

# North Carolina Association of Colleges and Employers The Flying ACE

A Partnership of Business, Education and Government

Summer 2006

## NCACE Members Honored at 2006 Conference

By Jerry Allen, *Novozymes*; Lisa Flint, *State Government Internship Program*; and Karen Thompson, *UNC-W*

Each year, NCACE members honor fellow members and member organizations with three awards presented during the annual conference. This year the awards were presented during the opening session of the NCACE 2006 Annual Conference held in Atlantic Beach in May.



*Dana Sumner*

The Furney K. James Outstanding Service Award recognizes outstanding service rendered to NCACE by a member or former member of the association. The recipient of this year's award was Dana Sumner, Associate Director of Employer Relations at the

Meredith College Career Center.

Dana has held a variety of leadership positions within NCACE, most recently serving on the 2005-2006 Executive Committee as a College Representative and Conference Co-Chair. She is also a past recipient of the North Carolina Career Development Association's New Professional Award. Anyone who has met Dana can attest to her professionalism, enthusiasm and dedication to her students and the Association.



*Marie Sumerel*

Dr. Marie Sumerel, Director of Career Services with Meredith College, was recognized by NCACE as the Outstanding Professional for 2006.

Dr. Sumerel has 27 years of experience in the field of Career Development, Counseling and Leadership. Her vast experience includes work at small colleges, large

universities as well as corporations. She is recognized as a publisher of career development related articles, a presenter at many regional and national conferences and was the first college career professional in North Carolina to develop and implement an internet-based career development course.

The NCACE Outstanding Employer Award recognizes a company for its support of NCACE. This year's recipient was Duke Energy. Scott Jolley and Holly Woodson accepted the award on behalf of the company.

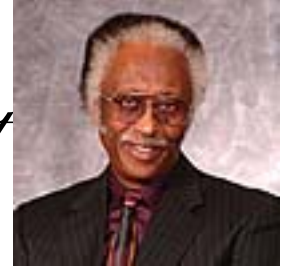


*Holly Woodson and Scott Jolley*

Duke Energy is a long-time member and steadfast supporter of the Association. Over the many years of supporting its employees' membership in the Association, Duke Energy and its team members have contributed to the growth, leadership and success of NCACE. Employees of Duke Energy have served NCACE in positions that include conference committee leadership and executive board members. Congratulations to all of the award recipients!



# Letter from the President



It is indeed an honor to serve as President of NCACE. The past presidents had the vision, strong leadership, and compassion to dream what NCACE should do for its members. I will work to maintain and build on the foundation they have paved.

I wish to thank the Executive Board and the co-chairs of the various committees for agreeing to serve. There is no reason to change any of the goals and objectives that were developed last year in NCACE due to the great job that has been done by the past president and his executive committee.

We will continue to build on the following:

- Membership - The last membership report stated that we were up to 200 members. During the 2006-2007 term, we will strive to increase that to an additional 50 employers. However, we must all work together in order to help new members understand how NCACE can best serve them as individuals and to accomplish their organizational objectives.
- Technology - We are seeking to move to the next level.

If the Executive Board and committee members think of other projects of interest that should be undertaken, a committee will be appointed to determine the feasibility, and report back to the Board for discussion and follow up.

Mark your calendars now for the 2007 Annual Conference, which will be held on May 9-11, 2007, in Asheville, NC. You can look forward to stimulating programming, abundant networking and refreshing surroundings. The Conference Committee is already at work and you will be hearing more from them as the year progresses.

NCACE is more than policies and by-laws. It is about ideas, visions, success stories, people, and the dreams of people from the various colleges, universities, businesses and industries. While NCACE has always been about the business of sharing, we must keep in mind that, "Education is the ability to listen to almost anything without losing your temper or your self-confidence" (Robert Frost). Remember also that "character is determined by what you accomplish when the excitement is gone" (Anonymous).

Again, I wish to thank the members for the distinguished honor of serving as your 2006-2007 President.

Brutus N. Jackson

## Kudos to...

Our own **Patsy Hammett** recently received the STAR Award, the second highest award presented by the SACE association. Patsy is the Director of College Relations for Milliken & Company. Congrats!

Kudos to **David Magee** and **Chris Smith** of Elon University's Career Center for hosting a SACE Webinar on Strategic Employer Relations in March 2006. Archive CD's of the online seminar are available from the Southeastern Association of Colleges and Employers (502/223-7223).

