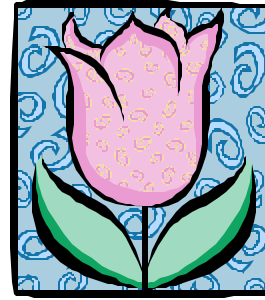




**EACE**  
Eastern Association of Colleges and Employers, Inc.



## **BRIDGES**

### **Spring 2002**

### **President's Message...**

As we are coming to the end of another academic year and recruiting cycle, it is a time to reflect. The effect of the economy is still impacting our jobs daily: our own organizations are cutting back budgets, decreasing hiring and many of us are having to do more with less. It is my hope that EACE has provided you with assistance in facing these changes as the landscape continues to change. A major strength of EACE is that it is an organization that helps us to stay connected with colleagues and current issues in the field; it is a place for valuable networking to share and compare strategies, a place where you can maintain professional relationships to assist you in your job.

The 2002 Annual Conference is a wonderful opportunity to make connections and to network with colleagues. I encourage you to attend this exciting event. The Conference Committee has planned workshops, special interest network breakout sessions, informed speakers, site visits, exploring Norfolk, and dinner aboard 'The Spirit of Norfolk'. Attend the Committee/Network Volunteer Fair to meet with the 2002-2003 Chairs and to find ways for you to get involved next year. At the Business Meeting the Board of Directors will review key issues related to the business of the Association. We hope the

conference will offer you the opportunity to make new contacts, forge new friendships and reconnect with old friends.

The 2001-2002 Committees and Networks are still very busy at work; I wanted to provide a highlight of the activities being accomplished during this year.

- The Board is in the final stages of securing an Annual Conference site for 2004 in the Western part of our region.
- We are also in the final steps of launching a new on-line directory, which is a collaborative project with most of the other ACE's. See more information about the on-line directory in this newsletter.
- Sam Ratcliffe, EACE's President-Elect, and I attended a productive Presidents' Roundtable, with the Presidents and Presidents-Elect from the other ACE's. This is done twice a year so we can share information and discuss ways to better collaborate.
- The Technology Task Force, led by Matthew Brink, closely reviewed EACE's technology needs. They made recommendations to help EACE achieve our needs and goals.

Related to these recommendations, the Long Range Planning Committee, led by Manny Contomanolis, closely looked at the structure of the Board of Directors and recommended that EACE add a Director of Technology and Information Management and to merge two current board positions. By-law changes have been sent to members in order to approve these recommendations. Updates about this will be sent via e-mail and presented at the Business Meeting at the 2002 Annual Conference.

- The Professional Development Committee has hosted several successful programs throughout the region, including Creative Resourcing and Collaboration, and Maximizing Returns in a Down Economy. Upcoming programs include International Student Career Issues, New Professionals Workshop, Relocating and Placing Qualified Applicants Outside Their Local Geographic Areas, and the consistently popular Engineering Interest Network Roundtable Discussions. Go to <http://www.eace.org/committees/professionaldevelopment> for up-to-date offerings.

- We elected a new EACE Board of Directors for 2002-2003. I extend my sincere congratulations to the newly elected Board members and I offer my sincere appreciation to all who were on the ballot. You can meet the current and new Board of Directors at the 2002 Annual Conference.

- Browse the newsletter and website to locate more information about EACE activities and programs.

In closing, I want to express my sincere appreciation to ALL our members who are serving on the Board of Directors and who are leading/serving on various EACE Committees, Networks and Task Forces. EACE depends on the work of its dedicated volunteers to accomplish our

goals. Also, I would like to thank Chris Baer Walker for her continued hard work and dedication to the Association. Her work with the Board, the committees, networks, and our members helps EACE serve our members well!

It has been and continues to be a privilege and honor to serve as your President. I look forward to seeing you in Norfolk!

Amy M. Feifer  
President, EACE

## Committee & Network News...

### **ANNUAL CONFERENCE: WE'RE "SETTING SAIL FOR NORFOLK" - ARE YOU ON BOARD?**

Don't miss this fabulous event! The EACE Annual Conference in Norfolk, VA, June 9-12!!

