



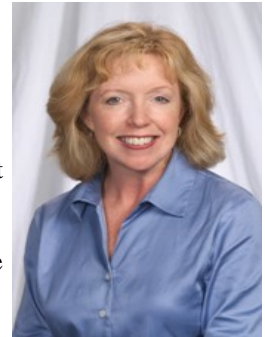
SoACENEWS

Bi-Annual Release
February 2008

A Message from the President

Greetings SoACE members

I hope the new year finds you fondly reminiscing of the recent first annual SoACE Conference. San Antonio, Texas welcomed us with open arms and our conference committee provided us with outstanding speakers, excellent content sessions and an inside look at the special places of San Antonio. And if that was not enough, conference attendees certainly got their fill of Dr. Pepper products with the hotel being one of the key locations to promote a conference championship with Dr. Pepper as a national sponsor.



At the mid-point of the first year for SoACE, I would like to take the opportunity to update you on the happenings and the health of our organization.

From a membership standpoint, we are very healthy. Based on the most recent information our total membership for SoACE stands at **891** members. Not only do we have members from all of the fifteen states that make up the Southern Association of Colleges and Employers, we also have individuals that have joined us from nine other states outside of the region. Kudos to Dana Smith and Nash Montgomery our membership directors for their hard work to grow SoACE membership. Keep the fertilizer coming.

Director of External Relations and Communications - Curt Schafer-and his teams will be working towards the naming of the SoACE newsletter, so keep an eye out for information about this and other ways to brand the SoACE image and communicate with the membership. The Consulting Services committee has reviewed and revamped policies and procedures for this important benefit to the members of SoACE. I encourage you to connect with Deb Herman-Consulting Services Chair if your organization has an interest in the many benefits of a consulting review. I have personally taken advantage of this service at my previous university and found the information and reports provided by the Consulting Team to be extremely beneficial in the creation of additional positions for our operation.

Toni McLawhorn and her team continues to develop the opportunities for SoACE members to connect via webinars on topics relevant to our profession. Stay tuned for a SoACE sponsored pre-conference workshop to the 2008 Southeastern Federal Recruiting Council's conference in July 2008.

Members of the Strategic Planning Committee with Chair-President-Elect Donnie Brown are in the final stages of producing a thorough plan for SoACE and the future of the organization. This information will soon be available from the website.

The SoACE Board of Directors met prior to the San Antonio Conference and approved the nominees for Awards as well as the proposed slate of officers for elections to the 2008-2009 Board of Directors. A complete report of the December minutes will be issued upon approval of the Board minutes.

The ACE Association of President's Consortium met recently. Donnie Brown – President-Elect and I both participated. The Consortium meets twice a year in efforts to promote collaboration across the regional associations and to focus on issues and trends that broadly impact the profession. An initiative of the APC group that started last year was the combined hosting of a reception for regional ACE attendees at the NACE Conference.

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The regional ACE's also have had booth space at the NACE conference to promote the benefits of being a regional ACE member. If you plan to attend NACE conference this year, please be sure to stop by the Regional ACE's booth in the exhibit hall and look for your invitation to attend the regional ACE's reception on the opening evening of the NACE Conference.

On an end note, I would like to thank the Board and the Committee Chairs for their outstanding service to SoACE during the first half of the year. With the merger of two great organizations into an even greater new organization, they have been challenged with a tremendous amount of new work that includes long range planning and strategic goals setting while carrying on the current business of SoACE. With this being said, their time and energy given to strengthen SoACE has been monumental and should not be taken for granted. Please thank them for their tireless efforts.

It is an honor to serve as your President. All my best.

Karen

Board of Directors' Meeting Notes

Karen Thompson, SoACE President

The Board of Directors for the Southern Association of Colleges and Employers met via teleconference call on Tuesday, October 23, 2007. Representatives participating in the meeting included: Donnie Brown, Matt Berndt, Patricia Blum, Jay Killough, Nash Montgomery, Toni McLawhorn, Dana Smith, Curt Schafer, Donna Baldwin-Hunt, Skip Hunt and Karen Thompson. Shelly Garcia was invited to join in on the call to represent the SoACE Conference Committee and provide an updated report.

A summary of the motions included the following results:

1. The August 2007 board minutes were accepted and approved and

are available by contacting the SoACE association office.

2. The board voted to provide a summary of the approved minutes to the membership in each production of the SoACE newsletter. The motion's list will be posted on the membership pages of the SoACE website. The complete minutes will be available to any member who makes a request by the association office.

