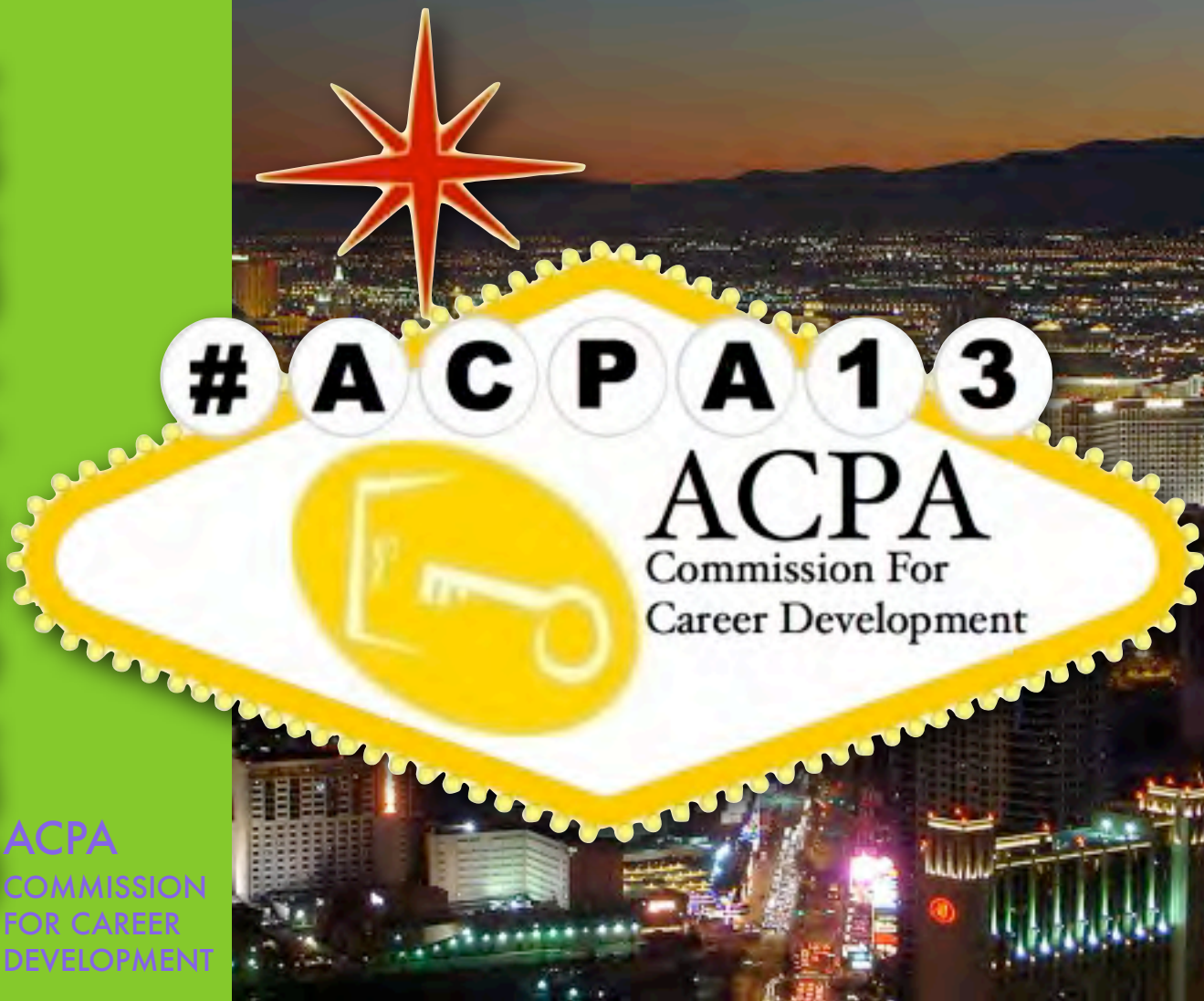


# CareerWatch

ACPA  
COMMISSION  
FOR CAREER  
DEVELOPMENT



## Are You Ready?

ACPA Vegas 2013 is mere days away. The glam and glitz of the city that never sleeps beckons. Are you prepared to engage, innovate, evolve, and emerge back to your campuses with a plethora of new and useful skills? You should be!

