

FROM THE PRESIDENT



President's Message.

By Drew Butts, Midwest ACE President and Group HR Manager, Enterprise

Oh the weather outside was frightful, but the Recruiting Trends conference was delightful! Happy winter greetings! Although it's cold outside and getting colder, I remain warmed by the overwhelmingly positive comments I continue to receive about the Recruiting Trends conference. We had record attendance for the 2 day event and I would like to once again thank Nell Madigan, Jeff Beavers and their entire planning committee for putting on the best Trends conference ever! You folks ROCK!

Don't let the warmth to end there! As Midwesterners, we are a resilient people who annually embark on this journey through a cold Midwest winter. Instead of complaining about the climate we live in, we commit to and work on goals over the next few months that will make the spring and summer season even more enjoyable. I want to encourage everyone to remain committed to excellence this winter despite the downturn in the economy. Like the temporary winter climate that we have no control over, this too, shall pass and the spring and summer economic cycle will inevitably arrive. Remember, it is what we do TODAY that will determine how much we enjoy the spring blooms. We must keep our internal fire burning so that we come out of this economic cycle of uncertainty with certifiable positive results!

As you read this, you are likely aware of the positive results of some of the talented members of Midwest ACE. Our website received a much needed total overhaul. Thanks to the collaborative work of a couple of our committees, we now have a new logo and tagline (created by Midwest ACE members) that improve upon and more accurately reflect our mission of connecting college to career. We have only scratched the surface of creating a great and usable website and we will need your assistance in continuing to add content to assist in your professional development.

Another first for the Association took place over the past few months. Some of you may have participated in one of the five webinars we hosted in the past six months. This continues to be an exciting venture for Midwest ACE and we have committed to hosting six new webinars this year. Be on the lookout for more information and dates.

I am pleased with the direction of the committee leadership of Midwest ACE and I would like to see more of our members involved as they have laid out some ambitious and exciting goals that will enhance your association's membership in the upcoming months.

Click on a link below to find out a little more about the mission of our 8 committees and how you can join.

<http://www.mwace.org/form.aspx?ekfrm=38>

Diversity Advancement Committee
Experiential Education Committee
Honors and Recognition Committee
Membership Committee
Professional Development Committee
Communications and Marketing Committee
Evaluation and Trends Committee

Look for more information soon on our upcoming new format for the Annual conference; ***Business NOT as Usual***, August, 2-4, 2009 at the Westin Yorktown Center, Lombard, IL.

It's the most wonderful time of the year and I'm wishing all of you and your families a safe and joyous holiday season and a prosperous new year!

In your service,
Drew Butts

Upcoming Events



August 2-4, 2009
The Westin, Lombard, IL

- Conserve time & money
- Explore growing trends and new ideas
- Network with college and employer colleagues
- Arrive early to enjoy the Westin and Chicago for your work/life balance

Committee Reports

VP Technology Announces New Website

By Thy Nguyen, VP, Technology, Northwestern University, Evanston, IL

Midwest ACE reminds you to visit the **new** Web site at www.mwace.org.

This new site features easy to use navigation menus, real-time features for members to update their information, and an enhanced job postings board.

The site also features Midwest ACE's new logo and tag line "Connecting College to Career." The logo and tag-line reflect a contemporary "look and feel" for Midwest ACE and highlights the importance of building strong relationships between colleges and employers.

We encourage you to utilize this Web site often to seek out your fellow Midwest ACE colleagues, check for news and updates, learn about events, review award opportunities, and gain information about Midwest ACE conferences.

Check out the new Web site now by simply clicking on this link: www.mwace.org. Then follow these steps to login to the **Member Login Link**.

1. Click on **Member Log In** at the top right corner of the page.
2. Enter Your **User Name** and **Password**.
3. If you don't know or can't remember your User Name and Password, follow the instructions and your login information will be emailed to you:
 - *If you have logged in before but have forgotten your password click on **Reset Password***
 - *If you are unsure if you already have a logon account click **Find Me**, then complete the information requested.*
 - *If you are not a Midwest ACE member and have never logged into the site, select **Create Account** and follow the steps.*

After you login to the Midwest ACE Web site, you can manage your **Profile** by simply clicking on your name located on the upper right-hand top of the page:

- Click on **Personal Information** to update your name, address and contact information which will automatically update your listing on the Midwest ACE Web site and database at Midwest ACE Headquarters
- Click on **Login/Password** to change your login or password
- Click on **Orders** to view your recent orders (EX: Conference Registrations, etc.)
- Click on **Billing** to pay for your Midwest ACE membership dues online

Visit the **Membership Directory** under the Membership tab to search for members from colleges and employers (*note: you must be logged in to view the Midwest ACE Membership Directory.*)

Check your **Involvement Record** under the Membership tab, Honors and Recognition. The Honors and Recognition Point System is listed towards the bottom of the Honors and Recognition page for your reference.

Add a **Job Posting** under the Career Opportunities tab, submit a Job Fair, or search through Professional Job Postings or Job Fair Announcements.

If you have any problems accessing the site or suggestions for making the Web site more useful for you, please contact the Midwest ACE Headquarters at e-mail@mwace.org

We hope you enjoy the valuable resources available on the Midwest ACE Web site!

