

Midwest ACE Newsletter, Fall 2006
www.mwace.org

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PRESIDENT'S MESSAGE

Starting Off the Year Right

By Sheri Papay, Midwest ACE President and Assistant Vice President, University Relations, National City Corporation

WOW - what a phenomenal conference - "Road Trip to Cleveland"! I would like to thank Kathleen Powell, Marietta College, and Ryan Brechbill, Denison University, and the entire Cleveland Conference Committee for all their endless hours and dedication to ensure this conference was a success. I hope you will all agree that the speakers, workshops, entertainment and hotel were just fantastic! In the very near future, we will have the slides from a number of the workshops posted on the Midwest ACE website.

Also, I would like to take this opportunity to thank Ray Angle, Past President, for all his hard work and efforts during his role as Midwest ACE President last year. Ray was very instrumental in leading our association through the transition from Magellan Management to Association Management, Ltd. (AML). This was a tremendous project and Ray did an exceptional job. As we look to the future of Midwest ACE, Ray has begun developing the framework for our Strategic Plan and with the assistance of the Executive Board and Assembly Members; our goal is to have this plan completed by January 2007. The Strategic Plan is an important initiative for us this year for it will be the foundation for our future success.

As I begin my role as President, I am very excited to share that in addition to the finalization of our Strategic Plan, we will be working on maintaining and increasing our membership base. "Hats off" to our Assembly Members who did an awesome job last year attracting new members to our association. I look forward to the many great ideas they have for the upcoming year. Another area that we will be looking to update and enhance is our website. We have received a number of suggestions and recommendations from our members, and we will take these into consideration as we implement changes.

I wish you all a great fall recruiting season and I look forward to seeing you at the Trends Conference on November 16th and 17th at the Holiday Inn Chicago Mart

Plaza.

TRENDS PREVIEW

What's Hot in winter?

Attend the 2006 Trends in Recruiting Conference!

By Jason Eckert, Associate Director, Career Services Center, Marquette University

This year the Midwest ACE Trends in Recruiting Conference will be held on Thursday and Friday, November 16-17, 2006 at the Holiday Inn Chicago Mart Plaza in downtown Chicago. Dr. Gardner will not only present the results of the 2006 survey, but will also participate in a question and answer session providing an invaluable opportunity to gain further insight and analysis of the detailed facts presented. Midwest ACE will be offering a pre-recorded webcast for purchase.

How to Register

Visit www.mwace.org and print the Registration Form (PDF). If you are paying by credit card (American Express, Visa or MasterCard), you may mail or fax your completed form to Midwest ACE, with the total amount due. If you are paying by check you must mail your registration with the check enclosed. Please do not register without a form of payment. If you have any questions, please call Midwest ACE at (515) 244-6515.

Option 1: THURSDAY ONLY (\$75 Members, \$125 Non-members)

- * Attendance at ONE professional development workshop
- * Reception, Holiday Inn Chicago Mart Plaza

Option 2: FRIDAY PLUS (\$110 Members, \$160 Non-members)

- * Reception, Holiday Inn Chicago Mart Plaza (THURS)
- * Continental breakfast
- * ONE copy of the Recruiting Trends Survey Report
- * Presentation and analysis of Survey Report
- * Networking lunch
- * Choice of afternoon expert presentations

Option 3: FULL REGISTRATION (\$150 Members, \$200 Non-members)

- * Attendance at ONE professional development workshop
- * Reception, Holiday Inn Chicago Mart Plaza (THURS)
- * Continental breakfast
- * ONE copy of the Recruiting Trends Survey Report
- * Presentation and analysis of Survey Report
- * Employer Expert Panel
- * Networking lunch
- * Choice of afternoon expert presentations

Hotel Accommodations

A block of rooms has been reserved at the Holiday Inn Chicago Mart Plaza, 350 N. Orleans St, Chicago, IL. Located within walking distance you will find great restaurants, intimate wine bars, exotic art galleries, stunning architecture, and a wealth of other cultural attractions.

The room rate is \$131 single/double plus 15.4% tax. Please call the hotel, before October 23, 2006 at 312-836-5000 to make your reservation and mention that you are with Midwest ACE. Cancellations must be made 72 hours before your scheduled arrival to avoid being charged. Hotel check-in begins at 3:00 p.m.

Self Parking Overnight Guest \$25.00 (Valet \$35.00) with In and Out Privileges. The hotel is very close to commuter trains. For more information, please go directly to their web site: <http://chicago.martplaza.holiday-inn.com/>.

Trends in Recruiting Pre-Recorded Webcast

Two weeks after the Trends in Recruiting Conference, you can access Dr. Philip

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Gardner's keynote address, slide presentation, and question and answer session via the internet. Once you have registered for the Pre-Recorded Webcast, you will receive a username and password to access the online presentation via the Midwest ACE website (www.mwace.org).

Benefits of the Pre-Recorded Webcast:

- * Unlimited access to the Pre-Recorded Webcast between December 1, 2006 and January 31, 2007.
- * Flexibility to schedule a convenient time to listen to Dr. Gardner's presentation individually or with members of your staff.
- * One copy of the Michigan State University "2006-2007 Recruiting Trends Report"
- * College Members: Opportunity to share the recruiting trends information internally with your students, alumni, faculty and administrators.
- * Employer Members: Opportunity to share the recruiting trends information internally with recruiters, human resources professionals and corporate leaders.