This year the ACPA Commission for Career Development is more

amped up than ever to make Vegas an amazing experience for it's members and the greater ACPA body. Make sure to look for us and ask for one of our very special giveaway items! Lets help to build better, healthier, and strong communities amongst our colleagues, students and peers.

## What's Inside?

Letter from the Chair Elect	2
Engage in our Social Media!	3
Networking Pre-Convention	4
Programs & PD Snapshots	5
Say Hello to YOUR Directorate	6

Tweet At Us! @ACPACareer

# VEGAS

We Are  
Here...For YOU!

## Letter From The Chair Elect

Hello fellow commission members. As the new Chair of the Commission for Career Development, I want to introduce myself and share some quick thoughts about the commission, your directorate, and our wonderful profession of career services. First, my name is Matt Real and I currently serve as Career Coach Sr. for the College of Arts & Sciences at the University of Louisville. Prior to this position, I have been an Employer Relations Coordinator and served in a variety of roles within the legal field before transitioning into higher education. I have been a member of the commission for the past six years, and on the directorate of the commission for the past two years. During this time, I have met some amazing professionals within career services and have witnessed the impact that involvement with the ACPA Commission for Career Development has had on their lives (and mine) both professionally and personally. Whether you are a new professional in the field, or a seasoned veteran with many years of experience, involvement, and knowledge, the commission and our profession need your input, expertise, ideas, and energy!



So, I encourage all members to be intentional and make time... to either rededicate yourself, or volunteer for the first time, and utilize your personal/professional

strengths and interests to help support, mentor, collaborate, or simply network with your colleagues through the many opportunities and resources available within the Commission for Career Development. Where/ How to start? Respond to a listserv inquiry, create a listserv inquiry, contact the directorate, LinkedIn, volunteering, attending the Convention Open Business

Meeting or Early Arrivals Dinner, volunteer at C3, attend the Convention Showcase, write an article for CareerWatch (Commission newsletter), submit a convention program, tweet about the commission, contact me (or the Directorate) and tell us how can we meet your needs and interests, or support a new idea or program. We often wait for someone to ask, or challenge us, before we get motivated and get involved. Well... the commission needs YOUR help. You have something to contribute; an innovative idea, designed a successful program, conducted useful research, etc. Let your colleagues know about what you are doing. As a member of the ACPA Commission for Career Development, I thank you for all of the time, energy and knowledge you contribute to supporting your colleagues and our profession through your involvement with this commission, and I am truly honored to be your Chair, and am dedicated to supporting you.

Thank you, and keep up the amazing work you do!

*Matt Real*

**VOLUNTEER@CONVENTION**

Lucy Booth - <http://www.mysignup.com/lucybooth>

PD Snapshot Panelists <http://www.mysignup.com/pdsnapshotpanelists>

PD Snapshot Hosts <http://www.mysignup.com/pdsnapshothosts>

Mock Interview Facilitation <http://www.mysignup.com/mockinterviews>



## How To Engage

The Commission has worked hard to make us as accessible as possible to our membership. Through the use of social media and other interactive touchpoints, this years commission leadership is always at your fingertips!

1. Join the conversations on Facebook!

2. Hit us up on Twitter @ACPACareer and using #Career during convention

3. Come to our open business meeting Tuesday, March 5th from 4:15-5:45 @ Bally's [Las Vegas 1]

4. Come visit our booth and get a fancy flourishment for your nametag

## Open Business?

YES! Come get involved with the commission but jumping on to our Open Business Meeting. We love having new voices in the room, and love having the opportunity to discuss openings and hot topics in the field. Don't miss out on this great chance to connect with colleagues new and old!



## Why Use Social Media? Like...Seriously.

By Benjamin Lamb, Williams College

In the technological age we live in its interesting to see how adverse individuals are becoming towards using Twitter and other established social media conduits. Interestingly, many of our students have not been using Social Media to it's full potential. Rather than utilizing only as a socializing utility, Social Media has many qualities that make it a great learning and networking tool for both students and professionals alike.

