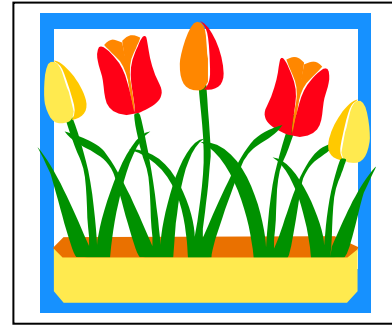


### President's Message...

Time continues its relentless march forward and it is hard to believe that the end of the current EACE administrative year is on the horizon. It continues to be a busy and productive year for EACE as we collectively strive to be the premier regional association in our profession. This is definitely a year of transition as we are embracing change on several fronts while retaining the traditional EACE values that define our wonderful association.



As the largest regional association, EACE is universally respected for the scope and high quality of our programs and services. We are an association of volunteers and so many members have made highly significant contributions to the progress we have made and the success we enjoy. Their exemplary dedication and commitment are the lifeblood of our organization and I hope their accomplishments have added considerable value to the important work you do.

The 2003 Annual Conference has exceptional promise for making meaningful connections, learning from best practices and evaluating benchmarking opportunities. Terri Moore and Craig Single have led the efforts of hard working committee that has developed a wonderful combination of educational and recreational programs guaranteed to provide for your professional and personal enrichment. Many of your long-time EACE friends will be in Danvers and there are new friendships waiting to be forged. Please visit the conference web site for more details and register now so you won't miss this truly memorable experience.

The Board has been involved in a number of initiatives intended to strengthen the organizational structure and improve the administrative processes of EACE. The Long Range Planning Committee is analyzing the strategic nature of sponsorship as a revenue stream. Also being developed are policy recommendations for investment strategies and e-commerce, as well as a standardized contract to retain speakers and presenters. Two task forces are busy, one conducting a cost-benefit analysis of our programs and services, and the second evaluating knowledge-based strategic governance and its potential application to EACE as a means of keeping the Board more strategically focused.

The Board and Technology Resources Committee collaborated to evaluate and develop a prioritization of the technology needs of EACE. The new plan will enable us to deliver high quality programs and services leveraging available technology and possibly providing for some revenue enhancement. Technology priorities for the next two years include transaction management, virtual meetings and tools, vendor management, information storage/archiving, as well as updating the content and navigation areas on the EACE Web site. We have completed conversion to an on-line membership database and updated individual member service records. Another recent action was to consolidate association-wide electronic messages into a weekly format to help you better manage your e-mail traffic.

During the past year, the Administrative Structure Task Force, under the leadership of Pat Carretta, has done exceptional work in analyzing potential administrative models and developing specific recommendations for EACE to employ beginning July 2003. This critical initiative has monumental implications for the association as we revamp our administrative structure. The Board accepted the task force recommendation to engage a professional association management organization and an implementation team, led by Mary Ellen Buhl and Marianna Savoca, began work soliciting proposals and interviewing potential service providers. We are nearing the end of the selection process and looking forward to a new administrative structure for EACE, thanks to extraordinary efforts by talented and dedicated members. Work is already underway to anticipate critical issues and ensure a seamless transition to the new model.

Marianne Tramelli and I attended two meetings of Presidents Roundtable, which includes the president and president-elect of each of the regional associations and NACE. These are productive meetings both for information exchange and analysis of global issues facing the profession. There is considerable commonality of issues such as increasing administrative costs, declining membership (particularly among employers), revenue stream enhancement and reliance on sponsorship. Two major national initiatives emanated from these meetings and EACE members have significant roles. Sharon Powers led an ACEs professional development task force in developing recommendations regarding a universal speaker database and uniform guidelines for engaging speaker/presenters and preparing them to be optimally effective at our meetings. Marv Roth is one of six regional association representatives evaluating possible relationship models that might be effectively utilized to advance each of the ACEs individually, as a group and the profession as a whole.

