



NJACE ACCESS

New Jersey Association of Colleges and Employers

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Dr. Phillip Gardner, MSU, Comes to New Jersey to Present “Recruiting Trends 2009-2010” at NJACE Jan. 28 Meeting

Dr. Phil Gardner, Director of the Collegiate Research Institute at Michigan State University, will present his research on **Recruiting Trends 2009-2010** at the Thursday, January 28th NJACE meeting to be held at the Van Fossan Theater in the Westminster Arts Center at Bloomfield College in Bloomfield, NJ.

The NJACE Executive Board is excited to bring Dr. Gardner to New Jersey. This nationally recognized expert in recruiting trends for college graduates is eager to meet with college and employer representatives from the Tri-State area. He will share his insights not only on the national level, but also as they affect our region.

Attendees will have the opportunity to not only hear him speak about his findings, but also to ask questions and engage in some discussion at lunch.

According to Carol Ruiz, who as President-Elect is responsible for programming, “As NJACE renews its commitment to forge relationships between colleges and employers, we want to provide programs that offer information, professional development, and networking experiences which are beneficial to both our college and employer members. Dr. Gardner’s presentation will enable us to begin dialogue that day about how these trends will impact us here in New Jersey and the key states that sur-

round us.”

In light of the current economy, colleges have to examine how they are preparing students for their careers and also have to understand what kinds of careers we are preparing them for. Employers, in turn, need to understand the students they will be recruiting and need to communicate their knowledge and skills needs for the workforce now and for the future.

The cost of attendance is modest: \$35 for members and \$50 for non-members; space is limited. Registration forms are available on our website: www.njace.net.

For more information, contact Carol Ruiz, 973-748-9008, ext.205.

Tarver Links Assessment and Learning Outcomes As October Meeting Energizes and Inspires Members

Walter Tarver, Director, Career Center, the Richard Stockton College of New Jersey and President/Founder of Tarver Consulting is passionate about assessment. His enthusiasm inspired the 26 attendees at the NJACE Fall meeting held at Monmouth University. His presentation on the “*Nuts and Bolts of Assessment and Outcomes*” convinced the workshop participants that they could implement his approach.

Assessment is a term that has become a part of the daily vernacular in higher education. It has always been important for institutions to measure their intended general education outcomes, but it has become increasingly important for career centers to formalize the process in which they measure learning outcomes as they

relate to their programs and services.

Walt Tarver emphasized the importance of assessment for the following reasons. First and foremost, he pointed out that conducting an ongoing, formal assessment of our programs and services is a great way to measure whether or not our goals and objectives are in alignment with our mission statements. In addition, since most of us operate on bare bones budgets, assessment of our expected learning outcomes will allow us to gather the data necessary to garner support for requesting budget increases.

Finally, he stressed assessment is essential when going through the Middle States Accreditation process, as it will yield the data and information typically requested.

As we come to the close of the Fall

semester and prepare for the Spring, he encouraged us to develop an assessment plan to determine what students learned as a result of attending our programs. Data speaks. It provides the substance behind gaining institutional support and will assist you in improving your efficiencies, which will benefit your primary constituents - the students.

One of the topics at the January 12 Directors Roundtable will be a discussion about establishing a committee to develop common assessments standards for the basic programs and services, which could be adapted to suit each college environment.

If you are interested in serving on this type of committee, please contact one of the Executive Board members.

2nd Annual E-Fair Update

This past June, NJACE sponsored its second annual "E-Fair," a virtual event that enabled job and internship seekers to review and apply for positions online.

A total of 16 employers participated including major companies such as AT&T and Prudential, government agencies, local agencies, and nonprofits. 901 students and graduates from 26 New Jersey colleges registered and submitted 530 resumes.

Dorothy Kerr, Executive Manager of Employer Services, Rutgers, New Brunswick, managed the event. *"We were very pleased with the number of candidates and schools who participated,"* said Kerr. *"The number of employers was less than we had hoped, reflecting these tough economic times; however, NJACE was able to provide another recruiting opportunity for our students and alumni."*

The New Jersey career center directors will evaluate the E-Fair at their January 12th meeting and examine ways to market its value to strengthen employer participation.