#### **Why attend?**

- Network with your colleagues in a fun, exciting atmosphere
- Stay current on the latest trends and ideas
- Enjoy the beauty of Norfolk's maritime surroundings

#### **The conference will feature:**

- Over 35 breakout sessions for members (A sampling: "Building ROI in College Recruitment," "How to Attract Top Talent," "Living Through the WTC Tragedy and Beyond," "Employment Ethics," "Leveraging Technology to Market On Campus," "The Guide to Power Lunching.")
- Three great keynote speakers
- Special Interest Group Discussions
- Four college and employer site visits
- Informative Exhibitor Sessions

-Tours of the region's natural, historical and maritime sites

**The deadline for room reservations is MAY 8<sup>th</sup>; call Connections at 404-842-0000 or go to: [connectionshousing.com](http://connectionshousing.com), but you can register for the conference anytime! Visit the Annual Conference section of the EACE Website ([www.eace.org](http://www.eace.org)) for more information! See you there!**

## **AWARDS:**

### **2002 EACE AWARD RECIPIENTS**

The Awards/Research Grants Committee is pleased to announce the following 2002 EACE award and research grant recipients:

#### **DR. STANLEY SHUMAN GRANT FOR RESEARCH**

**Kathy Woughter**, Director, Career Development Center, Alfred University for **Visual Arts Skill Cards**

#### **EDWARD A. PARRISH AWARD FOR MULTICULTURAL INNOVATION**

**Leslie Williams**, Associate Director, Employer Services at University Career Services at University of Virginia for **UCS Minority Career Day (MCD) at UVA**

#### **OUTSTANDING NEW MEMBER AWARD (2)**

**Terri Moore**, Assistant Director for Outreach Career Services, University of Virginia

EACE member since 2000

**Laura Watts**, Program Coordinator, Cooperative Education & Career Services, Rochester Institute of Technology  
EACE member since 1999

#### **OUTSTANDING MEMBER AWARD**

**Michael A. Sciola**, Director, Career Resources Center, Wesleyan University  
EACE member since 1993

## **OUTSTANDING SERVICE AWARD**

**Emanuel Contomanolis**, Assistant Vice President and Director, Cooperative Education & Career Services, Rochester Institute of Technology  
EACE member since 1983

More detailed information about each of the award and research grant recipients can be found on the EACE website

([www.EACE.org](http://www.EACE.org)) under the Awards/Research Grants Committee section. These recipients will also be recognized at a reception at the Annual Conference in Norfolk this June.

**Please join the Committee in congratulating these very deserving colleagues!!**

## **CONSULTING:**

### **ON CAMPUS WITH THE EACE CONSULTING COMMITTEE**

By Richard L. White, Director, Career Services, Rutgers University  
Member, EACE Consulting Committee

All of us will remember the 2001-2002 academic year for a long time to come. This was the year of 9/11, the worst economy since the early nineties, budget cuts for many of us, and more pressure than ever from our administrations to do more with less. You're not alone if at times you felt more than a little overwhelmed by this year.

As you plan for next year (and hopefully for better times), you may be wondering, "How do we compare to other career centers in our region?" And "how can we muster some additional support for our operation from within and outside the institution?"

One group that might assist you in answering these questions is the EACE Consulting Committee. Teams consist of college and employer members, and will consult with member organizations at

their request. Typical visits consist of an evening meeting with the director and a full day of meetings with staff, faculty, and students. There are no consulting fees. The only costs are meals, lodging, and travel expenses for team members.

The goals of the exercise are to gather advice, best practices, and solutions to internal and external challenges. Members of the consulting team do lots of listening and note taking, and then prepare reports and recommendations. The benefits to the host offices are significant. The teams help career centers to identify key issues and constituencies; to benchmark their services and programs in comparison to large and small schools; and to develop creative marketing strategies. The final report is a blueprint with concrete recommendations designed to increase the overall effectiveness of the career services office.

During the past two years, the EACE Consulting Committee has visited large, mid-sized and small schools:

**Large, private institution —May 2000**

Candyce Golis, JP Morgan, Team Leader; Yvonne Harrison, Worcester Polytechnic Institute, Richard White, Rutgers University.

