

## **Newsletter Winter 2008**

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

#### **Contributors to the Winter e-newsletter include:**

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### **President's Message**

#### **New Services Offered by Midwest ACE**

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

What a great Recruiting Trends Conference in Chicago! Conference co-chairs Jason Eckert and Amy Capes and the entire Conference Committee did an awesome job, and we experienced record attendance with 247 people attending.

Additional good news for Midwest ACE is that our overall membership numbers have increased to 701 members. To retain our current members and recruit new members, the association leadership is committed to providing value-added services for our members.

1. The Experiential Education Committee is offering a FREE Consulting Service to assist employers and colleges in creating experiential education

experiences and internship programs. If you are interested in this service contact Gerry Wickham at [gerald-wickham@uiowa.edu](mailto:gerald-wickham@uiowa.edu) or 319-335-3151.

2. Karen Allen has led the initiative to provide Midwest ACE webinars. Our hope is that webinars will be offered in January, February, and March. Topics for these webinars will be provided by the Experiential Education; Diversity Advancement; and Research, Trends, and Evaluation Committees. If you are able to provide technical support for the upcoming webinars please contact Karen Allen at [karen-allen@northwestern.edu](mailto:karen-allen@northwestern.edu) or 847-491-2763.

Midwest ACE is also excited about our upcoming events:

1. 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)
2. Annual Conference, July 28–31, 2008, St Louis, MO
3. Annual Conference, August 2–4, 2009, Chicago, IL (NEW 2 day format)

Nominations for the 2008-2009 Executive Board are currently being sought. If you are interested in running for a position or would like to nominate someone, please contact Sheri Papay at [sheri.papay@nationalcity.com](mailto:sheri.papay@nationalcity.com) or 216-222-2469.

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 year,

Kristi Gimmel Becker  
Midwest ACE President, 2007-2008

## **Trends in Recruiting Conference Highlights, 2007**

*Dr. Phil Explains It All*

### **Hiring Is Up Across the Board, Led by Large Employers**

Dr. Phil Gardner, Director, Employment Research Institute, Michigan State University

Based upon hiring activities reported by 994 employers surveyed for the *Recruiting Trends 2007-2008* report, recruiting activities on college campuses will occur at a hectic pace all year long. Seniors in BA/BS programs can expect more opportunities this year with employers expected to increase the number of positions by 7% over last year. Alternatively, total hiring across all degree levels is expected to increase by a more modest 2%.

Small and medium-sized employers are cutting back on their hiring plans because of concerns about the economy. They are particularly worried about the availability of credit, increasing costs of material and supplies, and the upward pressure on salaries and health care payments. The exception to this is **employers with fewer than 100 employees** who are expected to **increase hiring by 12%**.

The real muscle in this year's market is being provided by our study's largest employers (>3,900 employees). These companies have a voracious appetite for labor in **anticipation of retirements**. Large employers are also carrying forward unfilled positions from last year. Overall, large employers expect to increase bachelor hiring by 9%. Looking at specific majors, these employers expect to increase hiring for engineers by 12% to 14%, business by 13%, and social science/humanities majors by 20%.

Computer science majors (all types) will enjoy a very good labor market. Students majoring in information technology (IT) are the only job candidates that all companies, regardless of size, will be hiring. While the increase of 4% in opportunities may seem modest, the supply of new IT graduates will be over shadowed by the demand. In fact, employers may have to cut back their expectations because of the unavailability of qualified candidates.

MBA graduates will also see a **strong market** with a 7% increase in hiring.

Starting salaries for bachelors graduates are expected to increase by 4% to 5%, which is **double the increase** offered in each of the previous two years. About 15% of employers expect to increase salaries by more than 5%. Bonuses and other inducements, such as student loan payments, will also be offered by companies. However, many bonuses will be paid at the completion of the first year of employment.

New graduates are expected to bring energy, enthusiasm and drive to their new employers, in addition to fresh perspectives and computer skills. Employers remained troubled by young new hires' attitudes and lack of commitment to the company.

