

North Carolina Association of Colleges and Employers

The Flying ACE

A Partnership of Business, Education and Government

Summer/Fall 2004

NCACE Soared to New Heights During 2004 Annual Conference

By Kent Hester, NC State University, and Holly Sweat, Gardner-Webb University

Nearly 120 NCACE members ascended the beautiful North Carolina mountains to attend the 2004 NCACE Annual Conference last spring. The theme, "Soaring to New Heights," had a much deeper meaning than simply holding the conference in a higher altitude; the theme and conference was meant to enlighten, educate, entertain and update attendees to improve themselves and their professional work...and the conference did all those things and more!

With a scenic backdrop of the NC mountains, and the cool crispness in the air of a western North Carolina spring, the Renaissance Hotel in historic downtown Asheville, NC became home to the conference and NCACE for three days in May.

With an informative presentation on the Blue Ridge Parkway and the tap, tap, tap of traditional mountain clogging from the Gallager Sisters to kick off the conference opening, attendees were ready to move their feet as well by attending a series of informative and fun breakout sessions.

The President's Reception was held in the Top of the Plaza Room, which offered a panoramic view of the mountains surrounding Asheville. Amidst unique and elegant glass artwork from local artisans, President Pam Brumbaugh led the anniversary celebration as NCACE turned 35 years old.

The hospitality suite was revived for the 2004 conference, which offered a relaxed and informal way for members to "catch-up" with current members and to meet the new members attending the conference.

Break-out sessions throughout the conference offered information on everything from hosting a business etiquette dinner to on-line counseling as well as the ever-popular "best practices" discussions.

Thursday night's ball was a salute to years gone by with many attendees dressing in their finest 1920s and 1930s outfits. Everyone in attendance became a part of the action as a murder mystery capped the night's entertainment.

Keynote speakers included Professor Bryce Lane, Dr. Delores Parker, and Neil Murray, who spoke about working with students, the role of the Community College System, and improving performance respectively.

The conference was woven together with a variety of off-site activities including golf and the fun run, as well as shopping downtown and an employer visit to the famous Biltmore House.

The conference closing on Friday triggered the bitter-sweet event of "passing the gavel," as new President, Carolyn Mark, accepted the reins to lead our fine organization through the 2004-2005 year.

It is now time to head to the Queen City of Charlotte for the 2005 NCACE Annual Conference... Hope to see you there!





Letter from the President



Colleagues:

The school year is off and running, and so is NCACE. Your Executive Board and Committee chairs met in early August to plan and budget for the year.

- Membership sent out renewal notices during the summer. In addition to renewing your membership, send in the name of a prospective member for contact. Barbara Bryant (National Park Service) and Tony Abbruzzi (UNCG), co-chairs, will be happy to follow up.
- The Conference Committee has been meeting since early summer and is well into the planning process for the 2005 Conference in Charlotte. Members interested in working on one of the sub-committees should contact Audrey Abron (Belk Stores Services) or Pat Nash (Central Piedmont Community College). In addition, the Committee is seeking the names and contact information of employers who are not currently NCACE members, as well as vendor contacts for exhibits. Any references given will be appreciated.
- The Professional Development and Employer Visitation Committees are collaborating on some activities for this year. A program on the Enneagram personality type and tour of the U.S. Coast Guard, hosted by Elizabeth City State University, was held on November 17. A repeat performance of the successful "Coffee & Conversations" is planned for early 2005. These programs are always informative and interesting to participate in. Mark your calendar now and plan to sign up.
- The Technology Committee has been working tirelessly in cooperation with Membership to put the membership directory on line. More information on this project will be announced soon.
- The Communications & Marketing Committee is geared up to publicize NCACE whenever and wherever possible. Let Melanie Rights (Enterprise Rent A Car) and Carolyn Green (Disney) know of other professional conferences, workshops, journals, etc. where they can get the word out about NCACE.
- The Newsletter Committee needs your input for each newsletter. Articles, program announcements, professional development opportunities and other news are welcome. Kimberly Blackwell (Enterprise Rent A Car) and Shan Woolard (Wake Forest University) are the co-chairs. Let's keep them busy!

NCACE is a great professional organization, with many opportunities for networking and professional development. However, your input, time and participation are crucial for its viability. Join a committee, refer a colleague or employer, and attend as many activities as possible. Remember—NCACE is only as good as its membership.

Regards,

Carolyn Mark
President

Welcome New NCACE Members!

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Kudos to...