The committees and networks have planned and conducted some fabulous programs, as indicated by the following representative sample. The Professional Development Committee, chaired by Sharon Powers, has or will offer ten superb workshops, including events for support staff and new professionals. Dick White has led the Consulting Committee through a busy year, completing four consultation visits. The Liberal Arts Network, chaired by Rhonda Grobman, again sponsored the highly successful *Road Trips to the Real World* program. Zandra Huston-Zuraw was chair of the Community and Public Service Network that sponsored a drive-in workshop entitled *Making Socially Responsible Career Choices Visible on Campus* that was well received by the members. Under the guidance of Adam Forbes, the Technology Resources Committee has completed an assessment of EACE technology needs and provided a multi-year plan of technology prioritization for the association. This is a small sampling of the great work our committees and networks are doing.

So many people have contributed in meaningful ways to the success we enjoy. It is a pleasure to serve with such wonderfully talented and dedicated professionals. I want to express my deepest appreciation to all EACE board, committee, network and task force members who have served so capably and contributed so significantly to make EACE a better organization. We are all indebted to them for their outstanding service.

As the year starts to wind down and we begin to reflect, there is much that has been accomplished and of that we can be very proud. And yet as we look ahead, we realize there is still considerable work to be done. The possibility of unfinished business and limited time available creates a certain sense of urgency but that feeling of urgency is mitigated substantially when I think of the very capable leadership Marianne Tramelli will provide as President next year. And as the new Board members Adam Forbes, Janet Jones, Bruce Ruthven and Beck Weir become involved, there is even greater promise for the Board leadership. We are indeed fortunate to have such dedicated and outstanding leaders.

It has been a distinct honor and privilege to serve as your President for, without question, this has been the highlight of my professional life. Thank you for this remarkable opportunity. It has been a highly eventful year for me, personally and professionally. During the times of personal crisis, I was reminded how special EACE members are. Donna and I will never forget your remarkable and unwavering encouragement and support during my surgery and convalescence. We feel blessed beyond description. Thank you.

I look forward to seeing each of you in Danvers.

Sam Ratcliffe  
EACE President

**"Recruiting More, With Less"**

**By Jennifer Floren, President and CEO, Experience, Inc.**

Behind each graduating class and the thousands entry-level candidates who are thrust into the work place, is a year – or more – of recruiting efforts. Entry-level candidates rely on university career service offices and mentoring programs to find the right employment opportunities, and even alumni are increasingly turning back to their schools for career guidance, which can further strain resources without proper planning.

With draining budgets, tight job markets and quality vs. quantity needs, what should career centers or employers be doing differently? Leveraging technology is a cost effective way for universities to bring students and alumni together with prospective employers.

## **1. Leveraging Technology for Career Centers**

A primary goal of the career center is to help students find fulfilling employment. At the center of this goal is a complex process of guiding and counseling students, reaching out to employers for participation in various programs, and managing detailed logistics. To help bring order to chaos, many career centers have turned to software systems, such as database and schedule management tools, to better manage their campus recruiting programs.

Having a software platform that is flexible to meet growing and changing needs, is easy to use, and automates major administrative tasks enables career centers to focus on higher value-added responsibilities, such building relationships with employers, students and professors, and coming up with creative ways connect them all.

Enhanced technologies, such as interview scheduling and online self-assessment tools for students, can save time and coordination effort as well as eliminate routine tasks. Other innovations, such as employer system sponsorships and career fair management, can add directly to career centers' bottom line. Regardless of the objectives, the technology should support the underlying recruiting process and make it easier, not more difficult.

With a range of affordable solutions available, how do you choose the right one? These are some questions to ask vendors when determining which one is right for you:

1. Does the product offering have the features and functionality that I need?
2. How stable is the infrastructure for supporting a large volume of transactions?
3. What is the specific availability of customer service and technical support?
4. Will I need IT resources in my office to manage the product?
5. How much of the ownership, privacy and security of student data is managed by the career center?

## **2. Leveraging Technology for Employers**

You would think in this economy that employers would be in the “catbird’s seat.” While that might be true in terms of candidates, recruiters are faced with their own set of challenges – shrinking budgets and not enough personnel to deal with the flood of resumes.

A recent survey by Hanrick Associates found that HR executives ranked “lack of resources” as the number one obstacle to their recruiting efforts, proving that automation is critical to successful recruiting practices. Again, time spent performing repetitive, administrative tasks can be replaced by technological innovations, so recruiters can spend more time interviewing candidates, interacting with career centers to learn more about the “ins and outs” of particular schools, or searching for candidates with the right qualifications.