By Dick White, Executive Director, Career Services, Rutgers University

Students Network with Reps from Federal Agencies at OPM and Rutgers CAREER DAY

The second annual Federal Jobs Career Day co-sponsored by the Office of Personnel Management and Rutgers University took place on Friday, November 6, 2009 at the New Brunswick campus.

The Federal Jobs Career Day offered an excellent opportunity for students and alumni from the entire state to speak directly with representatives from approximately 40 federal agencies and organizations. Prospective applicants had the chance to learn first-hand the steps necessary for exploring options and applying for positions.

This event featured a career fair and two separate seminars on *"How to Apply for a Federal Job"*, which were facilitated by an OPM representative.

The government is hiring new talent at a very aggressive rate and will be over the next several years. These entry level positions provide challenging portals into the federal government for all academic majors and disciplines.

Students need to be encouraged to explore these exciting and rewarding positions. In addition, they need to be educated in how to develop a Federal Resume and in writing KSA essays, which focus on the context, challenges, actions, and results of their experiences.

If you missed the event, please address your questions to Mark Kerr, Campus Coordinator for the Federal Jobs Career Day, Rutgers, Career Services, 732-932-7997, ext. 11

For more information about Federal Jobs and Internships, *where to find them and how to get them*, please go to the website: www.makingthedifference.org/index.shtml.

For information about Federal Advisor Training, including Webinars, you can contact: **Brooke Bohnet**, Associate Manager, Education and Outreach, Partnership for Public Service, (202) 775-2750, bbohnet@ourpublicservice.org

By Mark O. Kerr, Unit Coordinator/Special Projects, Career Services, Rutgers University, New Brunswick, NJ

Educating Millennials Through Creative Programming

Attendance at programs is a concern across college campuses today. Reaching millennials is a continual challenge, which requires creativity, resourcefulness, persistence, and on-going assessment. When it comes to *"what not to wear"* and *"what to DO in an interview"*, the staff at William Paterson has successfully initiated a program which both educates and entertains with positive results.

Transformation is at the core. The food court is transformed into something from Fashion Week. A runway, flashing lights, a big screen, music, FOOD, and student models act as magnets drawing in the curious who do not want to miss what is happening *"in there"*.

The annual William Paterson *Dress for Success* event is an upbeat, fun yet informative event that began in 2007 when the Career Development and Advisement team grew increasingly aware of a need for the student to be transformed into professionals, who look and act the part. The goal was to educate students about appropriate professional and business casual attire and communication during interviews and on the job. An important lesson to be learned was that the non-verbal "speaks."

With competition being so keen, students need to emanate professionalism on every level.

Deborah Sheffield, the show's coordinator and MC, recruits student models to do the runway walk. To the tune of popular music, the students sport business suits and on-the-job wear paid for through corporate sponsor donations. Models get to keep the suits they wear. Among those walking the runway are poorly dressed models some of whom are members of the administration, which surprises the group!

A slide show of both good and bad wardrobe choices, TV scenes of interviews gone wrong, a live demonstration of a good interview, a panel of business professionals presenting the do's and don'ts of interviewing, and a professional hairdo demonstration from the local salon sponsor, *Pink Comb*, completed the program. Since as much as 90% of an employer's decision to hire is based on nonverbal communication, this event gives students the edge in knowing how to make that professional first impression.

As part of William Paterson University's dedication to philanthropy, *Dress for Success*, a nonprofit organization based out of Jersey City, is brought in to receive donations of suits for their clients who are unable to go out and buy new professional inter-

view attire.

William Paterson's *Dress for Success* program is an annual event held each March, about a month before their Job Fair, *Opportunityfest*. In the past, students would attend the fair in their everyday clothes. Now, students present themselves in their professional best with portfolio in hand and a sense of pride in their confident look. They are ready.

Through this educational, fun event, the students learn not only about attire, but also about those subtle first impression formers. As a new professionals, they are cognizant of the nonverbal communication signals and the importance of an upright confident posture, a good solid handshake, and eye contact.

