

MIDWEST ACE E-NEWS

April 2010
Volume 1, Issue 20



Midwest Association of Colleges and Employers
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Annual Conference Testimonials

By Sara Nagel Newberg, Director of the St. Paul Campus Career Center at the University of Minnesota

Why attend the Midwest Association of Colleges and Employers' (MwACE) annual conference this summer? We put that question to two career and recruiting professionals who attended last year's event for the first time. Their endorsement was enthusiastic!

Chris Buckley, a Coordinator in CLA Career Services at the University of Minnesota, especially valued the wealth of information about the technology issues effecting the profession. Sessions on Linked In and approaches to using social media had impact on his work with students, but also on his office's approach to using these technologies. In another session, a panel discussion featuring leaders of major companies provided helpful insights about how these executives viewed the current economy and hiring trends within it. Sessions like this one had direct impact on his work as a career professional. "Now I can say to students, 'I was just in a meeting with a bunch of executives and here's what they're thinking about this topic'".

As a first-time attendee, he found that the opening reception for new attendees set a welcoming tone. He also highly encourages first-time attendees to register for the pre-conference orientation session for new attendees as it provided an opportunity to understand the organization better and meet MwACE board members in person.



For Catherine Catino, Area Recruitment Specialist at The Sherwin-Williams Company, it was the networking which made it such a great event. She had been in her new role only three months before heading off for this first experience with Midwest ACE. She really appreciated the chance to network with staff at the schools where her company recruits and to get acquainted with them in person.

In addition to making connections with her college partners, she gained new insights and ideas from meeting other recruiters facing similar challenges to those she encounters. One fellow recruiter shared some great ideas for strengthening internship programs. Another led a session about innovative recruitment strategies to help identify candidates beyond simply attending career fairs. She advised new attendees to be proactive in introducing themselves to others to maximize their networking opportunities.

Both Chris and Catherine felt that one of the most important take-aways from the conference was gaining insight about hiring issues from the other side of the fence. A unique feature of MwACE compared to other professional groups is this interaction between recruiters and career services professionals. Chris described how valuable it was to hear how recruiters manage resumes submitted through their electronic application systems. Catherine mentioned that hearing career professionals describe their experiences with recruiters changed her response to inquiries from career staff at non-targeted universities.

Wouldn't you like to meet career and recruiting professionals like Chris and Catherine? Mark your calendar now to attend the annual conference this summer August 1-3 in Minneapolis, Minnesota. For more information about the conference and, please visit the official conference website at: www.mwace.org and click on "Conferences". Information on registration will be available soon.

About the author

Sara Nagel Newberg is the Director of the St. Paul Campus Career Center at the University of Minnesota. Her 19 years in Higher Education includes roles within academic advising, internship programs and career services at both small liberal arts colleges and large research institutions. She holds a Master's Degree in College Student Personnel from the University of Wisconsin-La Crosse and a Bachelor's Degree from Hamline University.

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