Membership Committee Report

Membership is Everyone's Responsibility...and Fun

By Stephanie Hopkins, Membership Co-Chair, Purdue University

Are you actively involved in Midwest ACE? I learned from my own experience that becoming part of the annual conference can make your experience much more rewarding. During my first conference, I noticed many of the attendees seemed like old friends. New to career services, I attended the committee call outs as encouraged during the pre-conference orientation. Having a strong interest in welcoming new members, I joined membership committee not sure how I could contribute.

Over the next year through conference calls, our group planned our programs. I soon realized that through my ideas and projects, I was making small differences in the way our committee functioned. Last year, I was nominated to step into the leadership role of co-chair, which I accepted. Working with Hilary (Membership Chair) and executive board members, our group created and presented the "Connecting Links" Award for the demonstration of outstanding networking skills at the conference. In a matter of three short years, I went from being "new" to being on stage opening night introducing this new award. Through this experience I've developed good relationships with other members, learned about myself and had a lot of fun! If you have no desire to be front and center stage, consider helping behind the scenes; if you cannot attend the conference, do what you can beforehand; and if you want to make a difference, start by working on a committee which contributes to Midwest ACE's future.

At this time, the membership committee is seeking new members to become a part of our committee. This year, the membership committee is involved in a few new projects to include an early summer webinar and pre-conference welcome orientation workshop. In addition, the membership committee will continue to collaborate on the planning of the opening night networking presentations and administering the "Connecting Links" Award. With several projects, we have plenty of opportunities for you to start your involvement based on your time availability. Experience the personal and professional reward of shaping Midwest ACE's future.

Interested members should contact Stephanie Hopkins at stephanie@purdue.edu or 765-494-5576.

2008 Trends Reports

It's Crunch Time in the Labor Market

Recruiting Trends Report Shows Fewer Opportunities for Students and Shifting Employer Strategies



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

The college labor market hangs on a steep precipice. With employment opportunities down 8% from last year, the college market is only avoiding further collapse through the efforts of three groups of employers, according to the information provided by over 900 employers to Michigan State University's *2008-2009 Recruiting Trends* survey. Two groups of large employers, those engaged in global talent wars or those pressed to sustain their workforce continuity pending boomer retirements, have pared out the fluff in their hiring targets to aggressively pursue members of this year's graduating class. The third group propping up hiring is fast-growth small companies who remain committed to growth, despite continuing struggles in the economy.

Despite turbulent headwinds blustering in the fall of 2007, employers counted up impressive hiring numbers during the 2007-2008 academic year. With a demographic profile tilted in favor of young college workers, a down-turn in the economy was only expected to mute hiring expectations for the foreseeable future. Instead, the economy completely derailed. No sector illustrates this more than retail. During the hiring surge between 2004 and 2008, retail led the way, averaging more than 70 hires per company. Today, they are in retreat, hiring only 14 individuals per company.

Employers remain active on campus but have shifted their focus from on-campus recruiting to career fairs and to the expansion of their internship and co-op programs. They are doing more direct one-stop activities to brand their companies and engage students. This shift is driven by cost considerations and a sense of urgency to complete hiring as quickly as possible. Companies are using internship programs to create a pool of talent that may be converted into full-time hires when conditions improve.

Students – freshmen through seniors – cannot be complacent during this time. Not only are the employment opportunities shrinking, but the competition is fierce because of the availability of experienced labor. Employers do not appear to be favoring low-cost new graduates over experienced hires, preferring instead the right mix of talent to stem any loss of organizational knowledge due to retirements or economic disruption.

Fewer opportunities will be available to students in the spring. For those students who have not initiated their job search or even framed their employment expectations, a call to urgency is warranted. In light of the employment dynamics now in play, students need to be:

FOCUSED
DIRECTED
CONNECTED

Employers are turning to professional web-based networking groups and college faculty to identify the talent they seek. Building and maintaining professional networking relationships are even more critical than ever before for success in hiring and retention. College students should be working now with their institution's career services staff to help facilitate networking options.

Starting salaries will change little from last year as 66% of respondents expect to hold salaries steady. Only 32% of employers will increase salaries, generally at an average of 4%. More employers are turning to a performance bonus at the end of the first year rather than providing a signing bonus prior to entering the company.

Students will have to be patient and persistent to find success in this market. Small employers who are not as visible on campus and whose opportunities do not materialize synchronously with the academic year remain an important source for employment. To land a job, students will have to work hard and remain steadfast through this bad year.

Whirlpool Donates Prizes

Whirlpool Donates Prizes—Announces Winners at Trends Conference

Whirlpool Corporation donated prizes to the Midwest ACE Trends Conference and participants were included in a drawing for these prizes. Winners include:

Mary Ellen Wolfsie (Butler University--College of Business) *Whirlpool Duet HT Ultra Capacity Plus Front-Load Washer and Dryer (\$3,000 Value)*

Rebecca Goben (University of Illinois) *Whirlpool Fabric Freshener (\$219 Value)*

Rachel Garson (Northwestern University) *KitchenAid Artisan Series Stand Mixer (\$350 Value)*

Christine Curless (Indiana Wesleyan University) *KitchenAid 5-Speed Blender (\$150 Value)*

Bridgett Larkin (Joliet Junior College) *KitchenAid Javastudio Series Coffee Maker (\$100 Value)*

Thank you Whirlpool and congratulations to the winners.