Savvy recruiters can use the Internet to their advantage by posting detailed descriptions of job openings, listing the pros (i.e. competitive pay) as well as the cons (i.e. long hours), so candidates can filter themselves out if they aren’t interested. Being clear and specific about the position can help focus your time and energies on the candidates that matter.

Another way for recruiters to maximize their time is to set up search agents with the qualifications of the candidates for which they are looking. When a candidate meeting those criteria registers, the system automatically sends an email alert to the recruiter. So the technology does the search work while recruiters work on making contact and assessing potential candidates.

When considering an online platform for recruiting, employers should ask the following questions:

1. Does the system enable me to reach my targeted candidates and/or strengthen my relationships with career centers?
2. Does the system offer the features and functionality that I need? (job posting, interview scheduling, etc.)
3. Does the system optimize my points of entry and interaction? (single login, post one job to all my schools)
4. Does the system enable me to post and search across broad networks of candidates?
5. Is customer service and technical support available?

The good news is career center staff and recruiters can do more with less, by utilizing technology to relieve the burden of administrative tasks, freeing up more time to focus on the more important aspects of your responsibilities.

## Committee & Network News...

### ANNUAL CONFERENCE 2003

#### *Passport to Possibilities*

2003 EACE Annual Conference

June 8-11, 2003

Danvers, MA

It's time to register for the 2003 EACE Annual Conference, which will be held from June 8 - 11 at the newly renovated Sheraton Ferncroft, in Danvers, MA. This year's conference features interesting keynote speakers, fun events, and a great selection of programs.

The EACE conference offers a wonderful opportunity to learn from and share insights with colleagues. There are three dynamic major speakers scheduled. Loretta LaRoche's keynote address will take a look at how humor can help build morale and increase the health of an organization and how work performance can be impacted by individuals' thoughts and feelings. Leon Wynter, Author of *American Skin: Big Business & the End of White America* (Crown Pub 2002), discusses the relationship between business, race and ethnicity. His keynote will challenge us to look at the issue of race and business in a new light. William Strauss has co-authored four best selling books on American generations. His years of experience regarding generational differences will help us in our work with students, learning how to understand, counsel, recruit and keep them challenged at work.

The conference features almost 40 workshops that offer something for both employer and college attendees. In addition, you'll want to make sure to participate in our first-ever poster session and Java Jumpstart - an employer-college recruiting dialogue. If you would like to get more involved in EACE, don't miss the committee fair or interest network meetings.

Looking for ways to get involved at the Conference? The Hospitality Committee needs volunteers to staff a few hours in the Hospitality Suite. The Suite will be in a central location adjacent to the Cyber Café. If you're interested in helping out, contact one of the Hospitality Co-Chairs: Dayna Duns摩尔 - [dayna.dunsmoor@sju.edu](mailto:dayna.dunsmoor@sju.edu) or Laura Seastrum - [laura.seastrum@erac.com](mailto:laura.seastrum@erac.com). Volunteers are also needed to assist with the Cyber Café, anyone interested in assisting should contact John Fracchia at [JFracchia@ithaca.edu](mailto:JFracchia@ithaca.edu). We look forward to working with you!

The Entertainment committee has come up with a range of activities and entertainment options to enjoy during the conference. There are pre-conference activities, including walking tours of historic Gloucester, and bewitching Salem or a Whalewatch off of Newburyport. Sunday night kicks off with Tadah! Loretta LaRoche, and will be followed with an interactive experience in hand drumming with Bob Bloom who will provide a beautiful array of drums and percussion instruments for everyone to join in. Monday evening brings lots of dinner/entertainment options, including the Essex River Cruise/Clambake, The Isle of Shoals Dinner Cruise, and Dinner at the Hilltop Steakhouse. Be sure to reserve your space on one of the dinner options. They are selling out fast! Tuesday evening wraps up the entertainment options with a live band, Fever, The Wrath of Polyester performing in our very own Studio 54, big hair, leisure suits,

perms, and platform shoes are all optional! Dance your cares away before heading back to the office. For the golfers there are a couple of options. The hotel has a walk on 9-hole course available on Sunday, and we have tee times for the Robert Trent Jones championship course scheduled for Monday afternoon. Don't miss out on these great opportunities. Be sure to sign up today

All Newcomers are invited to attend the outrageously festive Newcomers Reception to kick-off the conference on Sunday afternoon.

