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Linking Kansas Employers and Higher Education Career Services Personnel

President's Corner*Susan Wade, Baker University*

Welcome to fall and all the energy and insanity that is part of it! Are you like me, feeling like you have strapped yourself to a booster rocket that is jettisoning you into the fall semester? Before you blast off, take a moment and thank a KACE committee member for their hard work and contribution to your professional development this year. Members have been busy this spring and summer attending board meetings, planning and executing the Summer Drive-In Workshop and Annual Conference, as well as traveling across Kansas scoping out future conference sites.

Wow, thanks to Erin Wolfram and her committee members for an awesome Summer Drive-In Workshop this July. Matt Berndt's presentation convinced me that it's time to focus on implementing SOME social media into our networks and marketing. I'm not a techno-phobe, but I worry about taking time away from my other duties to incorporate HootSuite, Pinterest, and Widgets into my workday. And I would guess that most of us are not really sure how to arm-wrestle this time intensive project. But Matt's presentation encouraged us to think about social media in new ways. How can we better utilize Facebook to connect students with your organization's events or department's programming and resources? Is my LinkedIn profile a model that others can emulate? Am I ready to launch into the Twitter-verse? So we start by taking baby steps – doing one small thing. As one psychologist who I share a mortgage with says: "Instead of asking: What major (and overwhelming) changes do I have to make? Ask: What is the smallest action I can take that will bring a positive change?" This way of approaching the huge task of developing a social media presence in your office makes it approachable and manageable. Do one small thing, but do it TODAY.

How about starting with joining the KACE group on LinkedIn? By doing so, you can stay up-to-date on the 2012 KACE Conference, which will be held in Topeka November 7th – 9th. The planning committee is finalizing plans now for one of the best conferences ever! Over the six years I have participated in the KACE planning committee, I am continually amazed with one thing – great people KNOW other great people! And this year you'll be pleased with the speakers, networking opportunities, and entertainment planned for you!

Dr. Phil Gardner, economist and director of the Collegiate Employment Research Institute at Michigan State University will be our keynote speaker. Gardner's major areas of research include the transition from college to work, workforce readiness, and early socialization and career progression in the workplace. We are so lucky to have him join us, as he is known nationally through NACE and the media for his expertise. Dr. Gardner will present on his current findings regarding employment in the current job market, what skills employers are seeking, and the openings the current economy holds. You'll walk away with new insights on the world of work, which you can use in the coming year! Enjoy your fall – it's going to be a great ride!!



2012 KACE Leadership

Officers:

President

Susan Wade, Baker University

President-Elect

LeAnn Cunningham,
Johnson County Community College

Past President & Historian

Jessica Ohman, Butler Comm. College

Secretary

Anne Belote, Rockhurst University

Treasurer

James Barraclough, Washburn University

Employer Relations Representative

Raedawn Johnson, Garmin International

College Relations Representative

LaToya Farris, Kansas State University

Technology Officer

Melissa Johnson, University of Kansas

**Watch your e-mail to learn
how to nominate colleagues
for awards and how to get
more involved in KACE!**

Committee Chairs:

Annual Conference Planning

LeAnn Cunningham
Johnson County Community College

Bylaws

Loretta Patterson, Butler Comm. College

Membership Development

Stacey Stokes
Northwest Missouri State University

Site Selection

Wendy Shoemaker, University of Kansas

Special Events

Erin Wolfram, University of Kansas

Technology and Communication

Melissa Johnson, University of Kansas

Many Thanks to the All-Star Conference Planning Committee!



★ Committee Chair: ★

★ LeAnn Cunningham, Johnson County Community College ★

★ James Barraclough, Washburn University ★

★ Kelly Burns, Baker University ★

★ June Coleman, Emporia State University ★

★ LaToya Farris, Kansas State University ★

★ Melissa Johnson, University of Kansas ★

★ Raedawn Johnson, Garmin International ★

★ Kent McAnally, Washburn University ★

★ David Milford, Emporia State University ★

★ Pam Parker, State Street ★

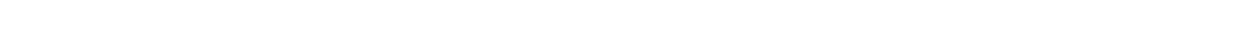
★ Jolene Phillips, University of Kansas ★