For More Information

Please view complete conference information on the Midwest ACE webpage (www.mwace.org) or contact your Conference Co-Chairs:

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Regional Recruiting Manager
Enterprise Rent-A-Car
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CLEVELAND CONFERENCE HIGHLIGHTS

Our sincere appreciation to the Cleveland Conference Committee Chairs for planning a wonderful week.

Vicki Ampia, Bowling Green State University (Exhibitors)
Kim Beyer, University of Akron (Entertainment)
Ryan Brechbill, Denison University (Co-Chair)
Laura Kestner, Marquette University (Registration)
Mike Morley, University of Akron (Entertainment)
Pam Park-Curry, Ohio State University (Program)
Stew Peckham, Kenyon College (Sponsorship)
Kathleen Powell, Marietta College (Co-Chair)
John Scanlan, Cleveland State University (Publicity)
Lori Whitmore, Enterprise Rent-A-Car (Transportation)

Session descriptions and handouts are available online at www.mwace.org/annualconference.aspx.

Keynote Speaker: Dr. Raymond Reyes

The Art of Storytelling

By John Scanlan, Assistant Director, Career Services Center, Cleveland State University

After warning his audience that listening to him was akin to drawing in the dark, since you are never sure where you are, Dr. Raymond Reyes launched into a wide ranging discussion of the art of story telling.

Dr. Reyes sought to make three points: where do stories come from? why are stories so precious to us? How does the story become the life force of an organization?

where do stories come from? He illustrated this point by describing a moment when he believed he was going to be confronted by some men in a locker room. His mind constructed several possible scenarios when in the end, the men only wanted to ask him about some campus committee work in which he was involved. Thus, stories come from our self talk. "We are the producer, director and screenwriter of life," proclaimed Reyes. What we say to ourselves is the source of stories.

Why are they so precious to us? Reyes suggested that our stories reflect our values; and we have a strong emotional connection to what we value. Describing us all as travelers, moving from the known to the unknown, he reminded us that customs agents always ask three questions; who are you, where are you going and do you have anything to declare. These questions seek to discover our identity, our reason for being and our values.

Another way to discern what is important to you is to ask what sort of animal you would like to be. How are you like this animal? How do these characteristics help you contribute to your organization?

Finally, a powerful way to get at your core values is to ask yourself, what is it, that if I could not do it, my life would have no meaning?

Dr. Reyes went on to describe a "new literacy for the twenty-first century", a new set of "Three R's": to know, to care and to act.

- * "To know" the power of relationship to self and others
- * "To care" about what you know and make it relevant
- * "To act" upon what you care about, out of respect for your values.

Stories become the life force of an organization because everyone is connected through the organization. They are co-authoring the story. Declaring that we are "natural born meaning makers", Reyes urged the audience to remember that there are four "bones" needed to write the master narrative of our organization's life:

- * "wish bone" - to aspire, to dream
- * "hollowbone" - to be of service to a greater calling
- * "backbone" - to do what is morally and ethically right
- * "funnybone" - to be able to laugh with each other.

Dr. Reyes is the Associate Vice President for Diversity at Gonzaga University in Spokane, Washington. He is currently teaching for the College of Arts and Sciences in the Department of Sociology and the Department of Religious Studies, and conducted a graduate seminar for the MBA program on tribal leadership this past summer.

Keynote Speaker: Timothy J. Koegel
Practice Makes Perfect Exceptional!
By Brent Bultema, Recruitment Advisor, Mayo Clinic

One of the most common phobias in society is that of public speaking. Say this. Don't fidget. Look at the audience. Speak clearly. Hey - why is that guy in the back row sleeping?!? Even if you get over this phobia and are comfortable speaking, are you effective? Better yet...are you exceptional?

Timothy Koegel, author of The Exceptional Presenter, provided a keynote presentation at this year's Midwest ACE Conference that provided everyone with at least a few ideas for becoming a better presenter. Koegel has helped sharpen the presentation skills of clients ranging from the White House to boardrooms worldwide. Now it was his turn to help Midwest ACE Conference attendees learn the tips that demystify this art form.

If there is one point to remember, it's the idea that becoming an exceptional presenter takes practice. Koegel mentioned several times that "those who practice

improve; those who don't, don't." While many career services and recruiting professionals spend much of their day communicating in some form, very few actually practice public speaking. There is plenty of opportunity to sharpen these skills throughout the normal business day...whether by leaving a voice message or conversing with a co-worker. These more informal activities are great theatres to practice the art of presenting.

While the number of effective presentation tips shared by Mr. Koegel is too many to list, a majority of them can be summarized as being nonverbal. In fact, some surveys referenced by Mr. Koegel show that up to 55 percent of a presentation's impact is nonverbal in nature. Some nonverbal suggestions include:

- * Keep your hands to your side, rather than folding your arms or clenching your hands like a "t-rex"
- * Use numbers and show them with hand gestures (i.e., saying there are two points to take away from a presentation and physically gesturing "two" with fingers)
- * The use of hand gestures can be particularly effective when making references that are directional, spatial or comparable in some nature
- * Make sustained eye contact; lock in to audience members rather than continually looking downward or sweeping from side to side

Finally, it is inevitable that the use of one's voice plays an important part of the delivery. Eliminating "fillers" can make a message much more direct and fluid. Fillers include words such as "like" and "actually", phrases such as "to be honest" and sounds such as "ah" and "um." Rather, take a moment to gather your thoughts.