Brewer Builds Better Recruiting Program

Anheuser-Busch InBev Going Lean and Green to Reach Students

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

You might think that brewing beer would be a recession proof industry, but according to Becky Wilson of Talent Acquisition for Anheuser-Busch InBev (formerly Anheuser-Busch) that is not so. They are subject to the same vagaries of economic conditions as other companies.

She went on to say that good people are always needed by employers no matter what else may be happening in the economy. Employers who lose sight of that risk damaging their relationships with college career services offices.

Anheuser-Busch InBev is one of the top five consumer product companies and the leading global brewer with over 200 brands. On November 18, 2008, the merger of Anheuser-Busch InBev and the Belgian firm InBev was complete. You also might think that such a huge, well known organization would have no trouble recruiting eager grads, given the global popularity of their beer brands.

However, Anheuser-Busch InBev still recognizes the need to apply the principle of continuous process improvement to their recruiting efforts. They creatively looked at their past recruiting practices and the changing needs of today's students. Here are the steps they took to streamline their talent acquisition process:

- Pared the number of schools at which they recruit from 46 down to 20
- Reduced the amount of time allotted to background checks from fifteen days to seven, simply by changing vendors
- Conducted assessment tests on the same day as their on campus recruiting dates instead of bringing students back for the tests several days later.

They sought to deepen relationships with their target schools, moving to the “inch wide and a mile deep” model rather than the shallower process they previously used. Here is how they decided which schools to keep and which to drop from their recruiting pool:

- Surveyed recruiters on their experience with career services offices
- Reviewed school rankings in publications such as Business Week and US News
- Examined the makeup of student populations to discover where graduates from certain schools now worked

Wilson remarked that on campus recruiting used to be a light switch at Anheuser-Busch InBev. It was either on or off. They learned that over the years that they lost ground in the lean recruiting years when they failed to maintain relationships with career services offices.

Innovative materials and efforts put in place during active recruiting years are still effective in the current economic downturn. Anheuser-Busch InBev emphasizes a personalization in their college recruiting. This involves talking to classes and making regular appearances on campus through sponsorship of student events.

One particular innovative tool was sending “Finals Week Care Packages” with snacks and beverages to students along with best wishes for academic success. This idea was modified to become pizza gift cards, which were easier to deliver.

Recognizing the unique characteristics of Gen Y students, the company uses “green giveaways”—biodegradable bags—at career fairs. Also, the level of community involvement by the employer is also an attraction for this generation.

Wilson encouraged employers to engage the community by planting trees, building playgrounds or volunteering for such groups as Habitat for Humanity. In fact, she reported that her company has had interns who wanted to start such programs there.

Appealing to the special interests of Gen Y members may take the form of simply sharing the same hobbies as their employers. Discovering a common passion for scuba diving could be the deciding factor in a candidate’s decision to join your company.

Other ideas designed to enhance relationships with colleges include:

- Targeting cost effective events like information sessions, open houses, workshops and presentations to student groups
- Sponsoring senior projects
- Utilizing “Campus Champs”—former co-op students and alumni from target schools
- Instituting a ‘Hit the Ground Running’ program of company visits by college freshmen.

She acknowledged that convincing top management that these activities pay off in the long run is a continuing challenge. She urged recruiters to educate their senior management about the strategies required to attract Gen Y candidates.

Finally, Wilson emphasized the importance of employer branding, citing their use of a “Day in the Life” video designed to create an employment experience for students.

She further urged recruiters to demonstrate a commitment to the quality process and boundless process improvement. Build your brand by maintaining your campus presence, continually cultivating the relationships with the campus and by providing excellent work assignments and rewarding positions.



Diversity Panel at Trends

Does Diversity Pay? Yes, if the focus is on inclusion

By Julie Hays Bartimus, University of Illinois Alumni Career Center, Chicago, IL

The Midwest ACE Diversity Advancement Committee sponsored this panel of three to explore different diversity efforts on campus and in companies. The panel was moderated by Thy Nguyen, Associate Director of the Walter P. Murphy Cooperative Education Program at Northwestern University. Our three panelists were Gail S. Rooney, PhD, Director of The Career Center at the University of Illinois; Toni Carter, Trustee with the Village of Hanover Park and works in HR at Motorola; and Sandra Beckett, University Relations Manager at Raytheon Company.

Rooney’s early career was with a TRIO program where she worked with at risk students in higher education. Her focus continues to be on how we create environments that are friendly, sustaining and encouraging of diversity.

Beckett worked with a series of large companies (FedEx, Boeing and Raytheon) who have valued diversity and at mid-sized organizations who found diversity efforts to be a challenge.

Carter loves the work she does at Motorola and recently established a Cultural Inclusion and Diversity Committee for the Village of Hanover Park.

Question: How do organizations value diversity?