**Jeannette Moss**, NCACE member from Wake Technical Community College, has been elected as the President of a

local Toastmasters Club in Fuquay-Varina. She obtained her CTM (Competent Toastmaster) in February 2005 and has been active in the Toastmasters organization for several years.

**Malcom Riley** will join the staff at the Duke University Career Center on July 24, as the Career Advisor for students interested in business and finance. Welcome!

Congratulations to **Karen Thompson**, The University of North Carolina at Wilmington, who recently was elected to the SACE Board of Directors as President-Elect for 2006-2007.

**Leslie Wright**, Business Career Counselor/UNCW, was presented the New Professional Award at the SACE Annual conference in Miami, FL, in December 2005. This award is given to a new professional "for outstanding contributions, involvement, and potential for future leadership of the association." Leslie has also initiated a Business Career Counselor Network for all Business Career Counselors (centralized and decentralized) in the SACE region. If you are a Business Career counselor with a school in North Carolina and wish to receive information about this network, please email Leslie at [wrightlk@uncw.edu](mailto:wrightlk@uncw.edu).

## Welcome New Members!

Ms. Caroline Greene  
Enterprise Rent-A-Car  
Regional Recruiting Supervisor  
5715 Westpark Drive, Suite 200  
Charlotte, NC 28217  
Phone: (704) 414-6215  
Fax: (704) 521-3355  
E-mail:  
[caroline.g.greene@erac.com](mailto:caroline.g.greene@erac.com)

Mrs. Sandra Schubert  
Genilogix, LLC  
Director of Human Resources  
1015 Wharton St.  
Greensboro, NC 27401  
Phone: (412) 881-3650  
Fax: (412) 774-1583  
E-mail: [sschubert@genilogix.com](mailto:sschubert@genilogix.com)



### Save the Date!

#### NCACE Conference

May 9 - 11, 2007  
Asheville, NC

Crowne Plaza Resort  
([www.ashevillecp.com](http://www.ashevillecp.com))

### 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 Lisa Flint ([lisa.flint@ncmail.net](mailto:lisa.flint@ncmail.net)). Your comments and feedback are always welcome!

#### NCACE Newsletter Committee

Lisa Flint  
State Government Internship Program  
[lisa.flint@ncmail.net](mailto:lisa.flint@ncmail.net)

Shan Woolard  
Wake Forest University  
[woolarsl@wfu.edu](mailto:woolarsl@wfu.edu)

# Highlights of the 2006 NCACE Conference

By Dana Sumner, Meredith College

We're still flying high after the 2006 NCACE Annual Conference! NCACE members throughout the state of North Carolina joined the Conference Committee and Executive Board in Atlantic Beach from May 10-12 to celebrate the richness of our professional community.

During this time of learning and sharing with colleagues, participants reaped the benefits of two keynote presentations, numerous breakout sessions, one panel and follow up session, and lots of networking opportunities. Participants felt as if they could stay connected through the first ever Cyber Bistro while exhibitors provided resources to help Career Centers do their jobs better. The beautiful setting of Atlantic Beach allowed for a relaxed feeling where conference participants could share informal conversations with colleagues.

This year we were so pleased to

welcome 36 new NCACE members and first time conference participants for a total of 121 conference attendees. There was no doubt that the hard work of the NCACE Executive Board and NCACE members throughout the year proved successful in increasing our number of new members. During the conference new members had the opportunity to learn more about NCACE and make connections with other members through a special luncheon with their mentor and a networking reception.

This year the Conference Committee wanted to see the return of the NCACE panel in addition to two keynote speakers. The panel, facilitated by Thom Rakes of UNCW with employer and college members, led the discussion of current hot topics and trends in the field. This panel gave NCACE employer and college members the opportunity to better understand key

strategies for overcoming challenges we face and how we can work together more efficiently. Audience members shared their experience and expertise, as well, offering ideas for solving complex problems. Not only did follow up discussion in small groups occur in a formal way the next day over lunch, conference participants had their own informal conversations throughout the conference, which was the true benefit of this program.

Breakout sessions allowed conference participants the opportunity to learn more about a variety of topics that included job location and development, retaining employees, working with faculty, marketing to our clients, True Colors, using alumni as volunteers, entering a multicultural workforce, working with students interested in non profits, and FISH -- a philosophy of

*Continued on page 5*



*NCACE members are encouraged to dance the "funky chicken" by closing Keynote Speaker, Emily Balance, who provided tips on Navigating through the Seas of Stress with Humor.*

*Continued from page 4*

customer service. Small group dialogue again proved to be one of the strengths of our organization and this conference.

