



**In This Issue:**

- 2010 KACE Conference Information
- Resource Review by Dana Nordyke
- Federal Advisor Training at KU
- Spotlight: Marlys Arnold & Eric Kirkwood

Linking Kansas Employers and Higher Education Career Services Personnel

**President's Corner**

*Wendy Shoemaker  
The University of Kansas*

**How did you originally become involved in KACE?**

A colleague of mine suggested that I present at the 2004 Annual Conference in Topeka after hearing me speak on Planned Happenstance Theory to a group of KU staff and faculty. That was a wonderful experience for me. It was my very first KACE conference and since I was a presenter, it was easy for me to meet a lot of new people quickly – I really have my colleague (Mary Andrade Carlson) to thank for that since she had to persuade me a bit.

**On what KACE committees have you served?**

The very first committee I served on was the 2006 Conference Planning Committee in Wichita. I got to know my colleagues in the Wichita area and we were able to implement new ideas that are still in place today! In 2008, I was asked to chair the Technology Committee. That was an intense learning experience for me: I quickly learned that our website at that time was very difficult for a mere mortal such as myself to manage. So, I received permission and funding from the KACE board to hire someone to completely re-work our website so that it was easy to manage and update by non-technical people. It's hard to believe it's been two years! In 2009, I was Chair of the Conference Planning Committee as President-Elect for our Annual meeting in Kansas City.

**What have you enjoyed about being involved?**

**Why should others get involved?**

Getting involved helps you feel like you matter in the organization and in this profession. First, working alongside and getting to know your colleagues on a more personal basis helps you really connect to the heart of KACE: the people. There's something about being involved that allows you to get to know people well. I've run into many KACE members at national and regional meetings and have always had someone to sit with, connect to and have lunch with. Secondly, by getting involved, I've had the opportunity to shape and mold the future of KACE and hence, the profession. Being run by volunteers, KACE is very open to new ideas and vision that new members bring. It has been a blast to be able to run with an idea and be limited by only imagination and time. Looking forward, it is very likely that the changes that I have influenced will evolve into something else as new members shape KACE to suit their needs and vision. That's called progress, in my opinion. Members, if you have something that you want to see happen in KACE and in this profession – get involved and make it happen!

**5 Ways Recruiters Can Help Introverts Succeed in Interviews**

*Summarized from a 2010 MwACE presentation by Peter Vogt, Introvert Insights*

**Extraverts and Introverts.** Both have unique strengths. And as potential employees, both bring individual needs to the interview.

As a recruiter, the following strategies can help you give great **introverted** candidates a chance to truly shine while interviewing:

- Tell candidates exactly what to expect on the day of the interview.
- On interview day, don't smother the candidate. Give him/her a chance to have a few minutes alone on occasion.
- Encourage candidates to bring a portfolio, and/or to demonstrate their skills right in the interview itself.
- Make an extra effort to minimize or eliminate interruptions.
- Encourage follow-up, both during the interview and especially afterward.

For more information, visit [www.IntrovertInsights.com](http://www.IntrovertInsights.com).



### KACE Conference Feature Speakers

**“Retaining Key Employees After the Recession”** by Jeff King of Next Element Consulting. Jeff will talk with us regarding how we keep and motivate employees when times are tough and monetary options are not available.



**“LinkedIn, Beyond a Good Profile”**

by Amy Hoppenrath, AccelerAction. Have you identified your goals for using LinkedIn? Do you understand the strategies that will best help you accomplish them? This program is designed to help you do just that. First we review three high-level goals for participating in LinkedIn – To build visibility, credibility and relationships. Then provide you with some strategies that will help you turn them into action. This program is designed be informative and interactive – So bring your questions. Amy is a Principal at AccelerAction, a firm that specializes in working with business to business and professional service firms to help them build awareness, generate leads, and attract new clients.



**“Attitude”** by Dr. John Belt, Instructor at Wichita State University’s Center for Management Development; WSU Associate Professor of Management, emeritus; Teacher of the Year; Academy for Effective Teaching; Regent’s Excellence in Teaching Award and SHRM Nation’s Outstanding Educator Award. Dr. Belt will talk with us regarding the importance of “Attitude” in everything we do.