As we launch into convention, and as you likely attend the flurry of other conferences around this time of year, we wanted to drop a few bugs in your ear as to how we can better model good use of social media ourselves, as professionals, so that our students may learn a thing or two along the way.

1. **Create your brand.** Sure, you might be the Assistant Director in your office but what is you're real brand? Have you thought about the immense skills you've developed in your role? What could these skills connect to otherwise? Perhaps there are articles you see online that you can share on your facebook page, or maybe you follow some really great experts on twitter that you can retweet and connect with. As you begin to express these interests of yours, you begin to enhance the visible and traceable history of your presence. Your brand evolves in a digital space as your interests, skills, and forward-thinking mentality become clearer and more concise.

2. **Network and connect.** Two heads are better than one, and 500 heads are better than two. As you venture into social media, don't restrict yourself to Facebook. Lots of people I've spoken to think of Twitter as a flagrant and unnecessary social media splurge...but normally those people haven't investigated it enough to realize the value it offers up. Imagine begin part of specific conversations on topics that interest you, with people from all over the world interested in the same thing? Imagine how those conversations using hashtags and retweets can actually lead to meaningful dialogues, and potentially even in-person interactions at convention and otherwise. Then imagine how those connections you've made on various platforms can lead to the next step and the next opportunities in your own life and development. Using backchannel conversations (such as #ACPA13, #SAchat, etc.) helps to bring likeminded individuals together, and could be your next key to learning from a veteran in the field your interested in, or creating regional connections that can benefit your office, college, business or community.

3. **Be Omnipresent.** Don't miss out on an session just because you aren't there! As student affairs professionals, you're probably busy with a myriad of differing roles, and it's not always possible for you to be at every session at ACPA or any other convention. This is where creating a social media culture around these events becomes clinch. Imagine if you will, that you've running a session but want to follow another one. The presenters of the other session market to their attendees that they should tweet about it using a specific hashtag...lets call it #PDSnap1. Now, you've managed to present your session amazing well, and later get to go through and read about the on-site interactions that were had at the PDSnap1 that you missed out on. It's a win-win!

Whatever your reason for having or not having certain social media presences, I'm sure they are good, but I would also challenge you to think about venturing into new domains and making new digital connections that you could be missing out on at this point. We are always open to helping you step into this world as well, so just get at me or others...you can hit me up at @BenjaminLamb on Twitter, and follow our tweets and updates at @ACPACareer. It's nice to tweet you.



## Pre-Networking Tips to Make the Most of Convention

“Not another networking article!” one might say. But this is a little different as it’s filled with pre-networking advice to get your interpersonal skills warmed up before meeting new contacts and most importantly, rekindling with colleagues in a few weeks at ACPA.

### *Back to basics: find and search Google*

Many times we find random business cards in our office and ask ourselves. “That name sounds familiar, but who was that person?” It’s really important that when you find cards lying around, that you Google the name and institution and locate that contact. If they aren’t connected to you via linked in, send them an invite. Shoot them an email stating that you hope to see them again this year. It’s a great way to be proactive and maintain those relationships.

### *Search your “sent” on Outlook*

Find those sent emails from last march. Who did you want to connect with? Who responded, who didn’t? This is a great way to be proactive and see if they will be at convention and maybe schedule a time to meet over coffee. Also, see if they are presenting this year and attend their session. It’s a great way to continue that rapport building to the next year.

### *Review your LinkedIn!*

It’s always a best practice to review your contacts on LinkedIn. Individuals change institutions, get married, move to different departments. Review your fellow ACPAers via groups, your contacts and searches. Not only will you be updated on their professional careers, but for the contacts that you may have only met once you can review their picture and remember what they look like! It prevents that awkward “Hey! You...”, before you can see their nametag.