SPECIAL THANKS to the Trends Conference Planning Committee for a fine job:

Amy Capes, Target Corporation – Conference Co-Chair  
Jason Eckert, Marquette University– Conference Co-Chair  
Betsy Bishop, Loyola University Chicago; Ryan Brechbill, Denison University;  
Drew Butts, Enterprise Rent-A-Car; Kimberly Carothers, Webster University;  
Kaletra Dispennett, Purdue University; Andres Garza, University of Illinois at Chicago;  
Kristi Gimmel Becker, Clarke College; Kelly Harris, Bradley University; Nell Madigan,  
University of Illinois; Matthew Nelson, University of Wisconsin-Madison;  
Molly Lopez, Midwest ACE

## Featured Articles

*Virtual Community Offers Real World Possibilities*

### **Taking Recruiting to a Whole New Frontier**

By Rita VanderWaal Dawson, Kelly Services

With more than nine million current registrants, the 3-D virtual world known as Second Life is quickly gaining recognition among the world's population and transforming the way companies are doing business. From professional development training to recruiting workforce talent, companies across the globe are paying attention to this growing phenomenon.

Kelly Services, a leading human resource solutions provider, recently added Second Life to its list of global locations. Kelly opened its first virtual island to Second Life residents on April 21, 2007.

As part of the initial launch, Kelly Services Island provides in-world residents an interactive gaming experience where avatars – your persona in this virtual community – are able to participate in a range of job-scenario adventures. Visitors also have the opportunity to inquire about real-world career opportunities that exist through Kelly.

Kelly is already realizing the benefits of recruiting in a virtual world. Hildegard Psaltery (as she's known in Second Life) was visiting Kelly's island when she met Hooligan Dollinger (Dave Fenech, senior director, eBusiness Solutions, Kelly Services). Psaltery came to Kelly hoping to inquire about securing a part-time job opportunity while searching for a permanent position. Proficiently skilled in computer sciences including help desk, database reporting and website development, Psaltery was quickly placed on assignment by Kelly at a leading U.S. distributor of industrial, medical and specialty gases and related hardgoods.

"Second Life offers Kelly a unique opportunity to leverage its 60 years of staffing expertise by engaging new audiences in an interactive way," said Fenech. "This groundbreaking channel offers endless possibilities for us to provide SL residents with entertaining and innovative ways to explore career opportunities."

To support its initiatives, Kelly has created a micro site ([www.kellysecondlife.com](http://www.kellysecondlife.com)), which includes tips for getting started in Second Life, a blog highlighting the latest happenings on Kelly's island and a teleport link to the virtual island.

Kelly has plans to continue building its presence in Second Life and implement additional business initiatives throughout the year.

"The debut of Kelly's island in Second Life is another example of how our company is embracing technology to offer innovative staffing services. As Kelly continues to grow and expand its business operations, Second Life will provide us a platform to

communicate globally with customers and job seekers via on-line, interactive relationships,” said Fenech.

*A New You*

### **Tune Up Your Image!**

By Nell Madigan, Assistant Dean, Institute of Labor and Industrial Relations, University of Illinois

As career services and recruiting professionals, we strive to provide students with the opportunities and tools for success, but have we considered our own image tune-up? It's time to practice what we preach!

Jill Bremer of Bremer Communications is a Certified Image Professional who has appeared as a trainer and speaker for corporations and universities throughout the country. She appeared at Trends 2007 to help Midwest ACE members create their own look of success through her pre-conference workshop where she gave us the “ABC’s of Image.”

“A” is for appearance. This includes the colors we wear, our wardrobes, and how we groom ourselves. First impressions are everything, and color is responsible for 60–90% of the first impression you make on people you meet. Are you reliable and dependable? Brown is the color for you. Are you trustworthy and able to earn respect? Try royal blue.

An affordable, yet tasteful wardrobe is a key to a good appearance. Purchasing staple items such as suits, blouses, slacks and sweaters in non-memorable colors and styles are best for basic pieces so that they can be easily mixed and matched. Color contrast can be used to give a splash and make the staple items appear fresh each time you wear them. Remember to never under-dress; rather, exceed expectations.

“B” is for behavior . This includes your etiquette, civility and attitude. Manage the impression you give by behaving in the manner that you would like to be perceived by clients and colleagues. Want to be perceived as efficient and organized? Arrive promptly for meetings with the appropriate materials. In the workplace, you can improve your brand by treating everyone with respect and demonstrating a positive attitude during your daily work. Your attitude is often a reflection of your inner image, so it's important to start your image tune-up from the inside first.

