

### Hard Drive

Ford Motor Company is providing each of its 350,000 employees worldwide—from the loading dock to the boardroom—with a home computer, a color printer, and unlimited access to the Internet for about \$5 a month. The impetus was to “leap the digital divide” that’s thought to separate people who can afford home PCs from people who can’t.

At press time, Ford is the first major company to offer every employee the tools to participate fully in the Internet arena. Ford believes that the cost of the program—\$300 million—will be compensated in no time by the financial benefits of making all of its employees computer literate.

### Trend Watch

Students are dropping out of college, lured by the lucre offered by dot.coms and Internet industry.

The high-tech labor market is so desperate for workers

that employers are aggressively recruiting graduate students and even undergraduates for jobs paying \$30,000 to \$60,000 a year to start, with juicy stock options. In fact, faculty members are following suit.

Currently, there are an estimated 933,000 unfilled jobs for systems analysts, engineers, and computer scientists. That number is expected to rise to 1.9 million by 2006. Yet, U.S. computer science programs are graduating only about 25,000 students a year.

Source The Herman Group, alert@herman.net

### In a Related Story...

Dot.com rustlers are causing employers to try to keep their herds from straying by turning to branding.

“Companies have come to realize that their branding efforts aren’t just for external audiences,” says Allen Salikof, president of Management Recruiters International, Cleveland. “A person’s eagerness to work

for a company is tied up not just in salary and job title but also in what the company stands for and what its brand conveys to the employee’s friends, family, and self.... Branding messages can make a substantial difference.”

Salikof says that employees want to sit at the table and be players in growth and success. “That’s why so many people are willing to take a chance with a startup, even knowing that only one in 10 dot.coms will succeed.”

For more info on MRI, brilliantpeople.com

### Workaholics

Americans are more stressed than ever. As a result, 43 percent of adults are suffering adverse health effects, and 75 to 90 percent of adult visits to primary care physicians are precipitated by stress-related problems.

Stress also causes about 1 million employees to be absent any given workday and is ultimately responsible for 50 percent of employee burnout and 40 percent of employee turnover.

“Stress is an inescapable part of modern life,” says Tood Imholte, vice president of Hopkins, Minnesota-based Environmental Graphics, a producer of art posters.

“Like it or not,” says Imholte, “we’re constantly juggling a myriad of professional and personal responsibilities, often with too little time to do any of them justice. Add in technology, which now allows us to be on call during our leisure time via cell phones, pagers, and email, and it’s no wonder our stress levels are higher than ever before.”

Imholte offer these sug-

### How To

To help balance the work-life seesaw, try these tips from CCH Incorporated to reduce unscheduled absenteeism:

- Examine your sick leave policy. Paid-leave banks let employees store up sick days for personal responsibilities.
- Train managers to be sensitive to lifestyle issues and signs of stress.
- Give employees the tools they need to deal with personal issues, such as employee assistance programs and seminars on finances, career management, and family relationships.
- Look at work flows and culture to increase flexibility. Flextime, compressed work weeks, job sharing, and telecommuting can be effective in helping employees balance demands and be more productive.
- Get families involved in the workplace. Include them in information sessions, invite them to dinner in the company cafeteria when employees must work late, and send spouses with employees on long business trips.

gestions for stress reduction:

- Go for a walk. On the beach, in the mountains, or just in your neighborhood. Just 20 minutes a day can do wonders, physically and mentally.
- Bring the outdoors indoors. Decorate your home and office with nature-inspired items to help you relax and to soothe the soul.
- Take up an enjoyable hobby. Whatever you choose, make sure it’s calming—such as painting, playing a musical instrument, knitting, or fly fishing.
- Try Tai Chi, meditation,

or prayer. By focusing within, you can acquire a proper perspective and better control over the anxiety-causing external world.

- Hug your significant other, kiss your children, pet your dog or cat.
- Laugh.
- Be playful and spontaneous.
- Have fun.

To purchase WallMurals, such as "Serenity," call 888.205.0914, go to [egproducts.com](http://egproducts.com), or visit Home Depot or Sherwin Williams.

## E-News

**National Technological University Corporation**, headquartered in Atlanta, has received \$20 million in equity financing and commitments.



NTUC—a provider of technical, business, and management e-learning solutions—intends to use this recent funding to expand its online course library, as well as increase its sales and marketing efforts.

NTUC currently distributes 18 graduate programs in engineering, computer science, and technical management from National Technological University in Fort Collins, Colorado, and more than 50 participating universities. NTUC also offers about 400 satellite and Web-delivered professional development programs in IT, engineering, business, and management through **PBS The Business and Technology Network**.

Contact [ntu.edu](http://ntu.edu) or Douglas M. Yeager, NTUC, [doug@mail.ntu.edu](mailto:doug@mail.ntu.edu)

## CEO Low-Down

- Close to two-thirds of all major companies have replaced their CEO in the past five years.
- Fewer than 50 percent of current CEOs have held their jobs for less than three years.
- Mergers and acquisitions cause nearly half of all CEO departures.
- Most—85 percent—of CEO replacements are appointed from within.

Source Drake Beam Morin, Stamford, Connecticut

## Top Ten

- Here are the top 10 reasons to take recruitment to the Web, from Recruiting Solutions, Denver:
10. Shortens time between contact and interview.
  9. Easier to use a Website than a recruiting database that needs yearly updating.
  8. Makes data more secure.
  7. More accessible, even when

## Quick Take

The Epilepsy Foundation has received a \$350,000 grant from the U.S. Department of Labor to train people with epilepsy in critical technology-based skills.

The project, JobTech, is to be conducted by the foundation's local affiliates in Camden, New Jersey; Mobile, Alabama; Rockford, Illinois; and Kansas City, Missouri.

More info [epilepsyfoundation.org](http://epilepsyfoundation.org)

you're out of the office; you can log on from any computer anywhere.

6. Streamlines information, unlike Internet bulletin boards that can charge fees to job seekers and recruiters for wading through resumes dumped into vague and misleading categories.
5. Increases productivity by

concentrating on interviewing instead of generating reports. Some software will match new jobs to candidates already in the database.

4. Eliminates annoying paperwork.
3. Personalizes responses to candidates.
2. No IT support needed, as there's no software or hardware to install. Within hours, you can be up and running.

And the number 1 reason to take your recruiting to the Web. Customizes the job page on your Website.

More info [rsllc.com](http://rsllc.com)

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## Reality Check

For every dollar that a man earns, women are paid only 75 cents, right? Wrong, says more than one myth buster.

That proverbial wage gap doesn't take into account such influential factors as education, type of job, and consecutive years in the workforce. In addition, from 1960 to 1994, women's wages grew 10 times as fast as men's wages. Women are also more educated, earning more associate, bachelor's, and master's degrees than men since the mid-1980s.

See [workforce.com/section/01/0007622.html](http://workforce.com/section/01/0007622.html) or the Independent Women's Forum, [iwf.org](http://iwf.org)