3. The financial report was accepted as presented. Passed unanimously.

4. The Board voted unanimously to approve Luther Epting and Brenda Davis as 2007 Honorary Lifetime Award recipients.

5. The Board also voted to approve the Scholarship Award for fiscal year 2007-2008 not to

exceed \$1,500 for employer member scholarship and \$1,500 for college member scholarship.

In other business, ongoing revisions to Standard Operational Procedures continue to be refined, the format for the Annual Business Meeting was discussed and specific topics related to association marketing were discussed. Some of the items included whether to develop a SoACE banner, table cover or a free standing display banner for future use. No funds were budgeted in the current fiscal year for these items however communications and marketing representatives of SoACE will research options and make recommendation for the future fiscal year.

There being no further business, the meeting adjourned.

2007-2008 EXECUTIVE BOARD MEMBERS

Karen Thompson - *President*
 Donnie Brown - *President-Elect*
 Matthew Berndt - *Past President and Secretary*
 Patricia Blum - *Director-Finance*
 Jay Killough - *Director-Technology*

Curt Schafer - *Director-External Relations & Communications*
 Toni McLawhorn - *Director-Professional Development*
 Nash Montgomery - *Director - Colleague*
 Dana Smith - *Director - Employer*

SoACE Committee Briefings

Professional Development Activities Kick-Off at SoACE Conference

Toni McLawhorn, Chair of Professional Development Committee

The inaugural SoACE conference marked the start of additional Professional Development activities and opportunities to be offered throughout the year, with four different pre-conference sessions available for conference attendees this year, and the Emerging Leaders program made available to new professionals.

At the conference, participants first had the chance to attend a full day pre-conference session co-sponsored by CPP, Inc. – “Taking Career Counseling to the Next Level: Career Development combining the Myers-Briggs and Strong Assessments”, presented by Catherine Holmes, CPP Education Consultant. Fifty-three conference attendees traveled in early for this pre-conference workshop.

Half-day pre-conference sessions were offered on three other topics:

“Recruiting Trends”, based on the newest survey results from the Collegiate Employment Research Institute (SERI) at Michigan State University; and “Nuts & Bolts for College Career Services” and “Nuts & Bolts for Employers”. Many thanks to our presenters for these sessions: Dr. Phil Gardner (Michigan State University); Norma Guerra Gaier (St. Mary’s University) and Alice Jones (Old Dominion University); and Amanda Conine (Enterprise Rent-A-Car), respectively. A total of 85 people participated in these pre-conference workshops. Evaluations on all of the pre-conference workshops were very high, and if anything, showed that some of the half-day topics could really be expanded to full-day workshops!

The SoACE Emerging Leaders certification program was kicked off

at the conference as well. This certification is aimed at new professionals (three years or less experience) in Career Services. By attending six approved professional development programs over a two-year period, participants may earn an Emerging Leaders certificate from SoACE. Sessions approved for inclusion in the Emerging Leaders program must meet specific guidelines. Sessions may be submitted to the SoACE Professional Development Emerging Leaders’ chair, Mollie Fout, for approval. These may be part of conferences or workshops sponsored by local, state, regional or national ACE’s or other associated professional organizations. For more information on the Emerging Leaders program, contact Mollie at mfout@coastal.edu.

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SoACE 2nd Annual Conference

Susan Dollar, Co-Chair of the Conference Committee

SAVE THE DATE!

Mark your calendars and make plans now to attend the SoACE '08 Conference! This will be the first time that a regional ACE conference has been held on a Disney property and in addition to the magical experience of Disney World itself, conference attendees will be provided free transportation to and from the airport via Disney’s Magical Express, free on-site parking, and monorail transportation in the hotel. There will also be the opportunity to purchase deeply discounted

December 7-10, 2008
Walt Disney World
Contemporary Resort
Lake Buena Vista,
Florida

theme park tickets and reserved tickets to many of the shows and activities. The conference hotel, The Contemporary, is one of Disney’s signature luxury hotels, offering a

conference room rate of only \$165 per night. This rate may be reserved three days before and three days after the conference, so bring your family and friends along!

Watch the SoACE website for more information! If you have any questions, please contact the SoACE '08 Conference Co-chairs: Dave Ballew, daveballew@tindallcorp.com and Susan Dollar, susan.dollar@utsa.edu.

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During the conference, many SoACE members signed up to be volunteers with our many SoACE committees, and we thank you for your interest in becoming involved! This information is being disseminated to the SoACE Board members, and interested individuals will be hearing from them or others in leadership positions with further details on volunteer needs. If you would like to register as a SoACE volunteer contact Sarah Clark, Volunteer

Chair for SoACE: clarks@uncw.edu.