When it comes to dressing for success, the William Paterson students are putting their best foot forward and know how to look the part for the job they want. The Career Development and Advisement Staff look forward to expanding these types events in the future.

By Deborah Sheffield, William Paterson University, Wayne, NJ, and Carol Ruiz, Bloomfield College

RECRUITING TRENDS: Facebook, LinkedIn, Twitter and Internet Radio

The economy, reduced HR staff and resources, social networking, and millennial thinking are all impacting traditional approaches to recruiting. Recruiters need to employ multiple strategies to reach students in a cost effective manner, which projects a positive image that speaks to students.

Since this generation is living with the impacts of the economic downturn, they are concerned about job security and their need to be understood. They want to be connected to an organization that presents itself as understanding their professional needs, while addressing their job security concerns.

Using Facebook, LinkedIn, Twitter, and the Internet Radio may be vehicles through which you can brand yourself as an employer of choice, who can communicate effectively with those just beginning their careers.

According to NACE, more than one-third of employers expect to incorporate social networking into their recruiting strategy for 2009-2010.

In determining where to start, consider the following. Facebook is still the most popular social networking site for college students. Many employers such as the MTV Network, GEICO, and the Federal Government post jobs and other items of interest on their Facebook pages.

facebook

MTV Network uses Facebook as a primary recruitment tool for their internship program. On it they post photos and information about the organization and program.

Recruiters use the site to post pictures of career fairs and corporate events and messages from the company president, add links to recruitment websites, and provide information about what it's like to be an intern or work full time at their company. Other recruiters use Facebook as a means to stay connected with students who have expressed an interest in their company, interns and former interns, recruits, and new hires.

LinkedIn is viewed as more of a "professional networking" site. This site is growing in popularity among college seniors and even

LinkedIn

stronger for recent graduates and alumni who are networking to get jobs.

Twitter is a way to share "what is happening" by sending quick, short messages of no more than 140 characters to one's followers. Since people follow people, some recruiters use their own names, rather than the company's.



Although the AM/FM radio may not be as popular as it once was, the internet radio is growing strong and is becoming a place where recruiters can reach out to potential interns and new hires on college campus. Student radio personalities and career services professionals are broadcasting career advice and information through college internet talk radio shows. Guests can come on the air each week to discuss career and internship opportunities. Through the radio, recruiters can directly reach the audience and generate energy, enthusiasm, and interest in the listener who is a potential recruit.



These tools are cost effective, far reaching, and image building. It takes creativity and time. The pay off is the connection. Think of how many students you can reach at no cost and without leaving your office.

Visconti Urges Continued Diversity Initiatives at Statewide Conference

NJACE offered scholarships to members to attend the Ninth Annual Diversity Issues in Higher Education Conference at NJIT on Nov. 13. Three members were recipients of the award, Teri Corso, Director of Career Services at the College of St. Elizabeth, Pamela Maynard, Director of Career Services at Essex County College, and Rutgers Graduate Intern, Kim Gray.

All three were appreciative of the funding. This highly professional event was planned by a committee of Career Services professionals and college students in collaboration with the American Diversity Conference leadership team.

The conference theme focused on *Diversity Initiatives: Facing the Challenges of Tough Times*. The keynote speaker, Luke Visconti, CEO of Diversity Inc Media LLC, addressed the group of over 200 professionals and students from higher education and the workforce.

Mr. Visconti's energy and passion charged the audience. He noted that it is PEOPLE – and particularly the rich diversity of people in our state – that are the key component in getting New Jersey out of the current economic funk. He emphasized that if we are to remain a competitive state,

we must ensure that our diverse populations are well educated, recruited equitably, and feel welcomed and valued in the workplace.

A highlight of the program was a panel with representatives from industry and education. Here are some key points:

Ed Bullock, VP Diversity, L'Oreal USA.

"You lose the competitive advantage in the marketplace if you do not have the right people at the table. For example: Why didn't Heinz come up with salsa? Because they were missing the right people at the table; the ones who were there thought ketchup would be king forever.

