



2010 Conference Highlights

In case you missed the NCACE Conference entirely or just a session, we've provided some takeaways from some of the programs!



“Facebook or Face-to-Face? How to Market Career Services on Campus”

Presenters: Sara Concini and Eddie Lovett, N.C. State University, and Shari Becker, Kelly MarCom

- Think about what makes your brand memorable. The brand should reflect what the students think it is.
- Use various ways to gather info from students: focus groups, student surveys, internal messaging, etc.
- Use “virtual counselors” so that students can ask questions.
- Give multiple people in the office access so that they can feed into the Facebook account.

“The Unseen Freshman 15: New Ways of Connecting with First Year Students”

Presenter: Melissa Kahn, N.C. State University

CALS Career Services created 2 new programs to better address the career development needs of first-year students in the College of Agriculture & Life Sciences. *Your Future Starts Now* is a 1-hour workshop held the day prior to classes starting in the fall semester. The goal of this workshop is to give incoming freshmen ideas of how they can make the most of their time in college and prepare for a successful transition out of college. We also wanted to help them understand how Career Services works with students at all levels. *Just Who Will I Be?* is a 3-part series held in the fall semester. The focus is on career exploration and identifying a satisfying career path. Both programs have been very successful, and we attribute the success to: the time frame in which the workshops take place, the incorporation of advice from upperclassmen, involvement of employer representatives as guest speakers, a laid-back atmosphere, and presenting information in a developmentally and generationally appropriate manner.

“The Power of Storytelling: Utilizing Storytelling to Strengthen Career Programming and Enhance Marketing Efforts”

Presenter: Gary Alan Miller, UNC-Chapel Hill

- Stories have more meaning to individuals than does data/information - a Wharton School of Business study showed that individuals donate more money to causes when they are told a story than if they are provided data/information about those organizations. They also donate more money if they are given both the data and the story.
- In counseling sessions, use stories from your own past to develop rapport.
- In workshops and seminars, you can use stories from your own past or from the experiences of other students to make your points more memorable. For example, which is more memorable, telling a student to wear a suit to an interview, or telling the story of an “interview gone awry” when someone showed up in shorts and flip flops?
- In your marketing efforts, use storytelling to “pull” students to your information. Too often career centers simply “push” announcements out without providing any compelling context for those announcements. Which is more memorable, an announcement of a date of an event, or a story about how the event affected student success last time around?

Letter From the Past President

Dear NCACE members,

Thanks so much for giving me the wonderful opportunity to serve our organization this year. It has been great fun to meet/reconnect with all of you. This year I tried to keep the Executive Committee focused on three main areas: Events, Membership and Technology.



Events: After taking a year off from meeting face-to-face due to the down economy, I felt it was a top priority to discover ways for our membership to learn and network meaningfully. This year's Executive Committee led the way with a virtual MBTI professional development event, networking night in Greensboro, and year-end professional development event and conference in Raleigh. Our strong attendance (120+) at our annual conference was a indicator of just how hungry we all were for a chance to get together again, and it was wonderful to catch up with many of you.

Membership: The other challenge presented to our organization during a time of decreasing staffs and budgets was sustaining our membership. Our Executive Committee made personal phone calls to encourage renewals, and invited employers to join NCACE through career fairs and related professional associations. As a result, our membership numbers actually increased this year (156 by the time of our conference). Additionally, it was a pleasure to recognize our newest lifetime members of NCACE at the conference for their years of service to our profession and organization. Mike, Jeannette, John, Marcia and Tony, please continue to join us at NCACE events!

Technology: When travel budgets are tight, we focus on technology more than ever. Use of the Webex software this year allowed the Executive and Conference Committees to meet regularly without travel expense. In fact, even when we were able to see each other face-to-face, we still TALKED about technology... the BTEC tour and several of our breakout sessions focused on technology. Finally, wasn't it remarkable how quickly our slideshow came together at the conference, thanks to our Historian's technical skill?