Register before **April 19<sup>th</sup>** and receive the Early Bird rate. Visit our website for more information <http://www.eace.org/conference> . See you there!

## ANNUAL CONFERENCE 2004

EACE 2004 Annual Conference to be held in AUGUST in Pittsburgh

More than 3,900,000 people visit Pittsburgh every year and you'll find out why in a few short months! The EACE 2004 Conference Committee wants to make sure you save August 8-11, 2004 for the annual conference to be held in Pittsburgh. The 2004 EACE conference is 14 months after the 2003 conference in Danvers, which gives you more time to plan your travel, more time to submit a program proposal, and if you get involved on one of the conference planning committees, it gives you more time to help make the 2004 conference a great educational and networking opportunity for everyone. If you would like to join the planning team simply stop by the Committee Fair at the 2003 annual conference in Danvers or contact one of the co-chairs, Sharon Powers at [spowers@haverford.edu](mailto:spowers@haverford.edu) or Tom Tarantelli at [tarant@rpi.edu](mailto:tarant@rpi.edu). Mark your calendars now and get ready for "The 'Burgh!"

## LIBERAL ARTS NETWORK COMMITTEE

Road Trips to the Real World

It is a known fact that college students love to take road trips. And this past winter break, 375 students from approximately 100 colleges took a Road Trip to the Real World!

Through the Road Trips to the Real World Program, students visited employers to learn first-hand about career fields, network with employees, and explore internship and job opportunities. The program offered 16 site visits in a wide range of industries and geographical locations, ranging from the National Security Agency in Maryland to Bloomberg L.P. in New York.

The WITF site visit offered a panel of speakers and an interesting tour of the facilities to expose students to careers in radio, television, and print media. One enthusiastic student who attended the program said, "I found personal stories and information from employees quite informative."

During the site visit to the Philadelphia Zoo, each student was paired with an employee to conduct an informational interview. When asked what they liked most about the program, one student participant explained, "I liked that we were paired up with an individual employee whom we could speak in-depth to about employment opportunities and general career questions."

The employers were also very pleased with the program. The employer representative from WHFS 99.1 FM commented, "The event was a huge success! Several students have already contacted me about our summer internship program."

The host from Cendant Mortgage agreed. "We enjoyed sponsoring the program and meeting the students. They seemed enthusiastic about the tour and really seemed to enjoy the more casual atmosphere of eating lunch with our recruiting team."

In addition to site visits, the Road Trips to the Real World Program also offered "Liberal Art Power" presentations in both Boston and DC. Burt Nadler, a member of the Liberal Arts Network, conducted the sessions that students found "humorous and informative" and "provided clarity on the job search process."

The EACE Liberal Arts Network sponsored the Road Trips to the Real World Program and the committee did a wonderful job arranging the site visits. Special thanks to Mary Louise Everhart, Tim Gaherty, Jessica Hartley, Minda Heyman, Burt Nadler, Carol Ruiz, and Sheri Smith for their roles in organizing and attending the programs.

In addition, thank you to the EACE college members who contributed to the high participation rate by sharing the registration information with students.

Finally, the following employers that graciously hosted the site visits should be acknowledged for their efforts.

- National Security Agency (MD)
- WHFS 99.1 Infinity Broadcasting (MD)
- National Science Foundation (DC)
- Comcast-Spectacor (PA)
- The Philadelphia Zoo (PA)
- Hershey Entertainment/Resorts (PA)
- WITF, Inc. (PA)
- Cendant Mortgage (NJ)
- Peace Corps Discussion (NJ)
- RF Binder Partners (NY)
- Cherry Lane Music (NY)
- Bloomberg (NY)
- Chubb Group of Insurance (NY)
- Museum of Science (MA)

#### **SPONSORSHIP COMMITTEE**

The EACE Annual Conference, diversity scholarships, programs and workshops are made possible largely by the generosity of companies and colleges/universities that contribute annually. The EACE Sponsorship Committee & the 2003 Annual Conference Committee recognizes and thanks the following organizations for their sponsorship for 2003 (as of April 15, 2003):