Beckett commented that Boeing and Raytheon went beyond compliance and check boxes and placed a value on inclusiveness and empowering employees. A new Respect Initiative at Raytheon that focused on valuing input and acknowledging individuals has been received well across the company. It was set up as a business imperative and leadership goals have linked this to hiring and retention.

Rooney believes that diversity has to come from the top down. The Vice Chancellor for Student Affairs put diversity at the top of her priorities by establishing an Associate Vice Chancellor for Inclusion and Intercultural Relations. Additionally, two task forces were created on campus to look at how the campus can improve retention of students and staff of diverse backgrounds.

Carter stated that each company is different and its reception to new ideas is different. Statements and actions need to match, however. Inclusion is the most critical piece in order to keep the people you recruit. She pointed out that inclusion will lead to diversity but diversity doesn't necessarily lead to inclusion.

Question: How do you define inclusion?

Carter defined inclusion as the situation when you feel connected to the people around you.

Question: Describe the resistance that organizations have shown toward diversity.

Beckett stated that resistance can be culturally ingrained. In general, resistance to diversity is resistance to cultural change. The challenge is made to HR regarding how an organization can bring people in and retain them when there is resistance to differences and change. This is where education of the front line managers can yield good results. She specifically mentioned training from Stephen Young on "**MicroInequities: The Power of Small™** ... a unique leadership training program designed to promote true diversity through an awareness of the effects of body language, spoken language, and cultural mores on productivity in the workplace."

Rooney explained that resistance is evident when the organization uses terminology but not the action. She shared situations when search committee's "hire the best person" and offices' say "students can come to us" as examples.

Carter expanded on non-inclusive hiring efforts related to individuals with disabilities. She encouraged employers to understand that accommodations should not preclude a hire.

Question: What are other challenges to diversity?

Beckett explained that diversity does not mean treating everyone the same. She encouraged everyone to be fair and equitable instead and to not be afraid to talk about values and differences.

Rooney mentioned that when a recent campus speaker said that white people can be too careful. Some white people feel like they can't talk about culture. The truth of the matter is that we each have a culture and should talk about it freely.

Question: How do you start recruiting when you don't have a critical mass and niche conferences are out of your price range?

Carter said that it depends on your target audience and how they congregate. Specifically, she mentioned that Latino professionals link through their community group and it would be important to get involved with the community and link to the patriarchs of the group. When interacting with a community group, she encouraged the audience to take someone who looks like the group members to ease introductions. She also encouraged the group to consider local chapters of the national conferences.

Beckett also promoted community outreach including K-12 efforts and mother/daughter events.

Rooney said to look at your internal support and interest groups for community connections.

Question: Should personal beliefs be brought into the workplace or left behind?

Beckett said that her workplace is a conservative environment and they have adopted the policy of letting individuals bring religious items into the workplace as long as they don't force their beliefs on anyone.

Carter mentioned that Ford is one of a few employers which have instituted religious interest groups in the workplace. Carter mentioned that it is important to allow employees to share who they are because they will be less creative if they have to leave a piece of themselves at home.

Rooney said that a dialogue about differences is good, but that her institution has to balance freedom of speech with the separation of church and state.

For the final question, an audience member described that Indiana has seen a high level of competition from employers in their efforts to attract diverse students, but then employer events have not been attended well by this target audience. She then asked if there were any suggestions.

Rooney commented that no one has a solid answer and that it is important to involve cultural groups in the planning. We can't just expect them to come to what we have planned without getting their input.

An audience member mentioned that maybe these students don't feel they have to attend because they know they will be sought by top employers.

Carter mentioned using incentives (food and gas cards) to attract students or helping employers get to the events which the students are already attending.

Thank you Trends Committee for a Great Conference.



Features

International Students Face Stiff Challenges

Collaborations with Employers are Keys to Success

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

Quick—what do these numbers have to do with International Students: 3.5%; 85,000; and 1(day)? That’s right. 3.5% of the college student population of the U.S. consists of International Students; there were 85,000 H1B visas available this year, and they were gone in one day.

Gillian Steele and Mel Caliwiiw Johnson of DePaul University opened their presentation by asking what challenges faced International Students in U.S. job searches. Ideas from participants included:

- Unrealistic expectations on the part of students
- The economy in general
- The need for strong networking skills
- Appropriate follow-up with employers
- English language proficiency

Steele added to the list citing a fear of the hiring process, the limited number of H1B visas and cultural barriers. She also listed employers’ lack of awareness of F1 students’ eligibility for internships, and the perception on the part of employers that hiring an International Student is particularly risky in the post-911 world.

Strategies for helping students begin with building early awareness and preparation by informing them about on campus employment during orientation sessions and using specialized advisors.

Students often do not know about deadlines and the need for a timely job search. They may be unaware of opportunities available to them. DePaul uses three innovative collaborations to address these issues.

First, they hold an annual career forum using an immigration attorney to educate students about their rights and responsibilities.

Second, they recognize the importance of having employers as partners in this process. DePaul, Loyola, University of Illinois-Chicago and Illinois Institute of Technology have formed the International Student Employment Initiative Consortium (ISEI). The consortium has developed a tip sheet for employers that can be found at http://careercenter.depaul.edu/employer/hire/hiring_international_students.aspx.

