San Diego, CA – February 5, 2015 - Yesterday, more than three dozen college counselors, faculty and career specialists attended the San Diego City College career preparedness workshop led by Phil Blair, Chief Executive Office and owner of Manpower, Inc.

During the two-hour workshop, Blair, author of the book Job Won!, an insider’s guide to winning the interview, shared his strategies for acquiring and refining the tools needed to secure a job and begin a successful career. The workshop focused on ensuring community college students are job ready when they complete their degrees.

Blair said he wants students to already have a job lined up before they graduate so they don’t get derailed between completing college and beginning their first job. Blair stated that two-thirds of graduates don’t know what they want to do by the time they graduate. Additionally, with the average job search taking eight months, the number of graduates that are forced to live at home after college is increasing each year.

In introducing Phil Blair, City College President Anthony Beebe said that Blair understands the challenges of the current job market and is the “go to guy” for information about employment trends and issues in our region. Beebe said that City College joined Blair in advocating for students to be job ready when they leave college.

The career workshop is part of the California Community Colleges Information and Communications Technology (ICT) Digital Media Deputy Sector Navigator grant funded by the statewide Doing What Matters for Jobs and the Economy initiative.

City College Dean Rose LaMuraglia, ICT- Deputy Sector Navigator for Imperial/San Diego County Region (Region 10) said this workshop is just one of many projects she and her colleagues are working together on to help community colleges advance academic pathways to provide skilled employees to area businesses.

Blair and Manpower will be on campus in the next week interviewing students for 250 available jobs in the area. Beginning with the 2015 fall semester, San Diego City College will offer a work readiness certificate, the “Business Information Worker”. The Business Information Worker is a job readiness pathway or college certificate for office workers, developed in conjunction with local employers, like Manpower.

Manpower provides staff for over 500 corporations in southern California and Blair’s book – JOB WON! has
become a must have for career centers and counseling offices around the country. He has been involved with staffing and job placement for nearly 30 years. Blair often lectures at colleges and universities, encouraging students to set their sights on a career, not just a job.

About San Diego City College
Celebrating its 100th Anniversary in 2014, San Diego City College serves as the educational cornerstone of downtown San Diego. With nearly 17,000 students, City College offers 200+ Associate Degrees and Certificates and 1,900 day, evening and weekend classes. City College is part of the San Diego Community College District (SDCCD), the second-largest of California’s 72 community college districts, comprised of San Diego City College, Mesa College, Miramar College and Continuing Education. For more information, visit: www.sdcity.edu.

About the ICT-Digital Media Sector:
ICT-Digital Media Sector Team is a first ever statewide community college organization of education workforce professionals that are focused upon industry employment needs. Assigned to represent each of California's regional economies and unified as a team, the regional Deputy Sector Navigators of the ICT-Digital Media Sector were launched in July 2013 to help accomplish four goals: Supply in-demand skills for employers, Create relevant pathways and stackable credentials. Get Californians into open jobs, and promote student success.

About Phil Blair|Manpower:
Phil Blair is one of San Diego’s most visible and respected business leaders. During the last 30 years, he along with partner Mel Katz, have built Manpower Staffing of San Diego into the largest Manpower franchise in the U.S., with annual revenues that exceed $100 million. Manpower is San Diego’s fourth largest local for profit employer providing approximately 4,000 jobs daily through its six countywide branches. Blair is an oft-quoted employment industry expert and appears frequently in local business publications and on television and radio. He has also created two career resource guides, Strategies for Success and Getting Back on Track.