**“Building a Dream ... One Luscious Bite at a Time.”**

by Beth Tully, Founder of Cocoa Dolce Artisan Chocolates. Many people have dreams, but few ever realize them. Beth will tell us how she defied convention, overcame her fears and pursued her passion ... with delicious results.



### KACE 2010 Conference

Laura Barker  
Wichita Area Technical College

KACE invites you to “*Make Some Ties in the Air Capital Skies*” at the 2010 KACE Conference in Wichita at the Hilton Garden Inn located in the beautiful lakeside [Bradley Fair Retail and Restaurant Development](#), November 3<sup>rd</sup>-5<sup>th</sup>.

[Room Reservations](#) are available.

[Registration](#) is now open! Fees include 2011 membership for Colleges and Employers, food and refreshments on Thursday (Breakfast, Lunch, Dinner) and Friday (Breakfast, Snacks). The registration fee is \$150 for Colleges, \$165 for Employers, and \$60 for Graduate students (membership is not included for graduates). [Registration and online payments](#) are now available. Please contact [Jessica Ross](#) with conference registration questions.

### Klothes Kloset Chosen as KACE 2010 Charity

It has become tradition for KACE colleagues to assist a non-profit organization in the local community during the annual conference. The KACE 2010 Conference Planning Committee is dedicated to assisting the [Klothes Kloset](#) in meeting its mission to provide families with clothing for infants, children and adults. If you would like to help please bring a donation of clean gently-used or new clothing to the conference.





**2010 KACE Conference Site Visits**

[Spirit Aerosystems](#)

Established in 2005 when Onex Corporation acquired what is now Spirit AeroSystems from Boeing Commercial Airplanes. Spirit Aerosystems is the world's largest supplier of commercial airplane assemblies and components, offering a diverse line of products and services or aerospace design, build, support and spares/repair needs.



[Cocoa Dolce](#)

Practicing the fine art tradition of European chocolate making, Cocoa Dolce creates specialty chocolates for a gift anyone will savor. Many people have dreams, but few ever realize them. Yet the story of Cocoa Dolce Artisan Chocolates has its origins in the dreams of its founder, Beth Tully, who defied convention, overcame her fears and pursued her passion ... with delicious results.

[National Center for Aviation Training](#)

NCAT is a world-class aviation general manufacturing training center. NCAT facilities will allow realistic hands-on training on the latest equipment in aviation and advanced manufacturing, including a composites materials lab and an autoclave for heat-curing aviation plastics.

**KACE Summer Conference Summary**

*Karl Kandt*

*Kansas State University*

It was great to see 60 attendees at the KACE Professional Summer Workshop on July 21 at Johnson County Community College (JCCC) in Overland Park, KS. Kyle Robinson, Director of Programming and Career Development with Gallup, Inc. lead participants through an engaging workshop on Career StrengthsQuest, highlighting the latest research and how it applies to career development and success. Once again, thanks to everyone for taking time out of your busy schedules to attend and to JCCC for hosting the workshop.

[KACE Special Projects Committee](#)

**Karl Kandt** (Kansas State University)

**Melissa Johnson** (University of Kansas)

**David Hogard** (Pittsburg State University)

**Sara Clayton** (University of Kansas)

**Cathy Schwabauer** (University of Kansas)

**Raedawn Johnson** (Garmin)





**Federal Advisor Training at KU**

*Patty Soucy  
The University of Kansas*

**Renowned federal government jobs and internships training comes to Lawrence, KS!**

How can your students land one of the 500,000 federal positions opening up in the next 3 years? Have you heard about federal hiring reform that will change the application process and potentially re-envision student programs?

Please join University of Kansas as we host a Federal Advisor Training by the **Partnership for Public Service** and the **National Association of Colleges and Employers**. More than 550 higher education professionals have participated in the Partnership's training with 100% noting they would recommend the training to a colleague.

**KU • Thurs., Oct. 14, 2010 • 9:00am—4:30pm**

The interactive professional development sessions will equip you and your colleagues with the knowledge and resources needed to effectively advise students on the changing federal job search and application process, build lasting agency relationships, and launch a successful branding campaign for federal service internships and jobs on your campus. Save your professional development and training dollars by coming to a training in the region!

