

## Creative Recruiting Focus of Coffee and Conversations

By Joyce Edwards, NC A&T University

Four sites around the state of North Carolina (Central Piedmont Community College, Coastal Community College, Vance-Granville Community College, and Western Piedmont Community College) hosted the second Coffee and Conversations held by NCAACE. The Career Centers at these colleges, via the Information Highway, made accommodations for 73 pre-registered employers and college/university representatives.

The topic, The Amazing Race: How to Win at Creative Recruiting, brought about conversation that covered many areas. The questions asked stimulated the following dialogue:

- On-campus recruiting is still one of the most popular ways of bringing students into the workplace and is good visibility for employers. This along with attending career fairs and building strong relationships with career center professionals, faculty, staff and administrators provides an effective venue for interaction with individual students and student groups.
- Holding information sessions (usually the day before on-campus interviewing) is among the most popular and value-added methods used to introduce students to a company/agency. Because these sessions are on a smaller scale than a career fair, they give the employer an opportunity to get to know students better. Also, they provide an opportunity for students who may not otherwise qualify to interview with the employer to learn more about the company or organization. Furthermore, if the employer does not have to talk about the company/agency during the interview, it saves time for more important exchanges of information.



- In addition to the previous ways of making contact with students, the following was also encouraged: advertising via email and flyers, hosting mock interviews, being available as panelists on different career-related issues, sending recent graduates back to campuses (i.e., on-campus interviewing, career fairs, information sessions, presentations for organizational groups, etc.) to engage students in dialogue, and providing summer internship or co-op opportunities for students and asking them to share their experiences with other students.
- Employers need to have a consistent presence on campus. It is important for employers to maintain contact with college/university career centers even when not hiring in order to maintain visibility.
- Career centers along with the help of employers should assist students in developing the following: maturity, knowledge of employer expectations, good attitudes and workplace ethics, the importance of working in teams, proper business attire, good organization skills, how to prepare for the interview, how to keep up in a fast paced environment, how to build relationships with co-workers (of all age groups), and most of all how important it is for them to take charge of their career development process.
- Behavior-based interviewing is widely used by all employers and the use of panel interviewing is increasing. Career centers should focus on making sure students understand the importance of "soft skills".

*Continued  
on page 3.*



# Letter from the President



Greetings Colleagues:

NCACE began the new year with “Coffee & Conversations,” which was held on January 28. Employers and college career representatives had an opportunity to share ideas and discuss The Amazing Race: How to Win at Creative Recruiting via the NC Information Highway at four sites around the state. Co-chairs Joyce Edwards (NC A&T State University) and Meredith Goetz (Enterprise Rent-A-Car) did a great job in organizing the event; and we are appreciative to Belk Stores Services, Enterprise Rent-A-Car, and Novozymes North America for sponsoring the lunch.

The 2005 Annual Conference is shaping up nicely. Mark your calendar now and register online at [www.ncace.org](http://www.ncace.org) for May 4-6 at the Hilton Charlotte University Place. Co-chairs Audrey Abron (Belk Stores Services) and Pat Nash (Central Piedmont Community College) have been working diligently with the planning committee to ensure a refreshing environment of learning, networking and fun. The Conference will serve as a respite for attendees to rejuvenate through professional development following the theme, INVEST...RECRUIT... Your Future Workforce.

Awards are a part of the Conference also. Co-chairs Pam Brumbaugh (Elon University) and Kent Hester (NC State University) solicit your nominations. Detailed information is included in this newsletter and on the website.

Membership co-chairs Barbara Bryant (National Park Service) and Anthony Abbruzzi (UNCG) need your assistance in recruiting new members. Give a personal testimonial to colleagues and employers about the benefits of NCACE membership, or refer them to the website ([www.ncace.org](http://www.ncace.org)) for information and a membership application.

Speaking of the website, Technology Committee co-chairs Leslie Rand-Pickett (UNCW) and Pamela Basheer-Bratcher (NC A&T State University) continue to update the listserv and NCACE site with the latest information. The membership directory, conference information, newsletters and other announcements can all be found there. If you haven't perused the site lately, take a few moments to check it out!