The Captain's Reception, Luau, Hawaiian Band and Hula Dancer, as well as the hospitality suite, fun run/walk, and free time/recreational options provided fun ways to meet new people and re-connect with friends in a comfortable atmosphere.

The success of this conference is due to the many of you who volunteered your time to serve on the Conference Committee or in other informal ways before and during the conference. Those of you who gave your money and other resources allowed us to plan an event that was professionally intriguing. To all conference attendees, your active participation sparked interesting and exciting conversations that are sure to impact our work.

Thank you for the opportunity to serve the organization in this role. It has been an honor.



*Holly Sweat (Gardner-Webb), Lori Bumgarner (UNC-Pembroke), and Kimberly Blackwell (Enterprise Rent-a-Car) socialize at the Captain's Reception.*

**PowerPoint Presentations  
from the 2006 Conference  
are now posted online at  
[www.ncace.org](http://www.ncace.org)!**

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## Membership Update

*by Darlene Broadhurst, UNC-Greensboro*

2005-2006 was a great membership year for NCACE, with a total of 197 members: 129 college/university members and 55 employer members, plus 13 Lifetime Members. Thank you to everyone who joined NCACE this year, and thank you for making 2005-2006 a successful membership year!

We are hoping to have our new Online Membership Form completed by the start of the new membership year. Please keep an eye on your e-mail for more details about this new form.

Please continue to refer employers and career services professionals to NCACE, and remember to join NCACE for the 2006-2007 year!

If you have any questions about membership, please contact Darlene Broadhurst at [debroadh@uncg.edu](mailto:debroadh@uncg.edu) or (336) 256-0390.

# What's Hot and What Knot: Current Issues

By Thom Rakes, UNC-Wilmington

How do we get more students to participate in our programs or opportunities? How can we best measure our success? What methods are being used to screen internship and job applicants these days? What about all this technology--is it useful? And are job fairs a thing of the past? During the recent conference in Atlantic Beach, NCACE members explored these and other perplexing questions about our work today, and in the foreseeable future.

Although these conversations were heard over luncheon tables, beverage glasses and sand dunes, they began with a spirited panel of career and recruiting professionals including Sue Martin (ECU), Scott Jolley (Duke Power), Holly Sweat (Gardner-Webb University), Monica Boyd (Winston-Salem State University), Jennifer Brooks (GlaxoSmithKline), Michelle Jones (Novozymes) and Leslie Rogers (Pitt Community College), moderated by Thom Rakes (UNCW). Stimulated by panel and audience comments, conversations continued the next day as lunch table topics. Brief notes of these discussions are below.

## Prepping Students for Employer Visits

"I want the students to make it hard for me to make a decision for a second interview," stated one employer. Students can do this by showing initiative, strong resume and interviewing skills. Too many students tend to sell themselves short. Appropriate attire is important at job fairs, on-campus and site interviews and helps get students into a corporate frame of mind.

## Job Fairs

Some employers are moving away from campus career fairs. Most will only attend if they are hiring large numbers of new grads, otherwise it is too expensive. Some employers only seek specific types of graduates so prefer more targeted job fairs or fairs that are segmented by industry. Other employers are interested in changing traditional job fairs to more of a networking event inclusive of all students.

Career staff need to educate students on how to work job fairs, why online applications are important, good questions to ask employer reps, and float around the event itself providing on-the-spot coaching. Career staff could also explore additional ways to help employers "brand" themselves on campus with students and faculty while they are there for job fairs or other events. Employers also encourage campus career centers to review and clean up documents in online resume books. Keep the registration fees reasonable; perhaps give a discount to NCACE member employers. Career staff ask that recruiters work the entire job fair event, as students attend around their class schedules. An empty recruiting table at the beginning or end of a job fair frustrates students and creates bad feelings toward the campus career center and the employer. Recruiters also were encouraged to manage their spam blockers as it is easy to unintentionally block emails from career centers and applicants. Suggested alternatives to traditional job fairs included special information days, either on campus or at the employer's site.

## Retaining Your Best Employees

Obviously, offer very competitive salaries, but also explore other rewards such as stipends for special projects, grant funding, outside consulting opportunities, telecommuting, flexible work schedule, and "fun" projects.

