

# North Carolina Association of Colleges and Employers *The Flying ACE*

A Partnership of Business, Education and Government

Late Spring 2009

## Let's Reach Out to Our Communities - Make July our "Give Back Month"!

*Submitted by Holly Sweat, Cleveland Community College*

Many of you are hosting valuable programs or collaborating within your communities to help those who are unemployed. NCACE would like to make July our "Give Back" month! Would you please share with us ideas or programs that you are doing within your communities to address the unemployment needs of your area? We will be happy to share your ideas with other NCACE members.



Here's what some members are doing to give back:

- Contacting organizations and sharing their expertise: churches, Chambers of Commerce, Job Links, ESC, United Way agencies, DSS, Workforce Development Board, etc.
- Libraries have been mandated to be a career resource. Some have partnered with local libraries by providing workshops that teach the workforce how to market themselves and to use the available resources. The libraries advertised and registered their members and Career Services delivered the job search sessions.
- Planned an all day event using their staff as experts to present job search sessions for job seekers.
- Communicating with the media to provide positive stories in this job market and what resources are available. Some presented a series of tips that were broadcasted.
- Develop and/or join a taskforce to coordinate community events to maximize their effectiveness.

Please send your ideas to Holly Sweat: [Sweath@clevelandcommunitycollege.edu](mailto:Sweath@clevelandcommunitycollege.edu); Pat Nash: [Pat.nash@cpc.edu](mailto:Pat.nash@cpc.edu) or Glenda Lee: [gslee@duke.edu](mailto:gslee@duke.edu)



**North Carolina Association of Colleges and Employers**

# Letter From the President



Dear NCACE Members:

Well, spring has finally come to North Carolina! Whether this brings a sunnier outlook to the job market and our budgets is yet to be seen. Please watch the NCACE listserv for information on webinars that we hope to bring to your desktop in the next few months. This seems to be the best way to stay connected and provide some professional development activities for our members in these challenging times.

Part of my joy in working in career development is my belief that practically everything is related to our work, so below are some resources you may find helpful or even inspiring.

Annually The Futurist magazine publishes forecasts, trends and ideas from their pages in the past year. Most all of the categories have career implications. Check out ideas about Business & Economics, Computers, Demography, Energy, Environment, Health, Information, Technology & Science, Values & Society, Work and World Affairs. [www.wfs.org/futurist.htm](http://www.wfs.org/futurist.htm)

Of course, not all predictions by The Futurist or anyone else will come true. Consider these expert opinions: "There is no reason anyone would want a computer in their home." Ken Olson, president and founder of Digital Equipment Corporation (1977). "If anything remains more or less unchanged, it will be the role of women." David Rieseman, American social scientist (1967). "It will be gone by June." Variety magazine on rock and roll (1955). "Everything that can be invented has been invented." Charles H. Duell, U.S. patent office official (1899).

A new salary website allows job seekers or employees to get a free salary report based on job title, location, education, skills and experience. Their data represents recent salary figures from mid-career college alumni with ten or more year's experience (data median is 15.5 years). The results are tabulated by the college or university from which they graduated. [www.payscale.com/](http://www.payscale.com/) Another interesting salary website for your alumni is [www.glassdoor.com](http://www.glassdoor.com). Anonymously submitting your own job title, company, location and salary will give you free access for one year to their salary database from over 21,000 companies. I found 136 salary results for 90 job titles in Raleigh/Durham from 53 companies.

Taking classes in Chinese culture, or even Mandarin language skills, may help college grads land those competitive international business jobs. Fortune magazine predicts that in less than ten years China will replace the United States as the world's top economy. The U.S. has held the top role since 1890, leading the world's economy for over 125 years.