**Large, public institution —March 2001**

Richard White, Rutgers University, Team Leader; Scott Brown, Mount Holyoke College, Pamela Gardner, University of Vermont, Allison Keeton, Travelers.

**Mid sized public institution—April 2001**

Scott Brown, Mount Holyoke College, Team Leader; Joe Dupont, New York University, Richard White, Rutgers University

**Small private institution—January 2002**

Russ Cole, Philadelphia University, Team Leader; Richard Beall, Capitol College,

In interviewing past team members for this article, I was struck not so much by what they *gave* to the consulting

experience, but rather by what they *gained*. Scott Brown, director of the Career Development Center at Mount Holyoke, talked about the personal benefits. "My visits gave me an opportunity to look at other shops and see how different schools grapple with the issues we all face. I also enjoyed the close interaction with other consultants and the exchange of ideas ranging from the philosophical to the practical. The professionals I met through my visits are among my most trusted and valued colleagues."

Pamela Gardner, director of Career Services at the University of Vermont, echoed Scott's comments. She described her first consulting visit as a "real eye opener." "The career center was completely committed; my consulting teammates displayed tremendous expertise; and contributing stakeholders were refreshingly forthright. Because we all knew the complexity of the problems we deal with, there was no critical or undermining communication. The career center learned from the time spent in self-reflection, as well as from our report. My colleagues and I gained new ideas and perspectives and offered our analysis and insight. I believe the process helped us all become more intentional and committed to the valuable work we are doing." Pamela added that the consulting experience helps both parties embrace change. "None of us wants to get stale, but often, after we've been doing things for awhile and are proud of our successes, we forget we need to change. I never want to stop re-thinking my assumptions. The Consulting Committee can be counted on to keep me stimulated and continuously improving—and the same is true, I hope, on the receiving end of our efforts."

Finally, Russ Cole, director of the Career Services Center at Philadelphia University, provided a detailed summary of his experience early this year. Russ,

along with, Richard Beall of Capitol University, were both first-time consultants. Russ was especially struck by the receptivity of the campus community to the team's visit. "We experienced a carefully orchestrated day, full of both group and individual meetings, including students, faculty, administrators, alumni and employers. All in all, we interviewed nearly 30 members of the college community. The most striking revelation was how genuinely interested everyone was in the career success of the students and improving these services."

Assimilating all the information and preparing the final report was not a simple task; in fact, this part of the process took many hours of writing and refining. The host's response made it all worthwhile. Russ concluded, "Feedback from the client was very positive, indicating that the report helped strengthen their case for resources and institution-wide collaboration." Russ sums up the personal and professional value of his experience. "As a practicing career services professional, I found that conducting a review of another career center prompts me to review my own operation and institutional issues with open eyes and a new perspective."

***Interested in taking advantage of this valuable EACE service?*** If so, please get in touch with the current chair of the Consulting Committee, Marianna Savoca, Director of the Career Center at SUNY Stony Brook, at 631-632-9856 or [marianna.savoca@stonybrook.edu](mailto:marianna.savoca@stonybrook.edu).

**DIVERSITY  
ADVANCEMENT:**  
**Have you seen DiversityInc.com?**  
*Becky Ross, Associate Director, Princeton  
Office of Career Services*

As a service to the EACE community, and to bring your attention to new or useful

diversity-focused resources in the fields of recruitment management and career services, the Diversity Advancement Committee would like to periodically offer short reviews of books and web sites. If you know of any resources that would be beneficial to spotlight, please let us know and we can offer a review in future newsletters.

### **DiversityInc.com**

**(<http://www.diversityinc.com>)** is a content-rich web site for job seekers, career services professionals, recruiting professionals, and, in fact, anyone interested in diversity issues and the workplace. This web site does an exceptional job of acknowledging all forms of diversity, as one can find articles and information addressing race, ethnicity, gender, sexual orientation, and more. The home page offers daily "Diversity News" updates as well as featured articles on topics ranging from workplace training issues to how the recent Academy Awards honoring actors Halle Berry and Denzel Washington may affect advertising, media, and the motion picture industry. The "Best Practices" section of the site offers resources for Diversity Management and Recruiting. "Hot Topics" includes commentary on Affirmative Action, the Census, and legal issues. You may visit the site daily for news, or sign up for one of DiversityInc's newsletters for weekly updates.