While many of these tips presented by Koegel may appear at face value to be obvious, using them effectively is an art. With a little vigilance and practice, effective use of these suggestions can be implemented incrementally.

In the world of public speaking, practice may not make you perfect but it can make you exceptional!

Encore! Spotlight on Employers

We'd like to thank the employers that participated in the Employer Spotlight event to close out the conference. Great information and business cards were exchanged. Thank you to Archer Daniels Midland, Enterprise Rent-A-Car, Career Beam, Monster, Vector Marketing, Target, National City Corporation and Sherwin Williams.

Did you ever have to make up your mind?

Group Meeting Report

By John Scanlan, Assistant Director, Career Services Center, Cleveland State University

"Did you ever have to make up your mind?

Pick up on one and leave the other behind

It's not often easy and not often kind

Did you ever have to make up your mind?"

John Sebastian was not talking about MWACE Group Meetings when he wrote that song, but he may as well have been. It can be difficult to decide which meeting to attend, since many of us have interests in several groups. In case you wondered what the other groups discussed, here is a summary of the various topics covered in the group meetings.

One common lament was declining attendance at campus events, including workshops and career fairs. Suggestions to improve this situation ranged from clever marketing techniques such as using pizza box ads, Facebook ads, and podcasts to campus wide screen savers. Having students do class presentations about events works well. On the employer side, provide a tip sheet on working the fair to recruiters.

Ideas about dissipating student apathy included making career information and

internships part of the culture of the college, getting the word out about what the Career Services office is doing to assist students, and taking students out to visit alumni on the job in various settings. Try developing interactive games like "Job-pardy", or use a prize wheel to entice people to use the office

Another strong theme dealt with faculty relationships. To build and maintain faculty partnerships, try some of the following:

- * Hold "What Can I Do With a Major In" seminars for faculty
- * Set up an advisory board with employers and faculty to discuss hiring trends and possible curriculum changes
- * Stay in contact with department chairs
- * Create a speakers guide of people who can do class presentations for faculty and invite them to use it
- * Invite department secretaries in to see Career Services, since they are on the frontline with students
- * Explain the NACE guidelines on ethical recruiting practices to faculty; discuss the dangers of renegeing on offers

Several groups tackled the topic of alumni career services. Discussions ranged over how best to use alumni to ideas that were working on various campuses. For instance,

- * Partner with alumni associations
- * Offer free services to alumni
- * Have a full time person in career services just for alumni
- * Notify alumni at job or internship sites about upcoming visits
- * Interact with alumni for employer development
- * Use alumni for informational interviews

Some caveats in these conversations expressed concern that alumni sitting on advisory boards might expect changes to happen more rapidly than is practical on a college campus. Also, be careful to educate them about proper recruiting ethics, since some may expect special treatment as alums and this could violate recruiting ethics.

Our sincere appreciation to all the Cleveland Conference sponsors. The full list is online at: www.mwace.org/annualconference.aspx.

FEATURED ARTICLES

Student Perspectives on Ideal Employers

What's your EVP (Employer Value Proposition)?

By Sharon Jennings, Career Development Coordinator, Office of Career Services, Central Missouri State University

An employer's associations and offerings to current and potential employees that differentiate them from recruitment competitors is the organization's Employer Value Proposition (EVP). Assessing your EVP is accomplished by defining who you would like to be and who you are now. A Report from Universum Communications shared at the 2006 Midwest ACE Conference can provide valuable benchmarking information when recruiting the undergraduate millennials and the Gen X graduate students.

Here are some of the results of their most recent survey of over 50,000 students in the USA. Additional details differentiating diversity, regions and majors are also available at www.universum.com.

Ideal Employer:

- * MBAs: McKinsey & Company followed by Google and Goldman Sachs.
- * Undergraduates: Walt Disney, Google and U.S. Department of State.

Career goals over the next three years:

- * MBAs: Balance personal life and career followed by building a sound financial base.

* Undergraduates: Balance personal life/career and pursue further education.

Undergraduate activities:

* 58% of all undergraduate students are involved in community service and volunteer work.

Ideal employer characteristics:

* The Ideal: High ethical standards, financial strength, attractive locations, progressive working environment and social responsibility top the list

* The Actual: Financial strength, market success, industrial leadership, attractive location and exciting products.

Ideal employer benefits:

* The Ideal: Flexible working conditions, secure employment, clear advancement path, competitive compensation, international career opportunities.

* The Actual: Good career reference, competitive compensation, clear advancement path, secure employment, international career opportunities.

Compensation preferences:

* MBAs: Annual base salary then health insurance.

* Undergraduates: Health insurance then annual base salary.

Expected salary after graduation averaged \$44,671 with \$77,109 expected at 5 years. Those averages drop for females to \$42,057 and \$66,482 respectively.

Best rotational programs:

* General Electric, Citigroup and PepsiCo

The most important factor in an internship:

* Opportunity for full-time employment is the most important for undergraduate and MBA students alike.

Internship preferences:

* MBAs: Chance to see if they enjoy the industry and function, prestige/resume builder.

* Undergraduates: Actual work not just "paying your dues" and compensation.

Research on employers (actual):

* Company websites and career fairs.

Research on employers (preferences):

* Career fairs and internships/co-ops.

