these low-skill, moderate-pay jobs in the textile industry are hanging by a thread.

The only good news is that custom sewing and alterations are unaffected by these trends and are expected to remain a small but viable source of jobs.

Most of these jobs are dwindling because automation, outsourcing or the Internet has made them obsolete

The mail

Dwindling jobs include:

- Postal service mail sorters
- Postal service clerks
- Non-postal mail clerks and mail machine operators

The death spiral

Have you noticed that you're just not paying bills, ordering merchandise or subscribing to magazines by mail like you used to? Thanks to the Internet there is much less mail to deliver and therefore less need for people to sort, deliver, receive and distribute it. While the dwindling non-federal, mail-related jobs are only low- to moderate-pay, add U.S. Post Office jobs to the list of low-skill, good-paying jobs that are on the decline.

There is some good news for U.S. Post Office mail carriers, however, their numbers are expected to remain flat rather than decline.

Manufacturing

Dwindling jobs include:

- Lathe and turning machine tool setters
- Grinding, lapping, polishing and buffing machine tool setters
- Multiple machine tool setters
- Electrical and electronic equipment assemblers
- Cutting, punching and press machine setters

The death spiral

All the above occupations are associated with the manufacturing of large and small goods. Again, look to automation and outsourcing as the cause of declining U.S. manufacturing jobs. The bright spots in manufacturing are in the demand for higher skilled workers who program, maintain and repair automated equipment.

Office clerks

Dwindling jobs include:

- Order clerks
- File clerks
- Information and record clerks
- Office and administrative support workers

The death spiral

The paperless office, or at least the paper-light office, has created a dearth of jobs once dedicated to sorting, moving around and filing all those printed documents.

After the digital revolution

Dwindling jobs include:

- Photographic processing machine operators
- Machine feeders and offbearers
- Paper goods machine setters
- Computer operators
- Switchboard operators
- Data entry keyers

The death spiral

Changes in the way we deliver news and information are behind these declines. Revolutions in software, photography, phones and online media are making many of these jobs obsolete.

Good riddance

Dwindling jobs include:

- Door-to-door sales workers, news and street vendors, and related workers
- Telemarketers

The death spiral

The silver lining to the digital revolution is that more marketing is done via the Internet than ever before, which means you're much less likely to get an unwelcome sales pitch when you answer the phone or the door.

Moving materials

Dwindling jobs include:

- Shipping, receiving and traffic clerks
- Packers and packagers
- Laborers and freight, stock and material movers

The death spiral

These shipping and receiving jobs are in decline because more automated processes require fewer workers.

Farming

Dwindling jobs include:

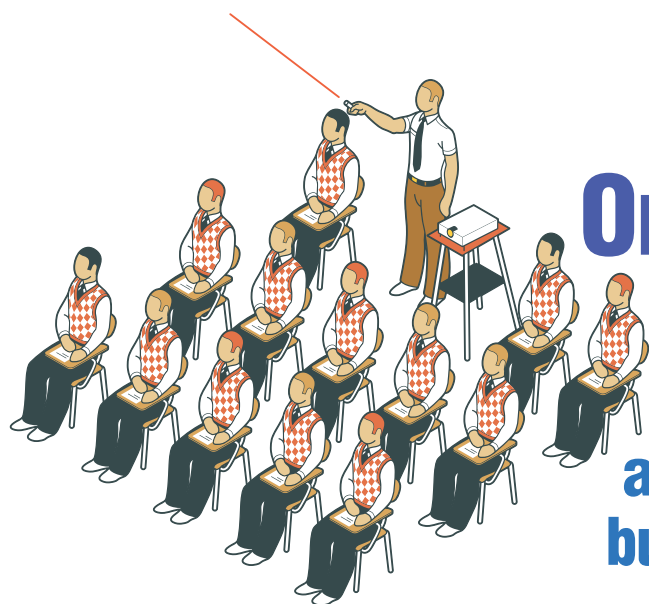
- Farmers and ranchers
- Miscellaneous agricultural workers

The death spiral

Farms too have become larger and more automated over the past decades. However, in recent years small farms have actually begun to increase slightly as the interest in local and organic food has grown. **CF**

On CAMPUS or ONLINE?

Online classes are
a wonderful option,
but not for everyone



Give a hybrid class a try and see if it works for you. You will be better positioned to evaluate if you would be a successful online learner. **CF**

What do students like most about online courses?

The overwhelming majority agree that it's convenience that makes online courses attractive. The ability to study at a time and place of their choosing, to fit school into busy and changing personal schedules—these are the reasons people study online.

Pros

Online courses can save commuting time and expense, and allow students to spend more time with their families, and online courses allow students to learn at their own pace. Also students who wouldn't usually

participate in a regular classroom setting may be quite vocal in an online chat or discussion group.

And cons

But online courses are not without drawbacks. Students who have taken online courses often miss the personal interaction with classmates and the immediate feedback from instructors that comes with traditional courses.

And students shouldn't enroll in an online class thinking it's going to be easy. An online course may require more time than a traditional class.

There is also much more individual responsibility placed on students who take courses online. But students who are self-motivated and have a good understanding of computers should do just fine. And because much of the course content is text-based, online courses may not be the best option for students who don't like to read

Hybrid: The best of both worlds?

Students who are considering an online class should also consider a new course format, often termed "hybrid" or "blended" which combines traditional on-campus classes with extensive use of online resources. That way, students can gain experience with online learning but have the security of the traditional classroom.

Usually hybrid classes will meet on alternate weeks and the majority of the coursework will be online. The format works well for students who enjoy independent but guided study.

A hybrid course with extensive use of Web resources can promote a successful, active learning experience.

WCC's blended classes now open to everyone!

If you've heard about the advantages of "hybrid" or "blended" classes – part time in class, part time online – but haven't enrolled because of GPA or credit restrictions, you'll be glad to know that these no longer apply beginning Winter 2011. Check out the class schedule and see what's available to fit your schedule.

Find WCC online and hybrid classes at:

www.wccnet.edu/academics/classes/online/list

www.wccnet.edu/academics/classes/blended

Students who are self-motivated and have a good understanding of computers should do just fine online

Are Online Classes for You?

1. Feeling that I am part of a physical classroom setting is:

- a. very necessary.
- b. somewhat important.
- c. very important.

2. I generally:

- a. get things done ahead of time.
- b. need reminders, but get things done on time.
- c. put things off until the last minute.

3. I prefer to communicate:

- a. in writing.
- b. in person, but I'm comfortable expressing myself in writing.
- c. in person, face-to-face. I do not like to write.

4. I would classify myself as:

- a. a good reader, able to understand most text material without help.
- b. an average reader. Sometimes I need help understanding the material.
- c. a slow reader. I often need help understanding text material.

5. I think face-to-face classroom discussion:

- a. is helpful, but discussion via email is equally engaging.
- b. is sometimes helpful.
- c. is vital.

6. I generally prefer to:

- a. figure out instructions myself.
- b. try to follow instructions on my own, then ask for help as needed.
- c. have instructions explained or demonstrated to me.

7. When faced with new technology such as gadgets and computer software I usually:

- a. look forward to learning new skills.
- b. feel some apprehension, but try it anyway.
- c. avoid working with new technology.

8. Taking into account my professional and personal schedule, I have:

- a. less time for an online course than an on-campus course.
- b. about same amount of time for an online course as an on-campus class.
- c. maybe even more time for an online course than an on-campus one since I don't have to commute.

9. If I have to go to campus to take exams or complete work I:

- a. would have difficulty going to campus at any time.
- b. will need to make an evening or weekend appointment.
- c. can make arrangements to do so almost anytime.

Scoring:

One points for each "a" answer.

Two points for each "b" answer.

Three points for each "c" answer.

21 or more points: An online course would probably be a good fit for you.

15 to 20 points: An online course could work for you, but you should be prepared to make a few adjustments in your schedule and study habits to succeed. A hybrid course may be a good first step.

14 or fewer points: An online course is probably not the best way for you to learn right now. Your chance for success would be better if you enrolled in a traditional on-campus course. **CF**



The Local Jobs Forecast

Prepare for the future of jobs in Washtenaw County

If you're one of the millions of Americans starting (or changing) a career right now, you probably wish you could find a good fortune teller. Recession, high unemployment, global outsourcing—it's anyone's guess what the economic future holds. If you prepare for a job today, will it be here tomorrow?

By Laura L. Crawford

Good question, and while there are no certain answers, there is actually a great deal of solid information to base your career choices on. Many economists and government agencies make it their job to predict which jobs will or won't be in demand in the near future.

When it comes to the local Washtenaw County economy, CareerFocus dug up a few answers about the current state of jobs and some predictions for the near future.

"It appears that the future has arrived, and while it will create new opportunities for the better educated, it will continue to be an obstacle for people with lower levels of education."



Although the Washtenaw County economy hasn't suffered quite as much as the rest of the state of Michigan, it still felt the shock wave of layoffs in the auto industry and suffered a blow at the closing of Pfizer in 2007. However there are still bright spots and hopeful signs according to one recent economic report on the local economy.

The Predictions

That report, "The Economic Outlook for Washtenaw County in 2010 - 2012" predicts a slowly recovering local job market. It's the work of U-M Institute for Research on Labor, Employment and the Economy researchers George A. Fulton and Donald R. Grimes who have been pretty accurate in their predictions going all the way back to the 1980s.

While manufacturing jobs in the county have dwindled to a mere fraction of their numbers in the heyday of auto production, other kinds of employment look brighter, say Fulton and Grimes, "Signs do suggest that renewed job growth is on the horizon, however, although hiring will be sluggish during the first half of this year (2010) before accelerating in 2011."

WCC Prepares You for Tomorrow's Jobs

If there is a single message to take away from the recent economic forecast, it's "Get an education." Gaining skills and knowledge, whether you choose a certificate, a Ph.D., or something in-between, increases the chances you'll land a job.

Local job growth is predicted in the following broad categories. But how does that translate into jobs and education? Here are some answers.



Medical and health care

It's probably no surprise that these jobs will continue to be in demand. Many of them will be in association with the University of Michigan

Health System but plenty of job growth is occurring in small private health facilities such as ambulatory health care facilities, nursing and residential care facilities, doctors' offices and dental offices.

