

What If? Just A.S.K.

The Magazine

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- **Summer 2021**

What If? Just A.S.K.

Summer 2021

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The Philosophy

1

An understanding of the principles behind What If? Just A.S.K.

Key Skills

2

What you need in the post Pandemic Job Market

Occupational Spotlight

3

New section that will spotlight different occupations. This issue spotlights the occupation of Computer Programmer

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1 The Philosophy

Rodney D. Brooks
and Breanne Brooks



We believe the A.S.K. tool is essential in helping individuals to think of and look at alternatives. We believe that forward thinking drives ultimate success. We also believe that without a fundamental methodology that it is possible to stay focused.

What If?

What if you could change, improve, or become an influence in those things you desired to embark on? Would you do it? If someone asked you how would you do it, could you tell them how?

Ask the Question

We dare you to ask yourself the question: “What if I could be or do whatever I dreamed of or felt inspired to do?” Everything starts with a question. The question is what challenges, motivates, and inspires you to take action. If you are not inspired to action, then action will not be taken. Since the question is “What if?,” then you are automatically challenged to see other alternatives or a better way of doing or envisioning things. So ask yourself...

“What If I...?”

Seek the Answer within Yourself First, and Then Use Your Resources

Challenge yourself to answer the question. The question is going to drive your passions and your beliefs, which mean the answer is going to come from within you. Seeking the answer from within also drives the “how.” The how is what stimulates your mind. This is what helps you to understand yourself and your passion for wanting to be the best, improving the situations that you want to see improved, and inspiring others around you to do the same. Your resources become a validation of what you may already have discovered within yourself. Your resources may also challenge you to think of other questions and to dig deeper into your question and its solution.

Know and Believe In Your Abilities

If you do not know and understand your abilities, then no one else will. No one knows you better than you. No one knows what you are passionate about and your dreams better than you. You can ask the question and answer the question. However, if you don’t believe that you can fulfill your dreams and do those things that you are passionate about or change those things that you would like to see changed, then it is time to start over and re-evaluate the question. Knowing and

believing in your abilities also helps you to improve on those abilities. It pushes you to be the best that you can be and it drives honesty within yourself. No one automatically has all the skills to reach their dreams or make the changes that they desire. It takes work, hard work. That work starts with learning and then constantly improving on those things that you need to improve on or make better and stronger. A better you means a better person for society! Now that you know the recipe for your success, your change, and your dreams; just A.S.K. and dare to make a difference!

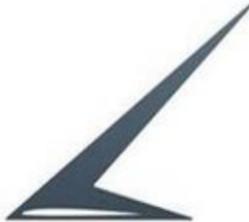


Founders Rodney D. Brooks and Breanne E. Brooks

A futuristic, sleek train or high-speed rail vehicle is shown in motion, traveling through a tunnel. The train is primarily blue and purple, with glowing lights on its front and sides. The background is a vibrant mix of blue, purple, and yellow, with numerous light trails and lens flares, suggesting high speed and a futuristic setting. The overall atmosphere is one of energy and innovation.

