



PROJECT MARKETING COMPONENTS HUMAN RESOURCE – A TERM COINED IN THE 1960S

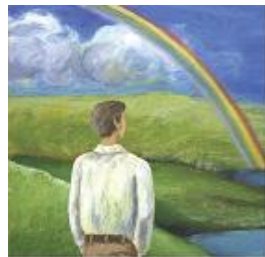
by George Mentz, JD, MBA, CWM®, MPM®, QFP

Human resources is a relatively modern management term, coined in the 1960s. The origins of the function arose in organizations that introduced 'welfare management' practices and also in those that adopted the principles of 'scientific management'. From these terms emerged a largely administrative management activity, coordinating a range of worker related processes and becoming known, in time as the 'personnel function'. Human resources progressively became the more usual name for this function, in the first instance in the United States as well as multinational corporations, reflecting the adoption of a more quantitative as well as strategic approach to workforce management, demanded by corporate management and the greater competitiveness for limited and highly skilled workers.

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10 Golden Rules of Project Risk Management – *whitepaper by Bart Jutte*



The benefits of risk management in projects are huge. You can gain a lot of money if you deal with uncertain project events in a

proactive manner. The result will be that you minimize the impact of project threats and seize the opportunities that occur. This allows you to deliver your project on time, in budget and with the quality results your project sponsor demands. Also your team members will be much happier if they do not enter a 'fire fighting' mode needed to repair the failures that could have been prevented.

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Editor's Notes :

by Michele Guttenberger, MPM®

PROJECTS TO INSPIRE STEM

Future project leaders need to be developed. It is an initiation that starts as early as grammar school where children are enticed to learn STEM -Science, Technology, Engineering and Math. Schools become the key place to spark interest that further inspires college electives. It is the current graduating class that meets the challenges of new business and industry frontiers of the future. Unfortunately, the United States has been seeing a steady decline of interest in STEM education. In 2011, national statics on high school seniors found only 52% met reading, 45% met math, and 30% met Science test score requirements for college readiness. These are dismal numbers for a growing STEM focused world.

The decline may be the result of a missing national rally calling on a generation to pursue STEM studies that we once had in early 1960's. The Cold War ushered on robust competition in science and technology to make us contenders in the space race with the Soviet Union.

American's had a patriotic urgency in STEM learning to vie against the USSR. Astronauts and NASA space centers held an awesome draw factor to young school students. Behind this interest was also the mandated government educational funding for STEM careers. These things helped fuel STEM field electives.

The decline in STEM is a dilemma that the US Government is now addressing in our schools. Nongovernment organizations are also carrying the torch for STEM. In 1998 the AAUW - American Association of University Women, a nonprofit membership org conducted their own school research studies and found the lack of interest in acquiring STEM proficiencies was even greater among girls. AAUW of New Jersey's solution was to get high school girls interested in STEM programs with engaging girl focused projects at their workshop convention called teentech™ held at a host college campus. Besides the partnership with a New Jersey host college and participating high schools, they also found collaboration with other organizations such as the IEEE of New Jersey. More professional orgs are taking STEM discovery projects into local schools. They know the future of a nation depends on the studies school children take an interest in.

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