



KACE

Kansas Association of Colleges and Employers



Newsletter | September 2, 2009

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Linking Kansas Employers and Higher Education Career Services Personnel

President's Corner

Jolene Phillips

The University of Kansas

This year has gone by so fast—I can't believe it is already time for classes and the craziness of recruiting to start again! KACE has had another great year. The Drive-In Workshop went well and the conference planning committee has some fun and educational things planned for the annual conference in November!

At the conference this fall the Board will be proposing that we include the Chair of the Technology Committee as a Board member. As technology becomes more and more important in our daily lives and as our website becomes a more integral part of managing this organization, having someone on the committee who can speak about our technological capabilities also becomes more and more important.

Another item to look forward to at the fall conference is the membership drive. For each new member you have recruited, your name will be placed in a drawing for \$100! If you would like to get some brochures to hand out to your colleagues or employers who recruit in your office, please contact Sandi Dale at dalesk@umkc.edu or 816-235-5558. Please contact Ann Hartley (ahartley@ku.edu or 785-864-7674) if you recruit a new member. We would love to see KACE grow so please consider talking to colleagues or employers who might benefit from joining.

I have been working on, with the help of many of our committee chairs and Board members, a procedure manual that can be added to the website. Presently there is no place for new chairs or board members to get a sense of what has been done in the past in a particular role or on a particular committee. My goal in developing this manual is to help new chairs and board members have some ideas of what has been done and how they might structure their committees.

Lastly, I want to take this opportunity to thank all of the members who have been working hard on all of the various committees. Your work and commitment makes KACE possible. I would also like to encourage anyone who is not currently part of a committee to consider joining one. Committees are an excellent way to get to know your fellow KACE members and can involve as much or as little time as you want to give. Committee sign-ups will be available at the next conference so please consider joining one!

2009 KACE Conference Overview

When: November 4-6, 2009

Where: Holiday Inn at the Plaza,
One East 45th Street, KC, MO
64111

Conference Cost:
Colleges—\$150
Employers—\$165

Register & Pay Online:
www.kaceweb.org/?p=events_conferences

General KACE Information:
www.kaceweb.org

Payment/Registration Questions:
Contact Ann Harley at the KU Career Center at ahartley@ku.edu or by phone at (785) 864-7674

Hotel Accommodations: Rooms are \$99/night and you will need to mention you are with the KACE conference when booking to receive this rate. Rooms must be booked by Oct. 5, 2009 to secure the conference rate. Online, use the Group Code KAC.

By phone: 866-280-6326
Online: www.holidayinn.com/hiattheplaza





**2009 KACE Conference
KACE in KC: Lighting the Way**

*LeAnn Cunningham
Johnson County Community College*

It is easy to come up with great reasons why you should attend the KACE Conference *Lighting the Way: KACE in KC*, November 4-6, 2009. I have attended the past several years and have always come away enthused and recharged. If you are an employer, attending the KACE Conference affords you a great opportunity to establish and strengthen your college-employer relationships and enhance connections to a skilled recruiting base. This is a low-cost way to network for your company, increase diversity recruitment and locate degree-specific candidates. As a career services professional, I have found the opportunity to network with employers and colleagues from many universities and colleges to be invaluable. It gives us a chance to discuss best practices, hiring trends, economic challenges, and professional development. We learn about solutions to challenges that we face and hear what's coming in the future. What makes KACE so valuable is the connectedness that it gives its members. It's a great group of people who are dedicated and passionate about employment and higher education.

This year's agenda is particularly noteworthy. Jon Willis, Assistant Vice President and Economist at the Federal Reserve Bank of Kansas City, will provide the keynote address. He will give an up-to-date economic forecast and its impact on our region's future hiring trends. Gregg Levoy, well known author of *Callings: Finding and Following An Authentic Life*, will present a dynamic and hands-on workshop that takes a creative approach to the challenges of listening and responding to what life is calling us to do. Many conference workshops and roundtable discussions will provide something of interest for everyone. Don't miss this year's KACE Conference. Get connected!