The best at recruiting activities:

* PricewaterhouseCoopers, Walt Disney and U.S. Army.

The best events:

* Comprehensive company presentations, informal events with pizza and drinks, case competitions.

When asked, "how did companies win the candidates over?", the ultimate answer was that it was about the people at an organization.

How do your recruiting efforts and practices measure up? How are your people viewed?

Deliver Your Message

Do It Yourself Podcasting

By John Scanlan, Assistant Director, Career Services Center, Cleveland State University

Looking for a new way to get your message out to students in this Internet Age? Ray

Angle of Webster University suggests that you try "Do It Yourself Podcasting": posting audio and/or video files on the web that can be downloaded to student computers or iPods.

Throughout his presentation, Angle stressed that practitioners must strive for quality production, from the information to be imparted through the equipment used to the nuts and bolts of recording sessions.

Possible uses of podcasting include having employers share information about their organizations, supplementing career services' individual advising appointments, recording student endorsements of Co-op experiences, and advertising career events.

In planning a podcast, decide on an identity for marketing purposes. Angle called his podcasts "Career Talk with Tom and Ray", a takeoff on the popular Car Talk show on National Public Radio. Plan a budget of about \$500.00 for equipment, and purchase it.

The equipment list includes a microphone and accessories like a boom stand, shock mount and pop filter. Buy studio stereo headphones for each performer and engineer. You will also need an audio mixing console with the following specifications: 4-16 track analog, 24 bit/120 decibel noise range, three band equalizer, low noise to signal ratio.

There are several choices for recording software, depending upon the options you would like to have in producing your podcast. Audacity, Garageband, Cakewalk Pro and Sony Acid are some possibilities. Audacity is free, but Garageband enables you to create musical interludes. Of course, you will need an appropriate sound card so that you can create MP3 files as well as a laptop and external Firewire or USB hard drive.

The key to successful podcasting lies not in any fancy equipment, but rather in the quality of the guests you invite onto your show. Look for charismatic, energetic people who will be interesting speakers in order to draw your audience into the production. Make your guests comfortable by carefully preparing them. Urge them to speak succinctly for sound bites. Give them most of the questions you plan to use in advance, but hold some back for the sake of spontaneity. Angle incorporated musical interludes between segments, à la NPR, but suggested that you might use that time to run commercials for career services programs or events.

Be sure to promote your podcasts in your printed material and class announcements, and register with iTunes to make your productions more accessible. To hear "Career Talk with Tom and Ray", go to Webster University Career Services, www.webster.edu/homecampus/homes/career.html.

Knowledge Management

Driving Career Services into the Future

By Michael O'Connor, Assistant Director of the Career Center, Hiram College

As a profession, Career Services has gone through a number of significant changes in the recent past. Career Services offices have been faced with greater accountability measures from college and university administration, a student body that expects individual attention and fulfillment of their unique needs, and an ever-evolving job market that demands a different skill set from its employees. These points were touched on by Aimee Clum & Thy Nguyen of Northwestern University during their presentation titled "Driving Career Services into the Future," and were used to justify the need for better and more efficient mechanisms of information sharing.

Clum and Nguyen's presentation, subtitled "How Knowledge Management Theory and Practice Addresses Current Trends in Our Field of Work," introduced the concept of Knowledge Management (KM), and offered examples of how KM techniques might be utilized in the field of Career Services. Clum & Nguyen defined Knowledge

Management as “the process of transforming information and intellectual assets into enduring value;” it connects people with knowledge – allowing others to share information and take action.

Recent technological advances have made Knowledge Management techniques easier to facilitate, though, as Clum & Nguyen are quick to point out, KM is a people-centered, not technologically-centered, concept. While technology provides us with a formal structure for what we’re already doing and increases our information sharing efforts, it’s still important to note that the knowledge shared by individuals is what makes KM useful. Some examples of KM systems relevant to the Career Services profession include Content Management Systems like MonsterTrak, Job Seeker Blogs posted through employment agencies, and Microsoft SharePoint.

Knowledge Management systems could be of great benefit to those within the field of Career Services. Such systems could be used both internally – such as between the different Student Affairs offices at a college, and externally – linking career services offices with area employers, allowing us to provide our students with a higher level of service.

Before they can have such an impact however, the colleges/universities utilizing these systems must first see the value in sharing knowledge. They must then take the time to think through how KM can make their jobs easier, how it can improve existing efforts and how it can streamline organizational processes. If properly utilized, the possibilities inherent through the use of KM systems are nearly limitless. KM systems can help vastly improve communication between campus offices, allow us to understand the needs of our constituents on a deeper level and facilitate the sharing of “best practices” and “next practices” across college and university systems.

Can Career Fairs be Saved?

Focusing in on Career Fairs

By Brent Bultema, Recruitment Advisor, Mayo Clinic

Are traditional career fairs keeping up with the new age millennial students? Or, are career fairs in need of a dramatic reinvention? These are the questions that many in the talent recruitment business are wondering. They also happen to be very real questions that Jeana Gingery, Melissa Sly and Kevin Hardy of Iowa State University recently asked themselves.

The trend of student attendees over the past 5 to 6 years for Iowa State’s LAS & Business Career Fairs has been downward...and in some years, dramatically. Rather than using assumptions or anecdotes to address the problem, LAS Career Services and Business Career Services teamed to complete an in-depth study of their students, employers and the career fair concept. The results as shared with attendees of the 2006 Midwest ACE Conference were revealing and may provide Iowa State with the answer to “can career fairs be saved?”