Third, DePaul uses a proactive approach in calling employers who have posted jobs to see if they would consider hiring an International Student. Also, they have instituted an “ASK” program—“Alumni Sharing Knowledge”, using employer alumni to conduct mock interviews with International Students. In addition, an Employer Relations Team markets International Students’ skills and experience at Employer Meet and Greets.

Legal and Ethical Issues

Karen Simpkins Updates Conference Attendees on Legal and Ethical Issues

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

Karen Simpkins, J.D. and Interim Vice President for Human Resources at Eastern Michigan University, is a regular at Midwest ACE conferences. Her updates and opinions of what is going on in the legal environment and how it impacts Career Services provide much food for thought as we work with these issues daily. This year's update was no exception.

Ms. Simpkins provided her top ten hot topic issues in employment law for 2008.

1. Big verdicts, big settlements including \$100 million against Starbucks for tips improperly paid to supervisors.
2. Discrimination charges increase significantly—up 9% total; age discrimination complains up 15%.
3. Retaliation claims are easier to win.
4. Family and Medical Leave Act has been expanded to cover leave for family members injured in active military duty or to assist family member when preparing for active military duty.
5. Immigration enforcement has been stepped up.
6. Minimum wage has increased.
7. Wage, break, overtime pay and other compensation-related class actions against employers.
8. Increased legislative activity including expanded FMLA, expanded ADA, added protected classes, etc.
9. Technology issues including camera cell phones at work; employee blogs, video resumes.
10. FMLA/ADA/Worker's Compensation day-to-day compliance.

In general, career centers and employers should not overstep into each other's world. When one party, or the other, steps across those lines, liability is going to increase. It is a balance for the student/alum, the employer and the university as to the legal rights vs. legal responsibilities. As a university, employers are your customers; your client is the student, which is the university's obligation. With helicopter parents, be cautious. If you interfere with a parent's plan to manage their plan for their child, legal action can result.

In Ms. Simpkins opinion, the rising litigation is a result of the fact that the public is more suspicious of institutions. Suspicion results in law suits as well as legislation.

Best Practices

Multi-Culturally Competent?

Are You Multi-Culturally Competent?

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

Do you put labels on people at work, in the community or in your everyday interactions? Of course not. You are a multi-culturally competent person, highly educated, sensitive to all. You would never slap a label on someone and treat them differently in some heinously biased manner, would you?

In an effort to demonstrate the need for multicultural competency, Laura Kestner, Director of the Career Services Center at Marquette University and Courtney Hanson, the Assistant Director at Marquette, did just that in their interactive and helpful session.

While debriefing an opening exercise involving the ways we label people, participants remarked that it was difficult to connect with other people, and hard to communicate. People were left wondering if they had truly been heard or not.

In 2006, Kestner set out to develop a high level of multi-cultural competency within the Career Services Center staff. He designed a detailed and comprehensive plan; it's been unfolding ever since. The process involved staff lunchtimes spent discussing various cultures thriving in the United States including Hispanic, American Indian, Arab American, Women and Asian Americans.

They moved on to learning about other aspects of U.S. culture like sexual orientation, faith and spirituality and disabilities. Resources such as videos, case studies and self evaluations were employed to enhance staff members' knowledgebase and competency.

Using material from authors Byars-Winston and Fouad, the Marquette career advisors learned how to be intentional as counselors, gathering information from the clients before they said anything about careers.

For instance, ask yourself three questions:

- 1) What are your basic assumptions about the client?
- 2) Based on that, what critical questions should you have asked that you did not?
- 3) What cultural variables are operating in your client's career situation?

The keys to success in multicultural counseling lie in one's skill in identifying the cultural context in which a client is operating, being mindful of one's own biases, and determining how culturally congruent the counseling outcomes are with the clients' desired goals.

In other words, ask the right questions.

For instance, asking how a student's career goals match or conflict with her family's goals. Ask about people in the larger community who may have influenced a student's career goals. Learn about the students' cultural, ethnic and religious background. That way, you can discover together any barriers or obstacles that may hinder a student's career progress and talk about strategies to deal with these challenges.

An important tool in the competence training program is the use of "Power Lunches", where an invited guest representing a particular culture comes to campus to meet with students and staff to discuss the impact of that culture on career decision making. According to Kestner, this program has four objectives:

- Offer real stories and experiences from experts regarding career fields and cultural differences as they relate to student career success.
- Attune students of color into career opportunities and services offered by the Career Services Center.
- Engage students from majority groups in dialog regarding differences in diverse cultural, social, ethnic and religious backgrounds.
- Allow representatives from organizations to share career opportunities including internships and full-time jobs with students.

The program has been well received by students, as attendance has grown from 15 people to over one hundred. If you would like to listen in on the archived Power Lunch video recordings, they are available at http://www.marquette.edu/csc/students/powerlunch_archive.shtml.

According to a survey administered by the Career Services Center staff, students are overwhelmingly satisfied with their advising experience at the Marquette Center, and Kestner plans to continue the multicultural competency training program.