“C” is for communication. This includes not just your verbal communications, but your nonverbal and written communications as well. Bremer told a story of a group of summer interns who were meeting with upper management at the end of their employment. Each stood and introduced him or herself, but one took the opportunity to thank the leadership for his position and review what a positive experience he had had. The CEO hired that intern on the spot. Every chance to communicate is an opportunity

to present yourself as a person of class, and maximizing these opportunities builds your image quickly.

With the advent of regular emails and increased opportunities to interact with coworkers and clients both near and far, we often ignore the chance to send quality, memorable written communications. Rather than dashing off a quick email, take the time to purchase some quality stationery and send a thoughtful handwritten note in a timely fashion. This will ensure that those who interact with you remember you for your manners and communication skills.

In our professional roles, we represent not only ourselves but also our organization. Our image is a visual representation of our reputations. Taking time to continually assess and improve our image will make us more credible to the students we counsel and recruit as well as the schools and employers with which we build relationships.

Resource: [www.bremercommunications.com](http://www.bremercommunications.com)

*What About You?*

### **Steps to Building Your Own Career**

By Kathleen Brinkmann, Director, University of Illinois Biotechnology Career Services

If you don't know what you want, then you may wind up where you don't want to be. This workshop on career development was presented by Julie Hays Bartimus of the University of Illinois Alumni Career Center, Kim Jarvis of the University of Chicago Graduate School of Business Career Services, and Gillian Steele of DePaul University Career Center. Each presenter told the story of her own career path and how they gained promotions. They also led an exercise to help participants identify their strengths, weaknesses, opportunities and threats (SWOT).

Jarvis encouraged participants to think of future career moves. She said, "Don't wait for desperation [to motivate you]. We are all one bad day away from looking for a new job." Jarvis discussed setting goals and analyzing your accomplishments, knowledge and skills. Observing where the gaps lie between your goals and skills can point to the areas where you need to gain experience or additional expertise.

The participants were each given a SWOT worksheet to identify their personal strengths, weaknesses, environmental opportunities and environmental threats that exist for their career. For example, one presenter shared that she found she needed more experience with computer technology and in management. She took on additional responsibilities that gave her an opportunity to develop and learn those skills. The result was that when a higher-level position came open, she was promoted. The participants discussed their responses to the SWOT exercise with a partner to further process the exercise.

The next step was to establish a personal action plan. This plan should be specific, measurable, attainable, realistic, and timely (SMART goals). The presenters suggested different possibilities, such as finding a career consultant, looking for internal job opportunities, networking, managing your time and keeping your resume up-to-date.

In sum, Hays Bartimus, Jarvis and Steele recommended analyzing your job performance, identify your personal SWOT, and set SMART goals with a measurable action plan to give your career a lift.. There is no time like the present.

Resources:

American Society for Training and Development: [www.astd.org](http://www.astd.org)

National Career Development Association: [www.ncda.org](http://www.ncda.org)

ACP International (career services, outplacement and coaching):

<http://www.acpinternational.org>

SHRM: [www.shrm.org](http://www.shrm.org)

Salary.com

### *Facets of Diversity*

#### **Promoting Diversity in Recruiting: A Panel Presentation**

By Thy Nguyen, Assistant Director, University Career Services, Northwestern University  
Bernadette So, Assistant Director, The Career Center, University of Illinois at Urbana-Champaign

Diversity, as it relates to employer recruitment and college career centers, has multiple facets. This was a central theme at a panel discussion featuring experts from both college career services centers and recruiting employers. Bernadette So, Assistant Director at the University of Illinois Career Center, moderated a group of five panelists, who shared their diverse backgrounds and experiences, both personal and professional.

From the college perspective, Gerald Wickham, Director of Experiential Education at the University of Iowa, and Terry Bankston, Program Coordinator and Instructor with the University of Cincinnati, discussed their involvement in outreach events that have helped educate students and employers about the needs and the benefits of creating a diverse workforce. In addition, Wickham spoke in depth about his experience growing up in Ireland and his current work with Latina/o immigrant students in Humboldt, Iowa. He emphasized how the changing U.S. landscape has influenced his work in the state of Iowa. Bankston talked about the need for career centers, employers, and other groups to foster an environment of collaboration. Terry has had a broad range of experiences during his career, and his perspectives reflected his work in the private sector, non-profit, and most recently, higher education.