Carlos Hernandez, President, NJCU "If you do not have a culture of inclusion in place already, you will not be prepared to cope when a crisis, such as this economic one, hits."

Lucia Di Napoli Gibbons, Regional President, Wachovia, a Wells Fargo Company. "In a bad economy, instead of cutting down on diversity efforts, smart employers increase their efforts at diversity recruitment and retention because they know that will give them the best shot at growth in multiple markets."

Catherine Bolder, Assoc. VP Office of Workplace Diversity, UMDNJ. "We have 15,000 employees and 5,000 students, 85% of whom come from NJ, so we DEPEND on NJ school systems

for students and employees."

Sally Nadler, College Relations Manager., PSE&G. "How do we recruit diverse candidates? By partnering with career centers and professional minority organizations. Within one year of building such a program, we exceeded NACE benchmarks on making offers."

Panasonic leader Penny Joseph, Director Corporate Outreach wanted to increase diversity recruitment in the male-dominated electronics field so she developed a 10 week summer internship program with the help of NJIT and Rutgers and was able to hire a diverse group of students to lead projects.

All the panelists agreed that a strong, equitable education system, especially in our urban areas, is critical to recruit and retain a highly educated, diverse employee base. It was felt that the current policies of 3:00 pm dismissals and summers off were not meeting the needs of these students.

Visconti concluded with a challenge that we "aggregate our knowledge" of what we are doing in New Jersey so that diversity - in all its forms—is truly respected and valued.

By Teri Corso, Conference Scholarship Recipient, Director, Career Services, College of Elizabeth



"...building relationships between colleges and employers..."



Calendar of Events (All events are subject to change)

Post your events on the NJACE website. Please submit event information to Barbara Melamed, bmelamed@echo.rutgers.edu

www.njace.net

Questions, comments, news and information! Please contact:

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- January 12, 2010** Directors Roundtable, Fairleigh Dickinson University, Madison
- January 28, 2010** Recruiting Trends 2009-2010, Dr. Phil Gardner, Bloomfield College
- March 26, 2010** Spring Joint Conference with the New Jersey Cooperative Education and Internship Association (NJCEIA)
- June 16-18, 2010** EACE Annual Conference
- June, 2010** Year End All Member Meeting, TBA
- June, 2010** Directors Roundtable. TBA

We encourage all members to participate and to bring an employer guest to our events.

Joint Conference with NJCEIA Set for March 26

NJACE will partner with NJCEIA (New Jersey Association of Colleges and Employers) in organizing a joint spring mini-conference to take place on March 26, 2010, at the Heldrich Center for Workplace Development located in Piscataway.

A planning committee composed of NJCEIA members led by Barbara Raido, NJCEIA, Vice President of Programming, Middlesex County College, and Carol Ruiz, NJACE, Vice President

Elect, Bloomfield College, will work together to set the agenda.

The objective behind joining forces is to offer a conference that will address the interests of the membership in both organizations and be at a highly professional level.

Volunteers are needed to serve on the planning committee. NJACE members interested in working on the committee should contact Carol Ruiz, carol_ruiz@bloomfield.edu.

Help Wanted NJACE Committee Volunteers

- Newsletter
- Programming
- Conference Planning
- Employer Outreach

Contact Kim Crabbe, Geri Perret, or Carol Ruiz
kcrabbe@drew.edu, gperret@caldwell.edu,
cruiz@bloomfield.edu

2009-2010 Members

- Bergen Community College
- Bloomfield College
- Brookdale Community College
- Caldwell College
- College of St. Elizabeth
- Crossroads Programs, Inc.
- Drew University
- Enterprise Rent-A-Car
- Essex County College
- Fairleigh Dickinson University, Madison
- Fairleigh Dickinson University, Teaneck
- Felician College
- Georgian Court University
- Hudson County Community College
- Kean University
- Monmouth University
- Montclair State University
- New Jersey City University
- Ramapo College of New Jersey
- Richard Stockton College of NJ
- Robert Half International
- Rowan University
- Rutgers University New Brunswick
- Rutgers University, Camden
- Saint Peter's College
- Seton Hall University
- Union County College
- William Paterson University