What Matters

Recruitment Best Practices: Are Undergraduate Preferences the Same as Advanced Degree Candidates?

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

What do students value in the recruitment process? Mary Scott, president of Scott Resource Group, conducted a survey on behalf of six Fortune 500 companies. Survey participants included 235 graduate level students and 470 undergraduates from 11 universities.

Scott found expectations among cohorts may differ depending upon the amount of job search experience that the student uses as a baseline. The execution or implementation of recruitment practices however, has the same impact upon undergraduate and graduate students alike. Students highly rated companies that showed the following: strong interest in the job candidate, had accurate follow-up processes that kept the candidate informed, were represented by impressive staff, responded in the timeline they promised, and stayed in touch with the candidate after the offer was made.

The four best practices outlined by Scott were efficiency, transparency, respect and personal attention. Students appreciate an efficient web site that is impressive and useful. Students wanted an easy-to-use online application process. One student commented, “[They] ask for too much information, if you need to cut and paste in a resume then they should be able to accept the formatting.” Preferred companies had representatives who understood the specific job requirements and who knew how to interview students. Students were also impressed by well-done second round on-site interviews.

Another best practice was candid information about the reality of the corporate culture and jobs. Students valued a transparent hiring process. Students want access to recent hires or exposure to someone with a working knowledge of the company as well as access to decision-makers. They want to feel like they matter.

Students appreciated companies that show respect for them and their time by making it easy to get information in a timely and accurate manner. One student reported, "They handled my internship rejection so well, I applied to them when I was ready for a full time job." Personal attention is important to students. Students were impressed with companies that sent friendly and enthusiastic staff to career fairs and were turned off by company representatives that didn't want to be there and chatted on their cell phone instead of talking to the students. Companies that were viewed favorably were ones whose representatives were willing to take the time to answer questions and seemed genuinely interested in hiring the student. They were least impressed by representatives who told them to go to the website for information.

Today, students want a career rather than a job. Life/work balance is important to them. They are much more selective of the companies they interview and pursue. To MBAs, "fit" is more important while MS/PhDs feel that recruiters pigeon-hole them. Mary Scott's research is invaluable to companies that wish to improve their brand with student candidates. For further information, go to her web site at www.scottresourcegroup.com.

Serving Alumni

Engaging Alumni with Career Services

By Matt Purdy, Associate Director of Career Services, Southern Illinois University, Carbondale

Do you feel that keeping relationships open with your alumni is important? If so (and I'm willing to bet you do) then the information presented by Cliff Libby, Vice President of University Sales and Services for Experience, will be of particular interest to you. Libby gave a presentation on leveraging on-campus, off-campus, and online strategies to engage constituents at this year's Annual Midwest ACE conference in St. Louis, MO.

As career services budgets get tighter and tighter, it seems that offices are being asked to do more with less. Most Career Centers offer services to alumni; however, it seems that Centers rarely make a concentrated effort to reach out to alums who may need their assistance. When looking at statistics, over 80% of recent college graduates report that career services are important to them. Combine this information with the fact that the average life of a first job out of college is a little more than 2 years and you have the recipe for an excellent venue to build brand loyalty and affinity for your organization.

Alumni relations go far beyond simple fundraising (which most schools tend to lean on). With effective Alumni Networks, it's possible to build successful employer networks and improve the reputation of an institution. Libby pointed out that a university is the natural and preferred career resource for alums that are looking for guidance and connections. Likewise, it's easy to understand why someone would first turn to their alma mater to look for that next career rather than a resource like Craigslist.

One basic step of engaging alumni is simply creating a consistent communication campaign for all alums, based on how long they've been out of school. Leveraging this type of goodwill goes beyond a postcard every now and then in the mail and can contribute to higher perceived value of a degree from your institution.

Libby cited several interesting examples of how different universities are engaging

alumni. Bucknell University has set up a very successful program for sophomores to spend a two day job shadow with recent grads to learn about various industries and the 'real world'. A networking database of 26,000 searchable alumni awaits new graduates of Lehigh University, where they have a dedicated staff member for Alumni Career Services and have discovered that 3 out of the top 4 priorities for alums are career related. The most telling statistics come from Wesleyan University, where they have discovered a direct correlation between consumption of career services and giving. Thirty percent of their career center traffic is alumni and they even have their Career Center Director directly involved in prospect cultivation.

Career service professionals are in a unique position to create a positive impact on a constituent even after they graduate. While some may argue those parties don't 'matter' (because they are no longer paying tuition), it seems clear that these individuals will continue to be extremely important to career services as a whole.

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Setting the Course

Setting the Course: Faculty, Academic, and Career Advisors Teach Career Development

By Trent Dernbach, Career Counselor, Grinnell College, Grinnell, IA

Career development professionals in higher education will probably agree that one of the challenges in working with college students is getting them to think about their career in the first place. This is typically where a class focused on career development would be helpful. It is not uncommon for the academic side of higher education to resist such a class, since it is not one typically seen to meet certain academic criteria and faculty frequently do not become involved in such things.