The panelists who provided the employer perspective presented the benefits of recognizing individuality as a positive way to grow the workforce. Graciela Kenig, a

talent management consultant and president of her firm, Graciela Kenig & Associates, discussed the reality of working in a global world. She shared that employers who recognize the diverse perspectives of their employees will reap the benefits of developing targeted outreach, particularly when marketing to different audiences. Will Baker, Regional Recruiter for Target, shared his personal experience about being the only African-American officer in a one-hundred-person sheriff's department and how that shaped him in regard to his current work. Baker shared Target's vision of diversity and discussed the successes Target has had with its diversity recruitment strategies. Ken Skord, manager of AbilityLinks, a business and disability community consortium and job board, described the misconceptions and myths that still exist for individuals with disabilities as well as the need for employers to consider the benefits of hiring employees with disabilities.

Even though each of the panelists highlighted challenges unique to the groups with which they work, they also discussed some common considerations that career centers and employers should keep in mind when working to develop a multicultural perspective. Diversity should be tied to the mission and goals of the organization, so that diverse talent is not only attracted, but also retained. When working with students, career centers should help students reflect on their backgrounds in a way that helps them to show employers how their uniqueness can contribute to the organization.. Employers should consider how a diverse group of employees can help to grow the organization. Thinking in terms of diversity, therefore, helps to identify the "untapped resources" of the workforce.

### *Going Above and Beyond*

#### **Creating Strong Employer Connections and Balancing Expectations**

By Nell Madigan, Assistant Dean, Institute of Labor and Industrial Relations, University of Illinois

Both career professionals and recruiters are searching for the magic bullet to create strong relationships between career services offices and employing organizations. Carrie McAteer-Fournier and Leigh Berkowitz of DePaul University explained several ways that their school is addressing these issues at the 2007 Indianapolis Midwest ACE conference.

Career services professionals strive to stay current on hiring trends and employment opportunities in order to be a useful source of talent and assistance for employers. Without strong relationships between career services staff and employers, this task is impossible. Through developing new partnerships, capitalizing on employer knowledge and maintaining strong communications, these offices will continue to expand their reach to the benefit of student candidates.

DePaul's presenters suggested developing a list of reasonable new employer targets based on student interest. This list would be contacted several times a year, informing

the companies of key points about your program and your students' interest in their organizations. This may help to cultivate a number of new companies that want to come to campus to learn more about your program and recruit students with a passion for their organization.

Chambers of Commerce are also a wonderful way to build relationships with hard-to-reach small and medium-sized companies. Joining a Chamber allows members of your office to connect locally and regionally with recruiters for those organizations. In addition, sponsoring or hosting events would give recruiters exposure to your campus, office and students. DePaul is in a large metro area and their membership gave them the opportunity to increase their internship opportunities by 20-40 internships annually.

Bringing employers on-campus to interact directly with students in a non-recruiting setting is often a wonderful way to capitalize on employer knowledge and share hiring organization information with candidates. Many offices offer workshops presented by employers on subjects such as interviewing skills, resume writing and new-hire competencies. These workshops are a means for the presenter to meet your candidate pool and the candidates to start their professional network.

DePaul hosts "employer office hours" that help supplement their own staff resources. At a set time each week – 2-4 p.m. on Wednesday, for example – an employer will send a representative to help with student career counseling, resume development and interviewing preparation. Opportunities such as this, as well as externship/job shadows and networking panels give candidates excellent exposure to employers and a jump-start on building their own professional networks. It is important to counsel students beforehand to use these opportunities for professional development and not to secure job offers.

Once these relationships are started, maintaining ongoing contact is essential. The DePaul staff has made an effort to reach out with regular employer site visits to network with alumni within the organization and to learn about each unique corporate culture. They also host an annual employer appreciation event that combines employers, recent graduates, students, faculty and staff. In the past, as an example, they have hosted a luncheon and have given the group the latest Universum results. This would be a great opportunity to share Dr. Phil's latest Trends as well!

### *Concerns and Issues*

#### **Professionals Offer Insight on Bad Trends in the Recruiting Process**

By Kimberly Shea, Career Counselor and Technology Resource Coordinator, Roosevelt University

An interactive panel of experienced recruiting and career services professionals addressed issues of poor decision-making by students during the career search process and how career services offices and employers can partner to educate students on this topic.

