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Linking Kansas Employers and Higher Education Career Services Personnel

President's Corner

Wendy Shoemaker

The University of Kansas

Happy Spring! What a season it's been since we last connected at the 2009 annual conference in Kansas City. I am encouraged to see the green tips of daffodils peaking out of the snow all around my neighborhood. As a gardener, I can appreciate the value of winter, hibernation and snow filled landscapes: it may look cold and dreary outside but underneath the ground, good things are happening to bring about new growth and changes in the landscape. Reminds me of what we've been up to in KACE. As you are already aware, KACE is an organization comprised solely of volunteers – all of whom are busy professionals with their own work and life obligations. These busy professionals work tirelessly and quietly behind the scenes to bring excellent professional development opportunities to the KACE membership. As I write this, the following developments have been happening for you:

- Jessica Ross from Wichita Area Technical College and her conference planning committee have already begun the planning process of this year's conference in Wichita.
- The summer workshop planning committee, led by Karl Kandt from K-State has begun to meet and plan a new workshop for us this summer; I've heard talk of STRENGTHS! (shhhh, it's a secret..)
- Our books were balanced by our Treasurer, Ann Hartley; KACEWEB was maintained and updated by Patty Soucy and the technology committee and two newsletters have been created to keep you in the loop by Kelly Burns and the Public Information Committee. Wow!

Thank you to everyone who works tirelessly to make this an excellent organization. When I joined KACE in 2004, I was immediately impressed with the heart, energy and enthusiasm of its membership. Clearly, the members are the life force of this organization.

What's next? KACE is embracing small but important changes this year. Last year, we initiated a member survey – the results can be reviewed on KACEWEB. The results of this survey will continue to drive small changes in how KACE operates so it may be more responsive to the needs of its members. If you would like to be more directly involved with the future direction of KACE, please do not hesitate to get in touch with me or any of the committee members, who are listed on KACEWEB.

4 Lens Framework

Summarized from a presentation by Lisa Taylor, NYU Wagner

As the awareness of social and global issues rises, so has students' interest in non-profit work. When asked about future career plans, many students respond by saying, "I want to do good in the world." As career services professionals, we can help students dig a bit deeper by using the **4 Lens Self Assessment Framework**. Looking at career options through the 4 Lenses brings focus and direction to what otherwise is an infinite number of possibilities.

The Issue or Value Lens: Is the student passionate about and desiring a career concerning a specific cause (e.g. education reform, the environment, human rights, etc.)?

The Organization Lens: Does the student have a desire to work for a specific organization (e.g. The Red Cross, Teach for America, etc.)?

The Role Lens: Does the student want a specific position or function (e.g. budget analysis, fundraising, etc.)?

The System Lens: This lens is a combination of any of the previous lenses. Is the student interested in how parts of the other lenses work together and influence each other (e.g. how does a certain *organization* influence a specific *issue or value* the student is passionate about?)

For more information on the 4 Lens Framework, visit: <http://www.career.uga.edu/multimedia/nonprofitresources/SelfAssessmentWorkingforNonprofits.pdf>.



Call for Proposals: KACE 2010 Conference

Jan Meade

Wichita State University

It's time to begin thinking about a presentation you would like to offer for the November 3-5 annual conference. In addition to sharing your expertise with your KACE colleagues, an added benefit to giving a presentation at the conference is your registration fee will be waived (one registration per presentation). The deadline for submitting a *brief* description of your proposal is July 30, 2010. If you have any questions, or just want to "talk an idea through", please contact Jan Mead (jan.mead@wichita.edu), Laura Barker (lbarker@watc.edu), or Jessica Ross (JRoss@watc.edu). We look forward to reading your proposal!

Special Announcements

We are pleased to announce that Laura Barker (Wichita Area Technical College) and her husband Jeremy welcomed their new baby girl, Hazel Rae Barker, on Saturday, Jan 9 at 12:38 am. She weighed 7lbs 10oz. Congratulations Laura & Jeremy!



Judy Smith has decided to retire after more than 6 years of outstanding service as the Secretary in the Career Services office at Washburn University. Her incredibly student-centered approach and overall positive attitude will be greatly missed. Congratulations to Judy and we wish her lots of luck on the next exciting chapter of her life!

KACE 2010 Conference

Jessica Ross

Wichita Area Technical College

When: November 3 – 5, 2010

Where: The Hilton Garden Inn,
Wichita KS

Planning Committee Members:

Jessica Ross

Wichita Area Technical College

Dena Smoot

Butler Community College

Laura Barker

Wichita Area Technical College

Betsy Stacey

Friends University

Angela Biscardi

Vector Marketing

Matthew Chase

Enterprise Rent-a-Car

Loretta Patterson

Butler Community College

Ann Hartley

The University of Kansas

Randi Lindquist

Wichita State University

Jan Mead

Wichita State University

Brenda Kaiser

CPI Qualified Plan Consultants





International Career Day

Wednesday, April 28, 2010
Kauffman Foundation
4801 Rockhill Road
KC, MO 64110
12:30 pm: Registration & Networking
1 pm: Panel Discussions & Showcases

This event is the result of a collaborative effort of colleges and universities in the area to host a regional International Career Day for university students and interested employers. The day will consist of panel discussions, table displays, and educational program showcases.

