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Jennifer Browning Jacoby Rollins College

or many of us, the months of May and June bring warm weather, graduation ceremonies, flexible work schedules and of course...annual reports. It's a time when I sit down to review a year's worth of statistics and wonder, "how in the world did we find time to do all this?" Yet, every year, we seem to squeeze in more students, more resumes and more jobs. On top of these daily tasks, many of you who are reading this also contributed to the work of the Commission for Career Development. As I sat down to write this article and reflected on the past year of Commission activities, I thought, "how in the world did a group of volunteers find time to do all this?" While I hope this article will be more interesting than my traditional annual statistical report, I would like to highlight a few of the Commission's successes from the 2009-2010 academic year.

This year the Commission for Career Development, thanks to the stellar work of the Public Relations Committee, made some great updates to our website at

http://www.myacpa.org/comm/careerdev /. We had updated content ready for the annual Convention, resources available to ACPA candidates and employers participating in Career Central and a variety of other informative pieces have been added to the site, including the Member Inventory.

The Commission for Career Development has joined the 21st century with a new Facebook site and LinkedIn group. In addition to the popular Commission list serv, members can now share articles, resources, notes, photos and advice through these social networking sites. If you haven't done so already, I invite you to join us on Facebook and LinkedIn to stay connected!

For the first time ever, the Commission proposed and was invited by ACPA to present a webinar. This program, From All Talk to Action: Using Self-Efficacy in Career Coaching, was scheduled to occur in August, but had to be cancelled due to low sign-ups. I consider this not a failure, but a success! Just getting the webinar organized and advertised was a great step. Next time we propose a webinar, I have no doubt it will be well-received by a large, enthusiastic audience!

"It's a time when I sit down to review a year's worth of statistics and wonder, "how in the world did we find time to do all this?"

In May 2010, the Commission was pleased to make a small monetary donation to the Commission on Spirituality, Faith, Religion and Meaning (which was approved as an ACPA entity by the Governing Board in March) to assist the group in purchasing their first logo. We welcome the new commission and wish them much success!

Commission members attending the ACPA 2010 Convention in Boston this year were excited to participate in our first sponsored reception. The kind folks at City Year were so gracious to invite nearly 100 individuals to their headquarters for appetizers, drinks and information. We had a wonderful evening learning about the service over 1500 college graduates are providing every year through this program. A huge thank you goes to City Year Vice President Pete November, Chief People and Program Officer Robert Gordon and all the folks at City Year for their hospitality. We also wish to recognize Andrea Dine and her staff at Brandeis University for their work in coordinating this event. Please check out www.cityyear.org

Site visits, site visits, site visits!
Convention attendees had the opportunity to visit with employers all over Boston. Check out articles in this newsletter about our trips to Hill Holiday, State Street Financial, Merck Pharmaceuticals and the New England Aquarium.

I know there is more to include, but, I must save some of my writing energy for that darn annual report! Please join me in welcoming our new directorate board members (pg. 13), congratulating the 2009-2010 award winners (pg. 12) and celebrating the start of another great year for the Commission for Career Development. To share questions, comments or ideas, please contact me at jiacoby@rollins.edu

Meeting "Digital Natives: on Their Turf: Career Development Online

Presented by Andrea B. Dine, Brandeis University And Hillary Booker, Northeastern University

As career professionals, we all struggle to figure out how best to reach students where they're at. The reality is that most of them are online for a significant part of each day. This presentation got to the heart of how to reach students, these "digital natives" through online means. The presenters covered the use of Linkedln, online workshops, facebook, Twitter, and multiple other online strategies to reach students. The Career Center at Brandeis has found great success with Linkedln and online workshops and conversely found that Twitter is not as widely used as they originally suspected. The staff at Brandeis has also effectively used Skype for employer info sessions and virtual interviews for recruiters that are unable to travel due to decreased budgets.

Employment Advising: A Student Centered Approach

Presented By Christine Y. Cruzvergara Georgetown University

As students begin to explore and engage in their internship and career searches, many will turn to their career center advisors for advice and guidance on where to start and how to proceed. For freshmen and seniors alike, the process can seem daunting, exciting, and frustrating. How can an advisor present relevant, useful, and critical resources without overwhelming students? Christine shared a 4 step strategy for employment advising that conceptualizes the internship/job process in a clear and manageable way for students of all class years.