American Management Systems  
Boston College Career Center  
Bryn Mawr & Haverford Colleges  
Cabrini College  
Delaware Valley College  
Drexel University  
Enterprise Rent-A-Car  
Ferguson  
General Electric  
George Mason University  
Hofstra University  
HotU  
Liberty Mutual  
Lutron  
Maxim Healthcare  
MonsterTrak  
Princeton University  
Rensselaer Polytechnic Institute  
Saint Joseph's University  
Sandia National Labs  
Southwestern Company  
Swarthmore College  
University of Richmond  
University of Stony Brook-SUNY  
Vector Marketing

Sponsorship donations are still being accepted for this year, please contact Tom Tarantelli at [tarant@rpi.edu](mailto:tarant@rpi.edu) or 518-276-6234 for more information.

## PROFESSIONAL DEVELOPMENT COMMITTEE

### Spring 2003 Review!

**January** – Over 80 professionals attended “**Helping Students Find and Secure Employment Opportunities in the Government**” at American University in Washington, DC. The goal of this program was to provide career service professionals "best practice" techniques for assisting students with landing jobs in federal, state and local government. The program consisted of two panel discussions, one presentation, and a keynote speaker. The first panel was a group of students/recent alum involved in internships, co-ops, or special programs within the government. They spoke about their experiences and gave advice on how career services professionals can assist students with getting into these "gateway" programs. The second panel was a group of professionals from various agencies and government contractors who spoke about the background and security clearance process. The presentation was on "Mastering the Application Process" and a Human Resource Officer from the Department of Labor spoke about strategies for writing a federal resume and the "KSA" essays. The Keynote Speaker was Joan Timoney, the Vice President for Programs from the Partnership for Public Service. She spoke about the Partnership's "Call to Serve Initiative" and what the Partnership is doing to enhance the relationship between colleges and universities and government agencies to improve the hiring process.

A site visit of the Department of Labor was also conducted the day before the program. The visit included short presentations on the federal hiring process, agency structure, mission, and culture, and experiences of a student employee. The visit concluded with a tour.

**February** – “**Building Employer-College Relations in a Slow Economy**”, LaSalle University's Bucks County Campus, Newtown, PA.

45 professionals attended this interactive workshop, which included an employer panel and breakout sessions covering:

- key elements for career services centers and employers to build successful recruiting relationships
- attracting students to interview schedules/career centers
- recruiting success stories and failures/lessons learned
- barriers faced by both employers & colleges in attracting students to events

**March** – “**Trading Places: International Students Working in America and American Students Working Abroad**” New York, NY

The quest for an international experience apparently remains strong on college campuses, as demonstrated by the overwhelming response to "Trading Spaces". Close to 60 attendees made the journey to New York to learn about how to assist students in finding employment in a country other than their home nation. The opening ice breaker consisting of small group discussions regarding how to address various situations encountered when assisting international students, from whether to change a difficult to pronounce name on one's resume to finding employers who will consider international candidates, could have blossomed into a full workshop in and of itself, as a room of career counselors and human resources professionals shared valuable insights and resources with their colleagues. A few helpful websites shared to assist with concerns faced by international candidates seeking US employment include: [www.nafsa.org](http://www.nafsa.org) - to learn more about the immigration policies surround internationals education, [www.visalaw.com](http://www.visalaw.com) - with detailed information on various visa requirements and restrictions, and <http://www.isso.cornell.edu/immigration/f1empl.html> for information for students on an F-1 visa regarding their employment eligibility.

The morning panelists included Ron Lorton, Director, Office of International Student and Scholar Services, Stevens Institute of Technology, shared some helpful information on different types of student visas and the restrictions surrounding student's "optional practical training" time. Mark Rhoads, an attorney with Reed Smith Immigration Law, discussed what employers need to do in order to "sponsor" and international candidate and encouraged international candidates to be prepared to help educate potential employers. The afternoon turned to helping U.S. candidates work abroad. Several

representatives spoke about programs which assisted U.S. candidates, to varying degrees, in pursuing work in other parts of the world. Some, such as "InternExchange" ([www.internexchange.com](http://www.internexchange.com)) are fee based programs offering au pair, work and travel, and English teaching positions abroad. CDS International Exchange ([www.cdsintl.org](http://www.cdsintl.org)) is a youth and professional exchange program with countries including Germany, Switzerland, Turkey and Argentina. Others, such as BUNAC ([www.bunac.org](http://www.bunac.org)) assist students in securing the necessary paperwork for primarily work and travel opportunities in the UK and Australia/New Zealand, but offer little by way of assisting students in securing employment. For those interested in international volunteerism, Projects Abroad ([www.projects-abroad.org](http://www.projects-abroad.org)) offers language training, and support for candidates aged 17 and over who would like to volunteer their skills in a developing country. Opportunities from teaching to medicine are available, offering Americans the opportunity to gain international experience in their field of expertise.