**Are you capturing each
moment of your greatness?**

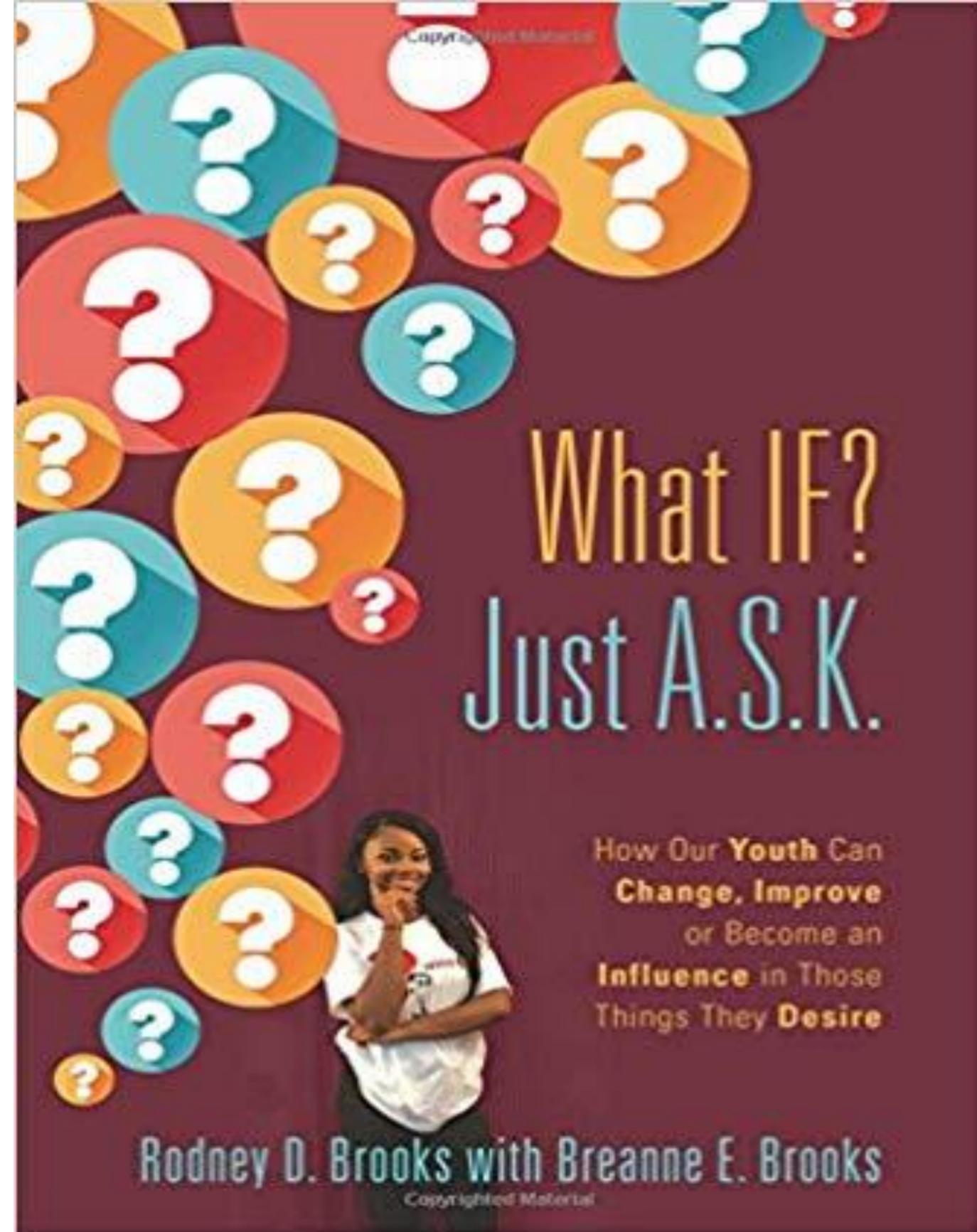
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What's the Job Market for College Students Like This Summer?

by MATTY MERRITT



The kids are definitely alright. After the unemployment rate for younger workers shot up to 32% last summer, the jobless rate for teens dropped to 9.6% this May, the lowest it's been since 1953, and stayed pretty steady in June at 9.9%.

Employment among America's youth is recovering at a much quicker rate than for any other demographic.

In a Morning Brew + Generation Lab poll, we asked 500 college students about their work plans for this summer and how they're feeling about it.

About 72% of our new best friends had some kind of employment lined up for this summer, ranging from a part-time internship to a full-time job. Yet racial disparities persist: 81% of white students had jobs compared to 66% of Asian, 63% of Hispanic, and 51% of Black students.

What else we learned

1. That's a big paycheck you got there. 43% of respondents said they're getting paid more than they were last summer, reflecting rising wages across the labor market. Healthcare (20%) is the most popular field for college student employment this summer, followed by food service (12%).