Staff of the Olin Business School at Washington University in St. Louis have started to make some progress in this area. At the recent Midwest ACE conference, Christina Altholz, Leslie Comerford, and Sally Pinckard from the Weston Career Center at Washington University in St. Louis and Steve Malter, Ph.D., the Director of Student Development also at Washington University, presented, "Setting the Course: Faculty, Academic, and Career Advisors Team Up to Teach Career Development." The following summarizes how they managed to develop a career development course that breaks through some of the traditional boundaries.

Prior to fFall 2004, the academic and career advising functions were seen as separate areas, with little collaboration or faculty involvement. Rather than keep these silos, the Olin Business School saw an opportunity to bring together career development and academia. This would help the students to make the connection between major curriculum and careers and developing life-long career skills. From this opportunity came the MYBCS course, which consists of a blended learning approach, including faculty, staff, experts on various subjects, and corporate partners. MYBCS is a two-credit elective course open to all students (targeting sophomores), but the majority of the students are business degree candidates. Using a mixture of large lectures and small discussion

groups, students in MYBCS are able to actually DO things to help them develop a career plan—and at the very least help them in landing an internship the following summer. The course follows the career development model widely used in higher education (self-assessment, occupational exploration, goal-setting) and contains components such as self-assessment (Strong Interest Inventory), business communication (resumes), curriculum exploration (faculty discuss academics and career options) and career skill development. While the large lecture sessions contain the traditional course content and guest speakers, the small group sessions allow students to engage in useful, career-related exercises, such as practice interviews, informational interviews, industry research projects, and designing an internship action plan. There is no text in the course; students are encouraged to read “The Wall Street Journal” and watch business news to keep informed of current business events.

Perhaps the most impressive aspect of MYBCS is the involvement of faculty, who account for about 30% of the large lecture sessions. This allows them to discuss not only the course topics as they relate to business majors, but it also allows students to discuss complimentary majors and courses. The faculty also presents some beneficial course ideas for non-business majors. Above all, they allow the concept of career development to be brought into their classroom, something that is not common enough.

Since assessment is such a huge issue facing student affairs professionals, the presenters gave the attendees some good insight as to how they are approaching the task of measuring the success of their MYBCS course using both quantitative and qualitative methods. While their results are seemingly in the beginning stages, students who took the MYBCS course were found to be much more comfortable in selecting their major and less likely to put off career decision. Student comments indicated that they were able to gather more beneficial information as well as become more confident regarding the areas they were (and were not) interested in. When looking at the first graduating class where MYBCS had been an option, those students taking MYBCS spent 40% fewer days in the job search, had a higher mean salary, and a greater number of offers at graduation.

Overall, it appears that the team effort at Olin Business School may be on to something. By developing an academic AND career development course combining efforts of faculty and advising staff, students can gain clarity on their career choice. The students may not only find assistance with selecting majors and careers, but they may also be able to develop fuller and more meaningful relationships with advising staff and faculty, leading to more meaningful future interactions.

Integrating Corporate Branding

New Media Project: A Leading-Edge Career Services Strategy Integrating Corporate Branding”

By Renee Heigel, Regional Campus Relations Manager, Vector Marketing/Cutco Cutlery

Michigan State University (MSU) Lear Corporation Career Services Center is not only on the cutting edge of student empowerment within their office, but also leading an initiative within their field for an exciting, new media project called the Union Pacific Media Studio. During a time when career services and employers are still in search for ways to collaborate and involve students, The Lear Center’s Media Studio is proving to be a success. Geoff Humphrys and Vern Mason, MSU Lear Career Center, are the creators of this project and serve as very important leaders and decision makers in the Media Studio.

They do this, while also stepping aside and allowing students to take the reins and move this project ahead at what is proving to be at record speed.

The Media Studio is located within the Lear Center's offices and it's nestled in the interviewing room area, a perfect spot to spark an interest in both the students and employers as they walk by. The staff includes a full-time media director and student assistants who provide support in graphics, public relations, filming and film editing, website development/maintenance, content management and marketing. The objective of the staff is to put together clips that market career development activities and job searching opportunities to launch careers. These catchy clips are then broadcast through several different mediums including campus-wide plasma screens. There is also the MSU Career Services Network website for students to watch or download clips. The big showcase is the internal television station that is broadcast to residence halls and the local community around campus.

Corporate sponsors are a key component to the Media Studio as they encompass one of the primary objectives of this media project. Without the collaboration and the corporate sponsors the Media Studio wouldn't be possible. For sponsors, it's a way to provide high visibility and branding that is informative to students, yet not overbearing. Current sponsors include Union Pacific Railroad and Target and more will get involved as the studio progresses.

Union Pacific Railroad provided the immediate funding to set up the studio establishing the Union Pacific Media Studio. Their corporate logo is featured on all of the studio's media pieces. Ed Willis, Union Pacific Railroad Assistant VP of Compensation and Benefits, saw the media studio as an opportunity to brand the employment aspect of their organization and the organization itself. Some of the clips that feature Union Pacific include a Media Studio student staff member showcasing Union Pacific's child care center that is housed in an old train station. Target has a branding focus on the employment opportunities that are available within their organization. From an employer's perspective, giving sponsorship dollars should show a return on investment (ROI) from a financial perspective. However, branding cannot always measure ROI, but there is a sense of great investment. Mr. Willis was asked by a fellow employer how ROI could be measured on such a project. He responded, "You don't". There are ways to measure viewership of the media of course, but the feeling is that the response thus far doesn't warrant digging into metrics."