## Who is an Applicant?

Much discussion was generated by both employers and campus staff about the implications of new federal employment regulations (Department of Labor's Office of Federal Contract Compliance Programs, or OFCCP) regarding the retention of applicant records, etc. What constitutes a bono fide applicant and how long must those records be kept? What impact will these regulations have on the collection of resumes at job fairs, or the receiving of resume books? Some employers felt they have been operating in compliance with these regulations for some time; others are planning dramatic changes. Career centers may need to help students learn how to market their education and experience through online applications in addition (or instead of) their resume.

## Student Participation

This seems to be a problem at most campuses. One career office collaborated with specific class and academic organizations (Senior Class, Major Club, etc). Such an approach created a natural buy-in, a sense of ownership and support, as the student group helped with planning, funding, marketing, and so on. Also involve other campus

*Continued on page 7*

# CALS Career Services at NC State Experiences FISH!

By Tricia Buddin, North Carolina State University - College of Agriculture & Life Sciences

If you attended the 2006 annual conference, you know one of the breakout sessions featured a model program...FISH! Catch the Energy, Release the Potential. Employees at Seattle's World Famous Pike Place Fish Market make a personal choice to bring amazing passion, playfulness, commitment, and a positive attitude to work every day. Thus, the FISH! Philosophy is a life-long learning approach that inspires individuals to become alive and engaged at work.

Marcy Bullock, the Director of CALS Career Services, first heard about FISH! in 2004, when she attended NACE. Excited about what she had heard and eager to try it in our office, she introduced the philosophy at our annual summer retreat. We've been living and working by FISH! ever since...among our career services team, with our student ambassador groups, and at home with our families.

FISH! is built on the following four simple principles:

1. **Play** - Play is not a specific game or activity. It is a state of mind that brings new energy to the tasks at hand and sparks creative solutions.
2. **Be There** - To "be there" is to be fully engaged in the moment, inviting opportunities, and sharing the experience together.
3. **Make Their Day** - If you find your energy lapsing, find someone who needs a helping hand, a word of support, or a listening ear -- and make their day.
4. **Choose Your Attitude** - Your attitude is your reaction to what life hands you, and only you can choose that reaction.

In CALS Career Services, we put the FISH! Philosophy to test and it passed with flying colors. We implemented ideas such as sending FISH! cards to show appreciation, posting FISHing licenses on our desks as a reminder of the four



principles, throwing a beach ball around the office when we need a quick break, passing around a stuffed animal to recognize team members who have gone above and beyond to help out with an event (really sticking their neck out...the animal is a giraffe), hosting a bowling night, and reminding each other to tune in and listen when it matters most. As Liz Grimes from UNC-Wilmington presented at the NCACE conference this year, FISH! truly creates a new vocabulary of what our jobs could entail. It is easy to implement yet produces profound results. Check out the website, [www.charthouse.com](http://www.charthouse.com), for more information about FISH!

*Continued from page 6*

constituents such as faculty, academic advisors, advisory boards, honoraries, study abroad offices, or multicultural student services. Employers might consider joining with companies which recruit similar students to host joint information sessions, i.e. Management Trainee Night, Retail Night, etc.

## Today's Parents

Like it or not, parents of today's students are much more involved in their lives. While this involvement

can be seen as interference, draining of time and other resources, and negatively impacting the personal development of the students themselves; others looked at this trend more positively. While there are very legitimate legal and privacy issues, parents can be involved as advocates for career programs and services. Parents can provide valuable motivation for students, serve as mentors, and be sources for internship and job leads. Some employers have even begun involving parents in the recruitment and hiring process, sending

welcome letters--and even gift baskets--to family members. The book *Generation Me* by Jean M. Twenge was also recommended.

While there were no magic bullet answers for all campuses or all employers, NCACEers began a dialogue that will shape many of our future programs and services. Thank you to the membership for participating and sharing your ideas, insights and resources.

# Who is an Applicant? The Mystery Revealed

by Leigh M. Nason (Ogletree Deakins Attorneys at Law, Columbia, SC)

The Department of Labor's Office of Federal Contract Compliance Programs (OFCCP) recently issued its final rule on "Internet applicant" data collection and recordkeeping requirements. The final rule, effective February 6, 2006, establishes new "minimum standards for applicant recordkeeping in the context of the Internet and related electronic technologies." Designed by OFCCP as an aid in the identification of discrimination, the final rule applies only to covered federal government contractors.