★ Wendy Shoemaker, University of Kansas ★

★ Susan Wade, Baker University ★

★ Susan Webb, Ottawa University ★

★ Ann Van Zee, Harvesters ★





2012 KACE Conference: Ad Astra, To the Stars

LeAnn Cunningham, Johnson County Community College

Attend the **2012 KACE Conference on November 7-9 at the Capitol Plaza Hotel!** The conference theme is *Ad Astra, To the Stars*. It is taken from the Kansas state motto, *Ad Astra Per Aspera*, translated as *To the stars through difficulty*. The motto, adopted in 1861, reflects the aspiration and difficulties Kansas experienced in coming into statehood.

Starring highlights! Drum roll, please!!! Dr. Phil Gardner, Director of Collegiate Employment Research Institute at Michigan State University, will present “Stargazing: Careers 2012 and Beyond.” Don’t miss this opportunity to hear a nationally known speaker and researcher on college employment trends. Dr. Gardner’s presentation will be the highlight of this conference.

The conference program will feature topics such as higher education in the Kansas legislature, employment and education for returning veterans, internships as a high-impact practice, building your personal brand, careers in nonprofits, career planning in high schools, trends affecting the workforce in Kansas, and roundtable discussions. We’ll also tour the Kansas State Capitol and be entertained by Tom Averill as *William Jennings Brian Oleander*.

A representation of *Ad Astra* is featured as part of the 2012 KACE Conference logo and theme. This bronze statue of a Kansas Native American holds a bow and arrow pointed to the North Star and is installed atop the Kansas State Capitol dome. The theme is fitting, as the conference meets in Topeka and includes elements of past history and a glimpse toward the future.

Register today at www.kaceweb.org. If you’ve never attended the KACE Conference, this is my personal invitation to you. For KACE members, this is the highlight of our year! Don’t miss the chance to connect with professional colleagues or make your company name more visible to colleges. Here’s your opportunity to get inspired, aspire to new heights, stay starry-eyed, be **A STAR** . . . well, you get the idea. I look forward to seeing you there!

Call for Conference Sponsors!

The **KACE Conference will take place November 7-9, 2012. If you or your organization would like to become a conference sponsor, click the "Sponsors" tab at www.kaceweb.org. We thank you for your support!**

For more information, or if you know of businesses/organization that might like to sponsor, contact 2012 KACE Sponsorship Chair Susan Webb at susan.webb@ottawa.edu or 785.248.2547.



Highlight: KACE 2012 Conference Speakers

Phil Gardner, PhD, Director of Research,
Collegiate Employment Research Institute, Michigan State University
“Stargazing: Careers 2012 and Beyond”

Dr. Gardner is a nationally recognized researcher, speaker, and consultant on the transition from college to work. MSU’s annual college labor market study is completed under his direction each fall. His research is utilized by the National Association of Colleges and Employers, among other groups and organizations. Dr. Gardner’s presentation will be a highlight of the KACE Conference for both employers and career professionals.



Neeli Bendapudi, PhD, Dean, KU School of Business
“Becoming a Superstar: Building Your Personal Brand”

Neeli Bendapudi is a well-known speaker and researcher in marketing and branding. This presentation will be of interest to both employers and college career professionals. Dean Bendapudi has taught at the undergraduate, MBA, Executive MBA, and PhD levels, and she has received numerous college, university, and national teaching awards. She has experience on public and private boards and served as EVP and Chief Customer Officer of Huntington National Bank.

Senator Tim Owens, State Senator for the Kansas 8th District
“Ad Astra Aspirations: Higher Education in the Kansas Legislature”

As Senator for the Kansas 8th District, Tim has served on various legislative committees including the Education Committee. During his presentation, Tim will provide insights and updates on recent legislation that affects higher education in the state of Kansas. Tim served three two-year terms as Representative to the Kansas House for the 19th District, six consecutive four-year terms on the Overland Park City Council, and is a retired US Army Intelligence Colonel. He is an Adjunct Professor of Political Science at Johnson County Community College.



Kerri Keller, PhD
Director, Career and Employment Services Center, Kansas State University
“The Discovery Voyage: Internships as a High-Impact Practice”

This presentation will focus on how universities are seeking innovative ways to enhance student engagement. Many are turning to high-impact practices like internships that appear to generate higher levels of student performance, learning, and development than traditional classroom experiences. This session will present results of a recent study examining internships that – when done well – result in meaningful outcomes for students, employers, and universities. Kerri Keller has over 20 years of experience in career services and has served as Director of Career and Employment Services at Kansas State University since 2003.