Through the outstanding work of the Executive Committee and Conference Committee, I think we served our organization very well. We worked hard to provide the programming and information you wanted, and adapted to the constraints of budgets and time. In the end, I'm quite proud of all the leadership team put forward to you this year, and I am honored to have worked with them. Many thanks team, for all you did!

I am excited about the new leadership team that current President Dana Sumner has put together and know they will put together dynamite opportunities for our membership in the coming year. In addition, I look forward to continued service to NCACE, and I hope you'll join me in recruiting new members, as well as getting involved with the leadership of our organization. I know you will find it a worthwhile use of your precious time!

With warmest regards,

A handwritten signature in black ink that reads "Leslie Rand Platt". The signature is written in a cursive, flowing style.

NCACE President, 2009-2010

Letter From the President

In the midst of a new academic year and the transitions it brings, I am prompted to take a moment, step back, and reflect upon the prior year and all of those that have come before me. The well informed decisions of our leaders in addition to the dedication of our membership have kept us moving forward. Even though challenges continue to face us, our organization remains strong and our people are committed as ever to our organization's purpose.



As I think about the work ahead I've organized my thoughts, big picture ideas, and hopes for this next year into the 4 C's: Cutting Edge, Collaboration, Community, and Colleagues.

1. Cutting Edge: As an organization I want us to be seen as the experts in our profession. Whether you're in recruiting or career services, our thoughts and opinions about trends and issues in the labor market and current topics in career development should be sought. Discussions around topics like STEM careers, social media, generational issues in the workplace and on our campuses, internships, faculty interaction, alumni, and even legal concerns may be among the topics you're asked to weigh in on.

In order to be equipped to do this, I encourage you to stay invested, continuously learning, and sharing your wisdom with others around you. Find opportunities to share your best practices and participate in professional development opportunities to keep yourself fresh and motivated in order to better serve your constituents.

2. Collaboration: I've heard it for the past year and a half from my colleagues in both recruiting & career areas, "we're all being asked to do more with less." This can be overwhelming and even frustrating at times. In addition to maximizing our time through collaborations in and out of our offices and on our campuses, we begin to think differently about the task at hand. Often it is the creative push we receive from a collaboration that helps us see a solution to a problem we've been struggling to solve. These interactions also serve as a conduit for relationship building.

3. Community: Most of us are fortunate to have the opportunity to be in work that gives us meaning and purpose. As a result, I encourage us, as an organization, to give back to our community and share the gifts we've been given, collectively or individually. Because we realize that "actions speak louder than words," let's consider looking at opportunities to partner with other "like" organizations and give back to our communities to even more richly share our time, insights, concern, and friendship. By fostering and nurturing our relationships within the community we ensure and protect our future.

4. Colleagues: If you have ever seen the documentary "The March of the Penguins" you know that in the harsh arctic environment hundreds of penguins gather together to support and protect each other. There truly is strength in numbers. In the same respect I encourage you to lean on one another for support and guidance. Take time to invest in a new professional. Mentoring, guidance and feedback promotes growth and a "pay it forward" attitude.

As President of NCACE I'm looking forward to hearing what is on your mind and what matters most to you. I invite you to share your ideas and possible solutions with our leadership. It has been my experience that you get out of something what you put into it. So, I ask that you consider being involved with our organization whether it's a large or small commitment. For you, this may be committee involvement, participating in a professional development activity, or even posting a contemplative question on our NCACE LinkedIn group site. Your active participation ensures that our organization remains vibrant and healthy. For me, the strong relationships, encouragement, and mentoring I've received and continue to receive by so many of you is one of the special reasons I'm honored to serve as your President. Thank you for trusting me with our well-respected organization. Together, I know we'll have a prosperous year.

A handwritten signature in cursive script that reads "Dana F. Sumner".