Accomplishments of this Media Studio include candid interviews, learning tools, and words of advice from peers and presidents of outside organizations. Mixed into the content are small clips of select companies that highlight their culture, products/services or career opportunities. The result of this is branding at its best. The crowds gather around on campus when they see the movie camera's come in and their fellow classmates speaking into the microphone. An important triumph is that it not only highlights those students as individuals, but it highlights their internship experience, or other career related experiences. Students can search, "CASH" on *Facebook* to watch the clips of their peers and to seek career advice. The theme is, "Made for Students, By Students", once again showcasing The Lear Center as a leader in empowering young students and professionals.

This program not only provides a “hands-on” experience for students, but it also provides necessary life skills that students can develop when moving on to the “real world”. The Union Pacific Media Studio puts the goal of developing the students first while at the same time branding not just the career center, but also the corporations involved in the project.

<http://www.lakeforest.edu/about/news/styleguide.pdf>

Speed Networking

Offering a Real Alternative in Networking

By Julie Hays Bartimus, University of Illinois Alumni Career Center, Chicago, IL



<http://www.lakeforest.edu/about/news/styleguide.pdf>

In these uncertain recruiting times, when the future of job fairs is in question and employers are looking for real connections with students, speed networking can allow students and employers a real alternative to formal recruiting. Lisa Hinkley, who is currently with Lake Forest College and previously with Michigan State University, used speed networking to engage employers to didn't want to pay or participate in a traditional career fair; to help students be interesting, unique and sought after; to support students through their uncertainty about how their talents can relate to work and to encourage students to think beyond the employers and career fields they know.

Hinkley seeks around 70 professionals to participate in the event and opens it up to around 125 students. The professionals can indicate that they wish to be asked about a job, an internship or generally about their company. While she has not limited the event to a specific class level, juniors and seniors have received preference when registering.

In general, speed networking can be unstructured or structured. Hinkley has decided to use unstructured speed networking in the required candidate prep sessions. She then uses screening criteria to match professionals and students.

Hinkley marketed the event to students and created campus buzz using faculty, class visits, posters, FAQ guides, academic advisers, and other methods. When recruiting professionals, Hinkley sought to engage the under-engaged employer, bringing in alumni with interesting stories and creating a diverse mix by age, experience and background.

Lisa Hinkley brought the idea of speed networking with her to Lake Forest as a way to expand their outreach to students, alumni and employers.

2009 Midwest ACE Conference

2009 Conference Highlights

Content Rich

Budget Efficient

Many career services and employer colleagues have to make difficult budget choices. Midwest ACE understands these concerns and has designed a conference that saves you both money and time. With just \$390 and two days out of the office, you will gain the same high quality content, contacts and new ideas as in years past.



August 2-4, 2009

The Westin, Lombard, IL

We changed the focus from keynotes to content and kept a strong focus on networking and sharing of best practices. Even our Endnote speaker, **Tory Johnson, Founder & CEO of Women for Hire**, will focus on the highly practical topic of job trends. We're **engaging more employers** through a CEO panel, employer road show, employer site tours and employer focused sessions and hot topics. Throughout the conference, employers can build visibility and relationships for the future.

A few quick thinking sponsors, **Whirlpool & US Cellular**, have already signed up to support the 2009 Conference, but there is room for more.

You can help us make the 2009 even more of a success. In the spring, we will distribute text that we will ask you to share with your employer and career services contacts. The information can be distributed through email, mail, web or at your job fairs. The strength of the Association is in its people. We ask each of you to help us build on our strength.

We look forward to seeing you August 2-4, 2009 in Lombard, Illinois for Business NOT As Usual. Additional information and the registration form will be added to the Midwest ACE website when available.

Executive Director Named



Executive Director Named **Ali Ryan Named Executive Director**

The Midwest Association of Colleges and Employers (Midwest ACE) Executive Board and its association management partner, Association Management, Ltd. (AML), recently named Ali Ryan as Executive Director of Midwest ACE. Ali is an Account Executive at AML.

“We are excited to work with Ali and the AML staff team as Midwest ACE continues to achieve our goals,” said Drew Butts, Midwest ACE President. “Ali’s personality, strategic focus and member-service attitude make her a perfect fit for the role of Midwest ACE Executive Director.”

“Ali’s experience and diverse education background make her an excellent addition to the Midwest ACE executive team,” said AML President Molly Lopez, CAE. “We are thrilled that Ali has moved quickly into an Executive Director role with our association clients. She is an exceptionally valuable addition to our company and our association clients.”

Ryan lives in Des Moines, with her husband, Paul and their dog, Mala. She enjoys international travel, playing the piano and viola, photography, Euchre, and laughing heartily with friends and family.

Since 2005, AML has provided management for Midwest ACE. Headquartered in Des Moines, Iowa, for 32-years AML has been a full-service association management company for international, national, state and local non-profit trade associations and professional societies.