

## **Newsletter Spring 2008**

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### **The Midwest ACE e-newsletter is compiled by the Publications Advisory Committee**

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### **President's Message**

#### **Election News and Updates**

By Kristi Gimmel Becker, Midwest ACE President and Director of Career Services,  
Clarke College

In early April, the 2007-2008 Executive Board met with the incoming 2008-2009 Executive Board in Des Moines. Newly elected 2008-2009 Executive Board members include:

President Elect – Gail Rooney  
VP College – Karen Allen  
VP Employer – Christine Troglio

VP Technology – Thy Nguyen  
Secretary – Kaletra Dispennett

To retain our current members and recruit new members, the association leadership is committed to providing value-added services for our members.

1. I want to thank Karen Allen and Julie Hays Bartimus for coordinating two Midwest ACE Webinars. Thanks to the Experiential Education Committee for sponsoring The Value of an Internship from the Student and Employer Perspective Webinar on February 5 and the Diversity Advancement Committee for sponsoring the Multi-Cultural Competency Webinar on March 3. We plan to offer additional Midwest ACE Webinars in the future.
2. A special thanks to John Scanlan and Thy Nguyen for their leadership in redesigning the Midwest ACE website. Midwest ACE hopes to launch our new website in October before the Annual Recruiting Trends Conference.

Midwest ACE is also excited about our upcoming events:

1. Midwest ACE Reception at the NACE Conference, May 27, 2008, New Orleans, LA
2. Career Services Leadership Institute, June 16–19, 2008, Franklin, IN  
To get an on-line brochure go to: [www.cdpi.org/08institutebrochure.pdf](http://www.cdpi.org/08institutebrochure.pdf)
3. Annual Conference, July 28–31, 2008, St Louis, MO
4. Annual Conference, August 2–4, 2009, Chicago, IL (NEW 2 day format)

The 2008-2009 Executive Board is in the process of identifying Committee Chairs and Vice Chairs. If you are interested in serving in a leadership role, please contact me at [kristi.gimmelbecker@clarke.edu](mailto:kristi.gimmelbecker@clarke.edu). Members who take on a leadership role receive points to recognize their contributions to the organization. These points are used to determine eligibility for Midwest ACE Awards. A new point structure will take effect during the Annual Conference in St Louis, and information will be included in the conference packets.

It's a great time to be a member of Midwest ACE and to get involved with our association!

With best wishes for a wonderful spring and summer,

Kristi Gimmel Becker  
Midwest ACE President, 2007-2008

## St. Louis Conference Preview

*Catch the Spirit!*

### **Midwest ACE Annual Conference**

By Jean Paterson, Director, Career Development Center, Southern Illinois University  
Edwardsville

The 2008 Midwest ACE Conference Committee invites you to come to St. Louis, MO to *Catch the Spirit* of the past, present and future of our profession at our Annual Conference at the Millennium Hotel in the heart of historic downtown St. Louis. We will gather along the Mississippi River from July 28 through July 31, 2008 to become part of the “Spirited Team” of colleges and employers exploring our history as an Association and profession, discussing current trends and gazing into the future of our industry.

The conference opening, “Catch the Spirit Welcome & Networking Session” will include, for the first time, a session for new and current members. Our new President, Drew Butts, will address the crowd. Then we will journey to the beautiful and historic Forest Park, home to the 1904 World’s Fair, where we will enjoy an evening of great food, meet old and new friends, and rediscover the “Spirit of St. Louis” in the beautiful History Museum.

The first full day of the conference will kick-off with our keynote speaker, Mr. Bill Rancic, the original Apprentice winner, an award-winning TV personality and best-selling author who will help us *Catch the Spirit* by talking to us about “How to Succeed in Business and Life.” Mary Scott, President of Scott Resource Group, will follow with a workshop on “Recruitment Best Practices...” and Karen Simpkins, J.D. will cover those important issues of “Legal and Ethical Issues Updated for our Profession.” There will also be a wide variety of concurrent workshops for you to attend each day. If you still want to catch more spirit, you may do so with a tour of the new Busch Stadium, home of the World Champion St. Louis Cardinals or head over to the Gateway Arch and catch the spirit of Lewis and Clark and westward expansion.