Newsletter co-chairs Kimberly Blackwell (Enterprise Rent-A-Car) and Shan Woolard (Wake Forest University) continue to do a great job in formatting *The Flying Ace*. Feel free to forward professional articles and other information of interest to them, because this is how we share and learn.

Congratulations to Meredith Goetz (Enterprise Rent-A-Car) on the birth of her son in November 2004.

As we progress toward the culmination of the 2004-05 NCACE year, continue to refer prospective new members, nominate a deserving colleague for an NCACE award, as well as budget and plan for attendance at the 36<sup>th</sup> Annual Conference. See you in Charlotte!

Regards,  
*Carolyn Mark*  
President

## Kudos to...

**Meredith Goetz**, Enterprise Rent-A-Car, and her husband on the birth of their son, Chapman Charles Goetz, on November 30, 2004.

**Jeannette Moss**,  
Director of Job Placement at

Wake Technical Community College, who received her CTM (Competent Toastmaster) in January.

**Dana Sumner**, Associate Director for Employer Relations at Meredith College, who

received the North Carolina Career Development Association New Professional Award at the annual NCCDA meeting in October 2004.

## Coffee and Conversations

*Continued from page 1.*

- According to employers, online applications/resumes are very popular. Searching by multiple fields provides a good screening process. Email seems to be the most widely used method of contacting candidates. Therefore, students should be advised to be careful when choosing their email address and make sure it is professional.
- Some best practices used to ensure a good experience for summer interns and co-op students include: bringing all students in at the same time and conducting an orientation session to help form a peer group, allowing interns/co-ops to attend staff meetings in different areas to promote exposure to multiple business processes, soliciting timely feedback from students to ensure a positive outcome, at the end of the internship/co-op having students present on their experience (including challenges, accomplishments and rewards) to management, and finally, staying in touch with them after they return to school.

In summary, many variables affect the outcome of recruiting students into the workforce. A commitment by employers to hire the best and the brightest entails building strong relationships with students, career centers, faculty, staff and administrators. Career centers must keep abreast of the needs of employers and how students can best fulfill those needs. However, the students' responsibility is to take charge of their career development process. An early start can aid in the outcome.

NCACE would like to extend a special thank you to lunch sponsors (Enterprise Rent-A-Car, Belk Stores Services and Novozymes North America, Inc.) as well as the Employer Visitation Committee (Co-chairs Joyce Edwards – NC A&T and Meredith Goetz – Enterprise Rent-A-Car, Pat Nash – Central Piedmont Community College, Jeff Nardo – Coastal Carolina Community College, Barbara Smith – Vance-Granville Community College, Patricia Baker – Western Piedmont Community College, and Jerry Allen – Novozymes North America, Inc.) for bringing this event to the membership.

### **The Flying Ace**

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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!

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#### **NCACE Newsletter Committee**

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# News from NCACE Colleges and Universities

## UNC Chapel Hill Partners with OptimalResume.com

When Marcia Harris, Director of Career Services at University of North Carolina at Chapel Hill, received a call from Mark McNasby, Vice President of OptimalResume.com and UNC-Chapel Hill graduate, the timing was perfect. Marcia Harris had been looking for ways to help her students create higher-quality resumes and to free up her some of her counselors for other important tasks. OptimalResume.com had been seeking a niche to focus its innovative resume-builder software, which helps users create top-notch resumes from scratch and offers the advantage of creating an interactive resume website that facilitates online job searches.

Now, after months of collaborative development, UNC-Chapel Hill students can use the OptimalResume Builder™ to create and manage their resumes for free. In addition to creating a standard

Microsoft Word® document, the software creates links in three different formats:

- Flash™ format - <http://unc.confidentialresume.com/kellymorgan>
- Word® compatible format - <http://unc.confidentialresume.com/kellymorgan.rtf>
- HTML format - <http://unc.confidentialresume.com/kellymorgan.html>

“Not only are students able to build strong resumes in a short amount of time with the OptimalResume Builder™, but also they can package and disseminate them as needed,” Ms. Harris said. “This software demonstrates our continuing commitment to improving the services we offer students. A student can now have his/her resume link on a business card rather than having to send a hard copy or email an attachment.”