### *Be intentional about your schools*

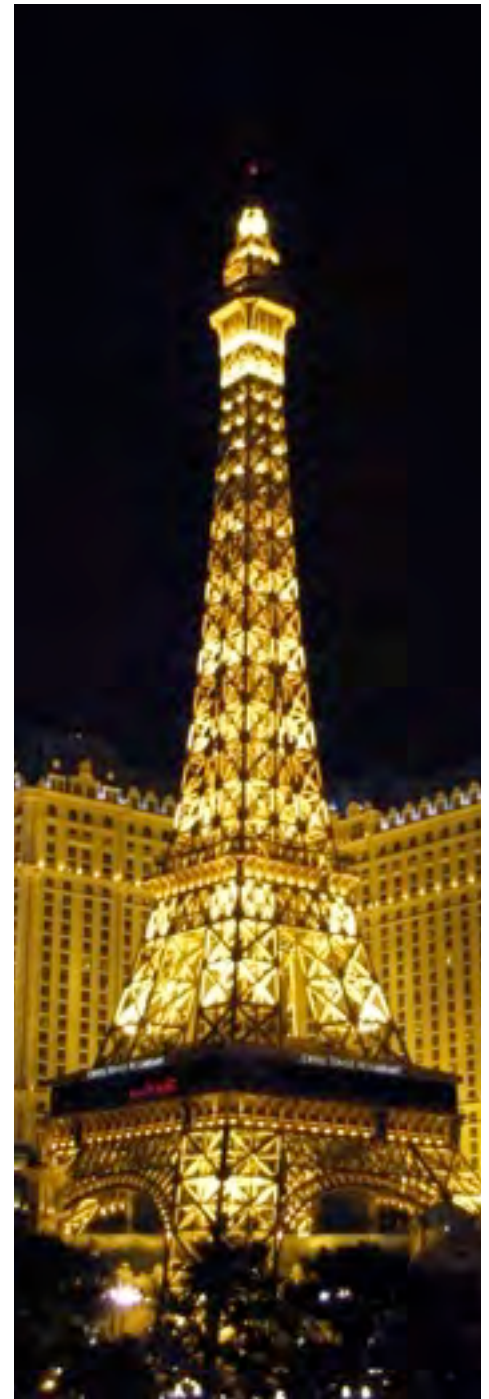
As we tell our students, don’t rely simply on the job postings. If you are targeting specific institutions, build your schedule around it. Search to see if they are presenting any programs, sessions or are panelists. Attend receptions that are open to the “friends of...” institution for quality networking. Be open to speaking with graduate students as they are very close and connected with their institution’s Student Affairs department. Also, before you go, visit the department’s website and ask to meet for an info interview over coffee at ACPA!

### *Get noticed*

Tweet. Facebook. Tumblr. However you want to post, get it out there. People will be following #ACPA 13 so make sure you are putting yourself out there as well!

Try these tips before you go. Happy pre-networking and hope to see you at ACPA!

Maria Tomaino  
@mtomain  
Commission for Career Development  
Florida International University



## Check Out Our Vegas Employer Site Visits!

**The Cosmopolitan** - Wednesday March 6th (meet @ 9:50am - Vesper Bar)  
Tour runs 10am-12pm

**Zappos** - Wednesday March 6th (meet @ 12:10pm - Zappos shuttle outside Paris)  
Tour runs 1pm-2pm, return to Paris @ 3pm

Email Joslyn Bedell to inquire/sign up [joslyn.bedell@gmail.com](mailto:joslyn.bedell@gmail.com)

## Check Out Our Sponsored Programs

### **Building Bridges: College to Career for Undergraduate College Students**

Presenters: Darris Means, Michelle Jones

Location: Planet Hollywood - Sunset 1

Time: Tuesday March 5th, 12pm-1pm

### **Networking Your Way to the Next Level Through Professional Branding**

Presenters: Michael Fulford, Melissa Jones

Location: Planet Hollywood - Sunset 4

Time: Thursday, March 7th - 10am-11am

### **Start Smart: Engaging First-Year Students in Career Development (co-sponsored)**

Presenters: Karin M. Asher, Mary Utter

Location: Flamingo - Red Rock II

Time: Wednesday, March 6th 4:30pm-5:30pm

### **Taking a Step Toward Intentional Professional Development (co-sponsored)**

Presenters: Audrey J. Jaeger, Jenny Johnson, Carrie Hawes, Karen Haley

Location: Planet Hollywood - Celebrity Ballroom 8

Time: Tuesday, March 5th - 12pm-1pm

### **Technology & Tradition: Preparing Students for 21st Century Interviewing**

Presenters: Katherine CR Sewall, Laura Hilliker, Alison Raeside, Emily Bennet, Alyssa Cugini, Mariasol P. Hill