Day two of the conference starts with a Keynote address from Tracy Knofla, co-owner and presenter for High Impact Training who will talk to us about “Generations in the Workplace” which is certainly a major topic of discussion these days. You will also want to attend the many workshops available including hot topics for employers and the breakouts for the College Groups. So how do we end this busy day? Well, of course with a banquet where we will dine with our friends, dance with fellow Midwest ACE stars, visit caricature artists, and enjoy other spirited entertainment.

But we are not done yet! Our last morning together will include our final keynote speaker, Steven Rothberg, President of CollegeRecruiter.com, who is going to help us catch the spirit of the future with his topic “The Future of On-line Recruiting...” We will conclude with brunch and a panel presentation hosted by Drew Butts, “How Do We Apply What We Have Learned?”

Sounds like a lot of *Spirit to Catch* in just a few days, but we know that you can do it. So we invite you to join the team and **“Catch the Spirit in St. Louis”**.

## Featured Articles

*A “Newbie’s” Point Of View:*

### **How Many Career Professionals Can You Fit On One Elevator?**

By Jane Klingberg, Director of Career Services, Triton College, River Forest, IL

From the moment I got to the Midwest ACE conference last July, I knew it was going to be friendlier than any conference I had been to in the past because of the elevators. This was my first Midwest ACE conference, and I was not sure what to expect. Were the people going to be friendly? Was I going to be able to network? All my worries disappeared at the elevator bank after I checked-in and was starting to my room.

It seemed like everyone arrived at the conference at about the same time, so the elevators to the rooms of this fifteen floor hotel were running very slowly. A long line had built-up when an elevator finally came to take me to my twelfth floor room, and the first person in line called out “Hey, we can all make it in here! It’s a big elevator; no one needs to wait anymore!” So the entire line, TWELVE PEOPLE PLUS LUGGAGE got onto ONE elevator! Needless to say, all forms of personal space disappeared as the twelve of us got on the elevator and started to laugh at the absurdity of it all. As we inched our way up, stopping floor-by-floor, introductions and jokes came easily amongst this jolly group of strangers. No staring at the ceiling or the door for this group! These Midwest ACE professionals were at this conference to meet new people and have a fun, relaxing time. This elevator ride exemplified the conference, and should calm the anxiety of any “newbie” attending a Midwest ACE conference for the first time.....well, that and having the current NACE President introduce himself to you while ordering a glass of wine.

Yes, you read that correctly, THE president of a NATIONAL organization introduced himself to ME, a “newbie” to NACE and Midwest ACE. I have been going to national and regional conferences for 12 years and have NEVER met the president of a national (or regional organization for that matter) ---- let alone have the president introduce her or himself to me! This gesture cemented my belief that NACE and Midwest ACE are the easiest associations for integration of members.

In closing, I was asked to write the tips and tricks to pass on to the next generation of Midwest ACE conference “newbies.” This list was gathered through talking to others at the conference and from my own hard-earned conference-going wisdom.

1. Before the conference, make sure to pack plenty of business cards and at least one FULL pad of paper to write on. You won’t believe how many cards you pass around and how many notes you take. This conference confirms career people love to talk; and

it shows in the quantity of information dispersed during workshops, both formally and informally!!!

2. Bring an extra bag to the conference to put all the handouts and trinkets you receive. There is a cornucopia of good stuff at the event.

3. Once you get your conference schedule of events, take a few moments to review the schedule of sessions so you can map out the sessions you want to attend. Don't be surprised if there are simultaneous sessions that you want to attend. To remedy this problem, find others you can team-up with to gather information from as many sessions as possible in order to exchange handouts and notes afterwards.

4. Before all the events begin, take all your meal tickets and place them inside your clear plastic name badge pouch. This ensures you will always have them with you when you need them.

5. If you are planning not to attend a major event or meal, turn in your ticket to the registration desk. Many conference goers have a friend/spouse/partner that travel to the conference with them and they would appreciate the ticket.

6. Arrive at the sessions early, the meeting rooms tend to fill up quickly. (This is one of those conferences where the attendees ACTUALLY GO to the sessions; and, YES, there is a good amount of free time allotted to explore the city you are visiting.)