Dana F. Sumner
NCACE President 2010-2011

2010 Conference Highlights continued...

“LinkedIn: The Triangle Partnership”

Presenter: Dan Galloway

These suggestions were targeted towards those already using LinkedIn and looking for more effective ways to use the program.

- Last tab across the top of the homepage is “More.” Click “Learning Center” in the drop down menu to learn about anything you don’t understand.
- Write more “Recommendations” than you receive.
- “Summary” is not a copy of your resume. Use narrative to summarize and highlight areas of resume.
- Create a URL for your LinkedIn page and add it to your email signature, resume, business card, etc.
- An example of how to search for specific companies: Go to “More.” Click on “Companies” then “Browse Industries.” Select “Medical & Healthcare” – “Pharmaceuticals.” You will get a number of pharmaceutical companies available to you. From there you can click directly on their website. You can narrow your search on the left side of the results page by searching using location, zip code, company size, whether co. hiring or not...
- Join “groups” in LinkedIn. You can join a maximum of 50 groups for free.
- Ask and answer questions posed on the site. Be professional; you are creating a reputation here (recruiters can see and will look at this section).
- When connecting with people, phrasing is critical when asking for info. Some suggestions of words/phrases to use: “seeking your advice,” “welcome your suggestions,” “what is your perspective or opinion,” “seeking your guidance, feedback, or recommendation.”



“That’s Sooo Last Thursday” World: A Dialogue with North Carolina Career Services Directors

Panelists: Various directors from NCACE Schools (High Point, Central Piedmont Community College, Davidson, Elon, Meredith, N.C. State, and UNC Wilmington)

NCACE school directors touched on some key areas of concern.

- We are dealing with five generations in the workplace.
- Some students have the “you owe me” attitude. Some feel beaten up but will listen.
- There is a high demand for personalized, customized service. Students want face-to-face meetings. They think we can offer service and response 24-hours a day, 7 days a week.
- Students today have no “sense of Career Services as experts.” Career Services is just group that students seek out.
- Many schools are serving more alumni who need help. Some offer appointments in person or by phone. Alumni are reaching out to Career Services because it has been many years since they’ve had to write a resume, do interviews, seek jobs, etc.
- Employers are using technology and targeting populations that they need. They are doing more background checks and reviewing credit and driving records.
- Schools are seeing the value of creating partnerships/relationships with their faculty and administrators.
- Many schools are using parents for job and internship leads, mentoring opportunities, etc.
- In order to use technology as an “illusion of individualized attention” for students, some schools are putting more info out on Facebook, Twitter, LinkedIn, Webcasts, etc. This has created “individualized mass communication.”
- A lot of schools have shut down their career libraries and are using online resources.
- Some schools are doing collaborative career fairs with other campus offices so that they can share resources and expenses.

2010 Conference Highlights continued...

“Reconnecting Employers and Career Services: A Recruiters’ Panel”

Panelists: Jane Mehringer, Credit Suisse; Jennifer Davis, Family Dollar; & Mark Clark, Lowe’s

Employers shared some insight into hot topics in college recruiting.

- Some employers are using social media, but mostly to push information out to job seekers.
- A lot of companies are blocking social media because of the number of requests by job seekers.
- Many are using LinkedIn.
- Some companies are taking resumes at career fairs, while others are referring all applicants to the on-line application site for their company.
- A lot of companies are attending career fairs solely for public relations purposes as a way to be a “first connection” for the company and students.
- Major turnoff for recruiters: misspellings on resumes!
- Many recruiters prefer hand-written thank you notes from job seekers because it shows they are willing to go “above and beyond.”



NCACE Visits the Biomanufacturing Training and Education Center

As part of the 2010 NCACE pre-conference activities, nearly fifty NCACE members came together at the Biomanufacturing Training and Education Center (BTEC) in Raleigh, North Carolina, on Thursday, May 20, to learn more about the biomanufacturing industry in the state and training opportunities for students.

