Michael Robinson, M.S.
Director – Community Outreach & Hiring

Temple University
Lenfest North Philadelphia Workforce Initiative
ABRIDGED BIOGRAPHICAL PROFILE
Michael Robinson, M.S. Counseling

- Director, Community Outreach and Hiring, Temple University’s Lenfest North Philadelphia Workforce Initiative
- Assistant Regional Director, Pennsylvania Higher Education Assistance Agency (PHEAA)
- Director, TRIO Upward Bound, Swarthmore College
- Employment Manager, Deloitte
- Industry Icon Award, Philadelphia Inquirer Newspaper, 2017
- Nominee, Human Resources Person of the Year Award, Delaware Valley Human Resources Association, 2016
Appropriate Behavior, Productive and Knowledge... The Holy Triune in the Workplace!
SUCCESS IS LIKE AN ICEBERG

WHAT PEOPLE SEE

WHAT PEOPLE DON'T SEE

SACRIFICE
STAYING HEALTHY
GOOD HABITS
FOCUS
DISAPPOINTMENT
PERSISTENCE
DAILY GOALS
EXPENSES
TIME MANAGEMENT

REJECTED
REJECTIONS
SLEEPLESS NIGHTS
TEARS
MEETING TARGETS
DETERMINATION
GROWTH MINDSET
WHAT’S TRENDING...

“Professional educators will talk about community building, their quest for diversity, commitment to excellence, doing it for the students, partnering, character development, multiculturalism, assessment...”

Jerry Ross,
Inside Higher Education
WHAT’S TRENDING…

“An aspect of professionalism that I encounter every day is image. There is an unspoken understanding that I have to keep my hair cut, business formal dress, and a level of enthusiasm that makes me more approachable.”

Shane Nelson,  
“TABLE TALK: HIGHER EDUCATION AND PROFESSIONALISM”  
National Association of Student Personnel Administrators
A professional workplace culture “...is all about being an expert in your field, having superlative literary and practical skills regarding current profession, high quality work, higher ethic standards, and appropriate manner of conducting relationships with co-workers, commitment to profession, and reasonable work motivation and morale.”

Diana Coker,
The HR Digest
SIGNS OF AN UNPROFESSIONAL WORKPLACE...

• Employees not following discipline during the working hours ...

• Not working hard to achieve the set targets...
SIGNS OF AN UNPROFESSIONAL WORKPLACE...

• Disturbing other workers, indulging in backbiting about others...

• Doing harm to the work of others, and unnecessarily troubling someone in the office...
SIGNS OF AN UNPROFESSIONAL WORKPLACE...

• Rude behavior with clients or coworkers, losing one's temper easily and unwillingness to work in a team...

• Discussing too much about the personal life with colleagues during the working hours...
HIDDEN COST OF UNETHICAL BEHAVIOR IN THE WORKPLACE

EMPLOYEE FRAUD

• Often hard to spot.
• *Costs firms $600 billion a year, or six percent of the U.S. GDP.

(*Source: Association of Certified Fraud Examiners, 2002 Report to the Nation on Occupational Fraud and Abuse)
HIDDEN COST OF UNETHICAL BEHAVIOR IN THE WORKPLACE

EMPLOYEE FRAUD

- Costs employers 20% of every dollar earned - according to U.S. workers surveyed in 2002 by Ernst & Young! (The CPA Letter, October 2002)
SCANDALS...
VIOLATION OF ETHICS IN COLLEGE ADMISSIONS!

William Rick SINGER
Rudolph “Rudy” MEREDITH
Mark RIDDELL
John VANDEMOER
Gregory ABBOTT
Marcia ABBOTT
Jane BUCKINGHAM
Gordon CAPLAN
Felicity HUFFMAN, and more!

Mail Fraud, Racketeering, Money Laundering
SCANDALS...
VIOLATION OF ETHICS IN THE WORKPLACE!

Dr. Carmen Puliafito
Former medical school dean, University of Southern California.
ACCUSED OF ILLEGAL DRUG USE
SCANDALS...
VIOLATION OF ETHICS IN THE WORKPLACE!