7. Go talk to the vendors and attend their sponsored breakfasts. They are very knowledgeable people who can give you a different insight into our business and answers to the challenges you may be facing.

8. Join a Midwest ACE committee; it is a great way to meet people and a fine professional development activity.

9. Get ready to party and enjoy yourself! This is a group that works hard and plays hard!

*A View from a Past President*

### **Growth Opportunities with Midwest ACE**

By Sheri Papay, Assistant Vice President, National City Corporation

When my manager signed me up as a member in Midwest ACE, I had no idea how this association would develop me both professionally and personally. I have been a member of Midwest ACE since 2000 attending my first conference in Cincinnati, Ohio. I walked in and did not know anyone; however by lunchtime, I felt very much a part of the group - everyone was so great and so helpful. And yes, you probably know the individuals who made me feel so good during my New Professionals Workshop – Amy

Capes, Marie Artim and Laura Kestner to name a few – thank you ladies!! I still remember sitting in the workshop that first day and hearing about the association. Never did I imagine that I would someday be President.

I have been a member of Midwest ACE for almost 8 years now and have spent 6 of those years on the Board. I remember vividly standing at the bar during the closing banquet at the Detroit Conference in 2001, when Jane Linnenburger approached me and said, “You should consider running for Assembly”. I have to admit I had no idea what an Assembly Member was but thought “what the heck “ and said “ok.” I have had the opportunity to be an Assembly Member, VP Employer and am just finishing up my three year President commitment. I will share that when I received the call congratulating me on my newly elected position as President Elect – I was absolutely terrified!!

The reality set in for me at the board meeting in Cleveland when Molly Lopez, Midwest ACE Executive Director, sat me at the head of the table with my gavel and said “Let’s go Madam President,” she then looked at me and said, “Are you ok?” Just when you think the responsibility will be overwhelming or too much – it is very reassuring to look around and see the great members of this association who truly make a huge difference each and every day. I consider it a sincere pleasure to be added to the list of Midwest ACE Past Presidents.

I have grown professionally and have met many wonderful colleagues. Participating on the board allows you to see a lot of things – in my case, things I never thought about – budgets, membership, what services are we not offering that we should. It allows you to see the inner workings of the Association.

I am sad to be leaving the board; however I am excited to become involved in other areas such as our committees and conferences. From a personal standpoint, I have met some great colleagues who have become wonderful friends. The networking aspect of Midwest ACE has been very beneficial for me. I have learned so much from the members that I have seen at the various Midwest ACE events.

It is so easy to get involved, and I would encourage all of you to consider it – after all, it is the best way to get to know the members, learn more about our profession and make a difference within Midwest ACE.

Looking forward to seeing many of you in St. Louis!!

*On the lighter side of resume building*

### **Forsooth! What Rule Does Yonder Resume Break?**

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

Employers tell us that nothing spells “doom” like a spelling or grammatical error on a resume or cover letter. To guarantee your resume a trip to the Great Shredder in the Sky, be sure to rely on spell check, ignore those little red or green lines in Microsoft Word, and never let anyone else proofread it before you send it to an employer.

We have gathered some of your favorite resume bloopers here so that you may know that you are not alone in the never-ending struggle for truth, justice and the Grammatical Way. If the following list inspires you to recall some resume blunders you have seen, please send them to John Scanlan at [j.scanlan@csuohio.edu](mailto:j.scanlan@csuohio.edu) and we will publish them in a future issue.

- “Educaition” (Wonder why he wasn’t getting any interviews?)
- “BRAIN JONES” (At least spell your own name correctly.)
- A student who worked for a grocery store listed a job title of “Stalker.” (We think he worked nights)
- “Traveled Europe with American Youth Hostiles” [a vivid picture comes to mind!]

Of course, we also enjoy the irony of entries like:

- “Member, University Honers Program” [he must be really sharp!]
- “Member, University Honor’s Program”
- “Member, National Honor’s Society”

One school actually had a student submit a resume for an internship where he used a template and under education section it said, “insert your gpa here”. He left that sentence on his resume!