The 4 steps are:

1) Documents 2) Research 3) Network 4) Search

All too often, students complete step 1 and skip straight to step 4, neglecting the 2 most important sections – research and networking. This model helps students to visualize *all* the necessary steps and allows advisors to empower students to take *ownership* of their internship/job search.

The first step for students is to develop working Documents (e.g. resume, cover letter, references), then it's important to emphasize the necessity to conduct thorough Research (e.g. industry overview, trends/issues, companies within the industry), followed by thoughtful Networking (e.g. informational interviews, alumni databases, family, friends, etc.), and finally, after all the other steps have been exhausted, it is time for them to Search (e.g. search engines, industry specific websites, and company career sections, etc.) Christine emphasized different techniques of specializing and personalizing each advising session while using this 4 step model as the foundation. The assessment and learning survey results showed a high level of student satisfaction and more importantly, retention of the 4 steps and the internship/job search process.

Sponsored Program Roundtable

Rolling with the Punches: Career Centers and the Economic Situation

Members of the Commission for Career Development and career services professionals from around the country met to discuss relevant topics related to our services in an economic downturn. One theme we discussed had to do with employer relations. Many of us have seen a decrease in traditional employer participation (e.g. job fairs, postings, etc.), with the exception of internship postings which tended to increase. Some of our offices have innovated in the ways students can connect with employers through virtual interviews and Skype. Overall, we agreed that a tougher job market provides us an opportunity to become more creative in the ways we form partnerships in the community and with employers.

Another topic of discussion related to alumni relations. We learned how some universities have collaborated with alumni relations units on their campuses to offer opportunities for alumni to give back to the college without giving money (e.g. allowing current students to shadow, intern or conduct informational interviews). This coordination between units on campus to reach out to alumni has worked at small liberal arts schools as well as large public universities. Many of us have also seen an increase in alumni seeking career services and we had diverse responses to this increase. Some of us have eliminated fees for alumni career services as a matter of good will, where as others still are unable to serve that population at all. As with employers, we are challenged to think more creatively about how we can best utilize their experience and expertise to educate our current students.

Spider Road Trips

Presented By Joslyn Bedell University of Richmond

At the University of Richmond, the Career Development Center (CDC) staff coordinates three to four formal industry-specific career exploratory Spider Road Trips each academic year. The purpose of these programs is to travel with a small group of students to visit alumni in a variety of work settings to help current students hear diverse career insights. The students also become familiar with a city or location, apart from the campus on which they spend most of their academic career, through the lenses of people working and living in that place.

Currently, the CDC travels to New York City for two trips each year: Spiders on Wall Street and Spiders in Mass Communication. A third trip visits Washington, D.C., entitled Spiders for the Common Good for a look at government and non-profit careers. During the 2009-2010 academic year, the CDC launched a series of trips in our own city of Richmond, Virginia. This conference session explored the theoretical and structural details for how and why to create similar programs for your students, alumni, employers and community partners including cost structures, employer / career center relationship development, and intended and actual outcomes.

Surveys, Observations, and Rubrics Oh My! Assessing Career Services Presented by Jessica M. Turos Bowling Green State University

The Commission for Career Development shared sponsorship of Jessica's program with the Commission for Assessment and Evaluation. Jessica gave us the details of Bowling Green State University's (BGSU) comprehensive career services evaluation process. BGSU utilizes quantitative (e.g. surveys and questionnaires) and qualitative assessment (e.g. interviews, portfolios, and focus groups) to learn whether or not their services reach the identified learning outcomes for students. Incorporating both types of assessment, with a variety of specific tools allows BGSU to get a fuller picture of the impact of their services and how they can better serve students.

One of the innovative tools BGSU employs is their job fair observation process. Various career center staff move around the job fair and record what they see/hear between students and employers. These observations include how students and employers interact (e.g. did the student have appropriate eye contact with the employer?). In addition, the observation process allows career center staff to ask students questions about their experiences (e.g. what did you learn about yourself?) at the job fair for a more informal take on outcomes from the fair.

Want More?

Visit the Commission website at http://www.myacpa.org/comm/careerdev/confpresentation.cfm to obtain the Power Points and handouts from our sponsored programs.