One of the most interesting articles I've read in awhile comes from Dr. Katharine Hansen on the Quintessential Careers website. Check out "The Long, Slow Death March of Job Boards- And What Will Replace Them." [www.quintcareers.com/job-board\\_death\\_march.html](http://www.quintcareers.com/job-board_death_march.html)

Jobfox, a new internet job site, has made some predictions about "The Obama Effect on Career Fields"- the impact of the job stimulus packages. [www.jobfox.com/Site/press/New-Jobs-The-Obama-Effect-New-Job-Trends-to-Watch-in-2009.aspx](http://www.jobfox.com/Site/press/New-Jobs-The-Obama-Effect-New-Job-Trends-to-Watch-in-2009.aspx)

*-President's Letter Continued*

I am sure you talk with students and young employees about the potential hazards of online personal information and photos on sites such as Facebook. A career site for young professionals, the Brazen Careerist, offers a valuable article on "25 Random Things You Don't Want to Share Online. Even if you think it's safe." [www.brazencareerist.com/2009/02/05/25-random-things-you-don-t-want-to-share-online-even-if-you-think-it-s-safe](http://www.brazencareerist.com/2009/02/05/25-random-things-you-don-t-want-to-share-online-even-if-you-think-it-s-safe)

Career myths make great book titles, but rarely get at our real career concerns. Fast Company magazine helps redefine six of these myths, such as "People are the architects of their own change.", "All it takes is passion." and "Your dream job has no sucky parts." [www.fastcompany.com/magazine/134/what-should-i-do-with-my-life-now.html](http://www.fastcompany.com/magazine/134/what-should-i-do-with-my-life-now.html)

The April issue of INC. magazine offers some suggestions for employers for "Tapping the talent pool... without drowning in resumes." Today's job market has seen over a 30% increase in resume postings for media and communications jobs, over 90% increase for customer service jobs, and over 180% for clerical and administrative positions. This article suggests using only job boards that target your particular industry or city, asking screening questions as part of your online application process, requiring an online assessment related to the skills you seek, and the classic- asking your friends and employees for recommendations of quality applicants. Another brief article in this issue suggests how even a very small company may benefit from hiring an intern. [www.inc.com/](http://www.inc.com/)

And finally, I hope you had the opportunity to hear our "Recruiting Trends" sage, Dr. Phil Gardner, in his recent SoACE webinar. One particularly engaging area was his comments on the skill sets employers now expect from new college graduates. While his skills study won't be published for a couple of months, he provided some compelling themes. While employers used to help develop the basic work skills of their new college graduate hires, they now cannot afford the time. They expect today's new hires to bring a stronger set of entry-level skills, especially in these areas: build professional relationships (networking); analyze, evaluate and interpret data; engage in continuous learning; communicate through persuasion and justification; plan and manage a project (initiative); create new knowledge; and seek global understanding. Check out Phil's website for publications and resources: <http://ceri.msu.edu/home.html>

Well that is my quick roundup of a few resources that may help inform your work. Please share with me any items of interest that you have discovered.

Thom Rakes  
NCACE President

***The Flying Ace***

is produced by the North Carolina Association of Colleges and Employers (NCACE) for the enjoyment and enrichment of its members. Approximate publishing dates are best described as Winter, Spring, Summer and Fall. Issues are accessible online (via a free Adobe Acrobat Reader) at [www.ncace.org](http://www.ncace.org).

If you would like to submit articles, updates, or other information for publication, please send your text in a Microsoft Word document to Brian Newton ([newtonf@ecu.edu](mailto:newtonf@ecu.edu)). Your comments and feedback are always welcome!

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## Drive-In Conference Cancelled

*Submitted by Thom Rakes, UNC-W, NCACE President*

I am very disappointed to announce that our NCACE Drive-In Conference scheduled for May 29th has been canceled. While there are many budget challenges this year, we really believed that a drive-in conference with minimal costs could be successful. However, the Governor announced on April 9th that all state agencies' budgets are immediately frozen, stopping all spending from all state fund accounts including all purchases and travel through June 30th. We do not believe that enough members would be able to travel using trust accounts, grants or personal monies to hold a successful drive-in conference.

I want to express our deepest thanks to the dedicated Conference Planning Committee of Darlene Broadhurst, Sarah Wilson, Lee Brown, Laura Lane and Melissa Kahn for their work on the Charleston conference and now this drive-in effort! Please let them know how much we appreciate all their work, and hope to use their creative ideas and plans in future endeavors.