Email addresses are like social security numbers in their uniqueness. There can be only one person with your email address. Students seem driven to differentiate themselves by formulating some strange handles. Sometimes the names they give themselves provide some insight into their psyches, thus the popular cry “TMI!” (Too Much Information). Here we present the deadly email address:

- [maddogted](mailto:maddogted)
- [olathemillionaire](mailto:olathemillionaire)
- [wickedrama1on1](mailto:wickedrama1on1)
- [smartypants8787](mailto:smartypants8787)
- [luvablebabe96](mailto:luvablebabe96)
- [unluckyroll](mailto:unluckyroll)
- [sexinlisa](mailto:sexinlisa)

One contributor maintains the following was the “Best resume **ever**”:

Six pages long with the most general objective “To secure employment with your firm.” What filled up all these six pages? Well, the candidate included: height, eye color, shoe size, weight, hair color, age, and pants size among lots of other really random stuff! Here are some other groaners:

- "Scholars Bowl Capitan"
- "Youth Leadership Forum Participa"
- "Qualification Summery"
- "Fundraiser for St. Judeds"
- "Application & Interviw"
- "good attention to detail" (Oh really?)

Another colorful entry:

“For an Assistant Director position at one institution where I previously worked, we had a PhD-level candidate turn in a two-page resume. Page one was on bright blue paper and page two on red paper. The cover letter was on white. He was certainly patriotic! To make matters worse, he used white-out on the blue page and added supplementary information to the top by hand in pen! I guess he was memorable--it's been 11 years and I still remember it distinctly.”

From the Macabre Department:

“OK, so we had an employer show us a student's resume this past fall – instead of saying she “served” customers it said “severed customers.” And the funny thing is she worked at Grinder's!”

The following were actually on job applications instead of a resume but they have been successfully used to warn students of over-reliance on spell check.

- A gentleman had over 20 years experience as a warehouse manager but unfortunately spelled it whorehouse. (This was on an application submitted to the company via an employment agency )
- A young woman with volunteer experience as a candy "stripper" as opposed to candy striper. (This was on a "practice" application that I graded.)
- At the same employment agency above, a candidate wrote their name and contact information on a comic strip and submitted it as a resume. (The name of the specific strip could not be recalled.)
- The Director of Public Relations at a major arts organization told a Career Services advisor and a group of students that he once had an excellent candidate apply to be his assistant director but her resume objective said: a career in pubic relations. When he called her to tell her about the error, of course she said, “But I ran it through the spell checker!”

From the World of Science:

Recently an international student was describing some of his insect research and instead of the word "midgut" he wrote "midget"-- so it said something about his experimenting with an insect midget instead of the insect's midgut section. (Midget, midgut—tomāto, tomato, let's call the whole thing off.)

Finally, we leave you—thirsting for more—with this one:

“Participated in hunger strike for the Salvation Army.”

## **AWARDS**

### ***DAC 2007 Scholarships***

By Bernadette So, Assistant Director, Career Center, University of Illinois at Urbana Champaign, Diversity Advancement Committee (DAC) Chair

The Diversity Advancement Committee (DAC) offers two scholarships to graduate students or new professionals who are considering either career services or human resources (college recruiting) as a possible career.

DAC selected LaTonia Ferguson as the recipient for the 2007 Career Services scholarship and Shalun Lewis for the Human Resources scholarship. Both recipients have unique backgrounds, academic training and professional experiences.

LaTonia's previous work with Work First and the Educational Opportunity Center gave her experience with diverse populations of individuals and in helping people with their educational and career needs. LaTonia now uses this experience to work with students and employers as a Career Counselor in Multi-Cultural Career Programs at the University of Notre Dame. LaTonia received her bachelor's degree in public health and her master's degree in public affairs from Indiana University. She is currently working on her master's degree in counseling and human services at Indiana University.

Shalun Lewis' varied student affairs experience includes work with the Office of Minority Affairs at The Ohio State University as an Academic Retention Advisor and a graduate assistant for the Bridge Program. Her experience has given her the opportunity to provide support for students from under-represented populations. She received her Bachelor of Arts in English from Philander Smith College and is currently pursuing a Master of Education in Higher Education Administration / Student Affairs at The Ohio State University.