KACE Sponsorship Opportunities

Interested in becoming a sponsor for part of a KACE event? Please contact June Coleman-Hull at phone number (620) 341-5407 or jcoleman@emporia.edu.

**2009 KACE Conference
Keynote Speakers**

Jon Willis
*Assistant VP and
Economist, Federal
Reserve Bank of
Kansas City*



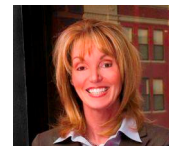
A native of Iowa, Jon received a B.A. in economics from Grinnell College in 1993 and a Ph.D. in economics from Boston University in 2001. In addition to his work at the Bank, Mr. Willis has served as a visiting assistant professor at the University of Texas at Austin.

Gregg Levoy
*Author, Callings:
Finding and Follow-
ing an Authentic Life*



A former adjunct professor of journalism and a former columnist and reporter, Mr. Levoy is the recipient of a 1st-Place writing award from the Associated Press, and a Genesis Award for "Outstanding Newspaper Commentary".

Mary B. Lucas
*Author, Lunch Meat
and Life Lessons*



Mary Lucas began her career in the staffing industry and rose to senior management, guided by her father's advice—wisdom he honed in his career as a butcher in KCK. When seeking a career change of pace, Mary stepped out of the big company spotlight and opened her own coaching, consulting and motivational speaking firm.



2009—2010 KACE Leadership

Officers:

President

Jolene Phillips, The University of Kansas

President-Elect

Wendy Shoemaker, The University of Kansas

Past President & Historian

Jennifer Mehnert, Garmin

Secretary

Judy Rychlewski, William Jewell College

Treasurer

Ann Hartley, The University of Kansas

Employer Relations Representative

Brenda Kaiser, CPI Qualified Plan Consultants, Inc.

College Relations Representative

LaToya Farris, Kansas State University

Committee Chair People:

Awards & Recognitions

Stacey Stokes, NW Missouri State Univ.

By-Laws and Constitution Committee

Kent McAnally, Washburn University

Conference Planning Committee (2009)

Wendy Shoemaker, The University of Kansas

Experiential Education

Patty Soucy, The University of Kansas

Membership

Sandi Dale, University of Missouri—KC

Nominations

Jennifer Mehnert, Garmin

Public Information

Gina Frigault, Avila University

2010 KACE Conference Site Selection

Jan Mead, Wichita State University

2011 KACE Conference Site Selection

LeAnn Cunningham, JCCC

Technology

Patty Soucy, The University of Kansas

Special Projects

Karl Kandt, Kansas State University

2009 KACE Conference Planning Committee

Thank you to all of the 2009 KACE Conference Planning Committee Members! Your hard work in planning an exciting and relevant conference is appreciated!

Wendy Shoemaker, *The Univ. of Kansas*

Kelly Burns, *Baker University*

June Coleman-Hull, *Emporia State Univ.*

LeAnn Cunningham, *JCCC*

Eldonna Davis, *Colorado Tech*

Becky Gilmore, *Benedictine College*

Ann Hartley, *The University of Kansas*

Raedawn Ruffner, *Garmin*

Susan Wade, *Baker University*

2009 KACE Conference Charity

www.kcwen.org

The Kansas City Women's Employment Network



(WEN) has been chosen as the charity organization of the 2009 KACE Conference.

WEN provides comprehensive employment preparation and career transition programs, workshops and services to women throughout the Kansas City metropolitan area.

WEN provides job search training and resources, individualized career coaching, career clothing and professional case management to help women achieve employment success.

KACE Conference participants are being asked to bring a donation of cash or women's professional clothing for WEN on Nov. 4-6, 2009.



Staff Spotlight

Laura Barker
Career Service Coordinator
Wichita Area Technical College



Educational background:

- BS in Social Science, Emporia State University (2002)
- MS in Counselor Education/Student Personnel Services, Emporia State University (2004)

I chose Emporia State because of my interest in elementary education, but my college experience sparked an interest in higher education.

