**GSU-PCS**

**TO:**

**B-**BUILD

**E-**EDUCATION

**E-**EMPOWER

**N-**NUTURE

**C-** COMMITTMENT

**O-**OPPORTUNITY

**U-**UNBREAKABLE

**R-**REWARD

**A-** ACCOMPLISH

**G-**GOALS

**E-**ENCOURAGE

**D-**DREAMS

Life Lessons

TO ENHANCE CAREER & PERSONAL SUCCESS

**GRAMBLING STATE UNIVERSITY**

**Office of Alumni Affairs and Career Services**

**Dr. Shelia Fobbs**

**Encouraging Life Enterprises and Visionz Group**

Edna Wayne Mathews

Willie E. Rivers

April 21, 2017

Dr. Shelia Fobbs Executive Director Office of Alumni Affairs and Career Services Grambling State University

Dear Dr. Fobbs:

**Proposal**

Edna Wayne Mathews, dba Encouraging Life Enterprises and Willie E. Rivers, dba The Visionz Group (consultants), propose to develop and present a series of Soft Skills and Professional Development Seminars for Grambling State University (the university) students. The seminars will provide students with the essential social and professional skills to get and keep a job.

**Background**

During our meeting with you on March 28, you requested us to move forward with our proposal to develop Life Skills and Professional Development seminars for the university’s students. As we stated during that meeting, we believe development of students’ soft skills is critical to them obtaining and then successfully retaining and thriving on their jobs.

Like Grambling State, other universities have started teaching students everything from how to make small talk, deal with conflict, show up on time, follow business etiquette, and communicate with co-workers, to which bread plate to use. MIT’s “Charm School” instructs students on things such as how to network with alumni to tying a bowtie. Some of these programs may appear to be fun, or even funny, but there is a deadly serious purpose to them; to give students the kind of social skills they need to get and keep a job.

**Life Skills and Professional Development Seminar Objectives**

We recognize that most of your students had to be smart in order to get into the university and remain there. But in a tough job market, being smart and having technical or “hard skills” are not good enough. Statistics and workforce data reveal everyone they compete against for a job will be smart. In the tough job market they will face, the key to them being a step ahead is having an abundance of interpersonal skills and being able to “work a room”.

Soft outcomes, such outcomes from our training, coaching and support, unlike hard skills outcomes, such as qualifications and jobs, are not always easy to measure. Never the less, in addition to outcomes outlined in each seminar, we believe our instruction and coaching will:

* Increase students’ chances of success during interviewing, networking and job fairs by strengthening their ability to make good first impressions through “first impressions management” instruction.
* Improve their social skills through understanding the psychology and motivation of others during interactions as well as development of their own soft skills.
* Understand how to balance the use of soft skills with technical skills to achieve professional success.
* Help those with “adequate” interpersonal skills realize why they appear to fail in certain situations.

**Consulting Team and Credentials**

**Edna Wayne Mathews**

Edna Wayne Mathews is a seasoned life skills coach, consultant, author, speaker, and pioneering entrepreneur. Edna provides leadership and winning business principles from the success she gained as a multi-million dollar aesthetician business owner, skin care and beauty consultant and a powerful encouragement advocacy.

Edna attended Grambling State University through her junior year, and graduated from the University of Wisconsin System with a degree in Sociology/Social Work. She pursued graduate studies at Alverno College, Milwaukee, WI. Edna honed her business acumen through university level business leadership programs and she is a John Maxwell Team certified coach, speaker and teacher.

In recognition of her pioneering entrepreneurial business enterprise, modeling career, and community advocacy and leadership, Edna has been featured in popular industry magazines, as well as nationally known publications such as Jet and Ebony Magazines. She has been profiled in Black Enterprise Magazine and the Milwaukee Chamber of Commerce as its “Outstanding Entrepreneur” and, in Milwaukee Magazine’s “People of The Year” edition. She has shared the story of her business success through appearances on CBS, NBC and ABC television networks. Edna has been a soft skills consultant to corporate businesses; as well as, image consultant and beauty expert to local and national magazines, newspapers and other media outlets.

**Willie E. Rivers**

For dozens of years, Willie Rivers has played a key role in the community, helping people from all socio-economic backgrounds succeed through mentoring, leadership and financial literacy and job training. After earning a B.A. degree in economics from Grambling State University, Willie’s business legacy began at one of America’s largest automobile companies.

Over a 32 year financial services career, Willie held a succession of senior level positions, managing budgets of over a billion dollars and staffs of up to 500 people. His passion for the people side of business influenced his early decision to get actively involved in how Ford Credit recruited, hired and developed its staff. He crafted recruiting strategies for colleges, job fairs and the National Black MBA Conference to help increase diversity and inclusion at all company levels. Chairing the company’s Personnel Development Committee, Willie over-saw creation of career development plans for the company’s 175 mid-management level employees, mentoring them so they could thrive and succeed at Ford Credit.