The first step in the evaluation process was to hire a facilitator with experience in research. With guidance from the career services offices, this researcher conducted focus groups with students who previously attended the career fairs; students who never attended or attended once, only to never return; and employers. From these, many perceptions, right or wrong, were revealed about the career fairs. In one hand, the career services offices were already providing services that would address concerns of students and employers. Alternatively, the feedback also provided them a roadmap as to what additional work was required to provide a more beneficial event.

As a result of the feedback gained, the LAS and Business Career Services offices implemented some of the following actions:

- * Advertised on “Facebook” where many of their students frequently visited
- * Provided student and employer giveaways
- * Engaged faculty in promotion of the career fairs

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- * Developed student and employer tips sheets for career fair participation
- * Provided career fair tips to students via daily student newspaper ads
- * Implemented "Career weeks" where students could participate in workshops, presentations and programs designed to better prepare them
- * Included students' families in the promotion of career fair events

while the final verdict may still be forthcoming for career services offices, a strategic plan is now in place and being implemented at Iowa State. In their case, the career fair can be saved. Can yours?

Emerging Technology

Facebook, and Friendster, and Blogging - Oh My!

By Jill Wesley, Director of Career Services, Distance Education, Indiana Business College

Emerging Technology

Facebook, and Friendster, and Blogging - Oh My!

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what website has 95 million members - which equates to approximately 30% of the US population? what site is visited for an average of one hour per week by each of its 7.9M unique visitors every month and is rumored to be for sale for \$2B? If you guessed MySpace for the first question and Facebook for the second you are correct. If you had no idea what the answers were and the names MySpace (www.myspace.com) and Facebook (www.facebook.com) don't ring any bells read on to find out more about these popular online social networking sites.

Online networking sites allow users to set up profiles that can cover anything from their interest in movies to where they are employed to how many pets they have. Profiles often include pictures of the owner of the profile and can include comments from other users. These individual profiles can then be linked to the profiles of other users creating a web of friends and associates in cyberspace. Users can create and join special interest groups- for example do you love your iPod, eating at a particular restaurant or your kitties more than anything else in the world? well, search the online networking site of your choice and you will likely find other members that share your interest.

These online networking sites come in basically two genres - business and social, although there is some blurring of this distinction as primarily social sites like Facebook and Friendster (www.friendster.com) allow users to include employer information and title, even if it is "cube monkey." If you would like to explore an example of a business-focused website, check out LinkedIn (www.linkedin.com). LinkedIn is also interesting because it allows users to search job postings and then displays information on how members of the organization are related to the user's network.

The explosion of popularity of the online networking sites among students has taken employers and higher education professionals by surprise. The two current favorites, Facebook and MySpace, are each less than three years old. In order to understand more about what types of online technologies were being used by students and recruiters in the job search process, Kim Shea and Jill Wesley of the Center for Career Opportunities at Purdue University conducted a survey of 130 students and 114 employers.

what they discovered in surveying employers is that a substantial proportion were using some type of online tool to screen candidates - 34.2% reported using a search engine such as Google, 12.3% job boards, 12.3% social networking sites, and 14.9% personal websites/blogs. Of the employers surveyed, 36.8% reported being influenced by what they had discovered online about a candidate. However, this influence was more or less split down the middle between being positive and being both positive and negative, with very few indicating a solely negative response, which is an

indication that if job seekers are careful in developing their web presence it has the potential to have a beneficial effect on their job searches.

On the student side, those surveyed seemed to be more concerned with tools that allowed them to make connections with others and share information about themselves than they were in tools that allowed them to gather information. Approximately 90% had an IM account, 20% had a personal website, and 16.9% were bloggers. Over 80% were involved with social networking sites and of that group, 95% of the traffic was on Facebook. The next runner-up, MySpace, counted less than 10% of the group as members, which was surprising given that MySpace has roughly ten times the number of members than does Facebook. Podcasts and RSS Readers, tools used for information distribution, only counted 3.8% and 3.1%, respectively, of those surveyed as users.

As part of the survey, students were asked if they had "Googled" themselves and a surprising 30% had not. They were also asked if they would be willing to share their Facebook profiles with employers - 34% responded yes, 33% would have wanted to make minor revisions first, 10% would have wanted to make major revisions, and 22% would not have wanted to share their profiles. The lack of willingness to share profiles is especially interesting when contrasted with the students' responses when asked if employers were checking Facebook - 48% said yes. The awareness that employers could be checking a Facebook profile is there, but the related action to clean-up their profiles is not being taken.

To help students evaluate their personal internet presence, the staff at the Center for Career Opportunities developed a "tech audit" that asked students to consider the message being conveyed by everything from their email address to their online profiles. At the end of the document, students were asked to list action steps that would help them to at least neutralize and, hopefully improve, their internet profile.

When working with students using a tool such as the tech audit, it is important to remind them that the internet is forever. Steps, such as those outlined on Google's website, can be taken to try to remove information, but, as the saying goes, an ounce of prevention is worth a pound of cure. One good question to suggest that students ask themselves before placing anything on the Internet is "would I want my grandmother to see this?" If the answer is no, then whatever it is they were thinking of posting does not belong in the public domain.