From reading their scholarship applications and meeting with them, it was clear that both LaTonia and Shalun are committed to, and passionate about, working with students and promoting diversity. It was wonderful to speak with them in person, and learn more about their personal goals as well as their enthusiasm for career services and human resources. Both women took full advantage of their conference experience by participating in all the events, workshops and sessions. Although not a requirement of the scholarship, LaTonia and Shalun also participated in the DAC meeting and have committed to working on several initiatives this year! We look forward to their ongoing contributions to Midwest ACE.

### ***Human Resources Scholarship***

By Shalun Lewis, Ohio State University

It was truly a privilege to have been selected as a 2007 recipient of the *Diversity Advancement Committee Scholarship*. As a recipient, I benefited from an invaluable opportunity to more thoroughly explore issues and advances in the fields of career

services and human resources. My vocational preparation thus far has been in retention counseling. Thus, the information provided during the 2007 *Midwest ACE Conference* which pertained to career services and human resources did serve to compliment my academic advising training. It is important to note that the conference experience far exceeded any expectations that I held prior to attendance.

The scholarship initiative of the *Diversity Advancement Committee* was important for two reasons. First, without the financial support I would not have been able to participate in this conference. Secondly, and perhaps most importantly, I was unfamiliar with the *Midwest ACE Association* prior to the scholarship announcement. Hence, the scholarship is a great public relations/marketing tool for *Midwest ACE*.

My every intention is to remain an active participant. I have committed to the *Diversity Advancement Committee* and will commit to at least one other committee in the very near future. Attending the 2007 *Midwest ACE Conference* allowed me to better recognize the value in conference attendance. By attending the conference, I learned more and can share more with my students, classmates, and co-workers. I was exposed to a wealth of information and supportive people such as my mentors. I encourage the continued support of this scholarship initiative. In addition, I warmly thank those persons who contributed to a most enjoyable educational occasion.

### ***Career Services Scholarship***

By LaTonia Ferguson, Career Counselor, University of Notre Dame

I was very honored when I discovered that I had been chosen as the career services recipient of the Diversity Advancement Scholarship. The opportunity to network and connect with employers and career development professionals currently in the field was one of the most invaluable benefits of receiving this opportunity. It was also a pleasant surprise to find out how welcoming and supportive the Diversity Advancement Committee members were with their offers of mentorship and guidance.

I found that the breakout sessions, hot topics and exhibits were all valuable resources to me both academically and professionally. Currently, I am pursuing a master's degree in counseling & human services at Indiana University South Bend, in conjunction with working with The Career Center at the University of Notre Dame. I have been with The Career Center for almost a year and one of the initiatives in our office is to develop programming in the residence halls. I was thrilled to discover there was a break out session on institutional collaborations with residence life and career services and even more delighted with the information that was provided.

I am sure many of you can relate to coping with the expense of pursuing a degree in addition to working at the same time. This scholarship gave me the opportunity to expand my academic and professional horizons in the wake of rising tuition and cost of living expenses. Academically, I gained clarity on what I really want to focus on in the pursuit of my master's degree: a focus on career counseling and consulting in a higher education setting. Professionally, I am now part of an organization that embraces and

supports career services professionals with the preparation of students in their job search and employers with their recruiting goals. I could not have wished for a better way to spend four days of my summer. An added plus was that it was in a beautiful hotel with delicious food!

## **Best Practices**

*In a World of Podcasts and Email Blasts*

### **Personal Contact is Still Key to Successful Career Fairs**

By Cindy Henderson, Executive Director of Career Services, Northern Illinois University, and Lynn Kelly-Albertson, Executive Director of Career & Student Employment Services, Western Michigan University

In the past decade, technology and the Internet have transformed the way people communicate and conduct business. To a career services professional on a 21<sup>st</sup> century college campus, this transformation is both an aid and a stumbling block to supporting students and holding successful career fairs.

We took the time recently to sit down together and discuss what these changes mean for career centers and our respective universities. We discovered that our perspectives on and experiences with career fair planning are surprisingly similar.

Despite technological advancements, the underlying challenges of communicating with students remain the same. They're extremely busy and connecting with them is further complicated by the volume of messages and information they receive daily. This means that when we reach out to students about something as important as their careers, we need to reach them effectively. It's by combining convenient new technologies with time-tested methods that this can be achieved.