Many of the more in-depth articles require paid membership (\$5.95 per month, less if annually subscribed), but a vast array of information is available at no charge. Within the private, subscriber-only area, you'll find a comprehensive source of in-depth information on how diversity affects organizations and their bottom lines. New articles are posted six days a week and most of managerial-level articles are available to subscribers only. The comprehensive report "The Business Case for Diversity" is also a premium

subscriber exclusive.

**Other great features of DiversityInc.com:**

**Career Center** - A resource for the job seeker and the employer member. Job seekers may utilize keywords and/or broad functional and industry categories to search through more than 4,000 jobs. The advanced search includes the ability to target specific geographic regions. After creating a free account/profile, candidates enjoy the following features: resume and cover letter management; online job applications; job agents; job folders (to save and organize jobs found); and mailings from DiversityInc.com with special announcements of job opportunities, new features, and/or job fair/networking events, etc. Employer members are offered a number of valuable features on the site. Over 125,000 candidates are registered (91% have a Bachelor's Degree; 43% have a Master's or Doctorate, 66% Women, 35% African American, 10% Hispanic/Latino, 5% Asian American). Employers also have the choice of posting single jobs or establishing corporate accounts to manage a variety of job listings via the Career Center. Further, those employers that sponsor the site have excellent branding opportunities, with logos and links to detailed information about their organizations.

**Diversity Resource Guide** - Employer members of EACE might take note of this section, which includes numerous links to consulting organizations, marketing & PR firms, etc., that provide diversity training and are expert on issues ranging from Affirmative Action to heterosexism to humor in the workplace, and more. If your organization is looking for new diversity management training and programs, you might find an organization here to do it!

**Bookstore** - Relatively small selection of books on training, diversity issues in the

workplace (e.g., The Business Case for Diversity, Tough Training Topics) - however for each book there is a synopsis to help you gauge the relevance of the resource for your needs.

## **Engineering Network - Upcoming Events**

Four Engineering Interest Network Roundtable discussions will take place this June. These discussions are designed to bring employer and college/university representatives together to cover such topics as job market observations and strategies, internship/experiential trends, ethical concerns, and building employer/college relationships, etc. "Engineering" is defined here in the broadest possible term, including computer science, math and sciences.

**Registration for the roundtable discussions can be found at:**

**<http://www.eace.org/networks/engineering/>**

**The Future of High Tech Recruiting, June 10, 2002  
2002 EACE Conference, Norfolk, VA**

A panel of college and employer representatives will share their observations of this past year's engineering recruiting and their predictions of what will lie ahead for the class of 2003.

**Roundtable Discussion at University of Pittsburgh, June 21, 2002**

Marv Roth, Director of Placement and Career Services at University of Pittsburgh, will host a joint EACE and MidwestACE roundtable discussion.

**Roundtable Discussion at the Stevens Institute of Technology, June 24, 2002**

Joe Stahley, Director of Career Development and Cooperative Education at Stevens Institute of Technology, will be hosting our second roundtable

discussion. Topics will include: Technology and Recruiting, The Job Market, Creative Job Search Solutions, What Employers are Seeking, Building Campus Reputations, and Understanding Employer Needs.

**Roundtable Discussion at Agilent,  
June 28, 2002**

Vicki Lynn, Americas Talent Acquisition Strategy and Program Manager for Agilent Technologies, and Tom Tarantelli, Director of the Career Development Center at Rensselaer Polytechnic Institute, are co-hosting a third roundtable discussion in Andover, MA. Topics will include: Enrollment Trends, College Recruiting Forecasts, Innovative Recruiting Strategies, Building Campus Reputations, and Creative Job Search Solutions.