Students at Purdue also seemed to have trouble with the idea of "public domain." Many seemed to think that because online networking sites are password protected, this means that the information contained within, despite being on the Internet, is private. Even if they concede that it is public, there was a real division in the minds of students between the personal and the professional persona. Therefore, social networking profiles, in their minds, were personal so should have no bearing on the professional job search. In fact, many seemed to be upset with employers that may consider this information as part of the candidate evaluation process.

The widespread use of social networking sites and other technologies by students has created new issues for career services personnel and recruiters to consider. To start with, is it legal or advisable to check student profiles? It is self-disclosure in the public domain, but how much do you really want to know about current students and future employees? A recent article on www.studenthealth101.com, reported that some universities are preventing faculty and staff from creating Facebook accounts because they do not want to deal with the potential liability created by monitoring what goes on in the site.

Another worthwhile issue to consider is if these sites are moving in the direction of becoming job boards. Given the number of members that visit on a daily basis and the amount of personal information that is shared, if the search technologies being explored by Google are integrated into these sites there is enormous opportunity to place targeted position advertisements in front of passive candidates. How could this effect the job search process for job seekers, career service personnel, and

employers?

Lesson Learned

Career Development in the Classroom

By Michael O'Connor, Assistant Director of the Career Center, Hiram College

On Wednesday, August 2nd, Pam Folger of the Career & Experiential Education Center at Milliken University and Ken Schueller of the Career Services Office at Central Missouri State University presented a session titled "Career Development in the Classroom." Through their interactive session, Folger and Schueller led discussions about Career Development courses, their content and how we as career service practitioners can make them both fun and worthwhile.

Some benefits of Career Development courses include:

1. Increased student self-efficacy
2. Increased student self-awareness & knowledge of world of work
3. Lower perceived career-decision difficulties
4. Increased likeliness of student persisting in education
5. Increased visibility/credibility of career services office with students and faculty

while few will argue that students benefit from learning about themselves and how their post-vocational options relate to their education, delivering this information in an engaging fashion can sometimes be difficult. Folger and Schueller demonstrated a few exercises that met the goals of career development coursework while also allowing the program session participants to have a bit of fun. The first was an exercise titled "When I Grow Up." Folger and Schueller asked participants to recall the first vocation they had remembered choosing for themselves. The answers ranged from "Astronaut" to "Doctor" to "Garbage Man". Then, they had everyone answer the same question as they would when they were teenagers, and then again as college graduates. As everyone chose what they wanted to be, Folger and Schueller drew connections between participants chosen careers and their reasoning behind such career decisions. Then, after looking at the major differences between the three sections, they explained that as our knowledge base expands, so do our selections of potential careers.

Following demonstrations of some of their other favorite classroom activities, Folger and Schueller then opened up the session to discussions of everyone's own "best practices" within their career courses. Program participants shared ideas such as self-marketing/self-awareness building exercises, a card game to identify your weaknesses, and Holland code bingo. The loose structure of their program session allowed for a great exchange of course information between participants, and great opportunity to build a network of fellow career development course instructors.

They ended the session with recommendations for instructors teaching career courses:

1. Have data to present to key-decision makers; this can be used to justify the need for career development classes
2. Build relationships with faculty
3. Develop clearly articulated course descriptions/objectives
4. Survey students to assess learning outcomes
5. Partner with office of advising for undeclared students

Another suggestion Schueller made was partnering with a student when teaching a career class. Schueller co-teaches his class with a student from the previous semester. His teaching assistant provides him with valuable feedback about the course, its content, and how it can be improved. The teaching assistant also helps him identify new methods of disseminating course information.

As a new professional, I found the session on Career Development courses to be quite beneficial. Their session, much like the courses they teach, was fun, interactive, and full of useful information.

AWARDS AND RECOGNITION

2006 Midwest ACE Awardees
Recognized at the Annual Conference held in Cleveland

Paquette

Ellen E. Anderson, Northern Illinois University
David S. Bechtel, University of Illinois at Urbana - Champaign (retired)
Dr. Philip D. Gardner, Michigan State University,

Founders

Michael N. Avgenackis, Deere & Company (retired)
Alice L. Tenney, Director, Wittenberg University (retired)

President's Award

Julie Hays Bartimus, University of Illinois Alumni Association
Mary D. Fitzpatrick, Saint Xavier University

High Five Awards

Victoria Ampia, Bowling Green State University
O. Ray Angle, Webster University
Linda Bates Parker, University of Cincinnati
Kimberly A. Beyer, University of Akron
Ryan Brechbill, Denison University
Elizabeth J. Bushnell, Manchester College
Laura F. Kestner, Marquette University
Molly Lopez, CAE, Executive Director, Midwest ACE
Michael Morley, University of Akron
Dr. Pamela Park-Curry, Ohio State University, Fisher College of Business
Stewart Peckham, Kenyon College
Kathleen I. Powell, Marietta College
John B. Scanlan, Cleveland State University
Roselyn Snell, The University of Chicago
Pnina Steiner, University of Illinois at Urbana-Champaign
Lori Whitmore, Enterprise Rent-A-Car

Diversity Advancement Scholarship

Bernadette So, Lake Land College

Professional Development Scholarship

Jill Wesley, Indiana Business College

Retirees

Ron Hittle, Sinclair Community College
Doug Davis, Northern Illinois University (Member for 20 years)
Ron Short, Northern Illinois University (Member for 6 years)

Honorary Memberships

Donald R. Katz, Employers' Recruiting Center, Inc.
Daniel H. Walther, Concordia University Chicago (retired)

NEW MEMBER PROFILES

A potential connection may be a click away. Review these member profiles to learn more about a member's business focus, office efforts and/or interests.