WCC programs that prepare you for these kinds of jobs:

- Dental Assisting Certificate
- Radiography Associate in Applied Science
- Registered Nursing Associate in Applied Science
- Nursing Transfer Associate in Science
- Nurses Assistant Skills Training Certificate of Completion
- Physical Therapist Assistant Associate in Applied Science
- Pharmacy Technology Certificate
- Pre-Medicine Associate in Science Transfer

Information and IT

These jobs can be found in both large and small companies that develop and publish software, ranging from Google to one of the many small start-ups in the county.



WCC programs that prepare you for these kinds of jobs:

- Foundations of Information Systems Certificate
- C+ Programming Advanced Certificate
- Programming in Java Advanced Certificate
- Computer Science Associate in Science Transfer

- Information Systems Associate in Science Transfer

Finance and insurance

Many of these positions are related to mortgages and other lending and are with local banks, credit unions and insurance agencies rather than large national corporations. Surprisingly, jobs in real estate are expected to experience steady growth too.

WCC programs that prepare you for these kinds of jobs:

- Accounting Certificate
- Accounting Associate in Applied Science
- Business Associate in Art Transfer





Lourdes Kincaid

Heeding the call to healthcare

When Lourdes Kincaid was growing up in Ecuador, she was the kind of girl who brought home hurt animals to nurse back to health and who was ready to help whenever a family member was sick. "My parents always said I'd grow up to be a doctor, a nurse or a vet," she says.

Close. Radiography turned out to be the healthcare profession that she chose. She's certified to perform X-rays in the lab and in the operating room, and with additional certification, radiographers also conduct MRIs and CT scans.

Immediately after graduating from WCC's radiography associate degree program in May 2010, Kincaid began working at St. Joseph's Mercy in Saline where she had been a clinical student.

"They had an opening, and they knew my work. It's not uncommon for students to get job offers this way. Although there have been fewer opportunities since the recession began a few years ago," she adds.

"I love working with patients—they're all so different," says Kincaid. "And even when they're not feeling well, they're still so nice."

Although most of her work is in the lab, she discovered that she really likes the opportunity to use her radiography skills during surgery for procedures such as hip replacements and scoliosis surgery when the surgeon needs X-rays to see where to work.

Kincaid was 37 years old when she decided she wanted to get a college education and enrolled at WCC, although she just wasn't sure what she wanted to study. Once she decided on radiography, she put her name on the waiting list and completed her prerequisite classes. By the time she graduated, she had 90 credits, which she transferred to Eastern Michigan University where she will soon complete a bachelor's degree in health administration.

"It wasn't an easy program and our classroom instructors Connie Foster, William Nelson and Jim Skufis were really tough," Kincaid says. "But I realized why after I took my AART Registry exam to become a certified radiographer. They really had to prepare us to learn a lot of information. We really had to go through the hoops." **CF**

LLC

Fulton and Grimes also note that jobs requiring little or no education will continue to dwindle, but jobs requiring high levels of skill and education will be in ever increasing demand. "It appears that the future has arrived, and while it will create new opportunities for the better educated, it will continue to be an obstacle for people with lower levels of education," the report states.

By 2012, the report predicts the local unemployment rate will have dropped only slightly from the current 8.9 percent to 8.6 percent. The majority of that job growth will occur in medical services, state government (this includes colleges and universities and health care) finance, information technology and research.

The evidence

That's just what they're seeing in WCC's Employment Services too. New job postings are up about 20 percent in 2010 over 2009, estimates advisor David Wildfong. "We're seeing increase in everything from entry-level to career-level jobs," he says.

"The biggest percent is in the healthcare fields," he adds. "For example, we see a lot of demand

for certified nursing assistants for nursing care facilities, senior care and home nursing services."

Other jobs experiencing higher demand include accounting, information technology (especially entry-level positions with small start-up companies) and preschool education, says Wildfong. He also offers a heads-up that the State of Michigan plans to increase hiring between now and 2013 because many current state employees will be retiring. "This includes a broad spectrum of positions from civil service to department of corrections to community health and many others," he says.

Manpower Inc. of Southeastern Michigan (which serves Washtenaw and Monroe Counties) also confirms that demand for healthcare workers is up, and they also see more demand for professional jobs, and surprisingly, even manufacturing jobs.

"While we still offer many entry-level positions," says Sheryl Timpa, a Manpower representative, "Manpower has seen an increased need for applicants who have college education or specialized certifications in the areas of professional, skilled trades and healthcare." **CF**

Professional and business service

These jobs cross a broad spectrum that includes computer systems design, legal services, accounting, engineering testing, scientific research and development, advertising and public relations.



WCC programs that prepare you for these jobs:

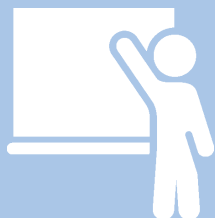
- Accounting Certificate
- Accounting Associate in Applied Science
- Liberal Arts Associate in Art Transfer
- General Studies in Math and Natural Science Associate in Science Transfer

Education

Jobs in private elementary and secondary schools are expected to continue to grow, even while public education slows.

WCC programs that prepare you for these jobs:

- Most any WCC transfer program including Elementary Education Associate in Art, Secondary Education Associate in Art, Liberal Arts Associate in Art, General Studies in Math and Natural Science Associate, Math and Science Associate in Science



Leisure and hospitality

Some of the bright spots in this area of moderate job growth are golf courses and drinking establishments.



WCC Programs that prepare you for these jobs:

- Hospitality Management Certificate and Associate in Applied Art

Retail and wholesale

Some of the areas where jobs are expected to grow are: grocery stores; sporting goods, hobby, books, and music.

WCC programs that prepare you for these jobs:

- Business Associate in Art Transfer **CF**



College, How Much is Enough?

Two years? Four years? More?

F

By James Militzer

or years, “going to college” typically meant pursuing a bachelor’s degree. But with today’s hyper-competitive job market and the variety of post-secondary programs available, choosing a degree may no longer be so simple. How can you decide how much education is right for you?

The case for four years

According to many experts, a bachelor’s degree is still the standard entry point to most professional careers. “With the economy the way it is, companies are hiring fewer and fewer people, and they’re expecting more out of their employees,” says Jason Rich, author of *The Everything College Survival Book*. “So a job that did not require a four-year degree five years ago may now require it, just because employers can demand it. If you can’t afford it, or logistically it’s not possible,

moving, global economy we have now requires that people learn throughout their careers—new skills, new technologies, new business environments. And a bachelor’s degree teaches you learning skills, like reading comprehension, self-discipline, and independent, critical thinking. And that’s one reason employers value it as much as they do. Of course, it also represents a commitment of four years, which represents a kind of maturing process that employers respect.”

When two years is enough

However, that doesn’t mean a four-year degree is the right choice for everyone, says Lynn O’Shaughnessy, author of *The College Solution* and college blogger for U.S. News and World Report online and CBS moneywatch.com. “You can’t just say, ‘To get a good job, you need a bachelor’s degree, so everyone should go get one.’ Frankly, I think people succeed best in their careers if they find something they’re really passionate about. And for some students, vocational careers would be best. You have a higher likelihood of doing well if you find something you really enjoy, and go for it. And that might be working on a Mercedes, or it could be studying philosophy.”

But if you do opt for a bachelor’s program, O’Shaughnessy says, make sure you’re capable of doing the work. “If you haven’t done particularly well in high school, you should probably consider going to community college first. Then, if you do well there, you can move up to a four-year school. Because if you’re not prepared to deal with the rigors of college and you wash out, then you could have a bunch of loans, with no degree and little prospect of paying them back.”

What’s right for you?

Rich counsels a similarly practical approach to graduate school. “Don’t

just keep getting degrees for the sake of getting degrees, unless it’s actually going to help you land the job you want,” he says. “It depends on the type of career you’re looking for, and the type of company you want to work with.

Some companies will only promote you to a certain level unless you have a graduate degree. Others don’t care so much about the degrees, and are more concerned about your performance. So you’ve got to focus on what the real world wants, and kind of mold yourself to that.”

If you’re having trouble deciding between different degree options, Shatkin says, don’t be afraid to take it slow. “You might start out with a two-year degree. Then if you want to continue getting more academic skills, go onto the bachelor’s.

You might even be able to work in that occupation while taking night courses to finish the bachelor’s degree, then work for a while before deciding if you want to go to grad school. It may be advisable to go in and out of careers that way, rather than deciding what your ultimate career goal is at the very beginning.”

But regardless of the degree you pursue, Shatkin believes that higher education is a necessity. “Everybody needs some sort of post-secondary training,” he says. “The options for people with a high school diploma are eroding constantly. This last recession took the low-skilled jobs that people could do with a high school diploma, and shipped them overseas or replaced them with robots. And it looks like those jobs are not coming back.” **CF**

“Everybody needs some sort of post-secondary training. The options for people with a high school diploma are eroding constantly. This last recession took the low-skilled jobs that people could do with a high school diploma, and shipped them overseas or replaced them with robots. And it looks like those jobs are not coming back.”

then getting a community college degree is the next best thing. But if there’s any way you can do a four-year college degree, do it,” he says.

Laurence Shatkin, career consultant and author, agrees. He cites a U.S. Census Bureau study showing that bachelor’s degree holders average almost \$1 million more in lifetime earnings than high school graduates. What’s more, he says, “The kind of high-tech, fast-



Which Degree is Right for You?

These questions will help you decide



By James Miltzer

1 Did you have less than a 3.0 GPA in high school?

☐ YES
☐ NO

If so, says Lynn O'Shaughnessy, you might have trouble tackling a bachelor's program. "To evaluate whether you're ready to handle a four-year school, the main criteria you should use is your GPA. And there's just something about that 3.0 mark that's important—studies suggest that people who get a 3.0 or higher in high school do better in college."

2 Are you willing to practice a specific trade for your entire career?

☐ YES
☐ NO

If you are, an associate's or trade school degree should be sufficient. "If there's something very specific you want to do, the vocational route works," says Jason Rich. "But your career path is going to be very focused. If you go to school to become an electrician or a plumber, that's what you're going to do for the rest of your professional life. Whereas if you go to a four-year school and pursue business, for example, you could learn as you go and mold that into a lot of different things."