After coffee and morning networking, Winnell Newman, manager of student programs for the BTEC, gave an informative presentation about how the BTEC was developed and why there is no other training facility like it anywhere in the world. Members then split up into groups and were led on tours of the multi-million dollar building that offers training laboratories for all five stages of the biomanufacturing process.

Following an on-site lunch, Jeff Sackaroff with UNC Chapel Hill Career Services gave a terrific presentation titled “Emotional Intelligence, Mindfulness, and Career Success.”



Congratulations! NCACE 2010 Award Winners

Three NCACE members were honored at the annual conference in May. Here are snippets/highlights from their nominations:

Furney K. James Award Winner: Lisa Flint-Morris

This award honors an NCACE member who has made a significant contribution to NCACE through participation on committees, demonstrated leadership, or developed a new program or concept that has impacted the association. From Lisa's nomination form:

- *has served in many capacities in a relatively short tenure in the association
- *has served on the Executive Board as an Employer Representative, co-chaired a very successful conference held in Atlantic Beach in 2008, and co-chaired the association newsletter
- *has provided innovative ideas and feedback on important issues
- *when one of our 2010 conference co-chairs had to resign unexpectedly, she stepped in to assist in a role that is very time consuming and important
- **"she brings a sense of humor to her work and is highly creative in developing programs while handling details with such calm"



Jeanette Moss presents award to Lisa Flint-Morris.

Outstanding Professional Award: Thom Rakes

This award honors an NCACE member who has demonstrated exemplary leadership in the post-secondary career services and/or employment field; provided significant research, publications and/or presentations that have impacted the profession; or developed a model, creative program, or concept that impacts the post-secondary career services and/or employment field. From Thom's nomination form:

- *"has built an empire at UNCW with a Career Center that is vibrant and always striving to try new things that will best serve the students at UNCW. He is recognized throughout the state as a standout professional and has also been recognized nationally as a featured career segment speaker on "CBS Sunday Morning."
- *was President of NCACE during a time of significant budget cuts for association members which resulted in the decision to not host an annual conference; instead lead the organization's first-ever virtual conference
- *owner of 200+ ties of varied designs, colors, and styles
- **"He continues to combine work and fun and the staff never knows what tie he will show up in each day."



Thom Rakes accepts his award from Pat Nash.

Congratulations!

Outstanding Employer Award: Lowe's Companies

This award honors an NCACE employer that has continuous membership in the Association for a minimum of three years; made a significant contribution to NCACE through participation as an officer, on committees, or attendance at NCACE functions; or sponsored conference events, workshops, visitations, etc. that have provided a positive impact on the association. From the nomination form for Lowe's:

*Lowe's has grown from a small hardware store in North Carolina to the second largest home improvement retailer worldwide, and the 8th largest retailer in the United States.

*Lowe's seeks to be an employer of choice among students, and to build strong and lasting relationships with schools and universities.

*Lowe's supports its community by awarding fifty (50) \$5,000 scholarships to high school seniors and current college undergraduates who intend to enroll in an undergraduate course of study for the 2010-2011 school year.

*"Nora Spencer and Mark Clark have been very active with NCACE from the day they joined. Nora has served on a number of committees as well as on the board. Mark has done the same. I remember his first year handing out Lowe's t-shirts to the early morning fun run/walk group. They have also allowed us to visit their great facility for one of our employer visitations."



Mike Bailey presents Nora Spencer and Mark Clark with the Employer Award.

From Jeanette Moss, Lifetime Member Award

"Thank you to the Executive Board, the Leadership Committee and the members for honoring me with a Lifetime membership. NCACE has truly provided an atmosphere where I could grow and challenge myself in my own career while assisting students in their pursuits. NCACE has a special place in my heart and mind and I hope that our new members will become involved and excited about this wonderful organization."

-Jeannette Moss

Kudos...