Plans are in the making now for our first SoACE Webinar, so watch for details to come out soon!

Finally, if you are part of another professional organization that would like to partner with SoACE in offering professional development opportunities, please feel free to contact Toni McLawhorn, Director of Professional Development for SoACE. We have various levels of

collaboration agreements available that will enable your organizations to utilize the SoACE resources for publicity and other assistance as needed.

Details on the information mentioned here, and more, is available at www.soace.org, under Professional Development. Feel free to contact Toni McLawhorn with questions, ideas, or comments at mclawhorn@roanoke.edu; 540-375-2303.

SoACE Diversity Initiatives

Clay A. Woemmel, Communications & Marketing Committee / Marian Minnard, Diversity Committee

The SoACE Diversity Committee has many exciting initiatives planned for our organization in the areas of membership, programs, and scholarship. This committee is chaired by Marian Minnard, Xavier University of Louisiana. Members include Leslie Cowan, University of Houston; Pamela Anderson, Geico; Eric Pearson, Northrop Grumman; Monica Choi, University of Texas at Austin; and Veronica Haft, University of Miami.

Membership goals for the Diversity

Committee include increasing employer membership and surveying members each year to ensure that the SoACE values, including diversity, are emphasized, implemented, and incorporated in all that we do.

In the area of programming, the Diversity Committee hopes to provide newsletter articles related to diversity, create professional development programs that focus on diversity topics, develop recommendations for diverse

speakers at annual conferences, and provide programming that addresses all constituencies at annual conferences including employers as well as two-year and four-year colleges/universities.

Finally, the Committee hopes to establish a Diversity Scholarship and award it to a member of SoACE who demonstrates a strong commitment to diversity and integrates diversity objectives and practices within their work.

SoACE Recognizes its first two Honorary Life Members

Matt Berndt, Chair of Awards Committee

When SACE and SWACE merged in July 2007, their Honorary Life Members became Honorary Life Members of SouthernACE. Honorary Life Membership is awarded to individuals who have made notable and significant contributions to the Association over the course of their active membership in the SoACE, SACE or SWACE.

On November 28, in San Antonio, we kicked off the first SoACE

Annual Conference by recognizing our first two new Honorary Life Members since the merger:

Brenda Davis (Alabama A&M) and Luther Epting (Mississippi State).

At a moving, emotional and often funny presentation ceremony, Ralph Mobley of Georgia Tech and Nash Montgomery of Norfolk State presented Brenda her Honorary Life Membership and Nancy Bernard of Auburn presented Luther with his.

No surprise - both Brenda and Luther were recognized with standing ovations by the 500+ members in attendance.

Brenda's and Luther's biographies are available and can be downloaded from the following link: <http://soace.org/documents/2007LifeMemberAwardHandout.pdf>.

For more information regarding all SoACE Awards, go to <http://www.soace.org/honorsandrecognition.php>.

2008 Scholarship Program

Nash D. Montgomery, Director of College Membership

Happy New Year to all! On behalf of the Executive Board and the Scholarship Committee Chair, Pam Laughlin, we would like to announce the 2008 SoACE College and Employer Membership Scholarship Program. SoACE will award two \$1500 scholarships (one college member and one employer member) during the month of April. Visit the Research Fellowships and Scholarships section of the SoACE website for additional information. Applications must be submitted to Pam Laughlin by 5:00 p.m., Friday, March 7.

Upcoming Events

Looking Ahead

Amy Oakes, Communications & Marketing Committee

February 7:

Winning Strategies for Career Center Transformations

Location: Online

Information: Career services professionals will learn effective program management.

February 12:

Not Just an Internship or Co-op Anymore: Reaching Out Through Nontraditional Experiential Learning

Location: Online

Information: Learn ways to develop nontraditional experiential learning programs for those students who cannot participate in traditional internships.

February 20:

Marketing Your Career Center

Location: Online

Information: Brand and market your career center to students and employers

February 28:

How to Hire Qualified Applicants With Disabilities

Location: Online

Information: Are you confident that you understand the legal issues related to providing reasonable accommodations—and do you know where to find the resources to provide accommodations? Add to the diversity and strength of your

work force by knowing how to correctly evaluate all qualified applicants, including those with a disability.