**MEMBERSHIP:**

The Membership Committee wants to encourage all members to get out there and promote YOUR organization to potential new members. Look for opportunities to educate contacts, new and old, about the benefits of membership in EACE. For a list of reasons to share, please see **"EACE Membership Benefits: 10 Reasons To Get Linked"** on the EACE Homepage. Be creative and resourceful in your networking. If you can identify colleagues who are new to a position or organization, encourage them to add EACE to their list of professional development opportunities. Remind them that during challenging times like these, the professional networking opportunities, support and resources provided by EACE can greatly increase one's professional success.

Keep your eyes open for the new EACE Membership brochure and conference display board, coming soon. The membership committee needs your assistance in identifying other organizations through which we can

distribute information to potential members through mailings and at conferences. Got another great idea for drumming up membership? **Send it to Janet Jones at: [jbjones@rci.rutgers.edu](mailto:jbjones@rci.rutgers.edu) or consider joining the membership committee in the upcoming year.**

**PROFESSIONAL  
DEVELOPMENT:**

**Still to come for Spring 2002**

Ever find the perfect student for the perfect job, but the student doesn't want to move out of his/her hometown to take it? Ever try to reach out to an out-of-state college or company, and find that without name recognition, it's hard to make a connection? If so, then the June Professional Development workshop is for you! **Hosted by National Starch and Chemical in Bridgewater, NJ**, you'll learn expert strategies on getting students to start thinking out of the box geographically, conducting far-away recruiting on a limited travel budget, what issues students should consider when presented with the option to relocate, and more! **Join us on Tuesday, June 18, 2002, from 9:30AM to 2:30PM.** Watch for details on the EACE Web site and look for registration information coming soon via e-mail. For more information, contact Pam Krieger at 201-216-8944 or [pkrieger@stevens-tech.edu](mailto:pkrieger@stevens-tech.edu)

**New professionals:** Don't miss the **New Professionals Workshop** at the EACE Conference, **11:00-3:30 on Sunday, June 9<sup>th</sup>.** This workshop will allow new members to connect with other new professionals, meet EACE Board members and learn about opportunities for involvement in the association. The afternoon will include a "seasoned" professionals panel, which will discuss best practices, and a new professionals panel, covering the challenges and opportunities for those new to the profession. **Cost: \$60.00**

Sign up on-line at  
[www.eace.org/annualconference](http://www.eace.org/annualconference).

## Recap of PD activities, 2001-2002:

### ***Technology: A Resource for Education, Outreach, and Communication***

On December 7, forty EACE members gathered at the University of Richmond in Virginia to discuss the web as an educational tool. Leo Charette from Experience.com presented a workshop that looked at building web sites around a more manageable walk-through process rather than building web sites that contain an overwhelming number of random resources. His presentation was followed by a panel discussion covering the use of technology as a means of building and maintaining relationships in a time of economic downturn. The program was very informative and provided useful tips for both career services professionals and employers.

### ***Strategies for Recruitment and Retention of Diverse Populations***

On Friday January 11, the Diversity Advancement and Professional Development committees co-sponsored "Strategies for Recruitment and Retention of Diverse Populations". This workshop was a continuation of a dialogue between career center personnel and human resource managers on diversity that started at the 2001 EACE conference in Philadelphia. Nearly 40 career center and human resources professional from across the Mid Atlantic region made their way to American University for a truly dynamic and informative workshop. The workshop opened with a panel of university career center administrators sharing information on how their schools serve their diverse student body. The administrators focused on the particular programs, workshops, events, and services their office offer, as well as how they incorporate employers into their work with diverse students.

Next the employer panel shared its perspective on how their organizations define diversity, what are the biggest challenges they face in achieving a diverse workforce and finally what they felt career centers could do to help facilitate a partnership with their organization. The second half of the workshop allowed all to come together and share their "Best Practices" for successfully working with diverse populations. Many innovative and exciting ideas were discussed and all participants gained insight into how their respective counterparts work with their constituents. Although all agreed 5 hours wasn't enough time to fully discuss all the key points of working with diverse populations, all were encouraged to continue the dialogue at the upcoming 2002 EACE conference in Norfolk, VA.