Kimberly Carothers

Student, Webster University, St. Louis, MO
5 Elm Drive, St. Louis, MO 63031
314/837-3301
kacarothers@hotmail.com

Newsletter TEXT 9 06

Ms. Carothers is currently pursuing a Masters of Arts Degree in Human Resource Development at Webster University and looking to work in career services at a university. She holds a Bachelor of Science Degree in Business Administration with a concentration in Business Management.

Chris Marx
Manager of Corporate Recruiting
Applied Underwriters, a Berkshire Hathaway Company
10805 Old Mill Road
Omaha, NE 68154
402-342-4900 Ext. 4063
877-234-4403
cmarx@applieduw.com
www.applieduw.com

I oversee nationwide selection and recruitment activities for Applied Underwriters out of the Regional Office in Omaha; additionally I develop relationships with appropriate colleges and universities. We recruit for locations in California, Illinois, Nebraska, New York and Tennessee. Chris Marx's background includes a BS in Business Administration - University of Nebraska - Kearney; 13 years of Recruiting & Selection experience in healthcare, technical, accounting, finance, insurance, sales, etc. His areas of interest include networking on campuses, insurance industry networking and relationship development.

Shirley A wing (Previously Shirley Cahill)
Assistant Director, University Career Center
University of Kansas
1601 Irving Hill Road, Lawrence, KS 66045
Phone: 785/864-2227
Fax: 785/864-4572
E-mail: cahill@ku.edu

Assisting students with resumes, internships, interviewing and job search skills. Background - MA in Counseling from University of Santa Clara; Director of Counseling at Colby Community College; Career Transfer Director at Colby College; high school counselor. Areas of Interest - interest and personality assessments; choice of majors and careers; networking, resumes job search

To help new and existing members connect with each other, we are inviting all members to submit a short profile that will be included in future e-newsletters. www.mwace.org/contentmanager/uploads/PDFs/Homepage/MemberProfileBestPractice.pdf

BEST PRACTICES

Best Practice: University of Iowa
Pomerantz Career Center Cranks Up the Volume on Employer Relations
By Sharon Jennings, Career Development Coordinator, Office of Career Services,
Central Missouri State University

The University of Iowa's Pomerantz Career Center recently made employer relations a bigger priority in the scheme of their mission. As a result, once the goals were established in defining a great employer relations program, additional staff was hired to meet the objectives of the plan, including a director of corporate and community relations, a director of employer relations and events and a director of marketing and public relations.

Employer visits were probably the most time intensive, new component of this initiative. One time consuming element of one staff member's work was to meet with employers at their business locations and discover ways to improve the employer's connection with campus and students. Many of these meetings occurred over a lunch and relationships were built. Results of these visits included increased

participation in career fairs and financial support of the Pomerantz Career Center. Other changes included developing a new logo and color scheme that were used on new marketing materials for employer visits as well as a campaign to make students more aware of the services and events provided by the Career Center. Included in the ideas presented were a "Guess Who Called" campaign where students were presented messages about using services including, "Your parents called...they've been to our web site...have you?" A character was also created, Justin O. Blaine (aka J.O.B.) to provide job search tips throughout the year.

Thank you Jane Schildroth, Allan Broettger and Angi Schumacher for reporting on the initiative undertaken by the Pomerantz Career Center and the success taken in meeting the challenges presented.

Best Practices: Otterbein College

No Monkeying Around in the Center for Career Planning

By Kimberly Brazwell, Assistant Director, Career Development Center, Otterbein College

How many times have career services offices cringed at the sound of students uttering, "I had no idea we had a career center!" well, at Otterbein College, they're trying to make that argument a little bit harder to prove.

In an attempt to make the career center aura more approachable for students, director Meg Barkhymer, decided to adopt an idea she heard at a conference several years ago which involved a stuffed animal that inadvertently became an office mascot. In 2003, with the collaborative efforts of the career center staff, the entertaining but arduous process of selecting an inanimate representative for career center outreach to students was underway. But what animal says "career center"? For Otterbein, it was a four foot tall orangutan, later named Jengo Octavius Bentley, III (or J.O.B.).

Throughout the academic year, Jengo sits in the lobby of the Career Center at the small, private liberal arts college in his professional attire to meet and greet students as they come in for appointments with staff. He's also become a main feature in their annual "open house" event, where students participate in several activities and have the option of a photo opportunity with the illustrious - and furry - "career consultant" to complete the experience. Following the open house, all of the pictures are printed out and hung in the student center for the remainder of the quarter.

In addition to utilizing Jengo as eye-catching scenery in the office, on marketing materials and at career-related programs, he has his own page featured on the Career Center's website: www.otterbein.edu/resources/CDC/students/jengo.asp. Each year, the online plan of the Center for Career Planning (CCP) at Otterbein is to focus attention on a new student population and to give them specific career advice and address potential concerns they may have through Jengo's "voice". During the 2005-2006 school year, there were a total of 16 detailed tips all focusing on career advice for graduating seniors. This year, the CCP's goal is to give more attention to an often overlooked campus population - sophomores.