The panel was facilitated by Ryan Brechbill of Denison University. Panel Members included Drew Butts of Enterprise Rent-a-Car, Kathleen Powell of Grinnell College, David Perry of Friedman Huey & Associates and Tim Luzader of Purdue University. The panel addressed three main areas of concern: decision-making during the hiring process, after an offer has been extended and as a new professional on the job.

According to panel members, some of the most common concerns during the hiring process are student misrepresentation of academic record, work authorization or experience (e.g., rounding up on GPA or misrepresenting visa status), students treating interviews as practice and students backing out of interviews after arrangements have been made. To address the misrepresentation issue, it was the recommendation of the panel that students be extremely accurate when providing this crucial information and if there is doubt, provide more information or ask questions.

Some schools have taken an active role in preventing students from sharing incorrect information. For example, Purdue University has gone to the practice of locking down certain information in their electronic recruiting system, such as visa status, so that students must meet with a career services staff member to provide verification of the change. To address this issue and some others, Purdue has also created a participation agreement that outlines ethical behavior in the search process. The students must click on the agreement every time they log into the school's posting system. If a student is found to be violating this agreement, they may have some or all of their privileges suspended. A recommendation was also made to have a similar agreement for employers.

Concerns were also discussed regarding student actions after an offer has been extended or accepted. The panel has seen patterns of inappropriate negotiation of deadlines, using offers as leverage for other offers, and renegeing on an already accepted offer. While the employers on the panel acknowledged that there are times when students may decide the position is not an ideal match, it is the instances when students continue to actively search after accepting an offer that are of most concern. How and when the students renege on the offer are also big factors. It is important that career services help students to see the larger impact of their actions. Their decisions can affect the employer's professional relationship with the student and future recruitment at the school. Employers on the panel stated that if a student decides to renege on an accepted offer, communication is key. Employers want feedback and honesty throughout the entire process.

The third area of concern addressed by the panel was behavior by new professionals on the job. To outline some patterns, Butts shared a list of the top ten reasons new hires are terminated prior to the first 90 days of employment.

They are as follows:

10) Dress Code Violation

- 9) Attitude
- 8) Job Abandonment
- 7) Theft
- 6) Fighting
- 5) Ethics Violation
- 4) Inappropriate Sexual Advances
- 3) Speeding/DUI
- 2) Intoxication at a Company Function
- 1) Improper Use of Email

To address some of these issues, the panel agreed that foundations of professional behavior need to begin while students are still in school. Employers attending the session recommended that campuses hold etiquette trainings and new professional workshops. The employers acknowledged that these campus sessions are being held, but perhaps not being adequately advertised and they recommended campus career services offices partner with employers to find new and creative ways to reach students.

Electronic professionalism, mainly MySpace and Facebook use, were also discussed and many employers in attendance were familiar with the sites. There were concerns expressed about what information is being shared through these sites and the judgment displayed by students through their inappropriate use of the sites. All agreed that additional education on appropriate use of these systems is necessary.

According to Perry, one message should be made clear to students, "When you hire on with a firm, college life is over."

The overall theme of the panel was one of partnership and education. It is crucial that career services professionals and employers communicate these concerns to one another. In turn, both can collaborate to address these issues as they arise and educate students for the future.

### *What Do Employers Really Think?*

#### **Conducting a Comprehensive Employer Survey: Results and Lessons Learned**

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

The other day a JD Power and Associates survey showed up in our mailbox at home. When I opened it, a five dollar bill fell out. Was it a legitimate incentive to fill out a complex survey or a tawdry bribe? I quickly stashed it before my wife saw it (it's a guy thing). What would you do if you received a survey from a career services office? Here's what happened in Minnesota.

It all started with a simple question from the Learning Abroad Center at the University of Minnesota-St. Paul about employer attitudes toward studying abroad. The career center realized it would be very helpful to know employers' thoughts about a great range

of things including student job search skills, career services programs, and what is most valuable in terms of student skills and experiences.