March 11 – 12:

Career Coaching Intensive: Motivate your Students and Effect Change

Location: Marriott Suites, Dallas, Texas

Information: Join your colleagues for two days of intensive skill development to learn this cutting-edge technique based on positive psychology and systems theory

April 2:

Employer Roundtable: Charlotte, North Carolina

Location: BDO Seidman LLP, Charlotte, North Carolina

Information: Network with colleagues in the college recruiting and staffing profession in your area by attending a lively and informative discussion. Come prepared with questions and suggestions for this moderated discussion. As a participant, you'll gain valuable insights into enhancing and distinguishing your program.

May 27 - 30:

NACE 2008 Annual Conference

Location: The New Orleans

Marriott, New Orleans, Louisiana

June 18 - 20:

2008 EACE Conference

Location: Providence Biltmore Hotel, Providence, Rhode Island

Information: If you are interested in volunteering for a dynamic conference committee, contact: Adrienne Alberts, co-chair, adrienne.alberts@monster.com or Ayanna Wilcher, co-chair, anw304@lehigh.edu

July 6-11:

NACE Management Leadership Institute For Career Services

Professionals: Isn't it time you invested in your own career development?

Location: The Chattanooga Hotel, Chattanooga, Tennessee

Information: Management Leadership Institute is a five-day, professionally intensive workshop led by a faculty of experienced career services practitioners. MLI offers practical information and opportunities to network with peers and learn from experienced colleagues who have successfully met the challenges of career center management.

Profile Exchange

In this issue we are profiling SoACE leaders, **Norma Gaier** from St. Mary's University and **Nash Montgomery** from Norfolk State University.



Name: Norma Guerra Gaier
 Employer: St. Mary's University
 Position Title:
 Director, Career Services and Service Learning Centers
 Length of overall regional ACE membership:
 12 years
 How did you get involved in SoACE?

I served on the SWACE board when we engaged in formal conversations with SACE to merge the organizations to become SoACE. I was vested in this decision to bring the strengths of both associations together to better impact its members and our profession.

Leadership positions in SoACE organization:
 Conference Planning Committee – Entertainment Committee;
 President-Elect nominee.

What do you like most about this organization?

The fact that it is new. We have lots of potential to shape the organization to meet the needs of all of our members.

What are your goals for SoACE?
 To increase employer members so that we work towards a healthy balance of employer and university/college membership that will be mutually beneficial. In addition I would like to promote the benefits of our association as a strong diverse association, which should appeal to new members in our recruitment efforts.

Tell us your favorite ACE tradition.
 The Wellness Activities – yes, I love the early morning jogs and the attempts at yoga and pilates!

Share with us something interesting about yourself that the folks in SoACE may not know yet.
 I once tackled a thief at a SWACE conference....not the smartest thing I've ever done, but true. Also, I am a Raul Malo groupie!!



Name: Nash D. Montgomery
 Employer: Norfolk State University
 Position Title:
 Director of Career Services
 Length of overall regional ACE

membership:
 8 years
 How did you get involved in SoACE?

My first supervisor, Sue Martin, (Director of Career Management Center, Old Dominion University) was the first to encourage me to get involved and I haven't had any regrets.

Leadership positions in SoACE organization:
 I am the current Director of College Membership for SoACE.

What do you like most about this organization?
 The opportunity to learn new ideas, share information and network with my colleagues.

What are your goals for SoACE?
 To increase membership and also to assist in making SoACE the best organization of it's kind in the nation.

Tell us your favorite ACE tradition.
 Attending our annual conferences, meeting new professionals, and sharing new ideas about our profession.

Share with us something interesting about yourself that the folks in SoACE may not know yet.

I served in the U.S. Army as a Human Resources Officer for 23 years.

News & Resources

Employers to Face Intense Competition for New College Graduates

Andrea Koncz / Mimi Collins, National Association of Colleges & Employers

BETHLEHEM, PA—Employers vying for new college graduates will face intense competition, according to *Job Outlook 2008*, a new report published by the National Association of Colleges and Employers (NACE).

“Several factors point to a highly competitive year for employers,” says Marilyn Mackes, NACE executive director.

“For example, overall, employers expect to increase college hiring in 2007-08 by 16 percent over 2006-07. This is the fifth consecutive year in which employers have projected double-digit increases. Moreover, hiring projections are strong across the board—regardless of industry, economic sector, or geographic region,” she says.

Not surprisingly, employers taking part in the survey cited competition as their biggest challenge in hiring

2008 graduates, and expect competition to be particularly fierce for graduates in the engineering, computer science, and accounting fields, where supply doesn't meet demand.

Employers expect to increase college hiring in 2007-2008 by 16 percent.