### **Tried-and-True: Personal Contact**

Old-fashioned methods allow us to bypass cluttered email inboxes. For instance, the Western Michigan University office builds a career fair culture by scheduling fairs on the same dates and in the same places each year, so that students and faculty come to expect them. Northern Illinois University's office holds "job talks" between employers and university faculty and staff in order to put even more people on campus in a position to inform students of their career options. Before each fair, the NIU staff holds practice interview days and how-to sessions discussing preparation, expectations of the fair and of the employers, and post-fair follow-up.

The staff reminds employers to be assertive in following up, but also impresses upon students that an old-fashioned thank-you note beats an email or phone message to get an employer's attention. The value of a career fair is the in-person contact that is not available from a resume posting and students need to understand that concept.

Both of us find that faculty and staff are valuable partners in promoting career fair. At Western Michigan, Lynn has found that reaching out to faculty is very helpful, including asking them to talk to their students about the value of a fair or posting announcements about an upcoming one. Some faculty will even require students to attend career fairs or offer extra credit to those who do. As a result, students have more support in their career searches and aren't as likely to fall behind academically or be penalized for missed class time.

We have also seen that by providing staff in academic and advising offices with our career center brochures and contact information, we create another personal outlet to a student searching for a job based on his or her major.

### **Harnessing New Technology**

There are many ways we can use technology to personalize and streamline communications between the career center, students and employers. Cindy's office at Northern Illinois sends out targeted emails to students based on their majors, listing employers registered for an upcoming fair who might be of interest to them.

Both of our offices use eRecruiting, a web-based career network from our partner, Experience Inc., which allows employers to list their company's information as they register for our fairs. We encourage them to include current job opportunities as well, because students can check this list as it updates and see exactly what attending the career fair can offer them. It's important to maintain this list before a fair, but keeping it available and current at least a month after the fair provides students an optimal reference for follow-up contact.

Employers and recruiters can opt to send invitations directly to students as well. These elements of personal outreach make the fair seem less like a mass event, and afford students a focus and incentive to prepare for the fair.

### **Facebook – Career Fair Promotion Tool?**

Social media is another double-sided innovation – we want to embrace the technology that students use, but we also need to make them aware that it is no longer “their” technology.

Our offices use Facebook as part of our career fair promotions. Western Michigan's actually had a lot of help from students in setting up a page and learning how to use various tools and applications. Northern Illinois' office uses “personal ambassadors,” students connected to career services, to promote the fair; we both encourage employers to do the same.

However, what students often don't realize is that many employers are already informed and using social media like Facebook, MySpace and LinkedIn to promote their

companies and search for potential candidates. Lynn has noticed that students can find this hard to understand and are even a little angry that they can be judged professionally based on a network they use with their friends.

Career services staff needs to help them understand this situation, despite their frustration, and teach them what should and shouldn't be on their profiles, as well as show them how this "intrusion" can actually be a positive networking opportunity.

## **One-Stop Shop**

In terms of logistics, career fairs have evolved from a day of recruiting to multiple-day affairs encompassing networking and interviews. Both Western Michigan and Northern Illinois University's career fairs can be very large. A key method to stay organized is to simplify procedures whenever possible. For instance, as different employers arrive throughout a multiple-day career fair, we use the same venue each day but repurpose the area for each employer's needs. Similarly, we keep all of our career fair information centrally located on our websites to make it as simple as possible for students and employers to research and access information. They can also use eRecruiting to network with each other, tying the online and in-person aspects of career fairs and career searching neatly together. This approach results in an all-encompassing ease and convenience throughout the entire career fair process.

It seems unusual that our students are ahead of us and still ahead of many employers in understanding technology. Although they may not realize it, they still need our experience and understanding of the job and recruiting world to use it to the advantage of their careers, and to be cautious in the way they present themselves to an audience far broader than their friends.

Communication, regardless of the medium, remains the most important element of recruiting as well as the success of a career fair. It's by fusing the best of the traditional and tech worlds that the most valuable communication can take place – in-person contact is a crucial way to make connections and make an impression, while technology can be used to greatly increase the speed and effectiveness of communication. It's not a matter of having to choose an old or a new way to hold career fairs, but to find the best balance between the two to be sure that your students get the jobs they need to launch their careers.