BRETT WOODARD of Elon University was recently quoted in an article by NACE on "Advising Students on Career Fair Preparation." The article can be found at http://www.nacweb.org/Publications/Spotlight_Online/2010/0526/Advising_Students_on_Career_Fair_Participation.aspx

In mid-May **PAM BRUMBAUGH**, Director of Experiential Education at Elon, presented two NSEE workshops for faculty and staff at the University of New Haven, CT, on "Fundamentals of Experiential Education: Theory & Best Practices," and "NSEE Principles of Ethical and Best Practice for Experiential Educators."

Reconnecting in the Triangle NCACE 2010 Annual Conference May 20-21, 2010



We are so pleased that NCACE was able to Reconnect in the Triangle for an annual conference this May, 2010! Having taken 2009 off from the conference, a robust attendance showed the desire of this organization to continue providing vibrant professional development and lively relationships. A shortened conference program in a central location within the state made it possible to host 123 conference attendees. With over 30% of the participants being new members, NCACE is poised for continued growth.

The conference kicked off by connecting and reconnecting members at the New Member and Mentor Mixer, President's Reception and Hospitality Suite on Thursday evening. Friday morning was off to an energetic start with a session focused on customer service in our work and lives, thanks to keynote speaker Dan Galloway (<http://www.thinkbigpicture.com/>). NCACE members provided top quality professional development workshops, which received high praise from attendees. We learned about social networking from Sara Concini and Eddie Lovett from NC State University along with Shari Becker from Kelly MarCom, as well as our keynote speaker, Dan Galloway. We learned how to reach first year students from Melissa Kahn from NC State University. Gary Alan Miller from UNC-Chapel Hill and Ross Wade from Elon University shared a session about connecting with students using storytelling. We heard from a panel of directors moderated by Thom Rakes from UNC-Wilmington and a panel of recruiters moderated by Nora Spencer from Lowe's. Special thanks to these members who provided such rich content for the conference program.

None of this would have been possible without the hard work of the Conference Committee and the guidance of the Executive Board, led by NCACE President Leslie Rand-Pickett and, of course, our sponsors. Thank you to the numerous people in these groups whose hard work created a successful conference and made 2010 the year to reconnect!

2010 Conference Co-Chairs
Leigh Babaian, UNC-Chapel Hill
Lisa Flint-Morris, Meredith College

Thanks again to our conference sponsors!

Central Piedmont Community College
East Carolina University College of Business
Elon University
Family Dollar
Lowe's Companies

Milliken
Southern Bank
Target
Waffle House
Wake Forest University

NCACE LIFETIME MEMBERS – Inducted in 2009 & 2010

The following NCACE members have been approved as Lifetime Members. Some of the many notable contributions of these members are listed below. Congratulations to all five on their retirements, and this honor, which was voted upon by the NCACE Executive Boards for 2008-09 and 2009-10.

Mike Bailey – Southern Bank

- Recognized with the NCACE Furney James Service Award in 1994 and Outstanding Employer Award in 2007
- Selections of NCACE service: President, Conference Committee – Sponsorship and Recreation co-chair, Employer Representative, Leadership Committee co-chair, Awards Committee co-chair

John Adams – Davidson College

- 38 years of experience in liberal arts, MBA, and university career services; Director of Career Services at Davidson from 2001-2010
- Selections of NCACE service: Treasurer, Conference Committee Business Manager

Jeannette Moss – Wake Technical Community College

- Director of Job Placement at Wake Tech since 1991
- Selections of NCACE service: Conference Committee chair, Employer Visitation Committee co-chair, College Representative, Conference Programs co-chair. Recognized with the NCACE Furney James Service Award in 2008

Marcia Harris – NACE/Career Dimensions NC

- 27 years as the Director of University Career Services at UNC Chapel Hill
- Recognized with the NCACE Outstanding Professional Award in 1990, the NACE Outstanding Achievement Award for Innovation on two occasions. Selections of NCACE service: Conference Committee – Sponsorship co-chair

Tony Abbruzzi – UNC Greensboro

- 10 years as the Assistant Director of Career Services at UNC Greensboro
- Selections of NCACE service: Conference Committee – Registration co-chair (2003-2008), Membership Committee co-chair

Fall Experiential Education Conference Info

The National Society of Experiential Education will hold its 39th annual conference, entitled Race to the Future, in Charlotte, NC, October 6-8, at the Westin Hotel. Go to www.nsee.org for registration information. All folks who are interested in and who share responsibility for experiential programming will benefit from attending this conference.