**Register and learn more about the training at <http://kansastraining.eventbrite.com/> or see other locations and dates at [www.calltoserve.org/events](http://www.calltoserve.org/events).**

Please forward this invitation to your colleagues in career services and public service offices, as well as internship coordinators. We are excited to bring this training to the area and hope that you will register to be there with us. Please note that we are limited to only 50 participants for this event and these sessions do fill up quickly!

Contact Brooke Bohnet by email at [bbohnet@ourpublicservice.org](mailto:bbohnet@ourpublicservice.org) with any questions.

**Moment of Inspiration**

*Teresa Alewel  
University of Central Missouri*

**"Life isn't about waiting for the storm to pass, it's about learning to dance in the rain."**

*~ Anonymous*

**Résumé Bloopers**

*Summarized from a blog by Barbara Safani on [www.jobs.aol.com](http://www.jobs.aol.com)*

In an interview of 150 senior executives from some of the nation's largest companies, 40% said that just one typo or error on a résumé would cause the candidate to be eliminated. Proof that a second (or even third and fourth) set of eyes is a wise idea:

**Cover Letter:** "I would like to assure you that I am a hardly working person."

**Objective:** "Seeking a party-time position with room for advancement."

**References:** "Referees available upon request."

**Explanation of employment gap:** "Career break in 1999 to renovate my horse."

**Interests:** "Gossiping."

**Language Skills:** "Exposure to German for two years, but many words are inappropriate for business."

**Education:** "Finished eighth in a class of ten."

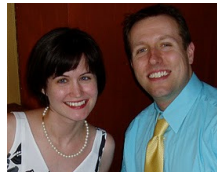


### Special Announcements

**Stacey Stokes** (Northwest Missouri State University) welcomed son **Birkley Myles Stokes** on Thursday, June 3. He weighed 10 lbs. 3 ozs. Congratulations Stacey and family!



**Anne Skinner** (Rockhurst University) and **Thom Belote** were married on July 2, 2010 (Anne is now going by her new name: Anne Belote). Congratulations Anne and Thom!



### Resource Review

*Dana Nordyke*  
*Kansas State University*

How will you **Jing**?



**Jing** is a free program (available online at [www.TechSmith.com/jing](http://www.TechSmith.com/jing)) which allows a user to share their desktop and audio with anyone via the Internet. All a user needs is a computer and a microphone (both of which are becoming increasingly less expensive and more commonplace, especially with laptops). Jing can be a useful tool for performing resume or cover letter critiques for students. A Jing video can also be shared instantly and easily by sending a URL to other users via email or embedded in a document. When a student opens the link, they will see a video tutorial walking them through the edits to their resume or cover letter. This is a great tool for reviewing the career documents of distance students, following up with a student who previously had an appointment, or welcoming an incoming student to your institution or organization. Jing may also be used internally to explain new office procedures or web tools that are implemented. Jing also comes in handy as a refresher for staff who may not recall how to perform procedures that are implemented infrequently (i.e. updates that may only occur once a year.) **To watch a sample Jing, simply click the link below or enter the URL into your browser:**

<http://screencast.com/t/ZDUONTZjMTE>

### KANSASWORKS Resources

*Phyllis LaShell*  
*KANSASWORKS, Dept. of Commerce*

#### Employers:

As the economy begins to rebound, please check out our website, [KANSASWORKS.com](http://KANSASWORKS.com) for posting job opportunities at no cost. Create an employer account at [KANSASWORKS.com](http://KANSASWORKS.com) and enter your job openings to easily find qualified and skilled candidates matching your job specifications. Also search for resumes and candidates by experience, keyword, and other search criteria.

#### Post-Secondary School (Info for Students):

Kansas offers careers in cutting-edge industries like bioscience and healthcare, as well as conventional and renewable energy. These industries have incredible potential and need talented employees for **full-time** and **part-time** positions. All you have to do is click on [KANSASWORKS.com](http://KANSASWORKS.com). When conducting your job search, mark the option that includes "job from other sites".

For more information, please call (877) 509-6757.