3 Do your life circumstances require you to launch your career quickly?

☐ YES
☐ NO

If you're in a hurry to start working, a community college or trade school might be preferable to a longer program. "Because they're so occupationally targeted, community colleges are a good way to learn a highly saleable skill in a fairly short amount of time," says Laurence Shatkin. "And they usually have a good rapport with the local industrial base, who encourage them to offer programs that will provide the workforce that employers are going to need. So they're not likely to offer programs that lead to unemployment."

4 Do you want a professional career, but are unsure about which profession?

☐ YES
☐ NO

If so (and if you can handle the tuition bills) the flexible structure of a four-year degree could help you find your calling. "Spend the first two years learning as much as you can about what's out there," Rich says. "Take electives that go out in totally different directions, pursue internships in different industries, just to figure out what your interests are. Then when you find something you like, spend the next two years building up your skill set by focusing on the classes you need for your major."

5 Do you want to acquire diverse skills that will prepare you for a variety of job opportunities?

☐ YES
☐ NO

According to Shatkin, a bachelor's can provide the general knowledge and thinking skills that will help you continually evolve in your career. "Lifelong learning is becoming more and more important, because technology and market conditions are going to change. For example, if your company starts dealing with a foreign market they haven't dealt with before, language skills will suddenly become really important. And if a new technology or computer application comes along, you need the critical thinking and self-discipline to learn it. You might not get those things with a two-year degree."

6 Does your dream career require highly specialized knowledge and strong research or teaching skills?

☐ YES
☐ NO

If so, says Shatkin, a graduate degree could be for you. "Basically, unless it's a professionally oriented school where you learn the tools and techniques of a particular occupation, most graduate degrees teach you how to do research. If you're going into college teaching, those research skills are useful, and the demand for college teaching will be huge. But there are a limited number of occupations for which those are useful skills."

7 Are you willing to spend significant time and money in the short term to improve your career prospects in the long term?

☐ YES
☐ NO

Graduate-level classes are considerably more expensive than undergraduate classes—and they require a lot more work. But in Rich's view, "That relatively short commitment will pay off big later on, when you get the degree and it translates into a much higher-paying job. You've really got to think long-term, and focus on what your career goals are, both immediately and in the next five or ten years. Ultimately I really recommend you get as much education as you can, as long as it's relevant to the work you want to pursue."

Scoring:

Questions 1-3: If you answered yes to two or more of these questions, an associate's or trade school degree might be your best bet.

Questions 4-5: If you answered yes to both of these questions, you probably should start with a bachelor's degree.

Questions 6-7: If you answered yes to both of these questions, a graduate degree could help you achieve your goals. **CF**

Old Skills, New Jobs

Emerging jobs still demand old-fashioned fundamentals

Vocational technologies such as welding, automotive repair, construction and electrical technology are the dying arts of yesterday. They're old-school, obsolete and irrelevant to the high-tech, clean-energy future of the 21st Century.

Wrong.

By 2018 there will be 2.5 million green jobs created in industries related to renewable power generation, residential and commercial retrofitting, renewable fuels, engineering and research, according to a 2008 report by Global Insight. Workers who want these jobs will need a solid foundation in many of the basic technologies such as welding, construction, engine mechanics and electrical systems.

Basic skills in a new package

Students don't always need a specific program such as "Wind Turbine Technology" or "Solar Electrical Installation" to acquire skills for emerging green jobs. Programs like this are often just new application of existing fundamental skills.

By 2018 there will be 2.5 million green jobs created in industries related to renewable power generation, residential and commercial retrofitting, renewable fuels, engineering and research. Workers who want these jobs will need a solid foundation in many of the basic technologies such as welding, construction, engine mechanics and electrical systems.

"Given a sound basis of generic skills, upskilling or 'adding to' existing job-related skills will enable someone to carry out the full range of tasks required by a new green occupation," say a 2010 report by the European Centre

for the Development of Vocational Training.

"Skills in 'old' or even declining industries may be valuable to the low-carbon economy. For example, workers with experience in ship-building and in the oil and gas sector are highly sought after in the wind turbine industry for their skills in welding, surface treatment and outfitting," the report explains.

Going from gritty to green

"The green revolution is requiring more education even for the entry-level positions," says Christina Snyder, project manager for the Clean Energy Coalition, a non-profit organization that promotes clean energy in Michigan. "As an example, construction workers need more knowledge today to install the specialized vapor barriers that make houses more energy efficient."

Or consider the skill it takes to be an energy auditor, a job that's experiencing growing demand. "That person needs to have an understanding of architectural design, HVAC, mechanics and electrical systems, as well as basic math and physics," says Snyder.

The same applies to other emerging technologies. There are 1.6 million hybrid vehicles on the road today and auto repair shops and dealers will need more technicians who know how to fix these complex vehicles.

"Technicians who know how to fix electric and hybrid drive systems and have computer savvy are the ones who will make more money," says Mark Schmidt, a national training instructor for the National Alternative Fuels Training Consortium at the University of West Virginia.

"More youth are leaving high school and going into post-secondary education because they realize they need more skills. This new technology is too advanced for just high school," he adds.

Mark Olance, assistant director for curriculum and training also at the

WCC Vocational Programs Adapt to Changing Technology

WCC's curriculum in the vocational technology programs has changed to incorporate skills needed for the new cleaner and greener jobs. But the focus still remains on fundamental skills and good techniques.

Auto body

Bobby Feldkamp is an automotive painter with Stoney Creek Collision and a WCC graduate. "WCC taught me good auto-painting fundamentals that I can now easily adapt to the new water-borne painting technology, which will be state mandated by 2014. Because I already had the skills, my employer benefits because I have no learning curve down time," he says.



Other vocational technologies are adapting to the changing landscape too.

Automotive services

Students will soon learn how to repair electric cars in a new course on alternative fuel technology. "Knowing how to install and repair electric cars and other alternative fuel vehicles will give

National Alternative Fuels Training Consortium notes that students who want to become automotive technicians are going to have to add a solid understanding of electrical systems to their resume. "We're not electricians but now we have to understand how it works."

To be well-rounded, students will need to consider what's ahead. "We think that the next push in alternative fuels will be hydrogen, which means that college students will need sciences, such as chemistry, as part of their curriculum," says Olance.

While the construction industry may have been hit hard by the recent recession, not so "green" building. Those who specialize in sustainable design and construction have found steady work.

"Mostly, green construction means remodeling. People want more energy-efficient windows, doors and insulation. We're seeing an increase in heat pumps and on-demand hot water," says Steve Seidel, part owner of Renovation Brothers a residential construction company in the Detroit metro area.

"Construction students need to take classes in heating and cooling and to be familiar with thermal dynamics. It's important for students to see that what they are learning in their math and science classes can be applied to hands-on construction principles."

Workers who can weld a wind turbine, understand the electrical systems in a car or who can build more energy efficient homes will be sought after by employers. And those who have a passion for it will have the satisfaction of knowing they are making a difference for generations to come. **CF**

“We are training students in Vocational Technologies for some of the most stable jobs in the community. Even when the economy is down you still need your vehicle repaired, your heating and cooling to work and your home kept in good condition.”

our graduates an advantage when it comes to finding a job,” says Allen Day, Automotive Services department chair.

In conjunction with the class, the Michigan Chapter of the Electric Auto Association and WCC plan to team up to promote the benefits of electric vehicles and train future technicians to repair them.

HVACR

The Heating, Ventilation Air-Conditioning and Refrigeration program offers a course on energy auditing and provides the latest high efficiency equipment for students to practice their skills.

Motorcycle services

The Motorcycle Service training program teaches student how to increase fuel efficiency in their dynamometer training.

“Motorcycles already get 35 to 50 mpg,” says Shawn Deron, department chair for WCC’s motorcycle service training program. “And the electric bike is here.”

“We are training students in vocational technologies for some of the most stable jobs in the community. Even when the economy is down you still need your vehicle repaired, your heating and cooling to work and your home kept in good condition,” says Ross Gordon, interim dean of Vocational Technologies. “But we also look to the jobs being created in these new technologies and try and keep our curriculum ahead of what the industry will need.” **CF**

STUDENT PROFILE

Sally Oleski

A solid career built on hard-earned skills

Award-winning welder Sally Oleski, 30, manages the welding department for Pittsfield Products, a company that makes custom metal filters and strainers. A mere 5'1", slender with shoulder-length brown hair, she's dressed in cargo pants and steel-toed boots for our interview. A bandana keeps her hair out of her face and her t-shirt which reads “Procrastinators Unite—Tomorrow,” is in contrast to her can-do attitude.

“I’ve always been kind of a tomboy. I grew up with two older brothers and loved working with my hands. But I can clean up when I have to,” she laughs. Before enrolling at WCC in 2004, she worked at a hardware store for seven years and learned to take it in stride when male customers didn’t always take her advice seriously.

“I’m used to being a woman in a man’s world; it’s cool,” says Oleski.

As a welding student at WCC, Oleski was part of the first all-female welding and fabrication team representing Michigan at the national SkillsUSA competition in 2009 in which they took the silver medal.

She and her teammates practiced for months, often well into the night, all while working full-time jobs and going to school. “I was nervous to compete, but I told myself that I had nothing to lose. Now I’m really glad that I did it. I bring the same dedication that I showed practicing for SkillsUSA to my job. I want everything to be perfect,” says Oleski.

Welding is perfect for Oleski because she enjoys seeing a project through from beginning to end, and the variety of things she can create is endless. She also feels WCC prepared her well for her welding career.

“Student success always comes first for me,” says Coley McLean, one of Oleski’s welding instructors and chair of the welding department. “I try to instill a sense of fun in the class, because if the students are having fun they are more likely to stick with it.

“Sally is the kind of student we strive for. I call her ‘Sally Happy’ because she is always happy but she’s also a spitfire and worked her butt off in the program.”

“WCC gave me all the fundamentals and support I needed,” says Oleski. “Even after graduating I still come back to ask Coley questions if I get stuck. And yes, I had a lot of fun in the class too.” **CF**

ES



Get Up, Brush Yourself Off, Try Again

If you don't know how to fail, you'll never succeed

By Anita LeBlanc

The door just slammed on your dream job. Your great idea just bombed. You blew your opportunity to make a good impression. Right now you feel like the world's biggest loser.