For online job searches, using links has many advantages, and a student can activate or deactivate the resumes once he/she finds a job. When students become alumni, they can continue to use the resume builder for a nominal fee and perform updates as their career progresses.

Todd Lempicke, President of OptimalResume.com, Inc. said, “We have structured this program so that we can very easily add new institutions interested in offering the OptimalResume Builder™ to their students. We custom fit the product for each institution to reflect its academic focus and programs. Our goal is to provide students with the tools that will enable them to get out there and be successful in the job market.”

For additional information, please visit <http://unc.optimalresume.com>

## East Carolina University – E-Newsletters for Students and Employers

East Carolina University’s Office of Student Professional Development (SPD) in Greenville, North Carolina began two e-newsletters in the fall of 2004 (one for students and one for employers) in order to enhance communication between SPD, students and employers.

The student newsletter, *The Quest*, features articles on topics such as career direction, preparing for interviews, resume-building and job search strategies. Information on job fairs and other SPD programs is

also highlighted. Additionally, students can get advice from the ‘Career Coach’, who answers a student career concern in each issue of *The Quest*. The second issue was published in February 2005. It can be viewed at <http://www.ecu.edu/e3careers/newsletter.asp>.

The employer newsletter, *Pirate MAP* (Maintaining Alliances and Partnerships) provides articles for employers interested in recruiting students, a list of upcoming career

fairs at ECU, and information about the office of SPD and the services ECU provides. Photographs of SPD staff members, contact information and individual quotes about the school or college each staff member works with is also included in the newsletter so employers can put names to faces even before they visit the office. The second issue was published in January 2005 and can be viewed at <http://www.ecu.edu/e3careers/newsletter.asp>.

# News from NCACE Employers

## Novozymes North America Named One of the Top 10 Best Employers in North Carolina by Business North Carolina Magazine

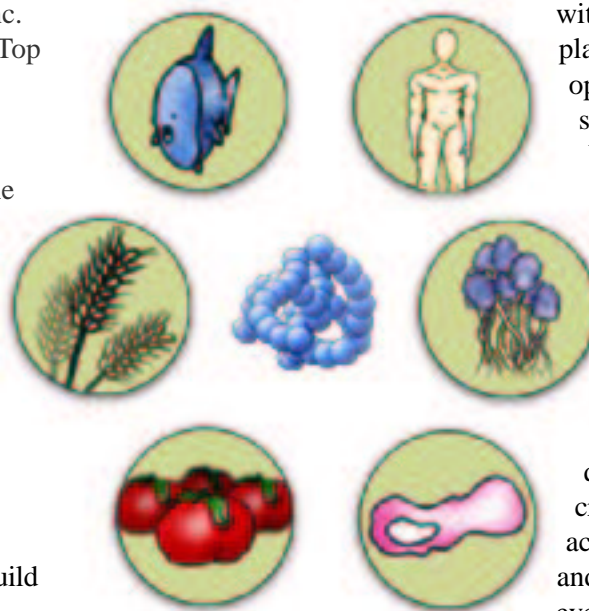
In the fall of 2004, Business North Carolina magazine began an exciting new initiative dedicated to finding and recognizing North Carolina's Best Employers. Employers selected would be honored on the first annual Best Employers in North Carolina List. We are pleased to announce that NCACE member organization Novozymes North America, Inc. has been named as one of the Top 10 "Best Employers in North Carolina". Announcements regarding the selections were published January 31, 2005. The selection was made following an extensive analysis of Novozymes' business practices, values, social responsibility commitments and the results of an employee opinion survey.

Novozymes is a biotech-based world leader in enzymes and microorganisms. Its solutions build on nature's resources and on biological principles. Each and every day, it helps to generate growth for its customers, shareholders and employees.

Novozymes supplies biological solutions to industrial problems. It produces and markets more than 600 different products which are used by industrial companies in the production of a wide range of everyday products, including foods and beverages, clothing and detergents. Enzymes and microorganisms from Novozymes help its customers to improve their processes and the performance and quality of their products. Its

products are environmentally friendly because they help to save water, energy and raw materials and to reduce the amount of waste.