### ***Creative Resourcing and Collaboration***

*Show Me The Money, Partnerships for the New Millennium, and Helping Alumni Help Us.* From the session titles, the 36 participants knew they would engage in a day of active discussions about unique approaches to career services and have the opportunity to brainstorm and develop new ideas to take back to their campuses. On February 22, at La Salle University Bucks County Center in Newtown, PA, they were not disappointed. Matthew Brink discussed using the attributes of a career center to raise revenue. Rich Freed and Tim Herrlinger presented a model of enhanced career services and corporate relations partnership. Tom Francis and Lisa Lee lead discussions about the roles and potential collaborations of career services and alumni relations offices in serving alumni.

### ***Maximizing Returns in a Down Economy***

On Wednesday, March 27, more than 20 EACE college members convened at Bryant College in Rhode Island to discuss ways to work effectively with students and employers under these challenging economic times. Bill Wright-Swadel led

an interactive morning discussion of critical issues we face, strategic decisions we must make, and creative short and long term approaches to our work in the face of such circumstances. Participants generated and shared many creative ideas. After a working lunch, many participants toured the wonderful new career services facilities at Bryant before departing.



## PROFESSIONAL EXCHANGE:

Sign up now for one or more of the over twenty **Professional Exchange** site visits scheduled for Summer 2002. A program describing all of the visits was mailed to members in mid-April. The list of site visits is also available through the website at [www.eace.org/committees/professionalexchange](http://www.eace.org/committees/professionalexchange). Additions and updates to the program will be listed on the website.

To participate in the **2002 Professional Exchange**, fax the program registration form to Barbara Buckley (FAX: 610-499 - 4248) or complete and submit the online form. Registrants for each site visit will receive a confirmation email from the Site Coordinator about two weeks before the date of the visit. **The registration deadline is May 20<sup>th</sup>**. Professional Exchange Programs are open to EACE Members and Member Substitutes. Registration is based on a first-come, first-served basis. Please register for only the visits you plan to attend, as last-minute cancellations and no-shows are strongly discouraged. After the deadline, registration is open to non-members and members provided space is available.

## PUBLIC RELATIONS:

### *Why Put Your Name in Print?*

EACE members are invited once again to advertise their organization in the upcoming **2003 EACE Membership Directory**. By advertising in the Directory, you gain recognition with over 1000 College, Employer, and Associate members in the largest ACE association. Advertising in the Directory is easy. Contact Chris Walker to reserve your ad size and placement. Special ad placement includes the inside of the front or back cover, and the back cover itself, and sizes range from a quarter page to a full page. Prepare your ad in black and white, either camera-ready or on film. Then send your ad and payment - don't forget the payment! - **no later than September 30th** to: EACE, Inc., c/o Chris Walker, Administrative Director, P. O. Box 920484, Needham, MA 02492. For more information and pricing, call (781) 444-9882 or email [baerwalker@aol.com](mailto:baerwalker@aol.com) (Note: Advertising flyers will be placed in each Conference packet this June.)

## GET CONNECTED - - - BE INFORMED 24/7!

EACE will soon be offering a new and improved **Online Membership Directory** on our website. This new Online Directory is a collaborative effort of the regional and national Associations of Colleges and Employers. Your EACE Online Directory will feature:

- \* *A searchable database of all EACE members;*
- \* *Locations and dates of career fairs;*
- \* *Regions where employers recruit;*
- \* *Degrees conferred by colleges and universities;*
- \* *Detailed company profiles and more!*

All information will be **updated regularly** so that the most accurate information is available on your **key contacts!** The EACE Online Directory is password protected and exclusive to EACE members only. Look

for the rollout of this essential career services and recruiting tool this summer.

## **SPONSORSHIP:**

**It's not too late!** Your school or company still has time to contribute to this year's sponsorship effort. Your donation of any amount is welcome to help sponsor EACE. If you have not already received a gift commitment form, please email Marie Crouch at [mcrouch@richmond.edu](mailto:mcrouch@richmond.edu) or Shirley Downey at [sdowney@uamail.albany.edu](mailto:sdowney@uamail.albany.edu) and join our growing list of contributors.