**Employer Spotlight**

*Marlys Arnold  
Image@Work Club*



**Job Title:** Consultant/Author/Speaker  
**Educational Background:** MNU degree in English, with journalism classes from KU & KSU  
**KACE member:** 2 years  
**Current/Previous KACE involvement:** 2009 Conference committee, Site selection committee for 2011

**What do you like about KACE?** It's a great network of creative people who are passionate about helping students.

**Tell us a bit about Image@Work Club:** The Image@Work Club came about a couple of years ago after my intern asked me to speak to a group on her campus. We were both amazed at how little these students understood about professional dress and behavior. After brainstorming how to best convey this important information to them, Jeanette Downs Pettit from MNU suggested a Web site. I've taken more than a decade of my image consulting experience and combined it with survey results and interviews with HR directors to create a one-stop-shop for tips and tools on professional image (wardrobe strategies, business communication skills, and much more). I also continue to do speaking engagements for student groups: "How's Your Image Working for You?"

**Favorite part about your work at Image@Work Club?** Watching the light bulbs come on for students and others when they realize how important their image is in a job search; then hearing how they use what they learn to get a new job.

**Hobbies:** Photography, audio/video editing  
**Favorites:** Music = Pop/Jazz Food = ice cream (preferably chocolate)

**Interesting fact:** Mom (Wynona Haun) was a KACE member in the 80s & 90s, when she was the Career Director at Bethel College in Newton

**Anything else you'd like to share:** When my husband, Alan, lost his long-time job last year, we got creative and launched our own line of gourmet teas. We now do in-home tasting events and are working on our first collection of recipes that feature tea -- everything from desserts to main dishes. It's a rough job to make and perfect dozens of new recipes, but somebody has to do it!

**Staff Spotlight**

*Eric Kirkwood  
KCK Community College*



**Job Title:** Job Developer/  
Student Support Coordinator

**Educational Background:** BA in History from the University of Arkansas at Pine Bluff

**KACE member:** 2 years

**Favorite part about working in Career Services?** That I have been able to positively impact students' lives by getting them the experience they need through our Internship Program, and because my staff members, Linda Wyatt and Barbra Watson, are wonderful to work with.

**Hobbies:** Music, traveling and I'm currently taking golf lessons.

**Favorites:** No real favorites; I love to eat everything and I have an eclectic musical taste.

**Interesting fact:** My coworkers say I'm a walking Google—I have a bunch of interesting facts in my head.

**Keep the Newsletter Contributions Coming**

*Kelly Burns  
Baker University*

**A big thank you to all who contributed to this newsletter! Your ideas and input keep things interesting and fresh!**

If you would like to contribute to the KACE newsletter, please contact Kelly Burns ([kelly.burns@bakerU.edu](mailto:kelly.burns@bakerU.edu)) at any time.



## Writing Effective Learning Outcomes

*Kelly Burns  
Baker University*

Our work is more than “bodies in the door and smiles on the way out.” Every service and event we offer (we’ll refer to them collectively as ‘interventions’) has a specific purpose in growing students’ career education. Turning these purposes into **well-written learning objectives** shifts our focus from *process* (simply planning and implementing the intervention) to *outcome* (how students will specifically grow because of the intervention).

Focusing on one intervention at a time, define your context. Who are the intended learners for this specific intervention? Who benefits from this intervention?

Second, begin brainstorming your outcomes. What should your intended learners know, be able to do, be able to demonstrate, value or feel when they have completed the intervention? What difference should the intervention have made? The following table makes it easy to turn these thoughts into formal learning objectives:

Intended Learners	Who	Action Verb 1	Intervention	will be able to	Action Verb 2	Intended Outcome
Undergraduate students	who	participate in	Mock Interviews	will be able to	identify	at least two areas for improvement by the end of the interview

As you write your learning objectives, remember to be **SMART**: **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**ime-based. Use Bloom’s Taxonomy to challenge yourself to set learning outcomes that are progressively more challenging and engaging for your students (<http://www.officeport.com/edu/blooms.htm>).

Next, use these outcomes to drive your assessment of each intervention. Assessments may be done in a variety of ways such as written surveys, oral questioning, etc. You may not formally assess every outcome for every intervention. You may choose to focus on certain outcomes for certain interventions, giving yourself a larger composite snapshot of your effectiveness throughout the year.

Finally, look at the assessment data to drive the future of your interventions. Did your intervention do what you said it would do? Did your intended learners achieve the outcomes? Are there things to change for the next go-round? Are there items to keep that were particularly successful?

Writing and assessing specific learning outcomes improves the effectiveness of your interventions and fosters collaboration and buy-in from others on campus.



Comic courtesy of [Porter Mason](#)