Pat Nash, Director of CPCC Career Services, is serving on two NACE committees, the Two-Year College Action Team and the Excellence Awards Selection Committee.

Novozymes North America, Inc. which received the 2004 Employment Security Commission Employer Award for its contributions to the community.



Southern Association of Colleges and Employers

58th Annual Conference
in New Orleans, Louisiana

December 6-8, 2004

For more information and to register, go to:
www.sace.net

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If you would like to submit articles, updates, or other information for publication, please send your text in a Microsoft Word document to Kimberly Blackwell (Kimberly.L.Blackwell@erac.com). Your comments and feedback are always welcome!

NCACE Newsletter Committee

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It's a Jungle Out There: Surviving the Job Search Process with Student Professional Development at East Carolina University

By Jean-Paul Prieto, East Carolina University

Plato once said that the direction in which one's education starts will determine his or her future life. These words of wisdom are as true today as the moment they were spoken and it is with this philosophy, that the Department of Student Professional Development (SDP) at East Carolina University stands poised to move on several fronts in assisting students, faculty, and alumni with their career needs. In a world characterized by uncertainty and change, it is absolutely critical that students graduating from college be equipped with the skills and knowledge necessary to confront the challenges and demands of embarking upon a career. The Department of Student Professional Development at East Carolina University is embracing the opportunity to ensure the future success of its students by hosting the 2004 ECU Fall Career Xpo appropriately titled, "It's A Jungle Out There: Be A Survivor."

Since its emergence a year ago, Student Professional Development has been breaking new ground and striking out through innovative and dynamic techniques geared toward maximizing career awareness and preparation. Recently, SPD reached a milestone by shattering the mold of what typifies a career fair and realizing a vision of something far greater. Through the tireless efforts of Assistant Vice Chancellor Sue Martin and colleagues at SPD, the week of September 27 through October 1, 2004 was officially declared by the Chancellor of East Carolina University, Dr. Steve Ballard, as Career Xpo Week. This signified a monumental achievement, as it was not only the first of its kind, but the largest campus wide career fair in ECU's recent history. Commenting on the efforts of SPD, Ballard remarked, "East Carolina University has always made student success a priority. Student Professional Development offers students exceptional opportunities for growth and

development. Career Xpo Week is indeed a quality event showcasing the talent of ECU students."

The Department of Student Professional development made meticulous attention to detail of utmost priority in planning the Career Xpo. Accordingly, it was this intense focus that enabled SPD to tackle questions and concerns with great ease. Recognizing the need for student preparation, the department extended its efforts to include various workshops and mock interviews in the weeks leading up to the Xpo. These training sessions were aimed at providing knowledge in the areas of interviewing, resume writing, and job fair survival skills to improve overall effectiveness.



Career Xpo Week 2004, which was open to all majors, commenced on September 27 with Xpo Games, a day complete with career related activities and games to assist students in learning the essentials of the job search process. September 28 featured a Community Service Xpo highlighted by representatives from various nonprofit agencies sharing

information about internships and volunteer opportunities. The culminating event of Career Week 2004 took place on September 29 with the Career Xpo Xtreme, where students were able to learn about career opportunities with 120 employers from various industries. The final two days of the Xpo concluded with Xtreme Interviews, during which employers are able to meet with interested students and converse in a private atmosphere. In assessing the value and objectives of Career Xpo Week 2004, Sue Martin, Assistant Vice Chancellor to SPD, remarked, "Career development and readiness is a journey. Our ultimate goal is to ensure that our students arrive at the career of their choice."

2004 NCACE Awards Presented in Asheville

By Jeff Nardo, Coastal Carolina Community College

Once again NCACE recognized current or former members for their outstanding contributions and commitment to the association and our profession, at our annual conference in Asheville. This year's recipients embody the spirit of sacrifice and excellence, serving as examples for all to emulate.

Kent Hester, Associate Director of Student Services for NC State University's College of Textiles, is this year's recipient of the Furney K. James Outstanding Service Award, for outstanding service rendered and significant contributions to NCACE through participation on committees and attendance at NCACE conferences and demonstrated leadership in the association for a significant number of years.

The Awards Committee was honored to select him from a very worthy list of nominees. Those who know Kent and have served with him recognize him as an individual who has always been available to students, peers, and professionals he works with, in any capacity. Congratulations Kent!



Jeff Nardo presents Kent Hester with the Furney K. James Outstanding Service Award.