2. Think twice before signing up for LinkedIn Premium. 38% of students found work through family or friends, compared to 18% through job boards. 46% cited college and personal expenses as their main reason for working this summer, while gaining experience was most important to 28% of respondents.



3. Small staff, open schedule, might lose. Sign of the times: 31% of students said their biggest concern when going to work this summer was understaffing at their employers, beating out worries over health and safety and working remotely



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Career Hub

3

Occupational Spotlight

What are Computer Programmers?

Computer programmers write and test code that allows computer applications and software programs to function properly. They turn the program designs created by software developers and engineers into instructions that a computer can follow. In addition, programmers test newly created applications and programs to ensure that they produce the expected results. If they do not work correctly, computer programmers check the code for mistakes and fix them.

Work Environment

Computer programmers

Most programmers work independently in offices.

Computer programmers held about 213,900 jobs in 2019. The largest employers of computer programmers were as follows:

Computer systems design and related services	38%
Finance and insurance	8
Manufacturing	6
Software publishers	5
Self-employed workers	3

Programmers normally work alone, but sometimes work with other computer specialists on large projects. Because writing code can be done anywhere, many programmers work from their homes.

Work Schedules

Most computer programmers work full time.



This Photo

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Occupational Spotlight continued

What Advertising, promotions, and marketing managers do?

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, advertising sales agents, and financial staff members.

Duties

Computer programmers typically do the following:

- Write programs in a variety of computer languages, such as C++ and Java
 - Update and expand existing programs
 - Test programs for errors and fix the faulty lines of computer code
 - Create and test code in an integrated development environment (IDE)
 - Use code libraries, which are collections of independent lines of code, to simplify the writing
- Programmers work closely with software developers, and in some businesses their duties overlap. When such overlap occurs, programmers can do work that is typical of developers, such as designing programs. Program design entails planning the software initially, creating models and flowcharts detailing how the code is to be written, writing and debugging code, and designing an application or systems interface.

A program's purpose determines the complexity of its computer code. For example, a weather application for a mobile device will require less programming than a social-networking application. Simpler programs can be written in less time. Complex programs, such as computer operating systems, can take a year or more to complete.

Software-as-a-service (SaaS), which consists of applications provided through the Internet, is a growing field. Although programmers typically need to rewrite their programs to work on different system platforms, such as Windows or OS X, applications created with SaaS work on all platforms. Accordingly, programmers writing SaaS applications may not have to rewrite as much code as other programmers do and can instead spend more time writing new programs.

Most computer programmers have a bachelor's degree in computer science or a related subject; however, some employers hire workers with an associate's degree. Most programmers specialize in a few programming languages.

Education

Computer programmers typically need a bachelor's degree in computer and information technology or a related field, such as mathematics. However, some employers hire workers who have other degrees or experience in specific programming languages. Most programmers get a degree in computer science or a related subject. Programmers who work in specific fields, such as healthcare or accounting, may take classes in that field to supplement their degree in computer programming. In addition, employers value experience, which many students gain through internships.

Most programmers learn a few computer languages while in school. However, a computer science degree gives students the skills needed to learn new computer languages easily. Students get hands-on experience writing code, testing programs, fixing errors, and doing many other tasks that they will perform on the job.

To keep up with changing technology, computer programmers may take continuing education classes and attend professional development seminars to learn new programming languages or about upgrades to programming languages they already know.

Licenses, Certifications, and Registrations

Programmers can become certified in specific programming languages or for vendor-specific programming products. Some companies require their computer programmers to be certified in the products they use.

Advancement

Programmers who have general business experience may become computer systems analysts. With experience, some programmers may become software developers. They may also be promoted to managerial positions.

Job Outlook

Employment of computer programmers is projected to decline 9 percent from 2019 to 2029. Computer programming can be done from anywhere in the world, so companies sometimes hire programmers in countries where wages are lower. This ongoing trend is projected to limit employment growth for computer programmers in the United States. However, the high costs associated with managing projects given to overseas programmers sometimes offsets the savings from the lower wages, causing some companies to bring back or keep programming jobs in the United States.