Who should attend:

- College level students from the Greater KC area
- Everyone interested in International career path
- Companies and organizations involved in International Business and Trade

Contact Layne Prenger at Park University for further information: layne.prenger@park.edu.



Want to Get Involved?

Submitting an item to the newsletter is an easy way to get involved! Please send any contributions or ideas to Kelly Burns (Baker University) at kelly.burns@bakerU.edu.

Presentation: Strengths-Driven Performance

Tuesday, April 27, 2010
Yardley Hall, Carlsen Center, JCCC
7:30 p.m.

Marcus Buckingham, who spent 17 years with the Gallup Organization researching the world's best leaders, managers and workplaces, will present *Strengths-Driven Performance* at as part of the Cohen Community Series.



Described as a "strengths-management guru" by sources such as Fortune Magazine and Oprah Winfrey, Buckingham is the world's foremost authority on helping people maximize their strengths rather than simply improving their weaknesses to increase work efficiency and personal growth. His almost two decades as a senior researcher at Gallup laid the foundation for a string of New York Times best-selling books.

In this presentation, Buckingham, who has a master's degree in social and political science from Cambridge University, will present key data from a number of different industries demonstrating the correlation between performance and engagement. His research indicates employees are more productive and teams more effective when employees are allowed to apply their greatest strengths. Buckingham will offer a number of strategies to support people in leveraging the best of themselves and others in the workplace.

People who buy a ticket to *Strengths-Driven Performance* will have the opportunity to take an online Strength Engagement Track survey at no extra charge. Prior to the event, ticket holders will receive e-mail with a Web link for the SET Survey, which consists of 16 questions and takes approximately five minutes to complete. Knowing one's strengths in advance will add value and understanding to Buckingham's presentation outlining methods to capitalize on those strengths.

Tickets can be purchased through the JCCC box office, 913-469-4445, or online at www.jccc.edu/CohenSeries. Cost of a single ticket is \$55 with a group rate of 10 for \$50. All proceeds benefit JCCC scholarships and educational programs.



Resource Review

*Susan Wade
Baker University*

It seems that students as well as professionals struggle with creating their basic elevator speech. Recently we came across a super online tool called **The 15 Second Pitch**. This site helps students create and articulate a clear, concise and compelling pitch of who they are and what they do in 15 seconds. This seems much more manageable and useful than the typical long-winded elevator speech.

Go to www.15secondpitch.com and use the four widgets there to create a great pitch. Widget one asks *Who are you?* Widget two asks *What do you do?* Widget three asks *Why are you the Best?* (think confident here.) Finally, Widget four asks for *Your Call to Action*. So in just four sentences students can introduce themselves and create interest in just a few seconds.

Student Example:

“Hi, I’m Nick Sanchez. I’ll be receiving my B.A. in Business from Baker University this May and interned last summer with the Kansas City Royals which was an incredible experience. During that summer, I also coached a men’s softball team in Overland Park and our team’s batting average increased by 25%. After graduation, I’d like to pursue a staff position with the NAIA or a similar organization.”



New Director of Career Services at UMKC

*Beth Medley
University of Missouri—Kansas City*

The UMKC Career Services team is pleased to announce that Gregory Hayes joined our team in January as the new Director of Career Services. Greg brings a strong background in managing career services processes and building collaborations that are critical to supporting our students and community partners.



Greg joins us from the University of Dayton, where he served as the Executive-in-Residence and the Executive Director of Career Services. While at Dayton, Greg implemented innovative student mentoring programs, developed long-term strategic plans, introduced new technology, and established strong connections within the business community. Prior to University of Dayton, Greg was employed by the Toyota Motor Credit Corporation and Kaiser Permanente as a personnel administrator and recruiter. With his wide range of experiences on both ends of the career spectrum, he offers a unique perspective that will enhance career services for our students.

Greg received his B.S. in Business Administration from Morgan State University in Baltimore, Maryland and his M.S. in Higher Education from the University of Dayton. He is an Education Policy Fellow and a member of Phi Delta Kappa Professional Fraternity in Education and Omega Psi Fraternity, Inc. While in Dayton he served on the Board of Trustees for the Dayton Ballet.

Greg looks forward to meeting all of you and getting to know our KACE colleagues. If you would like to contact him before our next KACE event, he may be reached at hayesgr@umkc.edu or 816-235-1015.



Employer Spotlight

Brian White
College Relations Manager
Payless ShoeSource

Educational background: BA Economics - University of Colorado & MBA - Old Dominion University

KACE member: Almost a year!

KACE involvement: I am currently on the Technology Committee

What do you like about KACE? I enjoy the ability to network with career services professionals as well as other college recruiters. There are great opportunities to share ideas, best practices, and learn from one another. Ultimately together we get to help a lot of talented young students start their careers and help provide them with the tools and resources to enable their success.