Feedback on Jengo has been wonderful - especially from students. Now the Otterbein Career Center staff is beginning to receive requests from other departments and organizations such as student groups, leadership facilitators and orientation directors to utilize Jengo on campus. Complete with an impressive resume and sound advice for anyone who'll take a moment online to click and read, Jengo is quickly becoming part of the CCP's office culture.

Best Practices: Miami University

Alumni Career Services: Lessons Learned

By Julie Hays Bartimus, Associate Director, Alumni Career Center, University of Illinois

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Prior to August 2003, Miami University's Office of Career Services offered free services to alumni, which was mainly promoted through the web site and a brochure. This model started to change when the Alumni Association looked at offering alumni career services as a premier benefit with their new dues-based membership structure. Instead of competing for the attention of alumni and confusing them with different service options, the Alumni Association worked collaboratively with the Office of Career Services to develop a model that made sense to everyone.

Bill Froude, an Associate Director of the Office of Career Services, and Leslie Marmor, the Assistant Director for Alumni Career Services, presented their model at the 2006 Midwest ACE Conference.

- * Continue existing services offered by Career Services, but expand and designate some services exclusively for Alumni Association members.
- * Create a specialist position housed within Career Services, but with a strong liaison role with Alumni Relations
- * Share funding 50-50 for positions and related expenses.
- * Contract with a national career services firm.

Miami University chose this model because Career Services was already successfully providing alumni services; the Alumni Association was not interested in creating an independent operation; everyone was unsure what demand "highly promoted" services would create and the model freed up the current Career Services staff.

Their development process included benchmarking with other schools, sending Requests for Proposals (RFP's) to national career services firms, selecting a vendor, deciding on "members only" services, hiring new staff and coordinating marketing material include Career Services' and Alumni Association's web sites

The exclusive member services include:

- * Career advising
- * Career Tools™ by ExecuPlanet, A Lee Hecht Harrison Company
- * CareerSearch
- * Business Card Exchange
- * Candidate database
- * Campus recruiting summary

Services for all alumni include:

- * Job-search resources
- * Career Resource Center
- * MonsterTrak
- * Miami Career Network

Marmor and Froude shared where they had come from and their plans for where they were going. They plan further collaboration between the offices to serve more alumni, more effectively.

Share your successes and best practices by filling out a new online form. This information will be highlighted in future e-newsletters.
www.mwace.org/contentmanager/uploads/PDFs/Homepage/MemberProfileBestPractice.pdf
Committee Highlight

Experiential Education Committee

Update and Hot topics - Liability Insurance, Service Learning, Resources
By Mary Andrade Carlson, Assistant Director, University Career Center, The University of Kansas

The experiential education committee had an amazing and productive meeting at the 2006 Midwest ACE conference. We have been revisiting our mission and broadening our scope to better meet the needs of our Midwest ACE membership. Our largest project for the last year and continuing into 2007 is the development of a resource web page

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for internship and co-op coordinators. This webpage will be available in the spring in a limited form, and will be expanded before the next annual conference on a new and improved Midwest ACE website. If you have an interest in experiential education, we are still recruiting committee members. Please join us. Send your contact information to Mary Andrade Carlson at andrdec@ku.edu or Pam Garcia-Rivera at pgarciariver@wisc.edu.

Liability Insurance

Liability insurance and indemnity agreements were on our topics of discussion. With an increase in employers requesting indemnity and hold harmless agreements, many universities are faced with difficult situation – students unable to secure particular internships. Research shows that hold harmless agreements frequently do not hold up in court and legal counselors refuse to sign indemnity agreements. One approach to addressing this issue is to seek out limited professional liability insurance that students can individually purchase. As a committee, we are seeking colleges or universities that currently require their student's to purchase professional liability insurance or would be interested in offering professional liability insurance to their students. In some universities, student's can purchase one semester of professional liability insurance for a small fee ranging from \$15 - \$30. Typically graduate students are able to purchase these policies through professional associations for their related fields such as teaching or psychology. At the University of Kansas, we have been unable to locate a company in the Midwest that would write such a policy for one university. As a committee we would like to explore the option of Midwest ACE hosting a policy that member colleges would have access to. To better determine this as a need, we'd like to hear from you if you have had requests for these agreements and would be interested in a limited professional liability policy that your students could purchase. Please contact Mary Andrade Carlson at andrdec@ku.edu.

Service Learning

With the rising interest in service learning as a pedagogy in higher education, we're seeing a trend in career services offices incorporating service learning into their duties. To respond to this increasing interest, we are adding sections to our experiential education resource website. If you know of resources in this area, please contact us so that we can make this information available to our colleagues.

Be on the Lookout!

We'll be sending out an Experiential Education Interest Survey to our membership in November! We value your feedback.

Ongoing Professional Development

Midwest ACE has many opportunities for you to contribute to the success of our professional association. Review the different committee descriptions online. www.mwace.org/web/2005/10/join_a_committee.aspx. To volunteer for a committee, email your preference to e-mail@mwace.org.

UPCOMING MEETINGS

Recruiting Trends Conference
November 16 and 17, 2006
Chicago-Mart Plaza, Chicago, IL
www.mwace.org

2007 Annual Conference, Indianapolis, IN
SAVE THE DATE: Monday, July 30 – Thursday, August 2, 2007