Google "failure" to find some comfort, and you'll discover a treasure trove of stories about those who found enormous success after multiple blunders, most citing major boo-boos as among their greatest assets.

Good for Edison, you think, who failed more than 6,000 times before creating an electric light bulb that worked, and kudos to Kentucky Fried Chicken's Colonel Sanders who had his chicken recipe rejected 1,009 times before a restaurant accepted it.

Did you color within the lines the first, second or third time you picked up a crayon? Of course not, you learned more about how to color properly each time you strayed outside the cartoon character's silhouette. Shouldn't you give yourself the same guilt- and fear-free freedom to fail and continue trying as an adult?

While it may be inspiring to read about how a myriad of mistakes precipitated the amazing coups of others, it isn't all that helpful when the failure is yours—and the glorious story of your success is yet to be told.

Embrace your mistakes

While motivational quotes may tout the value of mistakes, most of us want to distance ourselves from them as soon as they occur, especially those who've been scolded at home, school or work for making them. Failure is what happens when we no longer learn from our mistakes. Mistakes are the necessary milestones along the road to success.



Think about it. Did you color within the lines the first, second or third time you picked up a crayon? Of course not, you learned more about how to color properly each time you strayed outside the cartoon character's silhouette. Shouldn't you give yourself the same guilt- and fear-free freedom to fail and continue trying as an adult?

Ralph Heath, consultant, keynote speaker and author of *Celebrating Failure: The Power of Taking Risks, Making Mistakes, and Thinking Big*, credits the thousands of mistakes he made in his 30-plus years in business as crucial to his success. In fact, at his previous enterprise, Ovation Marketing, "horror stories of the week" were proudly shared at weekly staff meetings, rather than shamefully acknowledged or surreptitiously hidden.

He says, "Our mistakes were that frequent and horrific! And

they were outstanding learning experiences."

Know your imperfections

The essential differences between those who flounder and those who go on to excel are a positive perception of their failures and a determined perseverance to succeed. Champions eagerly harvest all the wisdom their failures offer, accepting them as part of their growth, avidly seeking more risks to further promote their insights, and celebrating each fall as part of their learning.

How can you make failure your best ally rather than worst enemy? Read on!

Acknowledge the loss and accept the responsibility for your failure

You can begin to change something only when you stop blaming others and start accepting your part.

Heath admonishes that while it's necessary to acknowledge the emotions surrounding a failure, "We're not talking about suffering here; we're talking about learning. Give yourself compassionate support, seek it from others and encourage yourself to achieve even greater failures—and successes."

He says it's important to realize that failure does not equate a lack of intelligence; people of all intelligence levels make mistakes. Berating yourself for being stupid is a waste of time, especially when a gaffe may simply be the result of a lack of experience or information.

Give yourself the opportunity to learn from your mistakes

Ask yourself objectively, "What happened?" and "What can I learn from this?" The answers can give you the information to not repeat the same error, and Heath notes, opportunities to change yourself or your environment.

He recalls when a long-time client decided to pull their sizeable advertising account and assign it to a larger agency. In light of their friendship, the client offered to take Heath to a meeting with the new agency to "See how the big boys do it."

Heath remembers, "I wanted to wring his neck, but swallowed my pride and went. I learned a lot about where we'd fallen down on the job and discussed it with my staff and client, looking for ways we could improve. I believe that being humbly open to criticism and change were the impetus behind the client returning their account to us 30 days later."

The only real failure

Experience shows the only fatal failure is giving up. Whatever you want—a new career, relationship, set of friends—stay optimistic and don't lose sight of your hopes and dreams in the face of adversity. Maybe if you've failed over and over, the thought of surrender remains tempting. But what if your next attempt is the one that leads you to success? **CF**

Rules to Bend, Break and Ignore

Some job hunting conventions no longer apply in today's job market

By Margaret Steen

It feels more important than ever in this competitive market to do everything right in your job search. But you may want to rethink some of the rules you thought you knew.

If you have been using the following conventions to guide your search, experts say it's time to refine your approach.

1 Perfect your resume and use it to apply to as many jobs as possible

It's no longer enough to have just one resume, no matter how polished. Your resume needs to be customized for each job you apply for.

Jobseekers should make "their resume reflect the job they want, not necessarily the job they've had," says Teri Cullen, career services manager at Waubensee Community College in Sugar Grove, Ill.

It's time to rethink some of the rules you thought you knew

But won't that take more time, thus reducing the number of resumes you can send out? Yes—and that's not a bad thing.

"Everybody always thought, 'OK, I did this one resume, I send it out to 500 employers, and it works,'" says Pat Nash, associate dean of career and advising support at Central Piedmont Community College in Charlotte, N.C.

But it doesn't work anymore. Instead, you need a resume that clearly shows your interest in and qualifications for a specific job.

"Instead of doing this shotgun approach—send your resume to everyone and it will stick somewhere—in this job market what you really need to be doing is targeting your resume to the companies who would hire you," says Kathryn Ullrich, who runs alumni career services at the UCLA Anderson School of Management and is the author of *Getting to the Top: Strategies for Career Success*.

2 Make sure your resume has one full page for every 10 years of work experience

Although your resume may turn out this length, it should be because you included all the relevant information—no more, no less.

"I love seeing something end without being filled with fluff," Ullrich says. If you include everything you need and your resume is one-and-a-half pages, don't feel obligated to fill the second page.

You also want to make sure your resume includes your accomplishments, not just a list of jobs. And it needs to have white space so it's readable. This may mean going over one page even if you haven't reached the 10-year mark.

"Trying to cram everything onto one page is not the answer," says career expert and strategist Mary Jeanne Vincent.

3 Write a cover letter that discusses your career in detail

You do need a cover letter, Ullrich says, "But make it short." Explain how you heard about the job opening, then use bullet points to list the ways in which you match the job description. Finish by explaining how you'll follow up.

4 Don't bother people for informational interviews—they're too busy

Do your research so you know what to ask—and then don't be afraid to call. Yes, it's true that some people feel so overworked that they can't spare a few minutes to help a job hunter. But if you show a genuine interest in their work (as opposed to simply asking for a job), many will be glad to help.

"I'm finding across the board that people are willing to help," says Marianne Adoradio, a career counselor in Silicon Valley. "It could be that people feel badly that it's so hard to get jobs right now."

5 When your phone rings, be prepared to set up an interview

That phone call may actually be the first interview. "Employers are screening people more by telephone," Nash says. "If you don't make it past that initial screening, you don't get offered the opportunity to come in and interview."

So make sure your voice mail has a professional-sounding message on it. And if an interviewer catches you on your cell phone in a noisy, distracting place, don't be afraid to

ask if you can call right back from a quieter location.

6 Take any job you're offered

Depending on how badly you need the money, you may end up having to take a job that's not your ideal. But don't start out with that attitude.

"It's a mistake to say that you'll take anything," Vincent says. "You're setting your sights too low."

If you end up settling for less than your dream job, try to find one that could offer a path to where you want to go. "If you do need to take a step back, try to do that at a company where you can work on making a transition to a new job," Ullrich says. **CF**



Incredible Credible Career Opportunities

LifeLong Learning courses can point your career in a new direction

Denise Watts had been taking photographs since she was nine years old, proudly shooting, developing, framing and sharing her work. But it wasn't until she lost her job of eight years in 2006 that she considered turning her hobby into a career. While she cites the camera equipment, backdrops and lights she purchased as crucial to her home-based portrait business, she counts the Photoshop class she took through WCC's LifeLong Learning (LLL) department as one of her best investments.

By Anita LeBlanc

Career clout through non-credit classes

Watts is among the many adult learners and non-traditional students who have taken advantage of the LifeLong Learning department's non-credit coursework, and either advanced their careers or launched new ventures as a result.

LLL offers those engaging in its classes the means to:

- **Advance a career or develop additional jobs skills**

Adding to your skill set through LLL classes is a compelling way to become more useful (and indispensable) at your current job. It also adds versatility and value to your resume when the time comes to seek a new vocation or other employment.

- **Explore a new career**

LLL classes let you pursue an interest in a prospective career and better learn about its reality and requirements.

- **Earn Continuing Education Units (CEUs)**

You'll find a myriad of ongoing professional coursework through

LLL that helps ensure that your knowledge and skills are up-to-date with the latest trends affecting your field. CEUs are most often required for those in the educational, healthcare, social work and construction sectors, as well as code officials and business and industry professionals.

- **Discover or fulfill a personal interest**

Personal enrichment classes allow you to learn more about a new skill or interest for your own pleasure.

Adding skills toward a new career

Watts appreciates how her Photoshop class gave her the skills to resize photos, remove the blemishes and wrinkles of her subjects,

and work in layers to create better compositions. "It also helped me process my photos a lot faster," she notes. She credits her instructor for helping her become not only more competent, but more confident in her work.

While her business hasn't yet turned into the full-time gig she had hoped, Watts still derives a portion of her income from shooting events and portraits for friends, families and graduating seniors, supplementing it with a few other entrepreneurial ventures. She loves photography and plans to continue honing her craft and promoting her business. "My instructor and I are still in touch by email. She keeps encouraging me and I keep learning and getting better." **CF**

Adding to your skill set through Lifelong Learning classes is a compelling way to become more useful (and indispensable) at your current job. It also adds versatility and value to your resume when the time comes to seek a new vocation or other employment

"The basic difference between non-credit and credit classes," explains Monique James, the department's director, "is that students who successfully participate in credit classes earn academic credit towards a certificate, associate, baccalaureate or other degree; those in non-credit classes do not."

But don't think a lack of academic credit means a lack of opportunity to bring clout to a career. With courses geared towards adult learners and non-traditional students,





Dick Dyer

Organic Gardening Certificate was the ticket to a new business

Dick Dyer felt his enthusiasm for his job at Pfizer waning. He and his wife, Diana, had moved to Ann Arbor in 1987 from Illinois where he'd worked for Abbott Laboratories in discovery research after earning his doctorate from the University of Wisconsin–Madison. He led research teams in Ann Arbor, first for Parke-Davis, and then Pfizer. Despite already considering plans to move on in 2005, he was disappointed that he didn't have control over the decision when he was among the first round of Pfizer employee cuts.