### **Spring 2003 Preview!**

**April** – “Providing Quality Career Counseling to Adult and Graduate Students, and to Alumni”, Friday, April 11, at Bryant College, Smithfield, RI.

Program will cover the:

- Unique needs of adult and graduate students as well as alumni from both the counseling and recruiting perspectives

**April** – “Supporting Your Support Staff”, Friday, April 25, at Haverford College, Haverford, PA (Phila. area).

Program will offer opportunities for our support staff to:

- Get away for the day to network with other support staff and participate in roundtable discussions
- Attend educational seminars on understanding today’s college students, serving various constituencies, improving communication skills, working with multiple bosses, and managing stress

**For details, updates, and to register upcoming EACE PD events, please visit**

**[www.eace.org/committees/professionaldevelopment](http://www.eace.org/committees/professionaldevelopment)**

Registration begins about 6 weeks before event.

### **Summary of Great Ideas!**

from the EACE PD Workshop

#### **Building Employer-College Relations in a Slow Economy**

Feb. 2003

#### **What are the elements needed for a successful recruiting relationship to exist with a target school?**

- One point person at each school and employer.
- “Just in time” recruiting – be flexible b/c employers don’t have “scheduled” openings.
- Maintain relationships in good times and bad – make it a two way street.
- Important for Career Services people to understand what opportunities exist at companies, the various career paths and different divisions.
- Provide ease of service and tailored service depending on employer needs. Example: If a company representative is not tech savvy or is unable to meet a deadline related to recruiting, have career service staff member input or upload their data.
- Follow up with employers whose recruiting expectations were not met. Be sure they know what programs work at your school. Likewise employers should reach out to the schools and be sure to know how to run successful programs.
- Quality customer service: Be responsive, Know us, Know our needs, Put us in touch with faculty, maintain a recruiting history/archive.
- Assist employers to get involved with doing classroom presentations.

#### **Are there any barriers you have faced in attracting students to your interview schedules/information sessions?**

- When representatives of the company do not give the correct information or too much/too little info when they visit campus. Oftentimes, these may be alumni who aren’t as experienced as HR professionals....One employer has created a fact sheet of “On Campus Do’s and Don’ts.”

- Many organizations plan their own programs with faculty and clubs and Career Services may not be aware they are on campus. Career Services can look for those kinds of programs and send a staff member to meet the employer and exchange business cards.
- Along the same lines, one employer finds out which faculty are using a company's "case study/mgmt. model, etc." in the classroom and are present in the class when it is discussed. They also let Career Services know they are involved in this type of program.
- Many professors and departments like to maintain their own personal contacts with employers and may even develop their own career fairs. Sometimes they personally recommend students to employers (uh oh....Disparate Impact). Career Services should send the NACE principles to faculty and discuss with them problems of recommending only some students and not advertising openings to all qualified students.

### **What have we done to attract students?**

- Employers can develop a distribution list from career fairs and email students about their upcoming presence on campus.
- Employers have set up schedules with students individually when deadlines have passed and qualified applicants are not on their schedules.
- Track student schedule sign-ups and follow up with them to be sure they are using the process and to find out if they are successful.
- "Rx for Success for Seniors" program held in the spring to discuss what is stressing students and follow up with individual appointments.
- Managing the expectations of students from the beginning and getting them to be realistic in their goals.
- Give a "heads up" to students about companies coming to campus and suggest they pursue interviews or attend presentations.
- Have a "networking" event with employers and/or alumni. Give the students an opportunity to learn about the career field without it being a structured job fair, or have resume critiques, discuss interviewing skills, etc. Offers an opportunity to develop future contacts.
- Check with HR to identify alumni from your college to participate in events.