The consulting team will conduct all seminars, either as a team or solo, depending upon the seminar subject matter and consultant’s availability.

**Scope of Work**

The consultants have collaborated to create a series of soft skills and professional development workshops for Grambling State University to provide students with the essential social and professional skills required to get and keep a job. For your review and approval, a draft of these proposed seminars are included in the attachment.

Until an agreement is made as to final seminar content and duration, consultants will:

* Work with Grambling State University to customize the proposed seminar content to meet the university’s needs.
* Work with the university to co-develop the Freshman Athlete’s Symposium, which will involve members of the athletic department and other interested parties.
* Present workshops per the agreed upon schedule prepared by the university. Each session will be limited to a maximum of 25 participants, with the exception of the Freshman Athlete’s symposium, which is projected to have more than 25 student participants.

**Resource Commitment**

* The university will provide the consultants with reasonable access to key staff members, stakeholders and students.
* The university will be responsible for all scheduling of seminars, facilities, equipment and related support for training.
* Consultants will provide all training material including student syllabi, workbooks and related materials.

**Consultants’ Compensation**

The consultancy compensation for developing and delivering the seminars will be determined after the number of seminar and their frequency of delivery have been defined. We look forward to working with you during this process.

We thank you for this opportunity to serve Grambling State University and look forward to meeting with you soon to finalize the proposal details.

Sincerely,

Edna Wayne Mathews Willie E. Rivers

Enclosure:

CC: President Richard Gallot, Jr.