Location: Bally's - Palace 5

Time: Wednesday, March 6th - 3pm-4pm

### **The Panther Shadow Program: A New Approach to Job Shadowing**

Presenters: David Fortna, Sarah Miess

Location: Bally's - Palace 4

Time: Wednesday, March 6th - 9am-10am

## Professional Development (PD) Snapshot Schedule

### **Sunday, March 3rd**

11am - Strength-Based Interviewing/Resume (Heather White & Matt Real)

4pm - Stress LESS: Balancing Your Personal and Professional Life (Sponsored by the Commission of Wellness)

### **Monday, March 4th**

10am - Brand U: Personal Branding (Kristin Lindsey)

11am - Strengths-Based Interviewing/Resume (Heather White & Matt Real)

1pm - Networking: Maximizing the Conference Experience & Developing Job Search Connections

2pm - LGBT Job Search Strategies (sponsored by: Standing Committee for Lesbian, Gay, Bisexual & Transgender awareness)

### **Tuesday, March 5th**

10am - Can I Live and Work Here? Navigating the Campus Visit

11am - Money Talk: Evaluating the Job Offer and Salary Negotiation

1pm - Moving Up and Around in Student Affairs: Beyond Your First Position

3pm - Preparing Successful Searches for Senior-Level Student Affairs Positions (sponsored by: Williams Spellman Executive Search Team)

### **Wednesday, March 6th**

10am - Can I Live and Work Here? Navigating the Campus Visit

11am - Money Talk: Evaluating the Job Offer and Salary Negotiation

# Meet The Directorate! (put some faces to names)



**Debra Ignelzi**

Assistant Director,  
Career & Professional  
Development Center.  
Carnegie Mellon  
University



**Michelle  
Jones\*\***

Assistant Director  
for Arts & Sciences:  
Student  
Professional  
Development Center -  
Office of Career Services, Elon University



**Joslyn DiRamio  
Bedell**

Associate Director,  
Employer Relationship  
Management, Office of  
Alumni & Career Services, University of  
Richmond.



**Jenny Sloop  
Johnson**

Associate Director,  
Career Services, Duke  
Engineering-Prof.  
Masters Program.



**Carrie Hanayik  
Hawes**

Assistant Director,  
Career Services, Duke  
Engineering-Prof.  
Masters Programs



**Eric Hall\*\***

Associate Director,  
Career Center,  
Johns Hopkins  
University.



**Raechel  
Hester**

Assistant Director,  
Industry Advising and  
Employer  
Development, George Mason University.



**Michael  
Kulick\*\***

Associate Director,  
The Career Center,  
University of Akron



**Leslie  
Kingsley\*\***

Assistant Director, Career  
Center, Colby College



**Christine  
Cruzvergara\***

Director, University  
Career Services, George  
Mason University.



**Maria Tomaino**

Assistant Director of  
Employer Relations &  
Event Planning, Florida  
International University.



**Matt Real\***

Senior Career Coach,  
Career Development  
Center, University of  
Louisville.



**Benjamin  
Lamb\*\***

Assistant Director for  
Student Involvement,  
Office of Student Life,  
Williams College



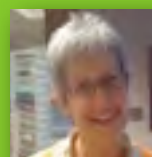
**Ashleigh  
Brock**

Assistant Director,  
First Year &  
Sophomore  
Initiatives, Cohen  
Career Center, College of Williams & Mary



**Shelly Laurenzo**

Academic & Career  
Advisor, Career Center,  
James Madison University



**Susan Barclay**

Assistant Professor,  
University of Central  
Arkansas.



**Kristen Lindsay**

Director of the  
Academics & Career  
Support Center,  
Heidelberg University



**Heather  
White\*\***

Director, Career  
Resource Center,  
University of Florida

\* Denotes Past or Present Chair

\*\* Denotes last year in current directorate position

...now that you know what we look like...Say "Hello!"