Please join us at ACPA 2011 in Baltimore for more Commission for Career Development sponsored programs!

Career Central at Convention: An Insider's Perspective

By Sarah Clark, University of North Carolina Wilmington

The Commission for Career Development has traditionally been heavily involved with ACPA's Career Central at Convention, formerly known as "Placement". Boston 2010 was no exception as two of our members truly stood out as dedicated members of the C3 team. Manuel Ruiz, Assistant Director of the Center for Career Development at Gettysburg College, served as Co-Chair for Career Central at Convention, working on every aspect of the process for both candidates and employers. Amber Graham, Senior Assistant Director, University of Rochester Career Center, recently wrapped up her third year as a Directorate member for the Commission for Career Development. She dedicated her three years on the Directorate to the Career Services component of Career Central at Convention (C3) and has organized and streamlined the services that our commission provides to candidates going through the job search. These two outstanding professionals have a unique perspective on Boston 2010 and I asked them to reflect on their experiences navigating Career Central at Convention.

Q & A with Manuel Ruiz, Co-Chair of Career Central at Convention and Directorate member for the Commission for Career Development

Q: Now that Convention is a few weeks behind us, what stands out to you as the most rewarding part of co-chairing C3?

A: I enjoyed working with my co-chair, Leslye Erickson, and interacting with the ACPA International Office. In addition, aiding candidates with their job search was a rewarding process. I am still receiving emails from candidates letting me know where they have found a job.

Q: What was the most difficult part of the process this year?

A: As with any new software, one can always expect glitches. While we experienced some minor software issues, we still delivered a high quality, high touch experience for both employers and candidates.

Q: Overall, how do you feel about the success of C3 this year?

A: As I indicated earlier, we did a great job at employer relations and aiding candidates with their job search. We are currently in the process of making changes for 2011 in an effort to make things bigger and better.

Q: How do you see C3 growing and changing in the future? How will it be different in 3 years?

A: Good question. This is contingent upon NASPA and ACPA officially consolidating. In the interim, rest assured it is business as usual. To that end, we are currently working on enhancing our software (Job Target) and exploring other options to aid candidates in their search process throughout the year.

Q: What would you say to those members who are interested in becoming part of the leadership team for C3?

The best way to get involved is by joining the C3 Care Team. Each care team member is required to work 12 hours at C3 during the Convention. This is a great opportunity for folks to learn the ropes and then move on to a leadership role in the future.

Q: Any final thoughts or reflections on your Convention 2010 experience?

Boston 2010 was amazing! I could not have asked to work with a better C3 team. I am looking forward to 2011 with great enthusiasm!



Q & A with Amber Graham, Co-Chair, C3 and Career Services, Commission for Career Development

Q: After 3 years serving on the Commission for Career Development's Convention Career Services team, what memories stand out the most?

A: With regard to the committee, it's been the fabulous committee chairs I've been able to work with; Jenn Antonini, Emily Kasper, and Mason Murphy helped me keep the ship afloat. It's also been an amazing experience to work so closely with the Placement/C3 team; I have life-long friends that run an amazing operation and work so very hard for the candidates and employers. Being the Liaison to Placement/C3 has been a unique and very fulfilling experience.

Q: What is the most rewarding part of co-coordinating Convention Career Services?

A: The Candidates. Hands down, the most rewarding part of this work is the candidates. Even when it's not my direct conversation with them, but maybe a mock interview or PD Snapshot that impacted their convention experience, it's always a proud moment. Then to see those candidates moving around convention, connecting with me on LinkedIn and watching their careers, it's amazing and humbling to realize the impact your service can have on others.

Q: What was the most challenging part?

A: Balancing the Co-chair of Convention Career Services position with being the liaison to Placement/C3. It's a unique position in that you're not fully on the C3 staff, but you still attend all of the conference calls, planning meetings, and commitments that go with that. Then trying to balance the priorities of our committee against the operational priorities of C3, it can be very delicate. The great thing is that the Commission programs are very highly valued as an integral component of the ACPA C3 experience, and the C3 team is fantastic!

Q: Where would you like to see Convention Career Services go in the next 3 years?