Pay

The median annual wage for computer programmers was \$89,190 in May 2020. The median wage is the wage at which half the workers in an occupation earned more than that amount, and half earned less. The lowest 10 percent earned less than \$51,440, and the highest 10 percent earned more than \$146,050.

In May 2020, the median annual wages for computer programmers in the top industries in which they worked were as follows:

Software publishers	\$103,710
Finance and insurance	92,390
Manufacturing	89,530
Computer systems design and related services	88,510

Most computer programmers work full time.

4 This Youth Generation What you need in the post Pandemic Job Market

What you need in the post Pandemic Job Market

By Deon Price, Author & Youth Life Skills Coach at This Youth Generation

The job market over the past year has gone through some unprecedented changes. Fortunately, we are in the healing season of a very painful and troubling year.

After a yearlong shutdown, certain industries are making a strong comeback as the pandemic subsides. We are seeing more job opportunities in retail, hospitality, travel, bars, nightclubs, construction and the restaurant industries.

Youth employment service agencies are tasked with the challenge of preparing transitional-age youth for these renewed job opportunities.

Employment development workers understand the challenge of transforming youth into employable adults. By monitoring the ever-changing job market, I have learned a few things that could be of use to the current jobseeker.

Employers evaluate potential applicants on mainly three criteria before even considering them for the job: What they read about them, what they see and what they hear. In other words, your paperwork, your presence and your delivery all need to be impressive. If any of those three areas are not right, then you will fall short. We use Zoom, HireVue, Modern Hire, Google Meet, Skype, or other video service.

First is what they read about you. Your paperwork must be in order. That means you need to have the basic credentials, such as a polished resume, a cover letter and qualifying documentation. Depending on the position, this would include documents such as a high school diploma, a college degree, a driver's license, a food-handlers license, a guard card or an OSHA 10 certification, to name a few. Supplemental documents need to be in order, such as in a letter of recommendation, a well-written cover letter, a list of references or a portfolio of your work.

All these things can and should be available in a digital format or platform such as a LinkedIn profile or a professional landing page.

Your digital or online identity will come into play at some point. A not-so-good look from the employer's perspective would be things that would come up in a background check, such as a criminal record, a poor driving record or an inconsistent work history. In some instances, within certain industries, a poor credit score will also disqualify you from some positions. If you look good on paper or online, you increase the likelihood of moving on to the next step in the recruitment process.

Second is what they see. Your personal presence is vital. Let us remember that we live in a superficial society and employers are not immune to human imperfection. They, too, will judge you on your appearance.

If you look good on paper yet show up in unprofessional attire, in most cases you will have lost favor in the eyes of the employer. It does not matter how well-qualified or educated you are. If you show up looking raggedy, it's all for naught. Due to modern fashion trends, people have done extreme things to their personal appearance that have become an employment barrier. The message to youth job-seekers is that they should care more about their professional image instead of their social image.

The final criteria is what they hear from you. You must be able to sell your product. The product you are selling is you: your education, training, work ethic and technical skills. Professional communication skills for job-seekers is a must. If you communicate well, you will do well in any environment.

Having a healthy vocabulary and a good hold on the English language is a valuable tool for those seeking employment. Quite often, the candidate with the best communication skills will beat out the applicant with more qualifications and credentials. Learn how to use the proper words and phrases that are relevant to the position you are applying for. Skilled communicators can make anything sound good. My youngest son's job at home is to take out the trash every day. We don't call him garbage boy. His title is "head of domestic disposal."

If anyone has taken the time to invest in themselves by improving in all three of these areas, I am confident that they will be impressive enough to obtain employment in the new job market. As the saying goes, "Success happens, when opportunity meets preparation."



5

What Is Diversity?