Matt Lauer
Former Host of “The Today Show” - NBC.
ACCUSED OF SEXUAL HARASSMENT
SCANDALS...
VIOLATION OF ETHICS IN THE WORKPLACE!

Megyn Kelly
Former Host of "Megyn Kelly Today" - NBC.
MADE RACIALLY OFFENSIVE REMARK
HIGHLY EDUCATED WORKFORCE
SOURCE: “6 FINANCIAL BENEFITS OF A COLLEGE DEGREE” - BY KELCI LYNN LUCIER

BENEFITS OF A HIGHLY EDUCATED EMPLOYEE...

1. Higher Lifetime Earnings
2. More Likely to Have a Job
3. Access to More Resources
4. Professional Network
5. Indirect Financial Benefits (i.e. Savings, Credit Score, etc.)
6. Access to Jobs with Better Benefits
**Unemployment rates and earnings by educational attainment, 2018**

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Unemployment Rate (%)</th>
<th>Median Usual Weekly Earnings ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctoral degree</td>
<td>1.6</td>
<td>1,825</td>
</tr>
<tr>
<td>Professional degree</td>
<td>1.5</td>
<td>1,884</td>
</tr>
<tr>
<td>Master's degree</td>
<td>2.1</td>
<td>1,434</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>2.2</td>
<td>1,198</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>2.8</td>
<td>862</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>3.7</td>
<td>802</td>
</tr>
<tr>
<td>High school diploma</td>
<td>4.1</td>
<td>730</td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>5.6</td>
<td>553</td>
</tr>
</tbody>
</table>

**Total:** 3.2%  
**All workers:** $932

*Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.  
WHAT DO EMPLOYERS WANT?

Top Ten Work Values Employers Look For...

1. Strong Work Ethic
2. Dependability and Responsibility
3. Possessing a Positive Attitude.
4. Adaptability
5. Honesty and Integrity
6. Self – Motivated
7. Motivated to Grow & Learn
8. Strong Self – Confidence
9. Professionalism
10. Loyalty

Source: TechnoSmarts.com
WHAT DO EMPLOYERS WANT?

The SCANS Report:

• A United States government study agrees that professional soft skills are vital to job/career success.

• In the early 1990's, the United States Secretary of Labor asked a blue-ribbon panel to determine what it takes to be successful in a competitive workplace.

• This panel published a report called the Secretary's Commission on Achieving Necessary Skills (SCANS).

• The SCANS report reveals skills and workplace competencies deemed essential for career success!
THE “SCANS” REPORT:
13 ESSENTIAL SKILLS FOR WORKPLACE SUCCESS...

1. taking responsibility
2. making effective decisions
3. setting goals
4. managing time
5. prioritizing tasks
6. persevering
7. giving strong efforts
8. working well in teams
9. communicating effectively
10. having empathy
11. knowing how to learn
12. exhibiting self-control
13. believing in one's own self worth
UNETHICAL BEHAVIOR...

“TOP TEN MISTAKES LEADERS MAKE” - BY HANS FINZEL

1. Top-Down Attitude.
2. Putting Paperwork before People.
3. The Absence of Affirmation.
5. Dictatorship in Decision-making.
7. Communication Chaos
8. Missing the Clues of Corporate.
9. Success without Successors.
10. Failure to Focus on the Future.
UNETHICAL BEHAVIOR...
EMAIL CATASTROPHES!

AVOID the following...

1. Don’t hit ‘send’ when you’re emotional
2. Don’t ramble
3. Don’t conduct personal business
4. Don’t gossip
5. Don’t joke
6. Don’t criticize

SOURCE: “6 mistakes you should never make in a work email” - CNBC
SANITIZE YOUR SOCIAL MEDIA ACCOUNTS:
“KEEP YOUR POSTS ‘G’ RATED!”
Facebook and YouTube dominate this landscape, as notable majorities of U.S. adults use each of these sites.

Most popular preference...
• **Approx. 2/3 Americans use Facebook!**
Younger Americans (ages 18 to 24) embrace a variety of platforms.

Most popular preference...
- 78% use Snapchat
- 71% use Instagram
- 45% use Twitter
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