So what now? There are some free technologies out there which may allow NCACE to sponsor a couple of webinars between now and August, bringing some networking and professional development activities to your desktop. Please stay tuned. We will continue to look for how to make some lemonade out of all this, and learn new technologies and techniques to work in this new economy. Look for that half-full glass for yourself, your colleagues, your employees and your students.

### Kudos to...

**Sarah Wilson**, of Central Piedmont Community College, and her husband Brian welcomed a new member to the family! Vivian Hale Wilson was born on March 27 and weighed 7lbs, 9oz - all are well!

**NC Wesleyan Internship & Career Services Center and also NCSU's Career Center** were the main feature of a recent Sunday's life section in the Rocky Mount Telegram. <http://www.rockymounttelegram.com/features/jobs-the-search-is-on-501087.html>

**Carol Schroeder** at NC State was also featured in a WRAL TV spot: <http://www.wral.com/news/local/story/4776153/>

## Just for Laughs

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*"The years 1966 through 1995 are blank because I was on tour with the Grateful Dead."*

## New Member Spotlight - Lisa Mann - Salem College

*Submitted by Katie Wohlman, Lenoir-Rhyne University*

### Welcome the new NACE Technology Chair!

**What is your job, with what school and when did you start?**  
Director of Career Development and Internships at Salem College, started July 1st, 2008.

**What is your background?**  
I'm originally from Iredell County and attended Wake Forest University for my undergrad degree in Sociology. After college I decided to try my hand at city living and went to New York to work for a non-profit [www.ccapinc.org]. I loved it there, but it's extremely expensive, so I went to Williamsburg, Virginia to pursue a Masters in Education, focus on Community Counseling. It was there that I realized my passion for Career Counseling, and I did my internship in the Career Center at Wil-

liam & Mary. After my degree I came to work at Salem, and I absolutely love it.

### What is the most interesting or fun thing about your job?

The most fun thing about my job is all the room for flexibility. I love creating programming and working with students in new and interesting ways. It's great to have the freedom to try new things and adapt programming from year to year. Also, I'm within a very short walk of Winkler's bakery, Moravian sugar cake. Yum!

**What is your personal mantra?**  
"We'll figure it out." (because usually, that's the only option!)



### What do you do for fun?

It depends on the time of year. In winter, I tend to read more, but in the summer I love doing anything I can to be outside.

### Best celebrity encounter?

This is funny, because when I lived in New York City, I couldn't see a celebrity to save my life. But now when I go back to visit friends, I see them all the time. I passed Ethan Hawke on the street in Chelsea and he smiled at me. I ate in a pizza place on the Upper East Side at the same time as Woody Allen and his wife and small children, and saw Amy Sedaris at an event in Brooklyn.

Georgia Association of Colleges and Employers



# Reach Your Peak!

## 39th Annual GACE Conference

### @ Brasstown Valley Resort

### June 10 -12



**Registration details: <http://www.gace.org>**

# Who is Hiring Among NCACE Employers?

Submitted by Margaret Ann Hughes, Northwestern Mutual Financial Network



Company: **Waffle House Inc.**

NCACE Contact: Marcie Joynes, Area People Director

Hiring: Yes, we are seeking college graduates to manage multi-restaurant operations.

Best way to apply: Email resume to Marcie Joynes, [marciejoynes@wafflehouse.com](mailto:marciejoynes@wafflehouse.com) or apply online at [www.whcareers.com](http://www.whcareers.com) and then select the city in which you want to work.



Company: **Enterprise Rent-A-Car**

NCACE Contact: Steve Talbott, Talent Acquisition Manager

Hiring: Yes, Full-time Sales and Management Trainee Positions/ Part-time Car Prep

Best way to apply: [www.enterprise.com](http://www.enterprise.com)



Company: **Novozymes North America Inc.**

NCACE Contact: Jerry Allen, Employment Manager

Hiring: Yes, we are hiring across North America for various positions.