He did take advantage of his generous severance package to explore new career options. He took golf lessons ("Maybe I'd run a golf course"); chef classes ("I thought about opening a restaurant"); a grant-writing course ("I could write grants") and organic gardening classes through WCC's LifeLong Learning.

"I thought I knew a lot about organic gardening as Diana and I were lifelong vegetable gardeners, but the Lifelong Learning classes opened my mind. I learned to see soil as more than minerals and moisture, as an ecosystem that required special care. I'd been using hybrid and genetically modified seed, but started using heirloom. I began to see organic gardening as a possibility for a commercial enterprise."

New roots take hold

Dyer is proud of his 22 years in the pharmaceutical industry and his part in the discovery of new treat-

ments for arthritis, inflammation and asthma. Losing his job meant he needed to rethink not only his income stream, but also his future focus.

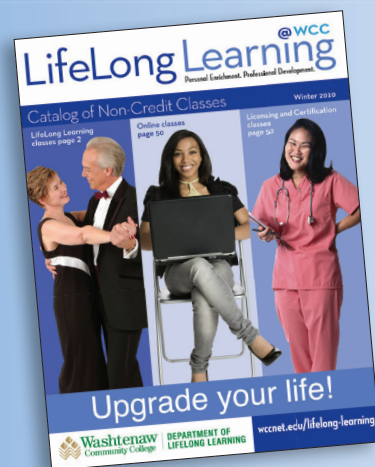
"Diana and I talked about how we could contribute in a new way at this stage of our lives. We eventually discovered a niche market in garlic farming. We felt that our new business, Dick's Pretty Good Garlic, would serve our needs as well as those of our family, friends, community and the local economy. Our decision to begin commercial market gardening wasn't based on a whim, but a four-year process."

The Dyers purchased a 15-acre property, and applied for and received a Food System Economic Partnership grant in 2009 ("That grant writing class came in handy," chuckles Dyer) used to purchase seed garlic and seaweed emulsion fertilizer. "We sold 23 varieties this summer at local farmers' markets and to restaurants—varieties you won't find in the supermarket—and are auditioning another 17," boasts Dyer.

"Most people think garlic in supermarkets comes from California. Actually over 80 percent is from China. It's not fresh when it gets here, and there's a world of difference in the potency and flavor. We've doubled our planted crop for next year and are planning a hoop house next year so we can grow other vegetables year round.

"One of our sons told us a friend posted a slideshow on Facebook she'd seen in a MSU nutrition class about Dick's Pretty Good Garlic. He told us how proud he was of us. It doesn't get much better." **CF**

AL



LifeLong Learning Boosts Your Professional Clout

Are the time constraints of work or family obligations keeping you from securing the skills and training you need to advance your current profession, build expertise in your field or find a new career? Or maybe you're afraid of attending college for the first time, making a commitment to a degree program or you're returning to a former occupation.

Never fear! The LifeLong Learning department at WCC offers flexible non-credit classes on-campus, in your community and online that can raise your career quotient, all without the time commitment or stress of academic coursework.

Computer and tech classes to unlock your career

Computer proficiency, using the Internet and managing your work with software applications are expected skills in nearly every career today. And just as computer hardware and software applications routinely receive upgrades to improve their performance, smart careeristas proactively stay on top of technology to increase their effectiveness and value at their current jobs, or to make themselves more attractive in the career marketplace. Consider these LifeLong Learning classes:

- Computer basics—Windows and Macs
- Software applications for business
- Digital imaging
- Graphic and multimedia design
- Web design and programming
- E-marketing/social media marketing

Feature

Licensed and certified: meeting career mandates

Nurses, teachers, social workers, those in the construction industry and other licensed professionals are required by their licensing boards to acquire additional knowledge and training in order to maintain their licensing. LifeLong Learning offers accredited classes to help professionals, within the following categories, meet their respective mandates to earn Continuing Education Units (CEUs) or contact hours:

- Architects, designers and builders and code officials
- Business and industry professionals, including real estate
- Educators
- Nursing and health care staff
- Social workers

I am the boss of me

Have you ever thought about being your own boss? LifeLong Learning has classes that can aid you in discovering if you have what it takes to make a living doing what you love, and that can teach you the planning and support skills you'll need to successfully open and maintain your new business venture.

What kind of business? Opportunities abound for you to explore diverse options, such as photography, cooking, automotive and motorcycle repair and more. Or, consider adding polish and authority to an interest by earning a certificate in one of the programs currently offered by LifeLong Learning:

- Organic gardening
- Sewing
- Computers
- Medical transcription
- Floral design
- Child care administration **CF**

Late Start, No Regrets

It took me a while to realize that I was college material

By David Wak

When I was growing up I never even thought about attending college. The fact is, I hated school and the regimentation and boring teachers who droned on about subjects I didn't care about. They looked as bored as I did most days.

I was part of the late '70s generation that took up the drugs and rock 'n' roll of the '60s, if not the politics. It wasn't that I hated learning. I devoured books, but school bored me so much that I had to take summer classes just to get out in time. After I graduated, my mom pushed me to go to community college so I registered but mostly played hooky and flunked out. After 13 years I was done with the classroom.

By the early '90s many good-paying jobs were drying up, and I saw that I needed a degree to land a decent job. That was when my friend convinced me to go to WCC. "You're college material, dude," he said simply.

Instead I worked at my family's furniture business in Port Huron, Mich. I made decent money, but I wasn't content and didn't know what I wanted. Some people said I was good with words and I should study English, but I was more interested in partying.

But by the time I turned 27, I quit drinking and partying. I was tired of my hometown and needed a change. A friend lived in Ann Arbor and I sometimes visited him. I liked the area and decided to move, leaving behind a comfortable yet stifling existence.

It was tough making a living in upscale Ann Arbor. By the early '90s, many good-paying jobs were drying up, and I saw that I needed a degree to land a decent job. That was when my friend convinced me to go to WCC.

"You're college material, dude," he said simply.

When I signed up for classes, I found I liked being in college. A lot. I was sharing ideas with inspiring and accessible teachers and other older students that I could relate to. One of my English teachers, Maria McLeod, said she liked my writing and suggested I take up journalism, but I didn't take her too seriously.

In 1992 I signed up for a creative writing class, and I wrote a semi-fictional piece about a childhood fight between different factions of kids. My teacher, the noted poet and novelist Laura Kasischke, said she liked it and encouraged me to seriously pursue writing.

"You are a writer," she said, and at age 30 I found my calling.

I continued with my classes at WCC but I soon realized creative writing was a hard racket. There were hopeful novelists in every coffee shop in town, and I needed grants and connections, or a dedication to writing without pay. While I loved the idea of being a novelist, I realized the chances of ever making a living

from it were slim. I was going to write, but to make money doing so left few options. One was journalism.

After nearly eight years of taking part-time classes at WCC I transferred to EMU to study journalism. During my four years there I took six journalism classes. Then opportunity knocked.

A classmate told me the *Ypsilanti Courier* was hiring so I called the editor and landed a job covering township politics in southeast Washtenaw County. I was intimidated at being a reporter at first. It was a huge responsibility to write accurate stories for the paper's readers and I didn't always nail it, but I kept at it.

It didn't pay much, but at least I was getting paid to write. Over the years, I expanded my writing with longer feature stories and movie reviews, and I went on to write for Ann Arbor.com and some other area publications.

I'm still a freelance journalist and I'm always looking for steady work with some kind of publication, but it's tough so I hold an unglamorous moonlighting job on the side. Unfortunately these days the whole scope of media is changing and newspapers seem to be dying out.

I sometimes look at my life and wonder if I'm a success. Financially maybe not, but then again money was never that important as I'm a bohemian at heart. (Although money does come in very handy.) In the end, I would say I feel successful because I'm doing what I'm supposed to be doing, and I'm using my talent. Without college, that wouldn't have been possible. **CF**



Good Jobs Start Here

When you invest in education, you want to see your time and money pay off with a good job when you're done. WCC offers a whole range of certificate and associate degree programs that you can complete in just one or two years and start earning a good, solid paycheck.

One year or less

With about 15 to 30 credit hours of courses, certificates in occupational and technical programs can get you started in careers such as:

- Advanced Manufacturing
- Automotive, Auto Body and Motorcycle Technology

- Administrative and Medical Office Assistants
- HVAC
- Culinary Arts and Hospitality Management

You don't have to stop there either, any of these certificates can become associate degrees with additional courses.

Two years

With about 64 credit hours of classes, associate degree programs offer great job opportunities too:

- Health Sciences
- Information Technology
- Visual Arts



Washtenaw Community College

Many associate degree programs can become bachelor's degrees too when you transfer your credit to four-year universities.

Four years

Get the first two years of your bachelor's degree at WCC and save thousands of dollars. Whether you know exactly what you want to major in or you need time to explore your interests, WCC general studies and transfer programs can get you off to a good start.

And more

The list goes on. Try out a new career field, update your skills with a single class or add a new credential to your resume. Explore the WCC schools listing below for more career opportunities. **CF**



Washtenaw
Community College

SCHOOL OF ADVANCED MANUFACTURING SYSTEMS

Whether your interest is in robotics, manufacturing or automation, the programs in the School of Advanced Manufacturing Systems will fit your needs. Maintain and troubleshoot the machines that make commercial goods by specializing in one or more aspects of the machining industry. Develop entry level or advanced skills in electronics, automation, industrial computing, fluid power, numerical controls or welding. Advanced specialization is also available in some of these areas.

National Median Salaries

Numerical Tool and
Process Control
Programmers—\$46,010*

Automation

Are you looking for a career as a hydraulic technician, in robotics or an introduction to manufacturing engineering? Consider the field of Automation.

Automation Technology Certificate

Fluid Power Certificate

Automation Technology Associate in Applied Science

Electronics

Specialize in industrial electricity/electronics or computerized systems and programmable logic controllers. The field of Electronics is open to you.

Industrial Electronics Technology Certificate

Industrial Electronics Technology II Advanced Certificate

Machine Tool

Learn about machining operations through the production of parts using WCC's extensive machine tool laboratory.

Machine Tool Technology Certificate

Manufacturing

Develop skills needed to be a numerical control operator or utilize your imagination in the field of manufacturing. Innovation and lean manufacturing are important skills in the field of manufacturing.