*Courting Your Career*

### **A Metaphor for Millennials**

By Shawn Graham, Associate Director of the MBA Management Center, University of North Carolina

Finding innovative job search resources geared toward today's college students is difficult. Pressed for time, Millennials don't want to read outdated verbiage and references; they want advice they can relate to. Taken straight from the trenches of the 21<sup>st</sup>-century job market, *Courting Your Career: Match Yourself with the Perfect Job* does just that by using dating as a metaphor to demystify the process of finding a job.

*Courting Your Career* contains advice for every stage of a typical job search, from what attracts us to a potential employer, to strategies for landing a great job. For example, the close of an interview is a lot like the end of a date. You're most likely nervous, anxious, and asking yourself whether you're in for the equivalent of a romantic goodnight kiss, the "let's be friends" hug, or the ever disappointing "don't call me, I won't call you" handshake. In *Courting Your Career* job seekers learn how to guarantee a goodnight kiss; or in this case, land a second-round interview or offer.

Beyond the dating metaphor, this book also covers all of the issues that are important to today's job seekers, including how to effectively utilize social networking sites and the pros and cons of video resumes.

Content from *Courting Your Career* has been adapted to create an informative and humorous stand-alone workshop that focuses on the traditional job search framework and how it relates to the process of looking for Mr. or Ms. Right. Based on the target audience, workshops have also been customized to focus on one particular aspect of the job search, such as interviewing, or comparing the process of looking for a job to that of looking for a soul mate.

In addition to a stand-alone presentation, I have also found it very effective to insert the metaphor into existing workshops. Doing so opens a dialogue and encourages increased student participation. Incorporating the metaphor also demystifies the job search process, builds student confidence by calling on something they're familiar with, gives students a common-sense point of reference and provides a fresh approach that resonates well with students

To make the most of the book, student participation is key. Not only will it drive home key messages and takeaways, but it also allows the metaphor to take on a life of its own. Sample discussion topics include:

- When searching for a job, how important is
- prestige (looks)?
  - culture (personality)?
  - job content (intellect)?
  - location?

*Purpose:*

To open a dialogue that will encourage students to focus on aspects other than location. Through this discussion, it's possible to talk about personal and

professional values and the characteristics that matter most in that first job after college.

How are first-round interviews like first dates?

*Purpose:*

To take the edge off of the pre-interview stress students face by showing them the similarities to pre-date stress they've experienced countless times.

This unique and fun approach has resonated with hundreds of students at the University of North Carolina. Other career services counselors have used this technique as well. Jeff Taylor, Director of Business Career Services, Department of Business Administration & Economics, SUNY at Brockport has used this book for his "Business Careers Seminar" undergraduate course. He followed the chapters of the book closely and reported, "The topics are laid out in an intuitive manner and help make a job search more engaging for students. The dating analogy makes the topics less dry and uses elements from real life to help students truly understand the skills involved in a successful job search."

If you are looking for an innovative way to get across your message, *Courting Your Career* provides an entertaining and informative technique to do so.

## **News Briefs**

### **Summary of Midwest ACE Internship Consulting Team**

By Amy Fruehling, Sr. Associate Director, Business Career Services, University of Illinois, Urbana and Katie Kennealy, Assistant Director, Career Center, University of Illinois, Urbana

Career service professionals from the University of Illinois are collaborating with the Champaign County Alliance, which includes the Chamber of Commerce, Convention and Visitors Bureau and the Economic Development Corporation, to launch an initiative to connect local businesses with Illinois students. We are offering consultation services for how to recruit and start an internship program to local businesses.

To promote the partnership, we hosted a breakfast meeting in early April to introduce interested businesses to the resources and support available as well as the capabilities of Illinois students. Approximately 35 area businesses attended the event, resulting in several immediate internship opportunities for students.