Career Services built a committee composed of career services staff members, the Vice Provost for Student Affairs, and a representative from the Learning Abroad Center to assist in formulating survey questions. The presenters, Becky Hall, Heidi Perman and Mark Sorenson-Wagner urged participants to choose their committee members carefully to assure a range of perspectives. Theirs worked well, though the choice of personnel turned out to be serendipitous rather than by design.

In constructing a survey, be sure to ask questions in such a way that they truly address the intended outcome. For instance, do not ask "What do you like about career services?" but rather, "What do you expect from career services?" Also, ask your university research department as well as employers to review your survey and give you feedback on the questions to ensure a valid, useful outcome.

Due to the length and complexity of the survey, University of Minnesota staff decided to break it up into three sections and administer them in July 2005, November 2005, and April 2006. The first section gathered employer feedback on career services, the second dealt with student job search skills, and the third covered student skills and experience.

One difficult task at the outset was building an accurate list of employer contacts to include in the survey, because there is often turnover in the ranks of human resources recruiters. The researchers used a list created for the University of Minnesota Job and Internship Fair, and that worked well.

The response rate was better when employers received the e-mail message from the career services office, than from the lofty office of the Vice Provost. Apparently employers were more familiar with career services than with the university administrator.

Other factors to consider in building and administering a survey were the number and complexity of the questions, the time needed to complete the survey, and whether or not to offer incentives to employers for completing the instrument. The University of Minnesota used many multi-part questions and it took about ten minutes to complete each section. Though they decided against offering incentives, others might consider offering some benefit to respondents, such as free career fair registration.

Once the data were collected and analyzed, the career services office distributed it to the Career Development Network, academic advisors, the Council of Undergraduate Deans, key campus leadership, and to employers. The data were useful in career services office handouts, classroom presentations, and individual counseling appointments.

The data can be used for long-range planning by academic units, funding requests, and as validation for services and programs offered by the Career Services Office.

In the future, the University of Minnesota Career Services Office plans to conduct the survey again, perhaps on a 2-3 year cycle. They would also like to refine and condense some questions, reconsider the use of recruiter versus higher-level executives as respondents, and offer incentives to employers to participate.

Here is a summary of tips from the presenters about designing and administering an employer survey:

- Focus and narrow your questions
- Pick your committee carefully
- Find a graduate student to help
- Be thoughtful about who creates and administers the survey
- Have email sent from a well-known name
- Be sure to track bounce-back emails to ensure a good return rate and to get the most accurate data
- Share the results widely, then share it again. People often forget its relevancy after the initial flurry of interest
- Data from employers intrigues students.

The researchers have generously provided the URL for the survey. It can be found at: <http://www.career.umn.edu/Employer%20Survey06.pdf>

### *Career Mobility for Members*

#### **Career Crossovers: Moving to College/Employer**

By Tracie Thomas, Assistant Director, Northwestern University

Lee Junkans, Director of the Career Development Center at Chicago State University, presented on the recruiting experience from his unique background as a corporate college recruiter, human resources generalist, and a career services professional. Junkans stressed the advantages of having staff with a background in recruiting to help shape the mission and services of career offices. He shared that, “recruiters bring industry knowledge and an understanding of the job search process. Their knowledge base can help career offices increase their students’ marketability.”

Junkans summarized some of the surprises that he discovered when he made the transition from recruiter to college career professional. He noted conflicting interests among shareholders such as alumni, employers and students, the unique role of faculty, and the lack of career mobility within university career offices. Other adjustments for Junkans included the difference in salary scales at universities in comparison to corporate recruiting jobs, technology limitations, and the amount of flexibility and independence in an academic setting. He also discussed the advantages for corporate staff who are thinking of making the move to college career services. “In many universities, students consider career services to be the most important unit on campus,” asserted Mr. Junkans thus assuring that services are seen as essential by

the university as a whole. He also discussed the personal and professional satisfaction of seeing students go from “diamonds in the rough” to polished professionals.

Junkans encouraged college career services staff to consider moving to the corporate side. He reported that college recruiters enjoy better salaries, opportunities for training and development, and the ability to extend one’s career path. Corporate recruiting jobs are a good starting point for gaining entry into other related corporate jobs, such as training and development, corporate alumni relations, human resources management, and professional staffing/talent sourcing. Junkans coached college career professionals on how to sell their higher education experience and skills to the private sector. “You have a unique knowledge of the inner workings of universities and how to access the best candidates. You also know best practices from other recruiters that you have seen come to campus and can train campus recruiters.”