**A special thanks to those who have already contributed:** *CIGNA Corporation, Sandia National Labs, Ferguson Enterprises, MonsterTrak, Sun Life, Compaq, Lutron, MBNA, Maxim Healthcare, Exxon Mobil, RPI, Stony Brook, Pace University, Stevens Institute of Technology, Hofstra University, RIT, George Mason University, Old Dominion University, Wagner College, Shippensburg University, Cabrini, Joseph's University, Delaware Valley College, Lehigh University, Bryn Mawr, Haverford, Swathmore, University of Pennsylvania, Villanova, West Chester University, Drexel, University of Richmond, University at Albany, Merrimack College, Suffolk University, St. John's University, and Cornell University.*

## **Interviews with your newly elected 2002-03 Board members!**

### **Marianne Tramelli, President - Elect**

**Director, Career Services Center, Teachers College, Columbia University**  
**How long have you been involved with EACE?**

I joined EACE in 1985 and became actively involved by the 1986 Annual Conference, serving as member of the Registration Committee. That conference

served as a springboard for my ongoing commitment and participation in EACE. Over the past 17 years I have served as a committee member, committee chair, Executive Board member and now as President-Elect.

**What motivated you to run for office?** I was excited by the opportunity to build on the great work that has been done by the previous and current Boards and contribute to EACE's status as a premier regional association. I also felt it was time to take on the challenge of utilizing my involvement and leadership track record in this key leadership role and definitely felt prepared to work hard, consistent with the mission, goals, values and strategic plan of EACE. Overall, it is an honor to serve my fellow professional colleagues.

### **What would you like to accomplish on the Board?**

\*Ensure that EACE remains sensitized to changing environmental conditions and responds effectively to best serve the needs of our membership.

\*Continue to collaborate with professionals from all constituencies encouraging their active participation and movement into leadership roles. One area of particular focus is employer members and I would really like to explore and implement strategies to increase employer membership.

\*Develop creative strategies for partnering with other professional associations and consortia for the mutual benefit of all constituencies.

\*Insure optimal use of available technology for more effective communication of EACE information, programming and services.

### **Where do you see EACE**

**heading?** EACE's strength and future lies in continuing to move forward with the strategic plan and being faithful to the goals that will provide the membership with timely and relevant programming and networking opportunities as well as benchmarking information and best

practices, opportunities to partner with other regional/national associations and consortia to expand professional exchanges, effective use of technology to bridge the large geography of our association and therefore ensure the membership is connected, and decisions based on sound business and financial policies and practices.

**How can EACE help Career Services and Employers with their current struggles, i.e. recruiting budgets that have been cut, lack of student involvement in the career office, etc?** I really believe that EACE has already done a lot of this with programming that has been offered through Annual Conferences, Professional Development and Professional Exchange Committees as well as by the Networks that are geared for particular areas of interest. In addition, the opportunity to dialogue at these programs and build friendships through the association also has created networking opportunities and vehicles for sharing benchmarking data and best practices. What is special about EACE is that current issues are addressed to provide the various constituencies an opportunity to share their experiences and work on solutions to assist with the challenges presently being faced.

**Marva Gumbs, Regional Director, NACE**

**Executive Director, Career Center, George Washington University**

**How long have you been involved with EACE?** I came into the profession in 1984 and joined both professional Associations, which later merged to become EACE. I began serving the organization on a variety of committees, chaired an annual conference, then served on the Board.

**What motivated you to run for office?** For my particular position as the NACE Regional Director, I believed that I had the experience and connections to do an effective job. I also believed that our

regional association is at an interesting point in its development and the relationship between the national and regional association is more critical than ever. I hope to serve as a conduit for discussions and collaborations between the two groups.

**What would you like to accomplish on the board?** Determine the future of EACE.

**Where do you see EACE heading?** EACE continues to have wonderful potential to be a 'presence' for its employer and college members but we need to find a niche that will support this. Otherwise we will continue to have a significantly larger college than employer membership, which is not the intent of the organization.

**How can EACE help Career Services and Employers with their current struggles, i.e. recruiting budgets that have been cut, lack of student involvement in the career office, etc?** We must find ways to get good data on best practices to members as well as facilitate exchanges and partnerships. We must develop some type of product or deliverable for members.

