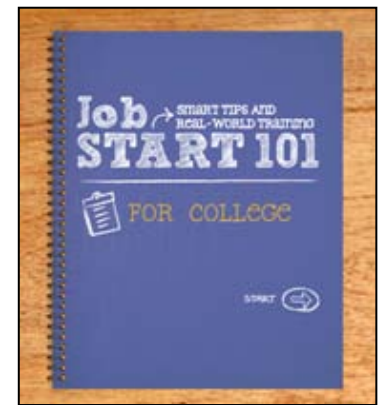


# Job SMART TIPS AND REAL-WORLD TRAINING START 101

**JobSTART 101: Smart Tips and Real-World Training** is a free online course for college students and recent college graduates that introduces the professional skills necessary for entry-level employees to succeed in the workplace. Sponsored by Business Roundtable and HR Policy Association, the course includes interactive components that cover topics ranging from how to communicate and solve problems to how to develop a professional persona that helps drive careers for long-term success. Accenture, a member of both organizations, provided instructional design, content and program management expertise for the course. It is designed to be engaging and fast-paced with the option for students to complete the entire course in approximately 90 minutes, or complete the six topical modules one at a time.



[www.jobstart101.org](http://www.jobstart101.org)

Before the release of JobSTART 101 in November 2010, a pilot was conducted with college students from six higher education institutions: California State University at East Bay, Coppin State University, DeVry University, Duke University, Northern Virginia Community College, and University of Michigan. Feedback was very positive and many of the students' suggestions to improve the course were incorporated.

## Why JobSTART 101?

The Springboard Project – an independent commission of thought leaders – identified the need for JobSTART101. In a recent survey, the commission found that 61 percent of U.S. employers say it is difficult to find qualified workers to fill vacancies at their companies. Structural shifts in the economy are creating a widening disparity between the skills and experience that workers have and those increasingly demanded by the workplace. To address this growing gap, these thought-leaders recommended specific actions that would help Americans get the education and training they need to succeed in our evolving economy. In addition to changes in government policies, the experts urged employers to better communicate workforce needs and expectations to students.

As a result, JobSTART 101 was developed by executives who are responsible for recruiting, hiring and training college graduates at member companies of Business Roundtable and HR Policy Association. JobSTART 101 online learning modules are available for widespread distribution and use.



For more information on how you can get involved with JobSTART101 please contact:

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