### **Success Stories/Ideas**

- "Majors Day" (Factuality/Employees) for undeclared students
- Piggy backing on other programs – more bang
- Partnering with other campus offices or neighboring universities for Career Fairs
- Go out with Development Officers. Perhaps a donor cannot give money, but may have jobs.
- Develop a relationship with the faculty/administration. Done through breakfasts with Administrative Assistants or Business Managers from campus departments. Establish a close working relationship with the Dean who then gets the faculty on board with Career Services.
- Send information to parents, families and spouses. Postcards are great because information is seen by everyone.
- Short orientation sessions for employers
- "Do's and Don'ts" sheet emailed to all students registered for on-campus interviewing/job fair events
- E-mail newsletters instead of printed
- Let employers come in around "off" times and target marketing to students and alumni
- Shuttle bus/passenger van to pick up students and take them to work or to fairs
- Local visits to employers in the summer to establish relationships for upcoming year
- Campus Advisory Board (students, employers, admin., faculty)
- Weekend and night programming
- Free graduate school pre-testing
- Networking fair with professional organizations and campus organizations too, not just employers.
- Make sure students get registered with online services
- Market to and tap into student organizations and groups
- Resume review blitz, mock interview mania
- Co-present internships (partnering for workshops)
- Employer panel / alumni "business careers for non-business majors"
- Economy development council – find out new companies that are coming to the region

- Website – video streaming
- Go through/work with professors
- Market C.S. as “Your outsource recruiter”
- Company spotlight in newsletters
- Luncheon for majors, “Lunch and learn”

**Employers...What recommendations do you have for Career Services to make your time spent at the colleges successful?**

- Keep employer database current (e-mail & snail-mail addresses)
- Specialized job fairs on campus....targeted majors/career fields...may mean a smaller event, but more meaningful for us
- Learning what employers look for and understanding of needs
- Let employers know they are valuable – even if they don’t have openings
- Take recruiters to lunch – time to talk
- Know what you do and don’t have to offer employees – know your academic programs
- Be as personable with recruits as possible
- Keep relationships going, be open to new ideas
- Contact employer alumni, discovered through alumni surveys, to attract new companies
- Work closely with corporate foundation relations to offer programs where companies become familiar with the academic departments of the college.

~ Submitted by Kerri Gardi, Kutztown Univ

## CONSULTING COMMITTEE

### Q&A from a satisfied customer

*In April 2000, the EACE Consulting Committee paid a visit to Northeastern University in Boston. The team was led by Candyce Golis of JPMorganChase. Other team members included Richard White of Rutgers University and Yvonne Harrison of Worcester Polytechnic Institute.*

*Carol Lyons, the Dean of the Department of Career Services at Northeastern, provided responses to our inquiries. Carol is currently a member of the EACE Consulting Committee.*

#### 1. What factors prompted you to request a visit from the EACE consulting team?

I requested a visit from the consulting team because our provost asked that all units reporting to him have an external review, and I thought the consulting team was the perfect choice.

#### 2. What did you have to do to prepare for the visit? How much time did the preparations take?

Preparations involved filling out a detailed application form, gathering statistics, annual reports, and survey results, and setting up a full-day schedule of meetings for the team.

#### 3. Who did the team meet with on campus? Did they meet with any employers?

They met with my boss, the vice president for student affairs, the provost, the president, faculty members, Career Services staff members, and a group of students. They did not have a chance to meet with any employers, but later conducted phone interviews with several of our most active recruiters.

#### 4. What was the response of administrators and faculty to your request that they meet with an external review team?

Since the external review was requested by the provost, he and the president were happy to meet with the team, as were all other groups.

## **5. How helpful was the final report prepared by the external review team?**

The final report was and continues to be extremely helpful. We still refer to it from time to time.

## **6. Were any of the recommended changes actually implemented?**

We did implement some of the recommendations - there were six for us and four for the president and provost. I recently reviewed the recommendations for our office, and it appears that we took action on five or six of them. I don't believe any of the recommendations for the higher administration have been implemented, but they may still be under consideration.

## **7. What did you learn that enabled you to improve the quality of your services and operations?**

In short, we learned that we were already doing a very good job, but that we needed to do more outreach and marketing to connect with more students and alumni/ae.