KACE member: 2 years

Current/past KACE involvement:

Last year I sat back and watched. I wanted to gather as much information as possible. This year I am serving on the Site Selection Committee for the 2010 conference here in Wichita, which has been a lot of fun. I am also on the Special Projects Committee and am excited to see what this will bring.

Favorite part about working in Career Services?

I love the career exploration pieces and helping students set career goals. Technical education doesn't always bring your typical college students and to help them realize what they can do and how they can attain it is very rewarding. My favorite part is when they call me or come back to tell me about the job offers they receive, seeing all the hard work pay off. I also enjoy giving group presentations and love to build strong relationships with employers.

Hobbies? Exercising and going to the lake.

Interesting fact?

I am expecting my first child, a little girl, in the beginning of January.

Resource Review

Chris Wiens, Director Of Career Services & Internships, McPherson College

"I have had a subscription to **Campus Career Counselor** for a couple of years now. I love this newsletter and find the information more helpful than that of many publications we get elsewhere. I find books that I want to add to my center's library, ideas to 'steal' and the latest trends. It's definitely worth the \$80 annual fee."



www.CampusCareerCounselor.com

Employer Spotlight

Mike Valdivia
Manager, Corporate Staffing
Blue Cross & Blue Shield of KS



Educational background: BA in Communications from Washburn University

KACE member: 1 year

Favorite part about working at BCBS?

- The people I work with
- Able to work within my chosen profession (Human Resources)
- An excellent company to work for
- The satisfaction of helping employees, external applicants, and students seeking career and other HR related advice/help

Hobbies? I love to golf. I also enjoy magic, chess, math, reading and my family & grand-kids.

Interesting fact? I have been a professional photographer.



KACE Special Announcements

Ashley DeMond (KACE member through The University of Kansas) welcomed the birth of her daughter, Taylor Anne DeMond, on January 24th, 2009 at 2:40 am. Taylor was 7 lbs 14 oz and 20 inches long. Congratulations, Ashley and family!



Jenny Donovan (formerly a KACE member through Garmin) has accepted a new position in Missouri with Saint Luke's Health System. We thank Jenny for all she did in KACE and wish her the best of luck in this new opportunity!

Shirley Wing (formerly a KACE member through The University of Kansas) has accepted a new position at Johnson County Community College. Congratulations to Shirley!

KACE Summer Drive-In Workshop and Golf Scramble

*Karl Kandt
Kansas State University*

The KACE Summer Drive-In Workshop was held on Thursday, July 16, 2009 at the Falcon Ridge Golf Course in Lenexa, KS

The program included a morning golf scramble, a luncheon keynote presentation highlighting current labor market trends in Kansas, a demonstration of the KACE website, and a panel discussion utilizing social networking. Following the program, a company tour of UPS was provided. A special thank you to the presenters and to the 45 workshop attendees!

The KACE Special Projects Committee included: Karl Kandt, Kansas State University, David Hogard, Pittsburg State University, and Melissa Johnson, University of Kansas.



Getting Involved . . . The EASY Way!

*Kelly Burns
Baker University*

Looking for a SIMPLE way to get more involved with KACE? Contribute to the newsletter!

- Tell us about a resource you love
- Introduce a new staff member
- Employers, profile your business
- Share the details of a fun event you host
- Pass along an inspiring quote
- Share an exciting announcement or milestone
- Promote a program you're offering
- Tell us about a recent student success story

Getting involved in KACE is a key part of membership. With our busy work schedules, however, time for networking can frequently be hard to find.

That's why contributing to the newsletter is ideal. It's a quick, stress-free way to get your name out there and connect with other KACE members from around the state.

If you would like to contribute or have an idea for an article, please contact Kelly Burns at Baker University.

kelly.burns@bakerU.edu



The Hidden Job Market

Summarized from a presentation by Don Asher

The Hidden Job Market (HJM) is any part of the job market that you can't see (jobs that are filled before posted, jobs learned about through networking, etc.)