Welcome New NCACE Members

Ray Angle
University of North Carolina at Chapel Hill
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Carol Woodruff
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NCACE 2009-2010 Board & Committee Co-Chairs

President: Leslie Rand-Pickett, N.C. State University

President- Elect: Dana Sumner, Meredith College

Past-President: Thom Rakes, UNC-Wilmington

Secretary: Katie Wohlman, Lenoir-Rhyne College

Treasurer: Sara Concini, N.C. State University

Executive Committee

College Representatives:

Darlene Broadhurst, UNC-Greensboro

Brett Woodard, Elon University

Employer Representatives:

Lisa Flint Morris, State Govt Internship Program

Nora Spencer, Lowe's

Conference Co-Chairs:

Leigh Babaian, UNC-Chapel Hill

Margaret Ann Hughes, Northwestern Mutual Financial
Network

Leadership Co-Chairs:

Pam Brumbaugh, Elon University

Holly Sweat, Cleveland Community College

Historian

Sarah Clark, UNC-Wilmington

Awards

Pat Nash, Central Piedmont Community College

Jeanette Moss, Wake Technical Community College

Michael Bailey, Southern Bank

Employer Visitation

Cynthia Downing, NC A&T University

Kent Hester, N.C. State University

Professional Development

Jane Mehringer, Credit Suisse

Brian Newton, East Carolina University

Communications/ Marketing

Sue Harbor, UNC-Chapel Hill

Melissa Kahn, N.C. State University

Membership

Glenda Lee, Duke University

Sarah Wilson, Central Piedmont Community College

Newsletter

Michelle Brown, Appalachian State University

Dana Hutchens, Wake Forest University

Technology

Lisa Mann, Salem College



NCACE 2010-2011 Board & Committee Co-Chairs

President:	Dana Sumner, Meredith College
Past President:	Leslie Rand-Pickett, N.C. State University
President Elect:	Nora Spencer, Lowe's Stores, Inc
Secretary:	Katie Wohlman, Lenior Rhyne University
Treasurer:	Darlene Broadhurst, University of N.C. at Greensboro
Employer Representative:	Jennifer Davis, Family Dollar
Employer Representative:	Mark Clark, Lowe's Stores, Inc
College Representative:	Brian Newton, East Carolina University
College Representative:	Pam Brumbaugh, Elon University
Conference:	Sara Concini, N.C. State University
Conference:	Jane Mehringer, Credit Suisse
Leadership:	Holly Sweat, Cleveland Community College
Leadership:	Thom Rakes, University of N.C. at Wilmington
Membership:	Sarah Wilson, Central Piedmont Community College
Membership:	Jessie Warren, North Carolina Wesleyan College
Professional Development:	Eric Melniczek, High Point University
Professional Development:	Glenda Lee, Duke University
Employer Visitation:	Lee Brown, East Carolina University
Employer Visitation:	Brett Woodard, Elon University
Communications/Marketing:	Sue Harbour, University of N.C. at Chapel Hill
Communications/Marketing:	Jenny Johnson, Duke University
Newsletter:	Dana Hutchens Wake Forest University
Newsletter:	Melissa Kahn, N.C. State University
Historian:	Sarah Clark, University of N.C. at Wilmington
Technology:	Lisa Tandan, University of N.C. at Greensboro
Awards:	Thom Rakes, University of N.C. at Wilmington Lisa Flint-Morris, Meredith College Nora Spencer, Lowe's Stores, Inc Mark Clark, Lowe's Stores, Inc