One sign of that increased demand: “We're seeing some significant changes in signing bonuses this year,” Mackes says. “Not only are more employers planning to offer signing bonuses than was the case last year, but also the average planned bonus is 25 percent higher this year than it was last year.”

NACE monitors the job market for new college graduates throughout

the academic year via a series of surveys and reports; NACE expects to release another update on the job market for the Class of 2008 in April.

About the *Job Outlook 2008* survey: NACE surveyed 1,199 of its employer members from mid-August through October 5, 2007. Two hundred and seventy-six (276), or 23 percent, responded.

Of those responding, 48.2 percent were service sector employers, 46.4 percent were manufacturers, and 5.4 percent were government/nonprofit employers.

By region, 34.8 percent of respondents were from the South, 26.4 percent were from the Midwest, 21.4 percent were from the Northeast, and the remaining 17.4 percent were from the West.

The Parent's Crash Course in Career Planning

Marcia B. Harris, The University of North Carolina at Chapel Hill

Recommended print resource by Marcia Harris at The University of North Carolina at Chapel Hill.

After popular demand from career services offices, *The Parent's Crash Course in Career Planning: Helping Your College Student Succeed* has been updated and expanded. Authors Marcia Harris (former SACE president) and Sharon Jones, director and associate director of University Career Services at The University of North Carolina at Chapel Hill, have made the second edition even more valuable to you and to your students' parents than the

original. Some of the new features include:

- ~ New and emerging occupations (i.e. search engine optimization analyst, computational biologist, financial engineer, digital artist, restitution specialist, resettlement coordinator, assistant scientist-nanotechnology)
- ~ Trends toward multidisciplinary careers and graduate school programs
- ~ A parent quiz (for those who think they already know it all)
- ~ Considerations about joining the family business
- ~ Occupations with the highest percentage of self-employed individuals
- ~ Special populations: Minorities, GBLT students, international students, students with disabilities, first generation college students, and females
- ~ Cautions and tips on the contemporary job search, such as personal websites, Facebook, and employer blogs

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Some tips the authors suggest for career counselors to give to parents during freshman orientation:

- ~ Your child may be overly confident about the transition from high school to college and want to use AP credits to skip introductory courses and graduate early. Unless he or she scored a 9 or 10 on a test without cracking a book, encourage easing into college
- ~ life and its increased difficulty.
- ~ Ensure that your son or daughter knows how much you can contribute to college expenses. Maybe you have budgeted for four years and extra semesters will be his or her responsibility.
- ~ In spite of the career choice you believe is ideal for your child, it should be his or her decision.
- ~ About 40% of students intend to start their job search from their bedroom at home. Opportunities to meet employers may be available through campus career services and job openings could be filled by graduation.

The book is available on lulu.com and Amazon.com and may be ordered from book stores.



Excerpt from **Fun At Work**
Abbott, Langer, & Associates. Inc.

Applicant Speak

I SEEK A JOB THAT WILL DRAW UPON MY STRONG COMMUNICATION & ORGANIZATIONAL SKILLS: I talk too much and like to tell other people what to do.

I'M EXTREMELY ADEPT AT ALL MANNER OF OFFICE ORGANIZATION: I've used Microsoft Office.

I'M HONEST, HARD-WORKING AND DEPENDABLE: I pilfer office supplies.

I TAKE PRIDE IN MY WORK: I blame others for my mistakes.

I'M BALANCED AND CENTERED: I'll keep crystals at my desk and do Tai Chi in the lunchroom.

I HAVE A SENSE OF HUMOR: I know a lot of corny, old jokes and I tell them badly.

I'M PERSONABLE: I give lots of unsolicited personal advice to co-workers.

I'M WILLING TO RELOCATE: As I leave San Quentin, anywhere's better.

I'M EXTREMELY PROFESSIONAL: I carry a Day-Timer.

MY BACKGROUND AND SKILLS MATCH YOUR REQUIREMENTS: You're probably looking for someone more experienced.

I AM ADAPTABLE: I've changed jobs a lot.

I AM ON THE GO: I'm never at my desk.

I'M HIGHLY MOTIVATED TO SUCCEED: The minute I find a better job. I'm outta there.

I HAVE FORMAL TRAINING: I'm a college dropout.

THANK YOU FOR YOUR TIME AND CONSIDERATION: Wait! Don't throw me away!

I LOOK FORWARD TO HEARING FROM YOU SOON: Like, I'm gonna hold my breath waiting for your stupid form letter thanking me "for my interest and wishing me luck in my future career.