## **Best Practices**

### *Campus Collaborations*

#### **A Unique Residence Life and Career Services Best Practice**

By Sharon Jennings, Career Development Coordinator, University of Central Missouri

Leading a collaborative effort at the University of Evansville in Indiana, Beth Medley and Heather Elam secured a four-year Lilly Grant to prepare students to become more productive citizens through campus and community engagement. They collaborated to develop a program to meet goals of career services and residential life including increased first and second year student interaction with Career Services, programming support for the resident assistants and increased faculty interaction with residence life. As a result, a task force of residence life and career services was assembled. This group developed a “challenge” using the popular television competition of the Amazing Race for inspiration. Residential communities (floors) were identified in residence halls for a 15-week program with three rounds of competition. Resident assistants earned points by planning programs and for each attendee at the programs. Service projects were also part of the competition and faculty got involved by serving as judges of the service project presentations.

Outcomes included early contact by students with career services including career exploration assessments, community building and resident assistant bonding, recognition across campus of the departmental partnership, effective community service projects, and more involvement by faculty in the residence halls. Students also valued the experience for the resume building- competition, camaraderie and valuable experience.

The challenge event continues on the University of Evansville campus. The task force continues to evaluate and make ongoing adjustments to meet the goals and objectives of residence life and career services. Each department has assigned roles and

representatives to the discussion. Each department has committed time, personnel and finances. The resources and information are shared freely by using a shared drive for all of the information regarding the event competition.

A win-win resulted for students, career services, residential life and the community, both on- and off- campus. Where can collaboration take your programs/services?  
For additional details regarding the competition, contact Elam at [he5@evansville.edu](mailto:he5@evansville.edu) or Medley at [bd54@evansville.edu](mailto:bd54@evansville.edu).

## **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 Midwest ACE Conference next spring. Please e-mail names of retiring members to Pnina Steiner at [psteiner@uiuc.edu](mailto:psteiner@uiuc.edu) by February 1, 2008. Thank you for your assistance.

## **The Midwest ACE Diversity Advancement Committee**

During brainstorming sessions at the Annual and Trends conferences, as well as through conference calls and emails during the semester, committee members have been working to share the values, themes, and importance of diversity and multiculturalism with the entire membership. The Diversity in Recruiting panel at the Trends Conference was just one of the goals that the Midwest ACE Diversity Advancement Committee (DAC) developed and accomplished for the 2007-2008 year. In addition to the presentation at Trends, committee members are focused on three projects:

- Developing diversity-based proposals for the 2008 Annual Conference
- Gathering resources for a webinar on diversity
- Planning the marketing and evaluation of the DAC honors (scholarships for new professionals/graduate students and an award for a Midwest ACE member, who have shown a commitment to diversity) to be awarded at the 2008 Annual Conference.

If you are interested in helping the DAC with their projects, or have suggestions to share, the committee is always open to anyone who is interested. Please contact Bernadette So at [bernaso@uiuc.edu](mailto:bernaso@uiuc.edu) for more information.

## **Professional Development**

### **2008 Summer Leadership Institute**

**Sponsors:** Career Development Professionals of Indiana and the Midwest Association of Colleges and Employers

**Dates:** Monday, June 16 through Thursday, June 19, 2008

**Location:** Franklin College, Franklin, IN (20 miles south of Indianapolis)

**Faculty:** Experienced career services professionals

**Goal of the Institute:** To provide high quality, low cost, intensive training for both emerging and experienced leaders in career services.

**Cost:** \$450 includes all sessions, course materials, meals and lodging (single rooms with shared baths).

\* Immerse yourself or key staff members in the nuts and bolts of career services programming.

\* Sessions on office politics, technology, legal issues, strategic planning, employee development, marketing, budgeting, assessment, ethics and more.

\* Learn about best practices and network with other career services leaders.

Please save the dates and plan to participate June 16-19, 2008. Watch CDPI's website, [www.cdpi.org](http://www.cdpi.org), for more information and registration forms.

## **Upcoming Events**

### **2008 Annual Conference, St. Louis, MO**

July 28 – July 31, 2008

Millennium Hotel, St. Louis, MO

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

August 2–4, 2009