Advanced Manufacturing Certificate

Numerical Control Programming Certificate

Related Options

Welding—See School of Construction Technology

Computer Systems Technology Certificate—See School of Information Technology

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

**See the School of
Advanced Manufacturing
Systems Video**

wccnet.edu/flashvideos



Washtenaw
Community College

SCHOOL OF APPRENTICESHIP STUDIES

Find a trade-related associate's degree program that builds on your unique set of skills while giving you the knowledge and skills needed to move into organizational leadership.

Apprenticeship Studies

Individualized programs that utilize earned certificates, apprenticeships and trade-related credits tailored to the needs of the student. The Occupational Studies degree offers the flexibility to combine certain certificate programs with general education courses and electives to develop an individualized Associate in Applied Science degree.

Apprentice Completion Certificate

Journeyman Industrial Associate in Applied Science

Occupational Studies Associate in Applied Science

Articulated Union Building Trade Programs

These programs are restricted to members of the United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the United States and Canada.

Construction Supervision Certificate

Construction Supervision Associate in Applied Science

Construction Supervision Associate in Science

United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the United States and Canada

These programs are restricted to members of the United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the United States and Canada.

Industrial Training Associate in Applied Science

Industrial Training Associate in Science

Sustainable Technologies in HVACR Associate in Applied Science

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.



Washtenaw
Community College

SCHOOL OF AUTOMOTIVE AND MOTORCYCLE TECHNOLOGY

If you are looking for the best technical training in the automotive or motorcycle fields, WCC's School of Automotive and Motorcycle Technology is the place for you. Whether your focus is finding employment as a technician, learning about performance or creating a custom look, our intermediate and advanced certificate programs as well as associate's degrees will enhance your personal and professional qualifications. These programs offer the perfect blend of classroom and hands-on education not available in any other educational setting.

Auto Body Repair

These certificates prepare you for various positions in the auto body repair industry.

Auto Body Repair Certificate

Collision Repair Refinish Technician Advanced Certificate

Collision Repair Technician Advanced Certificate

Automotive Services

The automotive certificates prepare you for work as an automotive technician, diagnosing and repairing malfunctions in automobile systems.

Automotive Mechanics Certificate

Automotive Services Technician Advanced Certificate

Custom Cars & Concepts

Develop advanced skills in the customization of the auto body through the completion of these advanced certificates.

Custom Auto Body Technician Advanced Certificate

Custom Fabrication & Chassis Design Advanced Certificate

Motorcycle Service Technician

Prepare for a career as a motorcycle mechanic or build upon skills already developed.

Motorcycle Service Technology I Certificate

Motorcycle Service Technology II Advanced Certificate

Related Options

Welding—See School of Construction Technology

Occupational Studies—See School of Apprenticeship Studies

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

National Median Salaries

Automotive Body
and Related
Repairers—\$37,980*

Automotive Service
Technicians and
Mechanics —\$35,420*

Motorcycle
Mechanics—\$31,820*

**See the Auto Body
Repair Video**

wccnet.edu/flashvideos



Washtenaw Community College is accredited by

The Higher Learning Commission of the North Central Association
230 South LaSalle Street, Suite 7-500
Chicago, Illinois 60604-1413
312.263.0456
www.ncahlc.org

For information on Washtenaw Community College, visit www.wccnet.edu, or call 734-973-3300

Washtenaw Community College ADA/EO/Title IX/Section 504 Compliance Statements

Washtenaw Community College does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, height, weight, marital status or veteran status in provision of its educational programs and services or in employment opportunities and benefits. WCC is committed to compliance in all of its activities and services with the requirements of Title IX of the Educational Amendments of 1972, Public Act 453, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964 as amended, Public Act 220, and the Americans with Disabilities Act of 1990.

Inquiries concerning programs and services under Title IX and Section 504, and the Americans with Disabilities Act should be directed to the Office of the Associate Vice President of Student Services, Room SC 275A, Student Center Building, 734-973-3536. Inquiries regarding compliance in employment should be directed to the College Affirmative Action Officer in the Office of Human Resource Management, Room 120, Business Education Building, 734-973-3497. Inquiries concerning access to facilities should be directed to the Director of Plant Operations, Plant Operations Building, 734-677-5300.

Title II Student Right to Know and Campus Security Act Compliance Statement

The Student Right to Know and Campus Security Act of 1990 is a federal law that mandates the disclosure by all institutions of higher education of the rates of graduation, the number of incidents of certain criminal offenses, and the default rate for student loans. The law also mandates that information be provided on the type of security provided on campus, the pertinent policies regarding security on campus, and policies that record and deal with alcohol and drug abuse. Washtenaw Community College is in full compliance with these provisions and provides the required information annually through college publications. Inquiries concerning the Student Right to Know and Campus Security Act should be directed to Washtenaw Community College, Office of the Associate Vice President of Student Services, Room SC 275A, Student Center Building, Ann Arbor, MI 48106 (telephone 734-973-3536).

WCC is a smoke-free campus.

*Salaries are based on most current data available as of June 2010. Earnings vary based on experience, education and location. *From the U.S. Bureau of Labor Statistics most current Occupational Employment Statistics (May 2009). **From Salary.com.*



Washtenaw
Community College

SCHOOL OF BUSINESS AND ENTREPRENEURIAL STUDIES

Learn the fundamentals you will need to become a business leader or entrepreneur. These programs help you develop entry-level skills in various aspects of business. Whether your goal is to make your place in an existing industry or branch out on your own, these programs can provide the foundation for success.

Entrepreneurship

Learn how to recognize market opportunities and plan a small business through completion of this certificate program.

Entrepreneurship Certificate

Business

Choose one or more areas in the field of business as you prepare for your future.

Business Sales and Marketing Certificate

Human Resource Management Certificate

Management Supervision Advanced Certificate

Management Supervision Associate in Applied Science

Accounting

Accounting and tax services, CPA firms and small businesses need employees with accounting skills. These programs can provide the skills needed for entry-level positions.

Accounting Certificate

Accounting Associate in Applied Science

Business Office Systems

Whether you are just starting out in an office or advancing to a high-level administrative or executive assistant position, these programs can help you achieve your goals.

Administrative Assistant I Certificate

Computer Software Applications Certificate

Medical Office Assistant Certificate

Administrative Assistant II Advanced Certificate

Administrative Assistant Technology Associate in Applied Science

Related Options

Business Associate in Art—See Transfer and University Parallel Programs

Occupational Studies—See School of Apprenticeship Studies

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

National Median Salaries

Sales Representatives, Wholesale
Manufacturing, Technical and
Scientific Products—\$71,340*

Employment, Recruitment and
Placement Specialists—\$46,200*

Food Service
Managers—\$47,210*

First Line Supervisors/
Managers of Construction
Trades and Extraction
Workers—\$58,330*

First Line Supervisors/
Managers of Mechanics, Install-
ers, Repairers—\$51,000*

Executive Secretaries or Admin-
istrative Assistants—\$41,650*

Medical Secretaries—\$30,800*

National Median Salary

Preschool
Teachers—\$24,540*

Child Care Professionals

Whether you are looking to care for children in a home-based center or a professional or school-based setting, these programs can prepare you for an entry-level position as a child-care professional.

Child Development Certificate

Child Care and Education Advanced Certificate

Child Care Professional Associate in Applied Science

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

Become part of the growing global community of skilled trades professionals or skilled trades managers. Design, plan, construct and complete structures for your home or for your career. You can earn a certificate or degree in Residential Construction, Construction Management or Heating, Ventilation and Air Conditioning. These programs offer the perfect blend of classroom education and hands-on training. At the Henry S. Landau Design and Construction Training Center, you will be taught construction skills from the ground up. You can learn classic skills such as woodworking or modern techniques needed to maintain or improve your own structure. On the main campus, the HVACR program offers a wide range of training to equip high-end technicians with the knowledge and skills needed for successful entry into the field.

National Median Salaries

Construction Managers—\$82,330*
Carpenters—\$39,470*
Heating, Air Conditioning and Refrigeration Mechanics—\$41,100*
Welders, Cutters, Solderers or Brazers—\$34,750*

Construction Management

Prepare for work in the construction management or property maintenance industries through the completion of these programs.

Commercial Property Maintenance Technology Advanced Certificate
Construction Management Associate in Art

HVACR

Whether you are working on residential or commercial equipment, these programs prepare you for a career in the heating, ventilation, air conditioning and refrigeration industry.

Heating, Ventilation, Air Conditioning and Refrigeration Residential Certificate
Heating, Ventilation, Air Conditioning and Refrigeration Commercial Advanced Certificate
Heating, Ventilation, Air Conditioning and Refrigeration Industrial Advanced Certificate
Heating, Ventilation, Air Conditioning and Refrigeration Associate in Applied Science

Residential Construction

If you want to learn basic construction, prepare to take the Michigan Builder's License exam or are considering starting a construction business, this is the place to start.

Residential Construction I Certificate
Cabinetmaking/Millwork Systems Technology Advanced Certificate
Residential Construction II Advanced Certificate
Residential Construction Associate in Science

Welding and Fabrication

Learn skills from beginning welding to advanced fabrication for a career as a welding maintenance mechanic.

Welding Certificate
Welding Mechanics Advanced Certificate
Welding Associate in Applied Science

Related Options

Management Supervision Advanced Certificate—See School of Business and Entrepreneurial Studies

Management Supervision Associate in Applied Science—See School of Business and Entrepreneurial Studies

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

See the Residential Construction Video

wccnet.edu/flashvideos



See the Welding Video

wccnet.edu/flashvideos



Develop the skills and knowledge necessary for work in law enforcement and criminal justice. Completion of the Police Academy Certificate prepares you to take the exam necessary for a career as a police officer.

National Median Salaries

Police and Sheriff Patrol Officers—\$53,210*
Correctional Officers—\$39,050*

Criminal Justice and Law Enforcement

These programs prepare you for a career as a police officer or in criminal justice.