Secret #1: The Hidden Job Market is BIG! About 1/2 of all hiring done is in the HJM.

Secret #2: It's Easier than the Overt Job Market (OJM). Become the inside candidate by using personal networking connections. Using personal connections is easier (and more effective) than peppering numerous companies with your resume.

Secret #3: Start with a Target. Be specific about what you're looking for and focus on 1-3 targeted areas.

Secret #4: Talking = Jobs. Identify the job you want, find someone currently doing that job, and talk to them!

Secret #5: Ditch the Resume. Make that personal connection first. Give resumes only when asked.

Secret #6: Don't Ask for a Job. Ask for advice, ideas, leads and referrals. People are much more open to those types of requests.

Secret #7: HJM Often Leads to OJM. Don't be surprised when your HJM networking leads you to a posted OJM opportunity.

Upcoming Events

Greater Kansas City Employer Fair

Co-sponsored by many KS & MO colleges and universities

September 23, 2009 • 10 am—3 pm • UMKC

Held in UMKC's Swinney Recreation Center, this event is free and open to college students & graduates. For more information on this event or to view a list of participating organizations, visit www.career.umkc.edu

Kansas Student Affairs Conference (KSAC)

Hosted by Baker University Student Development

October 8-9, 2009 • Baker University • Baldwin City, KS

A local conference for under \$100! Join us for an innovative exploration of student affairs: "From Breaking Ground to Ground-breaking!" Bring your entire Student Affairs staff!

Keynote speeches will be given by five professionals with experience in the following areas:

University Advancement	Student Conduct	Counseling
Disability Services	Leadership	Assessment
Student Wellness	Diversity	

Break-out sessions will be offered in the following areas:

Career Development	Student Activities	Greek Life
Residence Life	Student Conduct	Diversity

For more info or to register, contact Brett Bruner at brett.bruner@bakerU.edu or go to www.bakerU.edu/ksac.

Graduate and Professional School E-Vent

Hosted by the Kansas Talent Consortium

October 26-29, 2009 • 12—3 pm • Online

Construct Your Future! Connect With Graduate and Professional Programs! Open to all Kansas students on all campuses and community members. Navigate your way through decision-making and choices for an advanced degree. Connect with admissions reps and participate in our Web-based presentations.

Web-based presentations from 12—1pm.

Live chat sessions from 1—3 pm.

8/26/09: Applying to Graduate School

8/27/09: Gaining and Edge for Law School

8/28/09: Considering Medical & Health-Related Careers

8/29/09: Writing Effective Personal Statements

Recruiter link:

<https://ku-csm.symplicity.com/events/2009gps>

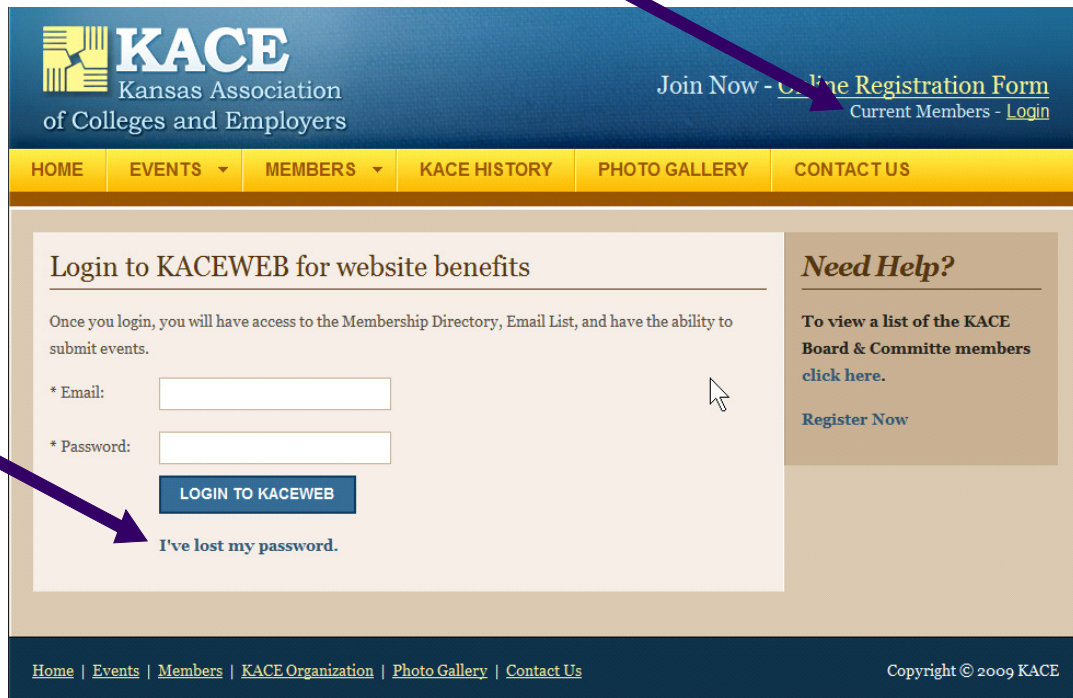
Student link:

<https://ku-csm.symplicity.com/events/students.php?mode=list>



Putting the Puzzle Pieces Together

Greetings from your KACE Technology Committee! We wanted take this opportunity to introduce you to some features of the new KACE Website and familiarize you with the different “puzzle pieces” and how they fit together. Our topics for this discussion include three things. First, myKACE Access and Passwords; secondly, the Events Tab; and third, the latest KACE news updates such as committee updates and news from the Board of Directors.



myKACE Access and Passwords

When maneuvering throughout the KACE website, be sure to login to the myKACE area, as there are many options available in the myKACE box down the right side of the page. This area is available to KACE members only. The passwords were actually set up by you when you registered on our old web site system. However, if you don't remember your password, simply click on the "[I've lost my password](#)" link on the login page. That will email your password to your registered email account. If you don't receive an email within a reasonable amount of time, then it is possible that we have an incorrect email address on file, and you should send an email with your concerns to kaceweb@kaceweb.org.

(article continued on next page . . .)



Events Tab

In order to become familiar with the Events Tab, let us look at the options available and what each option provides:

- **Annual Conference**
 1. Information about the Conference
 2. Online Registration
 3. Link to Online Hotel Reservation
- **Annual Drive-In Workshop & Golf Scramble**
 1. Information about the Workshop
 2. Online Registration
- **University Events**
 1. Advertise University Events
 2. Great Resource for Employers
- **Become a Sponsor**
 1. Information about Sponsorship Opportunities
 2. Online Commitment Form for Sponsorship
 3. Online Payment of Sponsorship



The one option that needs further explanation is the University Events option. This particular option simply allows users to view the events that are posted. However, any college or university who is an active member of KACE can post their upcoming events by following the following procedure:

1. Go to the KACE web site at www.kaceweb.org
2. Login to myKACE (upper right corner)
3. Click on "Submit an Event" under the myKACE box on the right side of the screen
4. Fill in all details of the event in the area provided
 - a. In the title of the event please include the name of your college or university
 - b. If you submit and then need something changed, please email: kaceweb@kaceweb.org
5. Click on "Save Event"

It's that simple! We hope this feature will be beneficial to schools and employers alike!

Have KACE News? Let us Know!

The "Latest News" area of our web site provides the opportunity to keep KACE members informed about activities within our organization. Announcements and updates on KACE events, activities of committees, or information from the Board of Directors, can all be posted in this area. If you have KACE News, please submit your event to kaceweb@kaceweb.org.

Overall, we are extremely excited about our new web site. We hope you are too!

KACE Members in the Limelight

KACE member Marlys Arnold facilitated a panel discussion on Web 2.0 tools at the MWACE Conference in Chicago this summer. The presentation featured case studies from career centers who have successfully implemented new media tools such as Facebook, LinkedIn, blogs, podcasts, viral videos and more. If you'd like to see some of the resources and examples featured, you can find links at: <http://www.squidoo.com/careercenter2-0>