"Diversity, one of the buzzwords of the early twenty-first century, has become a concept that has multiple meanings to different groups of people. ...Social scientists usually talk about diversity in at least four different ways.

Counting diversity refers to empirically enumerating differences within a given population. Using this definition, social scientists take a particular population and simply count the members according to specific criteria, often including race, gender, and ethnicity. In addition, it is possible to take a particular unit within a society like a school, workplace, or government and compare its race, ethnic, or gender distribution to that of the general population.

Culture diversity refers to the importance of understanding and appreciating the cultural differences between race, ethnic, and gender groups. Since members of one culture often view others in relation to their own standards, social scientists using the culture diversity definition would argue that it is important to show that differences do not have to be evaluated along a good-bad or moral-immoral scale. With greater tolerance and understanding, the argument goes, different cultural groups can coexist with one another in the same society.

Good-for-business diversity refers to the belief that businesses will be more profitable and government agencies and not-for-profit corporations will be more efficient with diverse labor forces.

Conflict diversity refers to understanding how different groups exist in a hierarchy of inequality in terms of power, privilege, and wealth."

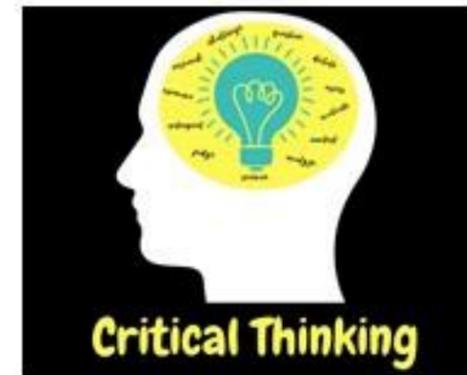
The 'Four Layers of Diversity' wheel shows the complexity of the diversity filters through which we all process stimuli and information. This leads to our assumptions, drives our own behaviors and ultimately impacts others.

"The pioneering research [on the wheel] ... was carried out by Marilyn Loden and Judy Rosener (Loden, Marilyn and Rosener, Judy B. Workforce America! Managing Employee Diversity as a Vital Resource. McGraw-Hill, 1991). Gardenswartz and Rowe (Gardenswartz, Lee and Rowe, Anita. Managing Diversity: A Complete Desk Reference & Planning Guide, McGraw-Hill, 1998.) built upon the primary and secondary dimensions and added two more layers to the "diversity wheel" developing the Four Layers of Diversity model for the workplace. [Goyal, S. (2009, August). Diversity at Workplace. HRM-Review, 36-40.]





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6 7 Finance Books Every Teenager Should Read By MAYA DOLLARHIDE

The teenage years are often the time in young people's lives when the value of a dollar, and how to earn it, become very important. As of September 2020, the labor force participation rate of individuals aged 16-19 was 36.2%, a figure that has remained constant for the past decade.¹

Of course, there is more to money than just earning it, although that seems an essential place to begin. Teens also need to learn how to use credit wisely, save for college, budget for an iPhone (not every parent can be so generous), or purchase their first car. Budding young entrepreneurs may be looking for help to give their business idea a go in the marketplace. Then there's learning to invest and manage one's savings.

The Motley Fool Investment Guide for Teens: 8 Steps to Having More Money Than Your Parents Ever Dreamed Of by David and Tom Gardner Since 1993, the creators of The Motley Fool have been educating the masses on finance. Best-selling authors, the Garner brothers offer teens their standard witty, edgy, and easy-to-read style. Right off the bat, the book provides a road map for forging a successful financial journey from investing, saving, budgeting, and spending and it does a great job reminding teens that "every dollar you spend is an investment."

O.M.G.: Official Money Guide for Teenagers by Susan Beacham and Michael Beacham Banker Susan Beacham and her husband, Michael, are founders of Money Savvy Generation, a financial education company geared toward youth. This personal finance book, the winner of the 2015 EIFLE (Excellence in Financial Literacy Education), includes tips for teens to avoid what the authors call "awkward money moments," how to protect themselves from identity theft (yes, it does happen to young people), and more. For those readers with short attention spans, this slim read is a mere 48 pages long and chock-full of tips, money charts, advice, and suggestions for making smart financial choices.