Police Academy Certificate
Criminal Justice/Law Enforcement Associate in Applied Science

Related Options

Criminal Justice Associate in Art—See Transfer and University Parallel Programs

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

See the School of Law Enforcement and Criminal Justice Video

wccnet.edu/flashvideos



Find your passion in food, friends and elegant surroundings. Develop skills for an entry-level position in restaurant, hospitality or institutional settings. Whether your interests lie in pastry and wedding cakes, food preparation and marketing or management of food service, these are the programs for you.

National Median Salaries

Food Service Managers—\$47,210*
Chefs and Head Cooks—\$40,090*

Culinary Arts and Hospitality Management

Develop the skills necessary for a career in the hospitality industry.

Baking and Pastry Certificate
Culinary Arts Certificate
Hospitality Management Certificate
Culinary and Hospitality Management Associate in Applied Science

Related Options

Management Supervision Advanced Certificate—See School of Business and Entrepreneurial Studies

Management Supervision Associate in Applied Science—See School of Business and Entrepreneurial Studies

Occupational Studies—See School of Apprenticeship Studies

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

See the Culinary Arts and Hospitality Management Video

wccnet.edu/flashvideos



What is the National Median Salary?

CareerFocus uses salary information from the U.S. Bureau of Labor Statistics and *Salary.com* unless noted otherwise. These figures represent the national midpoint earnings for each job description. This means that half the U.S. employees surveyed in a particular occupation earn less than this figure and half earn more.

Individual salaries vary based on the region, the size of the employer and the employee's education, experience and skill level. You can research your potential salary at *Salary.com*, *The Occupational Outlook Handbook* at the U.S. Bureau of Labor Statistics website (www.bls.gov) or by checking with professional organizations and local employers.

Salaries are based on most current data available as of June 2010. Earnings vary based on experience, education and location.

**From the U.S. Bureau of Labor Statistics most current Occupational Employment Statistics (May 2009).*

***From Salary.com.*



Washtenaw
Community College

SCHOOL OF DIGITAL MEDIA ARTS

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, internet professional, photography and video. These programs introduce students to foundational skills and prepare them for creative jobs using those skills.

3-D Animation

Learn the basics of three-dimensional animation used in videos, games and on the Web. This degree will prepare you for an entry-level position in digital modeling and animation.

3-D Animation Associate in Applied Science

Digital Video

Complete these programs to learn how to create digitized video productions for the Web and other presentation forms.

Digital Video Film Production Certificate

Digital Video Production Associate in Art

Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

Graphic Design Certificate

Graphic Design Associate in Applied Science

Internet Professional

Join the Web development industry through the completion of these certificates.

Web Technology Certificate

Web Application Developer Advanced Certificate

Web Graphic Design Advanced Certificate

Web User Experience Advanced Certificate

Photography

Develop skills in composition, processing and presentation needed for a satisfying career in professional photography or as a means of personal expression.

Photographic Imaging Certificate

Photographic Technology Associate in Applied Science

Related Options

Internet Professional AA Degree—See Transfer and University Parallel Programs

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

National Median Salaries

Multi-Media Artists and Animators—\$58,250*

Television, Video or Motion Picture Camera Operators—\$42,940*

Film and Video Editors—\$50,790*

Graphic Designers—\$43,180*

Art Directors—\$78,580*

Photographers—\$29,770*

Web Designers—The middle 50 percent earn between \$55,230 and \$72,236**

See the Digital Media Arts Video

wccnet.edu/flashvideos



See the Photography Video

wccnet.edu/flashvideos



Programming

Learn the foundation of computer programming or specialize in a programming language through these programs.

Foundations of Information Systems Certificate

C+ Programming Advanced Certificate

Programming in Java Advanced Certificate

Computer Science: Programming in Java Associate in Science

Information Systems: Programming in C# Associate in Science

Computer Security and Data Analysis

Become part of the growing field of computer system security and forensics.

Foundations of Computer Security Certificate

Foundations of Data Recovery and Analysis Advanced Certificate

Network Security Advanced Certificate

Data Recovery and Analysis Advanced Certificate

Computer Systems Security Associate in Applied Science

Data Recovery and Analysis Associate in Applied Science

Systems Development and Administration

Develop and manage computer systems and using universal operating systems.

Linux/Unix Systems I Certificate

Related Options

Computer Science Transfer AS Degree, Information Systems Transfer AS Degree, Mathematics and Computer Science AS Degree—See Transfer and University Parallel Programs

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

See the Computer Security Video

wccnet.edu/flashvideos



Washtenaw
Community College

SCHOOL OF MUSIC AND PERFORMING ARTS

Students learn basic creative and performance skills in music, drama and dance and how they are applied in a professional setting. Whether you are exploring your own talents, coordinating the talents of others, or practicing the techniques you will need to make a living at your craft, the School of Music and Performing Arts provides the fundamentals you need.

National Median Salaries

Musicians and Singers—\$22.36/hr*

Sound Engineering Technicians—\$46,370*

Music and Performing Arts

Develop the skills for a career in music performance, engineering or production through these certificate programs.

Music Performance Certificate

Music Production/Engineering Certificate

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

See the School of Music and Performing Arts Video

wccnet.edu/flashvideos



Washtenaw
Community College

SCHOOL OF INFORMATION TECHNOLOGY

The School of Applied Information Technology gathers the diverse areas that make up the computer technology of today. From basic programming languages to systems development through networking, these programs provide the core of information technology. Develop skills in computer security or data recovery and analysis. The growing field of applied information technology is waiting for you.

Networking

Develop and manage computer networks as a network administrator/engineer.

Computer Systems Technology Certificate

Computer Networking Academy I Advanced Certificate

Computer Networking Operating Systems I Advanced Certificate

Computer Networking Associate in Applied Science

National Median Salaries

Network Systems and Data Communications Analysts—\$73,250*

Computer Programmers—\$70,940*

Java Developers—The middle 50 percent earn between \$66,702 and \$89,122**

Computer Systems Analysts—\$77,080*

Network and Computer Systems Administrators—\$67,710*



*Salaries are based on most current data available as of June 2010. Earnings vary based on experience, education and location. *From the U.S. Bureau of Labor Statistics most current Occupational Employment Statistics (May 2009). **From Salary.com.*



Washtenaw
Community College

SCHOOL OF NURSING AND HEALTH SCIENCES

Find your place in the growing field of healthcare. Whether your interest lies in the traditional field of nursing or the new program in physical therapist assistant, the School of Nursing and Health Sciences provides a variety programs designed to prepare students for entry-level positions in dental assisting, pharmacy technology, radiography, physical therapist assistant, nursing assistant or professional nursing.

Dental Assisting

Prepare for a career as a certified dental assistant through the completion of this program.

Dental Assisting Certificate

Health Care Foundations

Uncertain of your specific career path in the field of health care? This certificate program can provide the essential basic skills to prepare for a specialized program.

Health Care Foundations Certificate

Nursing

Prepare for a career in a variety of healthcare settings through this certificate and associate in applied science degree program.

Nursing Assistant Skills Training Certificate of Completion

Nursing Transfer U-M School of Nursing Associate in Applied Science

Nursing Transfer EMU School of Nursing Associate in Applied Science

Registered Nursing Associate in Applied Science

Pharmacy Technology

Work with a professional pharmacist to meet the medication and customer service needs of individuals in a variety of settings.

Pharmacy Technology Certificate

Physical Therapist Assistant

Work with a physical therapist to provide selected services to patients with a wide variety of conditions.

Physical Therapist Assistant Associate in Applied Science

Radiography

Prepare for a career as a radiographer operating various medical imaging equipment.

Radiography Associate in Applied Science

Related Options

Management Supervision Advanced Certificate—See School of Business and Entrepreneurial Studies

Occupational Studies—See School of Apprenticeship Studies

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

National Median Salaries

Dental Assistants—
\$33,230*

Nursing Aides, Orderlies or
Attendants—\$24,040*

Registered
Nurses—\$63,750*

Pharmacy Aides—\$20,800*

Physical Therapist
Assistants—\$48,290*

Radiologic Technologists
and Technicians—\$53,240*

See the School of Nursing and Health Sciences Video

wccnet.edu/flashvideos



Washtenaw
Community College

TRANSFER AND UNIVERSITY PARALLEL PROGRAMS

If your goal is to continue your education toward a baccalaureate degree, then the Transfer and University Parallel program is the track for you. Complete the first two years of study in a supportive environment with small classes and personal attention.

Business

Designed for students who intend to transfer into a four-year school program in business.

Business Associate in Art

Computer Science

Provides a foundation in computer science or business information systems.

Information Systems Associate in Science

Math and Science Associate in Science

Criminal Justice

This program prepares you for a career in law enforcement, the courts or corrections.

Criminal Justice Associate in Art

Education

These programs offer the first two years of instruction required to become a certified teacher in the state of Michigan.

Elementary Education Associate in Art

Secondary Education Associate in Art

Exercise Science

This program prepares the student for further study in areas of exercise science.

Exercise Science Associate in Science

Internet Professional

This program prepares you to join the Web development industry.

Internet Professional Associate in Art

Liberal Arts Transfer

This program of study can be individualized to meet your needs or the requirements of the transfer college or university.

Liberal Arts Transfer Associate in Art

Math and Science

Learn more about math and science, and prepare for careers in engineering, physics, medicine or medical research.

General Studies in Math and Natural Science Associate in Science

Math and Science Associate in Science

Pre-Engineering/Physics Associate in Science

Pre-Medicine Associate in Science

Environmental Science Associate in Science Degree

Social Work

This program prepares you to transfer to a bachelor's degree program in social work.

Human Services Associate in Art

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

National Median Salaries

Accountants or
Auditors—\$60,340*

Wholesale and Retail
Buyers—\$48,650*

Administrative Services
Managers—\$75,520*

Kindergarten, Elementary,
Middle and Secondary
School Teachers—from
\$47,830 to \$52,200*

Engineers—from \$68,730
to \$108,020*

Physicians or
Surgeons—from \$152,240
to over \$200,000*

Social Workers—from
\$38,200 to \$49,420*



Washtenaw
Community College

SCHOOL OF PROFESSIONAL COMMUNICATION

We live in an age of communication. The School of Applied Communication is here to serve those who want to develop skills in radio broadcast, technical writing or in print and online journalism.

Broadcast Arts

Prepare to transfer to a four-year school or begin a career in radio and/or other forms of broadcast arts.