Novozymes' products are sold in 130 countries. Europe, North America and Asia are its most important geographical markets.



The site in Franklinton, NC serves as the North American headquarters for Novozymes. In addition, to manufacturing, the site houses sales and marketing, research and development, technical support, pilot plant operations and site support staff. The plant produces liquid and granulated enzymes, primarily for the North American market. Markets include the detergent, fuel ethanol, corn sweetener and food processing industries.

The Franklinton site has a workforce of approximately 380, representing a wide variety of skills,

including technical and non-technical positions, engineering and management.

At Novozymes North America, its most valuable asset is its employees. The company works to attract, retain, develop and promote the best qualified person for every opportunity, and is an employer of choice within the industry and the marketplace. It has a unique culture of openness, passion, spark and science supported by competitive benefits, team spirit and an emphasis on work/life balance.

Novozymes North America believes that a strong team is built through a growing diversification of assets. It subscribes to a policy of equal employment opportunity for all qualified persons, barring discrimination in all employment actions. It is committed to hiring and promoting the best person for every opportunity. All employees are issued the same challenge – to make the company better tomorrow than it is today.

Novozymes is proud of its employee diversity and is interested in further enhancing its diversity to even better reflect the community and global marketplace that it serves.

Congratulations to Novozymes North America, Inc and NCACE member, Jerry Allen, Employment Manager at Novozymes!

# Conference Committees Need Your Help

## Door Prizes for NCACE 2005 Conference

This is your opportunity to give! Please consider donating a door prize to be given away at the NCACE Conference. The door prize donation form can be found on the NCACE website at <http://www.ncace.org> under "Conferences". Please return the form by Friday, April 8, 2005, so that we can plan for distribution of door prizes during the conference (May 4-6).

If you have any questions, please contact Rhonda Kosusko ([rkosusko@elon.edu](mailto:rkosusko@elon.edu), 336-278-6538) or Linda James ([linda.james@erac.com](mailto:linda.james@erac.com), 919-657-8905), Door Prize Committee Co-Chairs.



Thank you in advance for your contribution!

## Award Nominations



Greetings from the NCACE Awards Committee! I hope everyone is well and making plans to participate in the 2005 NCACE Annual Conference in Charlotte this May!

One important component of the Annual Conference is the recognition of select members for outstanding service, performance and support to NCACE and the human resources and career services professions. This recognition comes in the form of three awards. These three awards are the Furney K. James Service Award, the Outstanding Professional Award, and the Outstanding Employer Award.

We know that every member of NCACE works hard within our respective companies, colleges and universities, but we also know that there are individuals who deserve special recognition for going beyond expectations. This is your chance to identify and help recognize these individuals.

Within the next few weeks, you should receive, via e-mail, details and nomination forms regarding the three awards mentioned above. Please begin now thinking of individuals you would like to nominate for consideration for these awards. Complete criteria for each award, as well as past recipients, will be provided. I encourage everyone to nominate those you feel are deserving of this type of recognition.

As an incentive to nominate...we promise, should we get lots of nominations from the membership by the deadline presented in our information to you, that we will not keep cluttering your e-mail accounts with friendly reminders and "harassing" encouragement...so, please start thinking about potential nominees now, and respond when given the opportunity.

Thank you in advance!

Pam Angle - BB&T  
Kent Hester - NC State College of Textiles  
Co-Chairs, 2005 NCACE Awards Committee

## New Book By NCACE Lifetime Member

Ed Kelly, NCACE Life Time Member, has published the book, *Your Move Into the World of Work*, which is a helpful resource for both graduates and alumni.

*Your Move into the World of Work* simplifies the process of finding the job that you want and will be happy with. It lays out the steps for an easy transition into a job whether it is from school, unemployment, downsizing or a change of careers. The book

is succinct in nature and written with the job seeker in mind. It answers those questions that in the past job seekers have had to research through a myriad of material. The book is meant to get job seekers started and rolling in less than two hours.