## "Internet Applicant"

OFCCP requires contractors to obtain, when possible, gender, race and ethnicity data on applicants and employees. OFCCP's final rule adds to this requirement by directing that the same information be obtained from "Internet applicants." A job seeker becomes an "Internet applicant" if he or she satisfies the following criteria:

"The job seeker submits an expression of interest in employment through the Internet or related electronic data technologies (such as e-mail, resume databases, job banks, electronic scanning technologies, applicant tracking systems and service providers, and applicant screening vendors);

"The employer/contractor considers the job seeker for employment in a particular position by reviewing the content of the expression of interest; "The job seeker's expression of interest indicates that he or she possesses the 'basic qualifications' for the position; and

"Prior to receiving an offer, the job seeker does not remove him or herself from further consideration or indicate that he or she is no longer interested in the position.

The final rule defines 'basic qualifications' as qualifications that the employer either advertises to potential applicants that they must possess to be considered for the position or those which already have been established prior to considering expressions of interest. 'Basic qualifications' must be objective, non-comparative and 'job related.' The final rule specifically states that employment tests are not 'basic qualifications.'"

Note that if a contractor considers expressions of interest through both the Internet and traditional means, the Internet applicant regulations apply to both types of submissions. For those positions for which the contractor does not accept electronic submissions, however, these regulations do not apply. Moreover, through the use of methods such as random sampling or absolute numerical limits, contractors may limit the number of expressions of interest considered.

## Recordkeeping

Contractors must retain for a period of two years all expressions of interest through the Internet or related electronic data technologies which were considered by the contractor. Specific information on internal and external resume databases must also be retained.

The final rule specifically allows contractors not to consider--and not to log as applicants--expressions of interest which are not submitted in accordance with the contractor's standard procedures. For example, untimely or non-specific expressions of interest or unsolicited resumes--if contrary to the contractor's established procedures--need not be considered or logged.

Contractors are also not required to retain records of individuals never considered for a particular position. The final rule makes clear, however, that contractors cannot log as applicants only those job seekers who are interviewed; all "Internet applicants" who meet OFCCP's four-pronged definition must be logged.

## A Final Note

The Equal Employment Opportunity Commission (EEOC) and other agencies are considering regulations similar to the final rule promulgated by OFCCP. These agencies may issue regulations applicable to the broader employer community that differ from OFCCP's rules for federal contractors. In any event, OFCCP clearly anticipates that its enhanced recordkeeping requirements will assist the agency in identifying discrimination. OFCCP touts the eradication of systemic discrimination as one of its primary goals, and notes in the final rule its plan to target workplaces based on a contractor's rejection rate of qualified applicants--the definition of which will soon include "Internet applicants."

Those employers subject to OFCCP regulations are therefore encouraged to evaluate their selection procedures and recordkeeping processes to ensure compliance with the agency's new requirements by early 2006. A consistent and defensible recruiting and hiring process will be critical to surviving OFCCP scrutiny during a compliance review.

Reprinted with permission from the *The Employment Law Authority: Today's Hot Topics in Labor & Employment Law*, October/November 2005, published by Ogletree Deakins Attorneys at Law ([www.ogletreedeakins.com](http://www.ogletreedeakins.com)). Recommended by NCACE member Jerry Allen of Novozymes.

# NCACE 2006-07 Board & Committee Co-Chairs

**President** – Brutus Jackson, Elizabeth City State  
**President-Elect** – Melanie Rights, Enterprise Rent-a-Car  
**Past-President** – Kent Hester, NC State University  
**Secretary** – Leslie Rand-Pickett, NC State University  
**Treasurer** – John Adams, Davidson College

## Executive Committee

### *College Representatives:*

Lori Bumgarner, UNC-Pembroke  
Holly Sweat, Gardner-Webb University

### *Employer Representatives:*

Kimberly Blackwell, Enterprise Rent-a-Car  
Jennifer Brooks, GlaxoSmithKline

## Conference Committee

Joyce Edwards, NC A&T  
Brett Woodard, UNC-Greensboro

## Awards Committee

Scott Jolley, Duke Energy  
Marie Sumerel, Meredith College  
Dana Sumner, Meredith College

## Employer Visitation

Carolyn Mark, NC A&T  
Brian Newton, East Carolina University

## Communications/Marketing

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## Technology Committee

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## Newsletter Committee

Lisa Flint, State Government Internship Program  
Shan Woolard, Wake Forest University