A: Convention Career Services should continue to focus on our service to candidates! We already provide so many amazing services, it would be a shame to see any of them falter. We ARE the "high-touch" Career Development part of C3, and make the ACPA experience different from any other placement option. It would also be great to see us venture into options for more mid-level candidates, there's a very clear need and want for programming and counseling for these professionals which can allow us to stretch our own knowledge and reach more people.

Q: What advice would you give to Commission members who are interested in becoming a Directorate member?

A: DO IT! The Commission is a great way to gain leadership skills, but also to take on projects you might not be able to helm in your own job (I certainly don't get to manage up to 100 volunteers back on my smaller campus!). It's also an amazing networking opportunity, and you grow so much in the very short three years you're a part of the team. Make the commitment, find a good balance, and give back to your profession. It really is a great service opportunity!

Q: Any final thoughts or reflections on your experiences in Convention Career Services?

A: Thank you so much to the entire Commission and my wonderful co-chairs. Your service has made all of these programs possible, and your mentorship and collegiality have made me a stronger professional. It's amazing to look back on my time and realize all of the connections I made, the impact our efforts have, and the life-long friendships that have resulted.

The Grad Student Perspective: ACPA Boston Benjamin Lamb The College of Saint Rose

As a new graduate student there are many firsts that one encounters in the midst of studies and experiences gained through courses and internships: however for many, the most eveopening and valuable of these is their first professional development conference. Whether they were attending as an undergraduate volunteer, as a graduate student / young professional looking for job placement, or simply as a curious individual looking to attend workshops and network with their peers and field experts; ACPA Boston was a great success. From the graduate student perspective, there are a variety of amazing opportunities and ventures that arise, and an immense amount of personal development can happen in a matter of hours or days.

"It's really great to look back at the short stint we spent in Boston this year and think about all that was accomplished by the various commissions, the numerous state organizations, and the countless interpersonal interactions that occurred."

Arriving at the conference was an experience in itself. Hundreds of student personnel administrators descended into the local accommodations, circulated through the registration process, and jumped on board for the new hot trend; mingle sticks. Each of us from my institution came with our own hopes and expectations. Some of us are career "switchers" looking to gain a foothold in the profession, others first year graduate students simply looking for the experience of a conference, and some looking to score their first job in their chosen career. The scene can get rather chaotic, but at the same time appeared to have a central framework that was very well organized, and subsequently provided a sense of ease.

Looking at this as a chance to dive head first into the experience, myself and several of my classmates signed up to volunteer however we could; mock interviews, career central, and any sessions that needed assistants were fair game. The opportunities to get involved were boundless, and gave us increased exposure to individuals we may not have run into during the hectic shuffled of the week.

Personally I found the chance to go to workshops run by experts in the field to be one of the most valuable elements of the days spent in Boston. Sure, meeting tons of new professionals and getting a chance to network and partake in my own responsibilities as a new member of the Commission for Career Development Directorate were great, but getting the chance to hear from experts in the student services profession was amazing. Things that I may never have thought of, and a variety of up and coming issues were all addressed. Veterans affairs, social networking and the face of the job market all seemed to be high on the list of hot topics for discussion. Each session provided me with insight and even further networking opportunities to discuss things further with the presenters. Much like attending a really great class, the workshops add a strong educational element to the entire conference.

It's really great to look back at the short stint we spent in Boston this year and think about all that was accomplished by the various commissions, the numerous state organizations, and the countless interpersonal interactions that occurred. If I had to do it all over again, I would only change one thing; I would go to the site visits that were offered. These opportunities to visit local industries and learn about what they offer is a fantastic piece of the ACPA puzzle, and I only wish that I had the foresight and availability to attend at least one of them. So overall, the top things I took out of this years ACPA conference were: to network like you've never networked before, go to the sessions that catch your eye and may be outside your realm of comfort, volunteer at least some of your time to see the workings from behind the scenes, and overall, take in all the firsts that you encounter and appreciate their impact on your professional advancement. Now I look at ACPA Boston as a complete success, and can't wait for ACPA Baltimore to roll around. A whole new set of opportunities, experiences, and chances to advance further into the field of student personnel lay ahead.



This year the Commission for Career Development was able to offer several different site visits to various industries throughout Boston. Here is just a sampling of the visits done this year.