Broadcast Arts Associate in Art

Professional Writing

This program provides a foundation for beginning writers to undertake advanced studies at a four-year institution.

Technical Writing Associate in Science Degree

Technical Writing Certificate

Technical Writing Associate in Arts Degree

Journalism Associate in Arts Degree

Planning to transfer? Talk to a WCC counselor about the College's wide range of transfer and articulation agreements with four-year institutions.

National Median Salaries

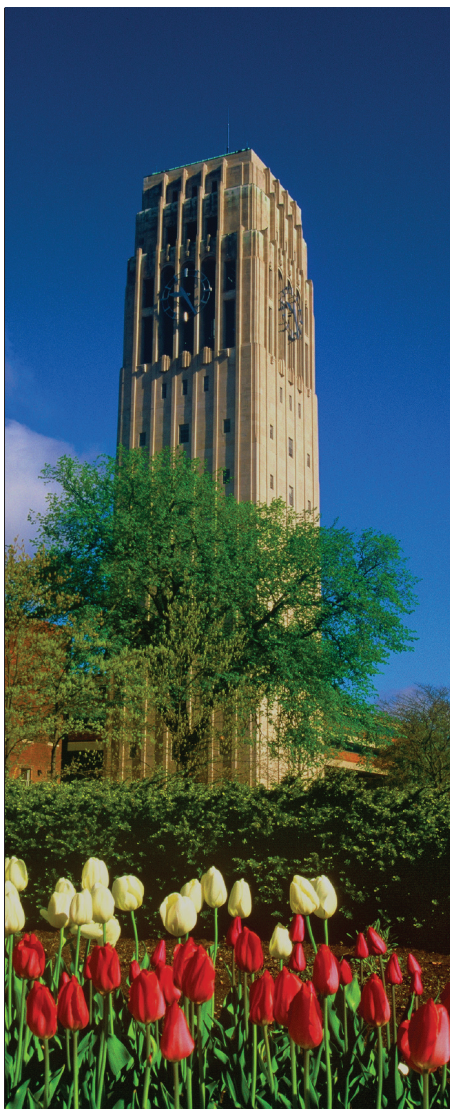
Radio and Television
Announcers—\$27,520*

Reporters and
Correspondents
—\$34,360*

Technical
Writers—\$62,730*

Writers and
Authors—\$53,900*

*Salaries are based on most current data available as of June 2010. Earnings vary based on experience, education and location. *From the U.S. Bureau of Labor Statistics most current Occupational Employment Statistics (May 2009). **From Salary.com.*



Live or work near U-M? WCC offers classes close to you

For Winter 2011 semester, WCC is offering credit classes taught by WCC instructors at convenient evening hours. All classes will be held at Mason Hall, in the heart of U-M's campus.

Classes include:

ACC 111	Principles of Accounting I
ENG 111	Composition I
ENG 226	Composition II
CIS 110	Computer Information Systems
COM 101	Fundamentals of Speaking
PLS 112	Introduction to American Government
PSY 100	Introduction to Psychology
PSY 206	Life Span Developmental Psychology
PSY 240	Drugs, Society, and Human Behavior
SOC 100	Principles of Sociology
MTH 160	Basic Statistics

Registration begins:

Nov. 10 for current and readmitted students
Nov. 17 for new students

**Classes start
January 10**

**For more information, call
734-973-3543
or visit www.wccnet.edu**



Washtenaw Community College

Looking for a True Concert Band Experience?

Musicians Welcome

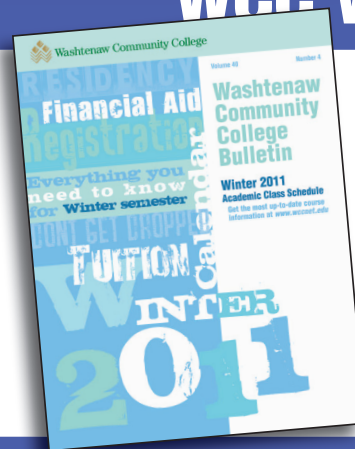
*In partnership with
Washtenaw Community
College, earn 2 credits by
enrolling in MUS 112*

*Find out more about the
class by visiting
www.wccnet.edu*

*For more information
on the band call
734-252-9221*

*or e-mail at
ypsicommband@gmail.com*

WCC WINTER 2011



**Registration
Starts Nov. 10**
for new students.

Classes start January 10

Don't Get Dropped!

**Pay by Dec. 9 to keep your seat
Pay the day of registration after**

**WCC is now offering more
WEEKEND CLASSES**
to fit your schedule

Find Saturday (Sa) and Sunday (Su) classes online at
www.wccnet.edu



Washtenaw Community College

Always dreamed of being a pilot?

Theresa Whiting,
Chief Flight Instructor
for Solo Aviation

WCC can help get that dream off the ground

Beginning this winter WCC will partner with Solo Aviation to offer a semester of Private Pilot Ground School.

This class will teach you the scientific principles of flight, aerodynamics, aircraft systems, radio communications, the laws that apply to private planes and more so you can pass the FAA Private Pilot written exam.

Register Now!

Classes begin

January 13, 2011

LifeLong Learning @WCC

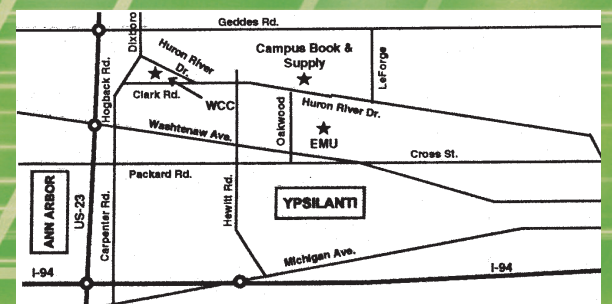
For more information call **734-677-5060** or visit www.wccnet.edu/lifelong-learning

Focus on Textbooks (but spend less \$!)

Shop at Campus Book and Supply

**Textbooks for all classes at
Washtenaw Community
College and
Eastern Michigan University**

1078 Huron River Drive, Ypsilanti
Eastern Plaza, next to McDonalds (only minutes from WCC)



- Academically priced full-version software with ID
- Reference books, Study aids
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Jakob Skogheim
Photographic Technology
WCC Class of 2009

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A Future in Photography
"Deepening extensive talents at WCC with sites on a career in commercial photography."

WCC – We Can Connect

You once thought of WCC as your doorway to higher education. Now, think of us as your link to career resources, classmates and business contacts. Use this Alumni Web site to reconnect with classmates and instructors, learn about upcoming events at WCC.

NEWS THAT WORKS FOR YOU!

- Graduate follow-up survey
- Alumni calendar
- Career Resources
- Transcript Requests



BECOME AN ALUMNI MEMBER TODAY

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New WCC Alumni Association Website

alumni.wccnet.edu

- Connect with classmates
- Take advantage of career counseling and job fairs
- Check out new WCC programs and classes
- Enjoy alumni perks like discounted event tickets and much more

Distinguished Alumnus Award

An annual award recognizing WCC alumni who have made significant contributions in their fields and in the community.

To learn more about the award including eligibility criteria and to get an online application form go to alumni.wccnet.edu.

Nominations must be received by February 1. Winners will be announced the following week.



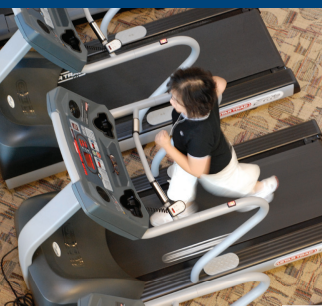
Visit the new WCC Alumni Association website at alumni.wccnet.edu to learn more!

WCC Foundation

For more information call **734-973-3665**
or visit wccnet.edu/foundation



LIVE LIFE TO THE FITTEST

The Health & Fitness Center at Washtenaw Community College


You'll find a 75,000 sq. ft. facility with open spaces and spectacular views. It's beautiful. It's friendly. It's a great place to get healthy and fit.

- Free health and fitness classes including yoga, Pilates and spinning
- A walking/jogging track
- Free weights, resistance and cardiovascular training equipment
- A large lap pool and a warm therapeutic pool with wheelchair access
- Spacious locker rooms with whirlpools, steam, sauna and massage
- Free parking...and much more!

"The Health & Fitness Center is a true community resource. From the variety of free classes offered every day, to the certified personal trainers, to the on-site childcare, this center meets all my fitness needs."

Kim, Ann Arbor

Discounts available for groups of 5 or more people.
For more information, or to join, call (734) 975-9950 or visit www.wccfitness.org



The Health & Fitness Center
AT WASHTENAW COMMUNITY COLLEGE

Find Answers to Your Career Questions

CareerFocus Café

www.careerfocuscafe.com/
washtenaw

On the menu:

Job Hunting Tips

Career Trends

Salary Information

Careers on Video

Workplace Advice

College Resources

And More



CareerFocus Café is the new online companion to CareerFocus magazine



With school and my job, online classes would be convenient, but I also need time in the classroom with my teacher. Can I do both?

BLENDED

Juggling a family and school, I have to manage my time carefully. I'd like to take as many online classes as possible. What's available?




ONLINE



It's a long commute to campus, and parking can be a challenge. Are there WCC classes closer to where I live?

EXTENSION

As a new student, I'd like to get to know my instructor and classmates. What's the best option for me?



TRADITIONAL



I live near U-M's campus, so taking classes at Mason Hall is great. Will WCC offer more courses there?

MASON HALL

I work all week. Picking up classes at night or on the weekends will help me finally finish my degree!



WEEKEND EVENING

NO MATTER WHAT YOUR SITUATION, WCC WILL MAKE COLLEGE WORK FOR YOU.

Mix and match these scheduling options to fit your unique lifestyle.

BLENDED

The perfect balance – online and on campus, in most cases you'll meet in class only once a week.

ONLINE

Experience a 100% interactive online learning experience from the comfort of your home.

EXTENSION

WCC brings college to you in Brighton, Hartland, Dexter and in Mason Hall on U-M's campus.

TRADITIONAL

Immerse yourself in the familiar world of weekday classes.

WEEKEND

We've rearranged class times to maximize your Saturday and Sunday schedule.

EVENING

Make every hour count. Your day goes well beyond 5 p.m., so do your study options.