**GSU Life Skills and Professional Development Seminars**

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| First Impression  It takes just a quick glance, maybe three seconds, for someone to evaluate you when you meet for the first time. In this short time, the other person forms an opinion about you based on your appearance, your body language, your demeanor, your mannerisms, and how you are dressed.  With every new encounter, you are evaluated and yet another person's impression of you is formed. These first impressions can be nearly impossible to reverse or undo, making those first encounters extremely important, for they set the tone for all the relationships that follow.  So, whether they are in your career or social life, it's important to know how to create a good first impression.  **This seminar will provide students essential tools for making a positive impression, the first time.**  **Seminar Topic:** Be On TimePresent Yourself AppropriatelyIndividualityA Winning SmileOpen and Confident  * Power of Small Talk * Positive Attitude * Courteous and Attentive   **Upon completion of this seminar students will have the critical knowledge and know how’s to make a winning first impression.**  Duration: 2 Hours  **Writing Resumes and Cover Letters**  The main purpose of a resume is to get you in the door for a job interview. On average, employers spend less than 60 seconds reading a resume, so you have to make a good impression quickly.  In today's competitive job market, it's more important than ever to make your credentials stand out above the crowd. We will provide detailed explanations, as well as step-by-step processes, for creating an effective resume.  **This seminar will teach students what employers say they want in resumes and cover letters and how to meet those criteria impressively.**  **Seminar Topics:**   * Developing A Winning Resume * The Top Ten Pitfalls In Resume Writing * Preparing Your Resume Cover Letter * Appropriate Email Correspondence * Job Search Correspondence * Sample Resumes And Cover Letters   **Upon completion of this seminar students will understand how to write effective resumes and cover letters that are employer focused. They will know:**   * The importance of a well prepared resume * Resume basics * Proper tailoring of a cover letter * The importance of establishing and maintaining professional communication with prospective employers * How to effectively “sell themselves”   Duration: 2 Hours  **Goal Setting**  Goal setting is a roadmap to your success.  Goal setting and measuring have become a very important part of corporate work cultures. Research shows, it has been termed and described as one of the basic reasons for enhancing productivity in organizations. Goal setting is the foundation for personal and workplace success.  **The Goal Setting Skills Seminar is designed to help students develop the skills to set career and life goals develop strategies for achieving them, take action, evaluate how well their plan is working, and to be flexible enough to make changes as necessary.**  **Seminar Topics:**   * The Importance Of Goals * How To Measure Your Goals * Flexibility and Adaptability   **Upon completion of this seminar students will learn effective strategies for setting goals to help maintain the focus and discipline required to achieve personal and professional goals in order to increase the chance of success in every area of their life; and to help increase their productivity and help achieve their dreams.**  Duration: 2 Hours  **Teamwork**  Teamwork is an essential part of workplace success. The ability to work as part of a team is one of the most important skills in today’s job market. Employers are looking for workers who can contribute their own ideas, but also want people who can work with others to create and develop projects and plans. Teamwork involves building relationships and working with other people using a number of important skills and habits:  The Teamwork seminar provides students with instruction and coaching for them to be able to build relationships and work with other people using a number of important skills and habits.  **Seminar Topics:**   * There Is No “I” In Team * Teamwork On The Job * The Elements Of Teamwork…An Inventory of Skills * Teamwork Can Be Tough * Understanding Personality Types   **Upon completion of this seminar students will learn effective strategies for working together with a team, ways to improve communications and abilities to problem-solve, in addition to the following skills:**   * + Identifying and dealing with some of the hindrances to team building   + Understand the importance of teamwork   + Working cooperatively with others   + Contributing to groups with ideas, suggestions, and effort   + Communication (both giving and receiving)   + Demonstrating a sense of responsibility   + Showing a healthy respect for different opinions, customs, and individual preferences   + An ability to participate in group decision-making   + An understanding of how teamwork is managed on the job   Duration: 2 Hours  **Interpersonal Skills**  Interpersonal Skills are often referred to as *people skills*. Employers often seek to hire staff with strong interpersonal skills. Interpersonal skills are not just important in the workplace, our personal and social lives can also benefit from better interpersonal skills. The foundation for many other skills is built on strong interpersonal skills since these are relevant to our personal relationships, social affairs, and professional lives.  **This seminar is designed to help students to understand the overarching impact of interpersonal skills to success in life. It will provide interactive, engaging practices, scenarios and activities to help develop effective interpersonal skills.**  S**eminar Topic:**   * Emotional Intelligence * Communication * Negotiating, Persuasion and Influencing * Empathy * Conflict Resolution and Mediation * Problem-Solving * Decision-Making * Critical-Thinking * Leadership * Self-Confidence * Work Well With Diversity * Self-Reflections and Self Assessments   **Upon completion of this seminar students will learn how to better relate to and resolve relational issues with others personally, socially and professionally.**  Duration: 2 Hours  **From Cub To Tiger**  **A Freshman Athlete Symposium**  The From Cub to Tiger Seminar will help first year student-athletes understand and cope with academic, social, athletic and personal pressures related to the transition from high school to GSU. New student-athletes will be provided with practical life skills strategies to help them adjust to academics, athleticsand life on their own.  https://d.adroll.com/cm/n/outhttps://d.adroll.com/cm/index/outhttps://d.adroll.com/cm/n/out**This seminar will support the athletic department’s welcome of the athletes and make them aware of all the Life Skills instructions and coaching that are available to them as they strive to achieve academic and athletic success at GSU.**  **Seminar Topics:**   * Etiquette Training   1. Classroom   1. Dining and Business 2. Business Attire  * Managing Your Money  1. Developing A Spending Plan 2. Budgeting  * Communication Skills  1. Oral 2. Non-verbal  * Networking While In College * Stress Management * Time Management * Sexual Assault, Relationship Abuse and Violence Prevention and Awareness * Drug/Alcohol Use As It Relates To Health and Athletic Performance * Dietary and Nutrition * Goal-Setting   Duration: 2 hours | **Social Etiquette and Business Protocol**  The Social Etiquette and Business Protocol Seminar is designed to prepare students for the new and often demanding social and professional situations they will face in their personal and professional lives. Whether it is preparing for a graduate school interview, learning how to feel confident at social events, dining in a restaurant with their boss or clients, interacting and team-building with their colleagues or interviewing for a first time job, this seminar will give them the confidence they will need to successfully handle these situations.  **Seminar Topics:**   * Essential Conduct and Social Skills for University Students * Business Etiquette and Blunders…And How To Fix Them * Professional Etiquette   Instruction and coaching will be provided to help participants feel more confident in university environment, social situations, business interactions, and at the dining table. Skills will be enhanced in:   * Everyday Basic Etiquette * Dining Skills and Table Manners * Meeting and Greeting * Dress, Grooming and Style * Social Media Postings * Appropriate Classroom Behavior * Appropriate Student/ Instructor Interaction   **Upon completion of this seminar students will have the essential social skills that will give them the confidence to successfully handle these situations in the classroom and workplace.**    Duration: 2 Hours  **Interviewing Skills**  A highly interactive and practice driven seminar to provide students with the tools to be successful in their job search.  **This seminar will help prepare students to effectively tell their story and tell how they can fit with and contribute to an organization.**  **Seminar Topics:**   * Appropriate Pre-employment Inquiries * Preparing For The Interview * [Ten Rules of Interviewing](http://crmpubs.com/CGsFinal/Howard_BCG_16-17.pdf#page=51) * [Dressing For The Interview](http://crmpubs.com/CGsFinal/Howard_BCG_16-17.pdf#page=52) * The Behavioral Interview * [Questions Asked By Employers](http://crmpubs.com/CGsFinal/Howard_BCG_16-17.pdf#page=55) * [Turning The Tables In The Interview](http://crmpubs.com/CGsFinal/Howard_BCG_16-17.pdf#page=54) * [Questions To Ask Employers](http://crmpubs.com/CGsFinal/Howard_BCG_16-17.pdf#page=55) * The Informational Interview * Your 60 Second Commercial – “The Elevator Speech” * 5 Keys To Maximizing Your Personal Brand   **Upon completion of this seminar students will understand these strategies to enhance effective interviewing and how to:**   * Research the company with whom they are interviewing * Understand the difference between traditional and informational interviews * Effectively seek out and schedule informational interviews * Understand inappropriate pre-employment questions * Clean-up their digital footprint to enhance and protect their online reputation * Overcome the competition * Dress appropriately for interviews, job fairs and business meetings * Demonstrate professional behavior * Communicate effectively * Develop and maximize their personal brand   Duration: 2 Hours  **Communication Skills**  All of us are constantly in a state of giving and receiving communications. Problems arise when one does not receive or understand the message sent in the communication as it was intended, or when one subconsciously sends a nonverbal message that contradicts the spoken word.  **This seminar will help students understand the importance of good communications skills at school and in the work place.**  **Seminar Topics Include**   * Barriers To Good Communication * Nonverbal Communication * Oral Communication Listening Skills * Telephone Skills * Communication Etiquette and Courtesies * Introductions   **Upon completion of this seminar students will understand the importance of good communication skills in the classroom and workplace. In addition, the objectives listed below will be met.**     * Understand the importance of good communication skills * Understand how nonverbal communication skills affect their overall communications in the classroom and at work * Use effective listening techniques * Use proper oral communication skills * Understand how to introduce oneself with an appropriate handshake and greeting   Duration: 2 Hours  **Networking Skills**  Networking is a planned and ongoing effort. The Networking Skills Seminar is designed to help participants develop the skills to set career goals, develop strategies for achieving them, take action, evaluate how well their plan is working, and make changes as necessary. Their first job will not be their last job—therefore they will learn to use networking as a long term process.  **Seminar Topics**:   * Start Networking While In College * 5 Keys To Maximizing Your Personal Brand * Network Your Way To A Job * Getting The Most Out Of A Job Fair   **Upon completion of this seminar students will understand how to:**   * Develop and maximize their personal brand * What networking is, and why it is important * Identify ways of describing themselves and their career goals succinctly * Recognize and take advantage of a networking opportunity when it arises * Develop networking skills * Increase awareness of networking resources   Duration: 2 Hours  **Job Retention and Advancement**  **How to Keep the Job Now That You Are Hired**  Believe it or not, your preparation doesn't end once you've found a job. Truly making it in a career or on a job means continuous career planning and growth. It requires taking a proactive approach to retaining your job and mapping your long-term career advancement.  **This seminar will provide students with the competencies and strategies to create advancement opportunities and job security.**  **Seminar Topics**:   * Map Your Success * 5 Keys To Maximizing Your Personal Brand * Establishing And Maintaining Good Work Habits * Taking Initiative * Know Your Company's Values, Norms and Culture * Know Your Company’s Social Media Policy * Performance Evaluations * Dress Codes * Work Place [Do's And Don'ts](http://ywforward.org/content/youre-hired-dos-and-donts)   **Students will receive instruction and coaching to improve their competency in:**   * Career goal setting * Developing and maximizing their “Personal Brand” * Distinguish themselves from their co-workers * Knowing and understanding the organization’s performance expectations of them * Professional business office decorum and professionalism * Social media behavior * Electronic business arena communications * Dressing appropriately for your profession; and much more.   **Upon completion of this seminar students will understand proactive work competencies and strategies to create advancement on the job.**  Duration: 2 Hours  **Financial Literacy**  **All About Credit**  When it comes to making major purchases or planning for your financial future, good credit is critical to your success. This seminar will provide instructions on how to establish and maintain credit, the basics of credit scoring and reporting and how to avoid credit traps.  **Seminar Topic:**   * Your credit and why it is important * Establishing and maintaining good credit * Understanding credit scoring * Restoring your credit * Avoid the credit trap   **Money Management**  From the importance of good credit to budgeting and goal setting, this workshop offers solid information and hands-on activities to build money management skills. Students will gain new insight into their spending and saving habits; learn how to avoid pitfalls, and develop strategies for financial success.  **Seminar Topics**:   * Your Credit and Why it is Important * Managing Your Money  1. Developing A Spending Plan 2. Budgeting  * Financial Goal Setting * Planning for Your Future * Avoiding Credit Traps   **Upon completion of this seminar students will gain new insights on how to establish and maintain good credit and how to avoid pitfalls, and develop strategies for financial success.**  Duration: 2 Hours |