ACPA Commission for Career Development Site Visit to New England Aquarium Summary by Eric Hall University of Florida

During the 2010 ACPA Conference in Boston, the New England Aquarium, in conjunction with staff from the Brandeis University Career Center, hosted several Commission members for an insightful and informative site visit. The group began by sitting down with Mona Chang, the Manager for Volunteer Programs and Internships, to learn about and discuss what internship and volunteer opportunities were available for students. The Aquarium offers numerous opportunities in the fields of Animal Husbandry, Education, Research and Conservation, Rescue and Rehabilitation, Animal Health and Museum Administration/Operation to students in variety of disciplines. Commission members were encouraged to promote these possibilities to their campus community.

Upon the conclusion of the conversation, the group was treated to a behind-the-scenes tour of the Aquarium. During this experience we were able to observe first-hand the departments and exhibits where students would be working and had an opportunity to meet several interns and see them in action. Again, special thanks to Brandeis University and their staff for arranging a great visit. If you'd like additional information on internships and volunteer opportunities at the New England Aquarium, contact Mona Chang at mchang@neag.org.





ACPA Commission for Career Development Site Visit to Merck Headquarters Summary by Amber Graham University of Rochester

A group of 7 ACPA Commission for Career Development members visited Merck Headquarters in Boston on Tuesday March 23rd, and were met by Mr. Jim Ianonni, Senior Staffing Consultant. Despite the heavy rain that day, the view from the headquarters conference room overlooking Boston was spectacular, and the group was joined by several Merck department heads for lunch. Conversation focused on the recent Merck/Schering-Plough merger, and the possibilities this had created for new employees and interns both domestically, as well as worldwide, in the future. One of the most striking quotes from the meeting, focused on work attitude and ethic, was that at Merck employees needed to focus "on WHAT is right, not WHO is right" in their work, and that teamwork skills were very necessary. Merck laboratories are incredibly collaborative environments, and perfect for students interested in research, development and scientific discovery. Their internship program is a strong option for students in the biopharma and science fields, and is designed to set candidates up for a future in research, whether at Merck or elsewhere in the field. Attendees included Greg Iaccarino, University of Wisconsin Madison, Lauren Daley, University of Florida, Laurent Troland, Bridgewater State College, Michael Cronk, Transylvania University, Cary Weir Lytle, Brandeis University, Amber Graham, University of Rochester and Mason Murphy, Ashland University.

C3 and Career Services

The committee has been hard at work identifying ways that members can become involved. These tasks include being part of the resume review program and updating handouts for Convention's famed Lucy Booth. The committee is currently taking on volunteers to update handouts given out at convention within the Grad Prep Packet, at the Lucy Booth, and during PD Snapshots and Mock Interviews. If you're interested in helping with this project, please email Christine Cruzvergara at cyc23@georgetown.edu.

Professional Development and Member Services Committee

After wrapping up another semester and sending our seniors off into the world, the Professional Development & Member Services committee is looking forward to focusing on the members of the commission. We had a great time at the Boston conference, starting with the early arrivals dinner and finishing with a wonderful reception at the City Year Headquarters.

This upcoming year, we will be working on a membership survey to determine how we can enhance your ACPA experience. As our time together in Baltimore comes closer, we'll be looking at possible employer site visits and local restaurants for our early arrivals dinner. If we have any Baltimore members who are looking for volunteer opportunities, we would love to have your help!

Public Relations

The Public Relations committee produces 3-4 editions of CareerWatch each year and we are always looking for article submissions. If you have an idea for an article or would like more information please email Sarah Clark at clarks@uncw.edu.

The committee is also responsible for kicking off Commission fundraising efforts. If you would like to help with this new initiative please contact Crystal Clayton at clwclayton@yahoo.com.



Convention Programs and Scholarship

The Convention Programs and Scholarship committee needs you! We work to increase scholarship within career services and the Commission for Career Development. We oversee the program sponsorship process for the annual Convention and we're always thinking of ways to keep increasing scholarship in career services. We have 3 opportunities that you can with right now:

- We'd like to have a column in Career Watch where someone (maybe you!) writes a short piece connecting an article from the JCSD or another scholarly journal to our work in career services. We need people to identify interesting topics/articles and help write the Career Watch column. Please contact Jennie Cisar Lawrence, cisarlawrence.1@osu.edu if you want to help.
- 2. We're interested in looking at all the ACPA programs that can help us think differently about our work as career services professionals, but may not have specifically been targeted at career services. We will use that information to educate our membership on all the good non-sponsored programs at ACPA. Please contact Leslie Kingsley, lakingsley@gmail.com if you want to help.
- 3. In celebration of the Commission's 50th anniversary at the 2011 Convention, we need people to help plan a roundtable and/or program and think about all the other ways we can use this milestone to help promote scholarship within the Commission. Please contact Michael Kulich, mk9@uakron.edu if you want to help.