Pam Angle, Vice President, Management Development Program, Human Systems Division, BB&T, is this year's recipient of the Outstanding Employer Award, for significant contributions to NCACE as an officer, on committees, and attendance at NCACE functions; leadership in the Association for a significant number of years; sponsorship of conference events, workshops, and visitations that provide a positive impact on the Association; and participation in campus activities.

Those who know Pam know this award is a small token of recognition and appreciation for her selfless devotion to NCACE for many years. The Awards Committee was proud to single out Pam and BB&T for all their contributions and the positive impact each has had in making NCACE what it is today. Thank you, Pam and BB&T, for all you have done!



Pam Angle receives the Outstanding Employer Award from Jeff Nardo.

Ann Payne was awarded Honorary Lifetime Membership in NCACE for her notable contributions to our field and NCACE for many years. Ann has recently retired after serving for many years at Central Piedmont Community College in the career services field. It is an honor to recognize Ann for her dedication and service in various capacities to NCACE for such an extended period of time. We wish Ann the best in her pursuits.



Brenda Tyson presents Ann Payne with Honorary Lifetime Membership in NCACE.

Colleges and Employers Speak Out

Employers Ask Colleges:

How can employers develop and maintain relationships with your campus?

One of the best ways employers can develop relationships on our campus is to participate in our annual Career Fair, which will be on March 10, 2005 at Mount Olive College.

Linda Greenwood
Mount Olive College

Employers can develop and maintain relationships with our campus in several ways. One way is to become an active participant in NCACE, attend conferences and meetings, and get to know us. Another way is to attend our Career Fairs, which gives them the opportunity to meet our students and faculty. Employers are welcome to recruit at our campus anytime by contacting the Job Placement Director.

Jeannette Moss
Wake Technical Community College

One simple thing employers can do is just stay the entire duration of the career fair they're attending. This is something that has become a rather big concern for us. Although our career fairs only last two hours, we still have the problem of employers packing up and

leaving 30 to 45 minutes early. What usually happens is one recruiter will start to pack up, and then that starts a chain reaction. This causes a problem because we've already advertised to students the time of the fair and those companies who are in attendance. Students, who weren't able to come during the first hour, come the second hour and want to know why the recruiter they wanted to speak to is already gone. It not only makes the Career Center look bad in the eyes of the students, but it also makes the company look bad. Incentives to stay such as free lunch afterward, etc. seem to be of no interest to employers. We know that we cannot make recruiters stay, but we feel that if they register to come to our fair and their company has paid for them to be there the entire time, they should stay the duration of the fair so every interested student has the opportunity to get the information they need. We unfortunately do not have any control of students' schedules and when they can get to the fair. I know other colleges struggle with this problem as well.

Another way to develop and maintain a relationship is to join the UNCP Career Council, an advisory board that meets once a semester. For more information, contact Lori Bumgarner at 910-521-6270, or lori.bumgarner@uncp.edu.

Lori Bumgarner
UNC Pembroke

Colleges Ask Employers:

What would increase your participation with colleges and universities?

I think that the most important thing in participating with colleges and universities are the relationships that exist between the two. How accessible are the folks in the career service centers? What are they willing to do for employers regarding employer needs? Are they willing to set up opportunities for employers to come speak to students entering the job market? Do they provide assistance or support with resumes of potential candidates should employers find themselves in a pinch? These are the kind of things that have been offered to me as a result of supporting universities in the events and endeavors that they put together on behalf of their

students. Do the career service centers reach out to their department heads with the recruitment needs of employers? I have found it very refreshing when universities are willing to go to bat on behalf of employers.

Joe Dzienis
Three Springs Program of NC

My participation would increase if I could have the opportunity to meet upperclassmen (juniors and seniors) in a setting that allows me to tell them about my company and what we have to offer.

Melanie Rights
Enterprise Rent-A-Car

NCACE 2004-05 Board & Committee Co-Chairs

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President-Elect – Kent Hester, NC State University
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Secretary – Linda Greenwood, Mount Olive College
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Pam Angle, BB&T
Melanie Rights, Enterprise Rent-a-Car

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Pat Nash, Central Piedmont Community College

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Kent Hester, NC State University

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Brutus Jackson, Elizabeth City State University

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Leslie Rand-Pickett, UNC-Wilmington

Newsletter Committee

Kimberly Blackwell, Enterprise Rent-a-Car
Shan Woolard, Wake Forest University

Historian

Lori Bumgarner, UNC-Pembroke

Save the date!

May 4-6, 2005 Charlotte, NC

*More details available
soon at www.NCACE.org*