2012 Summer Workshop

Kelly Burns, Baker University

KACE hosted its annual summer workshop at the K-State Olathe campus on July 18. “High Speed Connections: Best Practices for Reaching Students” drew in over 60 career service professionals and employers! Matt Berndt, Director of Communication & Career Services at CSO Research, Inc., was the keynote speaker, presenting on how career services offices and employers can leverage social media to communicate and build community with today’s students.

After lunch, attendees enjoyed a video of students from area universities (Kansas State University, Rockhurst University, University of Kansas) sharing their perspectives on connecting with employers and career services through social media (http://www.youtube.com/watch?v=FAAV_Fkwjag).

The conference ended with a best practices panel including Carrie Blackman (DeVry University Career Services), Stacey Peterson (Garmin), Melissa Scholten (UMKC Career Services), Teri Walsh (Target Stores), and Erin Wolfram (The University of Kansas, University Career Center), moderated by Anne Belote (Rockhurst University Career Services). A big thank you to Erin Wolfram and the Summer Workshop Planning Committee!



Personal Learning Networks

Kelly Burns, Baker University

As social media continues to expand, so do the opportunities for students to *intentionally use social media for their personal professional development.*

In the past, most of our information came from books, television, newspapers and the like. Today, students get the majority of their information from social media. With countless experts worldwide posting valuable professional content online, students can make the most of social media by creating a **Personal Learning Network** – a focused and personalized network of professional resources. A student’s PLN may consist of following professional blogs, connecting with companies or groups on LinkedIn, viewing related channels on YouTube, following experts on Twitter, etc.

So why should students create a Personal Learning Network? They will:

- Know the latest in what’s going on in their field of interest
- Have (relevant and impressive!) things to talk about with professionals
- Present a “with it” image in their job search
- Set themselves apart from the crowd
- Have helpful professional contacts in their corner during their job search (and beyond!)

Career Services – create your own PLN as you work with students to do the same!
Employers – connect with students through social media, becoming a part of their PLN!

KANSASWORKS.com

Phyllis LaShell, Kansas Department of Commerce

Employers: Please take advantage of **KANSASWORKS.com** for posting job opportunities at no cost. Create an employer account at **KANSASWORKS.com** and enter your job openings to easily find qualified and skilled candidates matching your specifications. Once you have established an account, you can also search for resumes and candidates by experience, keyword, and other search criteria.

Colleges and Universities: 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. Your students can click on www.kansasworks.com and set up an account to begin job searching.

For more information, please call (877) 509-6757 for your closest workforce center.



KACE is now on Twitter! Follow us at- @KACEweb. Excited about the annual conference? Be sure to use our hashtag- #KACE2012. Want to interact with other conference members? Join in the LIVE Twitter Feed during the conference!



New Staff Announcements!



Chance Clutter, Assistant Director

The University of Kansas

Chance Clutter is the University Career Center’s newest staff member. He is an Assistant Director and will be in charge of supervising the peer career assistant staff and teaching the Job Search class. He comes to KU from New Hampshire but originally comes from Hoisington, Kansas. He has a Master’s degree from K-State in Family Studies and Human Services. He also has a marvelous sense of humor!

Melissa Ann McClung, Employer Relations Coordinator

University of Missouri-Kansas City

Melissa Ann joined the UMKC Career Services team in May 2012 after graduating with her Master's degree in counseling psychology from The University of Kansas. Melissa Ann enjoys collaborating with students and alumni to identify their unique strengths, goals, and values and using those things to create a career they can be passionate about. Additionally, Melissa Ann works with employers in their recruitment of UMKC students and alumni for internships and jobs. Melissa Ann has worked in foster care and social services in Kansas since 2007. She has a Bachelor of Science in psychology from Emporia State University. She enjoys volunteering and is passionate about child advocacy and cultural diversity.



Your Newsletter Contributions are Encouraged!

Your contributions keep the newsletter fresh! Thank you to those who contributed to this newsletter! Please feel free to share ideas and stories with Anne Belote (anne.belote@rockhurst.edu).