The Alliance staff has been very receptive of our services and expertise to make this initiative a success. In addition to promoting the partnership via electronic newsletters, the Alliance has produced brochures and issued press releases to the local newspaper. As a follow up to the breakfast meeting, a series of 'brown bag' lunch meetings to

address internships with small businesses will begin this summer. Some of the topics being covered during the lunch meetings include how to start an internship program, elements of good internships and how to work with the millennial generation.

### **Midwest ACE Webinar Report**

By Pamela Garcia-Rivera, University of Wisconsin – Madison

The inaugural **MW-ACE webinar** took place on Tuesday, February 5, 2008 and was titled: “The Value of an Internship from the Student and Employer Perspective”; presented by: Niki Perkins, Jim Morton, and Pam Garcia-Rivera. There were 90 participants registered and 72 participated; the majority of the participants were college affiliated. Overall, our message was geared towards small to medium-sized employers who had not set up an internship program or wanted to enhance their current program. Our goal was to provide stories from students and an employer on what made a successful program and what was gained from both the student and employer perspective. For those either new to college recruiting or new to career services, this was a very valuable webinar.

### **Committee News**

The **Honors and Recognition Committee** is seeking your help in identifying colleagues who are retiring during 2007-8 academic year. The goal is to recognize 100% of these individuals at the next spring Midwest ACE Conference. Please e-mail names of retiring members to Pnina Steiner at: [psteiner@uiuc.edu](mailto:psteiner@uiuc.edu) by June 4th. Thank you for your assistance.

### **Professional Development**

#### **June 16 to June 19, 2008 Summer Leadership Institute**

Career Development Professionals of Indiana (CDPI) and Midwest Association of Colleges and Employers (MwACE) invite you to participate in the 2008 Career Services Leadership Institute!

The Institute will be held on the Franklin College campus, just 20 minutes south of Indianapolis, from June 16 to June 19, 2008. **The registration fee is \$450 and that includes room, board and all instructional materials.** The rooms are located in air-conditioned Johnson-Dietz Residence Hall and are suite-style rooms where two single bedrooms share a bathroom and a common room. This first-rate professional development opportunity is rich in value, yet economical on your office budget!

This Institute is not a typical conference or seminar. Instead, you will have the opportunity to interact with leading professionals in the career development field and

with fellow participants through workshops and sharing of career services “best practices”. You will have an opportunity to work on case studies, to enjoy food and fellowship, and to spend a night on the town in Indianapolis with fellow participants.

The Career Services Leadership Institute will be beneficial for seasoned professionals looking for new ideas and for new professionals seeking tools and techniques to prepare for leadership roles. Topics will include Strategic Planning, Marketing, Supervision and Leadership, Technology, Strategic Alliances and Employer Relations, Serving Students & Alumni, Legal Issues and Assessment.

We encourage you to plan to attend the 2008 Career Services Leadership Institute. Space is limited, and applications will be accepted on a first come, first serve basis until capacity is reached. Full payment must accompany your registration. Complete the attached form and mail to Kirk Bixler, Franklin College, 101 Branigin Blvd, Franklin, IN 46131, or fax it to 317-738-8810.

For more information, contact the Career Services Leadership Institute Co-chairs: Kirk Bixler at 317-738-8801, [kbixler@franklincollege.edu](mailto:kbixler@franklincollege.edu), or Susan Hychka at 765-494-3986, [susanhychka@purdue.edu](mailto:susanhychka@purdue.edu).

Committee members:

Kristi Gimmel Becker, Clarke College  
Donna Brody, Saint Joseph’s College  
Libby Davis, University of Indianapolis  
Cathy McGregor Foster, Indiana State University  
Kevin Hewardine, Rose-Hulman Institute of Technology  
Valarie Jacobsen, IUPUI  
Katie Lloyd, Indiana University  
Beth Medley, University of Missouri-Kansas City  
Phil Parker, University of Southern Indiana  
Amanda Shettlesworth, Indiana University - SPEA  
Rick Smith, Bradley University  
Anita Yoder, Goshen College

## **Upcoming Events**

### **Midwest ACE 2008 Trends in Recruiting Conference**

Holiday Inn Chicago Mart Plaza, Chicago, IL  
November 20-21, 2008

### **2009 Annual Conference, Chicago, IL**

The Westin-Yorktown Center

Lombard, Illinois  
August 2–4, 2009