The Complete Guide to Personal Finance For Teenagers and College Students by Tamsen Butler

Recommended by Forbes magazine and the winner of the 2010 Next Generation Indie Book Awards, Butler's book is an entertaining and useful read. The chapter "Creditors and the Games They Play" is an especially good one for teens headed off to college, where they will be the target of credit card companies' vast offerings for student

The Wealthy Barber by David Chilton

Perfect for those who like their financial advice delivered with a narrative arc, Chilton's story is centered on three young protagonists and (yes, you guessed it) a fictional barber. In the story, the young people's parents send them to the local barber, who has turned a low-wage job into a successful financial future (complete with millions in the bank). The barber imparts his story, along with solid financial advice on everything from wills to taxes. It may be more homespun than hip, but it offers clear, concise, and down-to-earth lessons.

The Richest Kids in America: How They Earn It, How They Spend It, How You Can Too by Mark Victor Hansen

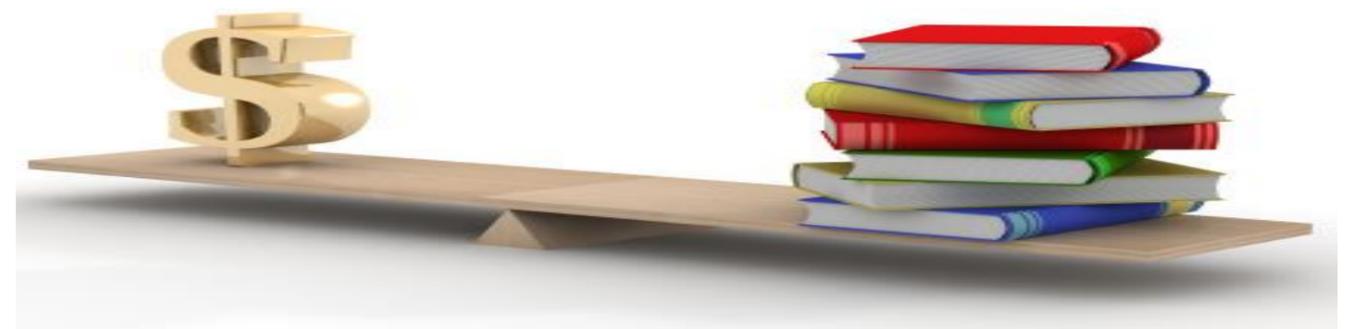
This book was written in 2009, so there may be more rich kids in America now than listed in this book, but it remains an engaging read for young adults. The kids (ages 9 to 23) are great role models for budding entrepreneurs, young investors, and those seeking a positive financial future. Hansen is also the creator of the bestselling "Chicken Soup for the Soul" series, but don't tell that to your teen; it may sound "uncool" and the smart kids in this book are anything but.

Financial Basics: A Money Management Guide for Students by Susan Knox

This book is geared toward college students, but the lessons imparted here (on debit and credit cards, student loans, emergency funds, and more) can be used by teens, too. Think of it as a college prep course in book form. Knox never patronizes her audience, and she includes helpful worksheets designed to get the reader started on a financial plan.

Why Didn't They Teach Me This in School? 99 Personal Money Management Principles to Live By by Cary Siegel

While this book is directed to graduates, it is appropriate for those in the upper grades in high school. Siegel's book is a crash course in money management, with his 99 principles divided into lessons that include debit and credit, investing, housing, spending, and budgeting, and even one titled "life," where he writes about the importance of handling the financial aspects of your personal relationships with friends, romantic prospects, colleagues, and others. An easy read with a good hook, it offers plenty of solid advice about money and adulthood.