*Your Move into the World of Work* can be found on line at all book stores and at [authorhouse.com](http://authorhouse.com). Ed Kelly can be reached at [edphylkelly@earthlink.net](mailto:edphylkelly@earthlink.net)

# Sneak Preview!

*Here's a preview of presentations at our 2005 Annual Conference you won't want to miss!*

## Keynote Speakers...

**Cam Marston**, *Marston Communications*

As an acclaimed speaker, consultant, and author of numerous publications including the book *Managing Across the Generational Divide*, Cam has traveled the world with his message of how to improve multigenerational relationships. His presentations on four continents have informed and entertained audiences seeking a greater understanding of how people of diverse ages and experiences can work together in more productive ways.



Cam's expertise on the subjects of recruiting, hiring, retention and management issues that occur when four generations of employees collide in the workplace is sought by many companies. Conference attendees can expect a high-energy, interactive, and very enlightening presentation to open the 2005 NCACE Conference.

**Greg Gray**, *Renaissance Unlimited, Inc.*

Quickly becoming one of the most sought after new speakers in the country, Greg Gray is the Founder and President of Renaissance Unlimited, Inc. – a customer service, personal and professional leadership firm based in Atlanta, Georgia. In addition to presenting more than 400 training and keynote addresses to thousands of people across the globe, Greg co-authored the largest Customer Service Training course in U.S. history – (“Excellent Service! Handle



with Care!”) attended by over 110,000 Postal Service employees. It has become a standard video training series for all new U.S. Postal Service Retail employees.

Greg's success can be attributed to his consistent themes of personal responsibility and profit through service. NCACE can expect a dynamic presentation.



## Featured Workshops...

### “The ABC’s of Grant Writing”

**Ruth Peebles**, *The INS Group*

Explore the process of planning and research, the cultivation of potential foundation and corporate donors, and the elements a well-written proposal. Learn about questions funders ask when considering a proposal, the criteria used, site visits, and managing a funded proposal.

### “Professionals In Transition”

**Damian Birkel**, *Professionals In Transition @ Support Group, Inc. (PIT®)*

This workshop will address the challenges, opportunities and benefits of recruiting non-traditional workers (professionals in transition).

## Register Now!

Register by March 15, 2005 and receive an “early bird” **\$20 discount** (Regular/Non-Member Fee: \$160)

Register online at [www.ncace.org](http://www.ncace.org)

## Hotel Accommodations

The conference rate at Hilton Charlotte University Place is \$95/night (use the group rate code “NAC”)

For Reservations: 704-547-7444 or 1-800-HILTONS

# Welcome New NCACE Members!

**Christie Alexander**  
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# Professional Development Workshop Held at Elizabeth City State University

Brutus Jackson and Sandra Gibson of Elizabeth City State University hosted the Fall 2004 Professional Development Event on November 17. Elizabeth "Betsey" Upchurch, Senior Partner of Bristlecone Learning Inc., was the facilitator and speaker. Betsey has 20+ years experience in organization development and training. The topic of the workshop was: The Enneagram: Powerful and Dynamic.

The Enneagram is a personality system that describes nine distinct and fundamentally different patterns of thinking, feeling and acting. In the workshop, participants identified their own enneatype and learned how their type affects how they direct their energy, interact with other people and cope with stress, among other things.



*NCACE members who attended the workshop.*

## NCACE 2004-05 Board & Committee Co-Chairs

**President** – Carolyn Mark, NC A&T State University

**President-Elect** – Kent Hester, NC State University

**Past-President** – Pam Brumbaugh, Elon University

**Secretary** – Linda Greenwood, Mount Olive College

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### Executive Committee

#### **College Representatives:**

Thom Rakes, UNC-Wilmington

Dana Sumner, Meredith College

#### **Employer Representatives:**

Audrey Abron, Belk Stores Services

Pam Angle, BB&T

Melanie Rights, Enterprise Rent-A-Car

### Conference Committee

Audrey Abron, Belk Stores Services

Pat Nash, Central Piedmont Community College

### Awards Committee

Pam Angle, BB&T

Kent Hester, NC State University

### Employer Visitation

Joyce Edwards, NC A&T State University

Meredith Goetz, Enterprise Rent-A-Car

### Communications/Marketing

Carolyn Green, Disney Worldwide Services

Melanie Rights, Enterprise Rent-A-Car

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