Best way to apply: [www.novozymes.com/careers](http://www.novozymes.com/careers)



Company: **Credit Suisse**

NCACE Contact: Jane Mehringer, NC IT Recruiting Manager

Hiring: Yes, we are hiring for full time employees in IT. Various technical and non-technical backgrounds needed.

Best way to apply: Website [www.credit-suisse.com/rtp](http://www.credit-suisse.com/rtp) or contacting Jane Mehringer directly via email, [jane.mehringer@credit-suisse.com](mailto:jane.mehringer@credit-suisse.com)



Company: **Blue Cross Blue Shield of North Carolina**

NCACE Contact: Minday Haase, HR Staffing Consultant

Hiring: Mindy is in the final stages of hiring, but you can always

check out the website, [www.bcbnsnc.com/careers](http://www.bcbnsnc.com/careers) or apply through career services. Positions are typically for general business majors.



Company: **Northwestern Mutual Financial Network**

NCACE Contact: Margaret Ann Hughes, Campus Recruiter

Hiring: Yes, we are currently hiring for our full-time Financial Representative position and our Financial Representative Intern position, which is a Top 10 Internship in the country. Any major welcome.

Best way to apply: Email resume to Margaret Ann Hughes, [margaret.a.hughes@nmfn.com](mailto:margaret.a.hughes@nmfn.com) or apply online at [www.nmfn.com/carolinacondrey](http://www.nmfn.com/carolinacondrey)

# NCACE Survey Results - Despite Economy, Student Participation at Career Events Drops

*Submitted by Michelle Brown, Appalachian State University*

A Question was sent out to the NCACE Listserv - How has student participation been at your events this year? Here are the responses received:

## Colleges/Universities that responded

UNC-Wilmington  
 UNC-Pembroke  
 Wake Forest University  
 NC State University  
 Lenoir Rhyne College



## Student Participation Rates

- Overall one-on-one appointments have remained steady or increased
- Overall student participation at career fairs and other employer events has decreased

## Reasons for Decrease in Student Participation

### Sense of apathy among students

- Didn't have time
- Didn't think it would help me get a job
- Forgot about it
- No one's hiring, why should I knock myself out
- There wasn't anyone there I wanted to talk to
- Students are naive in thinking they will get a job
- Friends told me it's a waste of time
- Too busy with projects and trying to graduate to concentrate on job search



### Low employer attendance

- Low student attendance is a result of low employer attendance
- None of the companies on the list interested me

### Other

- I was in class and my teacher would not let me go
- I was working
- I already have a job
- I never heard about it
- Students are going to graduate school
- I'm going to wait out the job market and begin looking when things pick up
- Mom & Dad have already told me I could move back home until I find something



## Ideas for increasing attendance

- Help students understand the value of the employers at the fair: Tell students that there is a company at the fair that they have never heard of, they probably won't come. But if you tell them that the company starts out paying \$40,000 a year, they might be more interested
- Help companies market themselves to students
- Class presentations
- Advertisements on campus, newspaper, etc.

## CPCC Reaches Out to Job Seekers – “Career Strategies for Changing Times”

*Submitted by Pat Nash, Central Piedmont Community College*

In an effort to help the job seekers in the Charlotte area, Career Services offered a one day series of free seminars on various job search topics in December 2008. With only two weeks to advertise, 141 individuals registered.

Topics dealt with resumes, interviewing and new approaches to finding a job during a recession. The staff also critiqued the participants' resumes. Attendees gave us high marks for our event and offered some suggestions to make it even better! Due to the success of this event, the College repeated this event on March 16. It was expanded to encompass a panel where employers presented their perspectives on the current job market and a community resource room for agencies to participate.



Career Services has been asked to organize this event once again for May 20th. This time we will add some new topics: job search for the mature job seeker, how to effectively use technology in your job search and the job outlook. This is our way to give back to the community and assist those in need.

## NCACE 2008-2009 Board & Committee Co-Chairs

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