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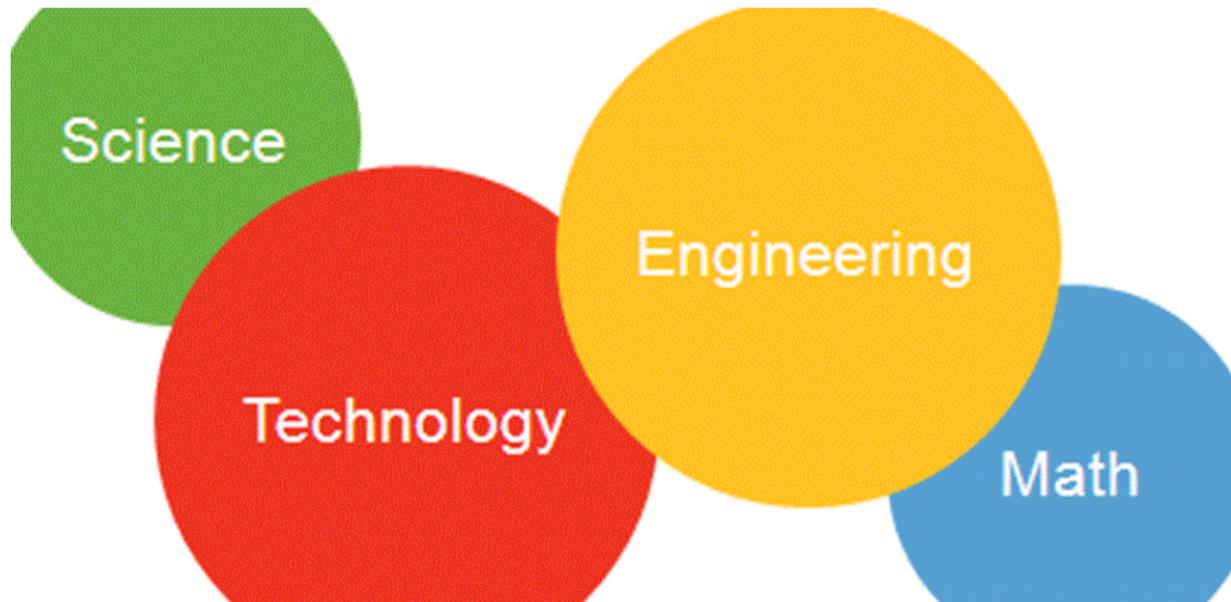


**Just How Big And Plentiful
Are Your Ideas?**

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7 | What is STEM Education?

Elaine J. Hom, LiveScience Contributor



STEM is a curriculum based on the idea of educating students in four specific disciplines — science, technology, engineering and mathematics — in an interdisciplinary and applied approach. Rather than teach the four disciplines as separate and discrete subjects, STEM integrates them into a cohesive learning paradigm based on real-world applications.

Though the United States has historically been a leader in these fields, fewer students have been focusing on these topics recently. According to the U.S. Department of Education, only 16 percent of high school students are interested in a STEM career and have proven a proficiency in mathematics. Currently, nearly 28 percent of high school freshmen declare an interest in a STEM-related field, a department website says, but 57 percent of these students will lose interest by the time they graduate from high school.

As a result, the Obama administration announced the 2009 "Educate to Innovate" campaign to motivate and inspire students to excel in STEM subjects.

This campaign also addresses the inadequate number of teachers skilled to educate in these subjects. The goal is to get American students from the middle of the pack in science and math to the top of the pack in the international arena.

STEM jobs do not all require higher education or even a college degree. Less than half of entry-level STEM jobs require a bachelor's degree or higher. However, a four-year degree is incredibly helpful with salary — the average advertised starting salary for entry-level STEM jobs with a bachelor's requirement was 26 percent higher than jobs in the non-STEM fields, according to the STEMconnect report. For every job posting for a bachelor's degree recipient in a non-STEM field, there were 2.5 entry-level job postings for a bachelor's degree recipient in a STEM field.