**Marianna Savoca, Director, Diversity Advancement**

**Director, Career Placement Center, SUNY Stony Brook**

**How long have you been involved with EACE?** Since 1997.

**What motivated you to run for office?**

I was asked to submit my name by someone I respect.

**What would you like to accomplish on the Board?** As Director, Diversity Advancement, I'd like to see EACE make connections with graduate programs in higher education / human resources to increase visibility of, and access to, our profession and our association. Beyond that, I will contribute in any way I can to the mission of EACE.

**Where do you see EACE heading?** I see EACE becoming a more meaningful part of the professional development of all its

members.

**How can EACE help Career Services and Employers with their current struggles, i.e. recruiting budgets that have been cut, lack of student involvement in the career office, etc?** Our strong network of colleagues already does that for me! We have great people with innovative ideas who are willing to share their experiences with others.

**Mary Ellen Buhl, Director,**  
**Networks**

**Assistant Director, Engineering Co-op & Career Services, Cornell University**

**How long have you been involved with EACE?** I have been involved with EACE since July 1991.

**What motivated you to run for office?** Having been involved with the Engineering Network over the past eight years, I felt that this would be a good opportunity to use my past experience to assist other networks to collaborate with one another, and encourage other EACE members to use the networks as a great way to help and support each other.

**What would you like to accomplish on the Board?** As a Board representative for the networks, I hope to listen to and understand the network chairs' concerns and suggestions in developing their networks as successful tools for all EACE members. What I mean by "successful tools" is the ability for members to meet others who have similar areas of interest and use the networks as a means to share best practices, observations and strategies.

**Where do you see EACE heading?** EACE is a valuable organization that has helped me establish many college and employer friends and contacts throughout the past ten plus years. EACE always been "led" by very dedicated individuals who care for their members and have continued to maintain the integrity of the organization. Having not served on the Board yet, it is hard for me to accurately tell you where EACE is "heading,"

however, as a Board member, I hope to help in maintaining long lasting relationships, as well as in developing many new friendships and business partners. EACE will also continue to review and revise its strategies and goals in the areas of professional development, information services, membership, networking, alliances and partnerships and technology.

**How can EACE help Career Services and Employers with their current struggles, i.e. recruiting budgets that have been cut, lack of student involvement in the career office, etc?** The beauty of EACE is that it consists of many different committees, networks and task forces to address these types of issues. To name a few, the Professional Development Committee schedules many workshops throughout the year, the Consulting Committee helps maximize careers services programs and operations, and the Networks organize various events that facilitate sharing best practices. So, just being a member of EACE and getting involved with a network, a committee, or attending a workshop can help career services and employers solve problems such as budget cuts or student involvement.

## **Colleague Connections...**

**Best wishes to Lynda Garow, Director, Member Services on the EACE Board** and also Director of Career Development and Placement at Muhlenberg College, who will be married on June 16, 2002 to Elliot Grossman, federal court reporter for The Morning Call newspaper. Lynda and Elliot met through mutual friends in the Lehigh Valley, PA.

**More wedding bells and best wishes to Sam Ratcliffe, EACE President-elect** and Director of Career Services at Virginia Military Institute. He will be married to Dr. Donna Cassell, Associate Director of Career Services at Virginia Tech on May 26, 2002 in Blacksburg, Virginia. Donna is the immediate past

president of VACE, a member of EACE and will be at the conference in Norfolk.

## From the Editor...

- Would your organization or department be interested in **advertising** in the **2003 EACE Membership Directory**? Please note: new this year - an advertising form will be available in each conference packet. If you are unable to attend the conference, contact the office to have one mailed to you (781-444-9882). Reserve early for your choice ad location!
- Do you visit [eace.org](http://eace.org) often? We hope so! Be sure to bookmark it! Remember that in addition to **BRIDGES** on-line, you should be sure to check out our **Connections Job Postings, Monthly Events Calendar, Meet Your New Colleagues** page, plus all the latest news and events. Sign up sheets are already posted for 02-03 committees/networks!
- **It's NEVER too early to review your Directory listing** and send in an update. Work will be started on the 2003 EACE Membership Directory this summer. We want your listing to be accurate. Please check the 2002 Directory and let us know about any changes you would like to make (baerwalker@aol.com).