## **8. You are now a member of the EACE Consulting Committee. What prompted your interest in serving on the committee?**

I wanted to serve on the Consulting Committee because I had such a positive experience with our visiting team and found their feedback truly useful. I want to be able to do that for someone else!

## **9. What advice do you have for career centers or recruiting organizations that are considering an external review?**

Go for it! Understand that not all the feedback will be 100% positive, but it is given in a supportive, helpful manner, not a punitive, negative one. Also, don't expect that just because the recommendations for the president or provost come from an outside, unbiased group, they will be implemented. Approach the experience with an open mind, be ready to welcome change, and it will be a very positive experience.

*For more information on the EACE Consulting Committee, log on to [www.eace.com](http://www.eace.com) or contact Richard White, Chair, at [riwhite@rci.rutgers.edu](mailto:riwhite@rci.rutgers.edu).*

## **PUBLIC SERVICE NETWORK**

Public Service Careers  
Best Practices Survey Results  
By Zandra Huston-Zuraw (Franklin & Marshall College)  
Chair, EACE Public Service Network

This winter, EACE college members were sent an electronic survey asking you to share information on events and programs you've created to help students interested in public service careers. The creation of this survey was one of the results of an energizing drive-in conference hosted by the EACE Public Service Network this past fall. At that conference, some time was given for sharing ideas and problem solving around the issue of serving this "non-traditional" student population. We found that we needed more time to discuss what works and what doesn't. Response to the survey was small (we're all so busy!) so I suggest we think of the results as anecdotal rather than representative of the larger EACE college membership.

Here I simply want to highlight a few of the ideas that seemed unique or that gave a lot of support to the area of public service careers. For more detailed information, including a quick statistical look at the results as well as complete responses and program descriptions, go to <http://www.eace.org/networks/communitypublicservice/default.htm/>

Two respondents discussed using a keynote speaker to start a full or half day event. Using a keynote helped inspire students and encouraged them to follow their hearts when choosing a job path, despite pressures from family, friends or the larger society to do something "safe."

Another interesting strategy employed by a career counselor was to gain access to a class, (in this case, one that was studying environmental assessment), and take students through a series of exercises. These included writing a "dream job description," based on simple research into types of jobs that exist in their field of interest. They were then asked to write a resume and cover letter as if they were applying for the job. This gives the counselor the opportunity to help students come up with career goals to shoot for, and allows the counselor to highlight the services offered in the career office that will help them in their search process.

One final innovative idea to mention is a student-to-student internship fair. This "fair" was set up in the traditional manner (tables with table tents identifying various non-profit organizations who take interns), but the tables were "staffed" by students. These students had previously had an internship at the organization and could talk to other students about what it was REALLY like to work there, what they got out of it, and tips they may have for getting an interview and landing the position. The survey respondent said that one nice benefit of this type of fair is that it helps boost the confidence of other students to see one of their peers representing an organization with which they hope to secure an internship.

There were other, wonderful ideas shared through this survey (a workshop for business majors, a state government job fair, etc) and you are encouraged to make use of all of the best-practice ideas at <http://www.eace.org/networks/communitypublicservice/default.htm/>

## MEMBER NEWS

- ◆ Donna Cassell Ratcliffe has been promoted to Director of Career Services at Virginia Tech.
- ◆ John "Jack" T. Wilcox, 86, of Wethersfield, Connecticut passed away on January 11, 2003. Jack was an Honorary Member of the Eastern College Personnel Officers.
- ◆ **EACE AWARD FOR DISTINGUISHED SERVICE**  
Pat Carretta, George Mason University
- ◆ **EACE AWARD FOR OUTSTANDING SERVICE**  
Linda Kent Davis, MassBay Community College  
Dan King, Career Planning and Management, Inc.  
Vanessa Singleton, Federal Deposit Insurance Corp.
- ◆ **EACE AWARD FOR OUTSTANDING MEMBER**  
Adrienne Alberts, Johns Hopkins University  
Fayth Litke, Enterprise Rent-A-Car
- ◆ **OUTSTANDING NEW MEMBER**  
Kara Heisey, Duke University
- ◆ **EACE RESEARCH GRANT AWARD:**  
*Components of Career Services / Faculty Partnerships that Support Students' Career Development*

**Bridges Staff**  
Summer 2003

**Co-Editors:**  
**Ingrid Peterson**  
**Deborah Rothstein**