Volunteering Award

Jennifer Antonini – for using all of her organizational skills to ensure Placement/C3 programming activities were a great success in 2009.

George Mason University

Leadership Award

Manuel Ruiz – for his outstanding efforts to keep the Commission informed and connected with changes in Placement/C3.

Gettysburg College

Volunteering Award

Christine Cruzvergara – for jumping in energetically and so quickly before her directorate position even began in 2009 to help with Showcase, Speed Networking and then the Programs Committee. Georgetown University

Distinguished Service Award

Farouk Dey – for his many incredible years of service to the Commission. University of Florida

Innovation Award

Amber Graham— for thinking of and implementing the online resume review program for Placement/C3 candidates to connect with Commission members.

University of Rochester

Innovation Award

Jennie Cisar Lawrence— for developing and leading the efforts to create the Member Inventory.

The Ohio State University

Program Award

Claire Jacobson– for her crucial role in the creation and implementation of the Speed Networking program.

University of Maryland

Congratulations to all of our Award Winners!



Please welcome our new Commission for Career Development Directorate Members!

Eric Hall, University of Florida
Benjamin Lamb, College of Saint Rose
Michelle Jones, Elon University
Leslie Kingsley, Ohio University
Michael Kulick, University of Akron
Heather White, University of Florida



Commission for Career Development Directorate Members at Convention 2010

Directorate Members and Committee Roles

Leadership

Professional Development and Member Services

Convention Career Services

Convention Programs and Scholarship

Public Relations

Jennifer Jacoby, Rollins College, Chair Farouk Dey, Purdue University, Past Chair Claire Jacobson, University of Maryland

Michelle Jones, Elon College Manuel Ruiz, Gettysburg College Heather White, University of Florida

Christine Cruzvergara, Georgetown University

Eric Hall, University of Florida Leslie Kingsley, Ohio University Michael Kulick, University of Akron

Jennie Cisar Lawrence, The Ohio State University

Sarah Clark, UNC Wilmington Crystal L. Clayton, Rice University Ben Lamb, College of Saint Rose

Submit an Article to Career Watch!

The next issue of CareerWatch will focus on Innovative Ideas and Practices in Career Services. Do you have a program or service that fits that description? If so, please submit an article for our next newsletter!

Submissions and notification of interest can be sent to Sarah Clark at clarks@uncw.edu. Articles should be between 500-700 words and include proper APA citations.

Articles for the next issue are due on September 24, 2010.

Join the Commission online!



Join us on LinkedIn for professional networking online! Search for ACPA Commission for Career Development in the Groups section.



Join the facebook group! Search for ACPA Commission for Career Development.

Not a Member of the List Serv?

To Sign-Up for the Commission for Career Development List Serve:

- 1. Visit http://www.myacpa.org/ and in the bar at the top, choose Member Login. Login to ACPA using your user name and password.
- 2. Scroll to the bottom under the COMMITTEES tab and choose to "view those committees you are currently a member in". Make sure you are listed as a Career Dev Commission Member. (If you recently renewed your ACPA membership...it will have automatically erased all your commissions. To join the committee, go to the bottom of the "Committees" section and click on "select committee name from a list of committees", click to open committee, then click on the option to join the committee.)
- 3. Once you are a member, scroll up on that main member homepage to the "myRECORD" tab and choose the first bullet point, "Manage your email subscriptions."
- 4. On the next page, you can type any email address you want into the space next to Commission for Career Development and elect to subscribe single or digest. Click at the bottom to submit changes and you should be set!
- 5. Be sure to add careerdevelopment@lyris.acpa.nche.edu to your Safe Senders list.

Thanks to all who submitted materials for the Summer 2010 edition of CareerWatch. Be on the lookout for a new edition in October!

Sarah Clark, University of North Carolina Wilmington Ben Lamb, College of Saint Rose