Much of the STEM curriculum is aimed toward

attracting underrepresented populations. Female students, for example, are significantly less likely to pursue a college major or career. Though this is nothing new, the gap is increasing at a significant rate. Male students are also more likely to pursue engineering and technology fields, while female students prefer science fields, like biology, chemistry, and marine biology. Overall, male students are three times more likely to be interested in pursuing a STEM career, the STEMconnect report said.





**What
comes after
the
beginning
determines
how it will
end.**

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8 Top 7 Lessons for Young Entrepreneurs

Building a small business can be among the most challenging tasks for entrepreneurs. Building a powerful establishment that will last for decades is a herculean task. However, with the right set of attitude, determination, and a singular mindset, one can achieve any task regardless of the hardships.

Young entrepreneurs may have the right set of attitudes and determination, but they still need appropriate guidance and lessons to set them in the right direction to achieve their goals. Young entrepreneurs are ready to tackle any obstacles in their path, but they can still learn a lot from businesses that have been around for a while.

Whether these aspiring youngsters are interested in learning more about analyst ratings today or have a keen interest in building a small establishment for themselves, there are some helpful lessons they can learn from well-established businesses that have been around for a while. Let's look at the seven life lessons these businesses can offer to young entrepreneurs. [Entrepreneurship](#), listen to audios, watch videos, read journals, blogs and anything you can lay your hands on.

1. Right People Are the Most Important Assets

You may be able to get things going by yourself, but you need the right people as your backbone to build a long-lasting empire. All successful businesses pay special attention to retaining their most important people and treat them as irreplaceable assets for the company.

The right people will be there to push you forward and help with networking, a unique perspective on business processes, and a diverse set of skills to boost your business.

2. Failures Are the Steppingstone to Success

Giving up is the worst thing a young entrepreneur can do when faced with obstacles and failures. All the modern-era businesses that have survived the harsh business climates and failures will tell you the importance of treating your failures as learning opportunities. All empires are built on failures, and these failures should motivate you to do better rather than giving up.

3. Focus on the Bigger Picture

Just because your start-up is successful doesn't mean that you should part ways with creativity and progress. Focusing on the bigger picture will help propel your business to the heights of success, and you will be able to access a wider array of opportunities and untapped markets.

Slowing down or getting sidetracked by minor issues will slowly engulf your business, and, eventually, you will fade away. To move forward, young entrepreneurs must focus on the bigger picture and learn to prioritize their goals and objectives.

4. Communication Is Elemental for Success

All the successful business will reiterate the importance of effective communication and its role in young entrepreneurs' success. With the right channels of communication and full transparency among different team members, your business won't fail. Therefore, effective communication should be your number one priority before optimizing other business processes and goals.

5. Practicality Is Your Best Friend

We would all love to build castles in the sky, but practicality will help young entrepreneurs understand and meet the market demands. Rather than investing your time and resource into unrealistic goods and services, you should focus on what the consumers want and seek to meet ongoing market demands.

Creativity and innovation is always the key to

success, but innovation should be deep-rooted in practicality. It would help to understand what the customers want from you and meet their expectations with practical solutions.

6. Perfection Will Corrode Your Progress

Perfection is the enemy of done and it stands in the way of progress. When you adhere to perfection and seek fine-tuning of existing assets and accomplishments, your vision is impaired, and you fail to see the countless other ventures and opportunities knocking at your door.

The need for perfection corrodes your business vision. Successful entrepreneurs and businesses will tell you to keep moving forward while simultaneously moderately fine-tuning your accomplishments.

7. Keep Learning and Keep Moving Forward

All the successful businesses have one important advice for young entrepreneurs: keep learning, improving, and moving forward in the right direction. Rather than staying still like a pond, you should transform yourself into a river and improve yourself to improve your business.

When you stop learning, you stop evolving. When you stop evolving, you are left behind in your competitor's dust. So stay current, stay in sync with the current advancements, and keep learning to move forward with the world.



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YOUR SUCCESS? DOES IT
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