Brian White with Christian Siriano from TV's Project Runway

Tell us a bit about Payless: Payless is a great team working environment with great people. We are a company dedicated to democratizing fashion and design in footwear and accessories to the world and inspiring fun fashion possibilities for the family. The Payless ShoeSource headquarters are in Topeka, Kansas, and the organization provides opportunities for corporate and store roles around the world.

Favorite part about working at Payless: The PEOPLE ☺ Also, one of the best parts of my job is getting to see college graduates on the first day of their careers filled with unbounded excitement and enthusiasm.

Hobbies: Sports (playing & watching), video games (Computer, Wii & PSP), listening to music & watching movies.

Favorites: Favorite food - pepperoni pizza; favorite music - I pretty much stay current... almost everything except country; favorite place to visit - Colorado mountains.

Interesting fact: I was a stay-at-home dad for four years.

Klasing Selected for NCDCA Leadership Academy

Traci Klasing, assistant director of career development, was one of seven individuals nationwide selected for the National Career Development Association's 2010-11 Leadership Academy. This highly experiential leadership development opportunity is designed specifically for promising national and state career development association leaders. The program will provide Klasing the opportunity to refine and strengthen leadership skills with the help of the NCDCA Board, NCDCA members and an association project.

"It was very competitive and I am excited to have been awarded the opportunity," Klasing said. Klasing is the second Park University employee to take part in the Leadership Academy.





2010 KACE Officers

- President:** Wendy Shoemaker, *KU*
- President-Elect:** Jessica Ross, *WATC*
- Past President/Historian:** Jolene Phillips, *KU*
- Secretary:** Anne Skinner, *Rockhurst University*
- Treasurer:** Ann Hartley, *KU*
- Employer Relations:** Brenda Kaiser, *CPI Qualified Plan Consultants*
- College Relations:** LaToya Farris, *KSU*
- Technology Committee:** Patty Soucy, *KU*

2010 KACE Committee Chairs

- Awards & Recognition Committee**
Stacey Stokes, *Northwest Missouri State Univ.*
- Annual Conference Planning Committee**
Jessica Ross, *Wichita Area Technical College*
- Experiential Education Committee**
Beth Medley, *UMKC*
- Membership Committee**
Sandi Dale, *UMKC*
- Public Information Committee**
Kelly Burns, *Baker University*
- Site Selection Committee**
LeAnn Cunningham, *JCCC*
- Nominating Committee**
Jolene Phillips, *KU*
- Special Projects Committee**
Karl Kandt, *KSU*
- By-laws and Constitution Committee**
James Barraclough, *Washburn University*

Staff Spotlight

Anne Skinner
Assistant Director of Career Services
Rockhurst University

Educational background: Master of Education in Counseling Psychology from MU, Bachelor of Arts in Economics from Park University



KACE member: About six months, but I have been attending events since 2007

KACE involvement: Currently serving as Secretary for the board

What do you like about KACE? The camaraderie and opportunity to bounce ideas off other people in the field

Favorite part about working in Career Services? Getting to know the students as they progress through their career development. My first day at Rockhurst was freshman orientation for the students who are graduating this spring.

Hobbies: Reading, travel, and I'm learning to crochet.

Favorites: I love most candy and am currently obsessed with the TV show *The Wire*.

Interesting fact: I was an economist for the US Department of Labor for three years before pursuing this career

Anything else you'd like to share: I also serve on the board of the Coro Kansas City internship program.

**“Major & Career Exploration” Course Piloted at Washburn University***James Barraclough**Career Services Specialist**Washburn University***What Can I Do With a Major In...**

Determining a major can be the most confusing and difficult experience in a student's college career. After working with many undecided students who shared a common trait – apprehension over picking a major that fit, Washburn University Career Services decided to take a pro-active approach to helping this population of students. In collaboration with staff from Washburn's Mabee Library and the Center for Undergraduate Studies and Programs, Career Services resurrected the career decisions class after a ten year absence on the campus. Currently, we are offering one pilot section of this new course, Major & Career Exploration, in a two-credit hour semester long format.

This course is designed to guide students through the career and academic exploration and planning processes and to provide the strategies and skills necessary for a lifetime of career-related decision making. Throughout the course, students engage in a variety of self-discovery initiatives, exploring personal interests, values, and abilities. With this information, students will utilize various assessment and reflection techniques to define and clarify educational and career plans.

Some of the assignments and activities include:

- Creating a Career Genogram documenting occupational family history
- Completing the Strong Interest Inventory and the Keirsey Temperament Sorter
- Conducting multiple Informational Interviews with academic and occupation specific personnel
- Developing and presenting an Action Plan for their future goals

After reviewing several potential texts for the course, these are the materials we selected:

Gordon, Virginia N. and Susan J. Sears. Selecting a College Major – Exploration and Decision Making. New Jersey: Pearson, 2010 (6th Edition).

Brooks, Katharine. You Majored In What? Mapping Your Path From Chaos to Career. New York: Penguin Group, 2009.

Although the course is still in its infancy at Washburn, it has been successful in that it has helped a group of overwhelmed students realize that it is okay to be uncertain and that they are not alone in the decision-making process.

If you have questions about our course or would like to share feedback on a similar course at your institution, please contact me at james.barraclough@washburn.edu.