

Mark Your Calendars

PennACE Annual Conference

May 26-27, Atherton Hotel, State College, PA—Online registration available now!

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Letter from the PennACE President

Kerri Gardi, Kutztown University

The Fall semester is in full swing! Employers are busy searching for quality interns and quality new-hires. Career center staff are busy working with students offering the full spectrum of career resources, services, and events to prepare them to ‘connect well’ with employers.

PennACE is also busy working on numerous resources, services, and events so our members ‘connect well’ to each other and to the exciting and demanding professions of human resources and career development. Here are some highlights of this busy board and busy PennACE organization!

Robust Website – most of you have seen the newly designed www.pennace.info, but did you know any member can use the listserv? Just log in to the membership section to view the directory as well as send an email to the 200+ members. You may also post position openings, for free, on the site –

just email communications chair Laura Kilko at kilkol@dickinson.edu.

8th Annual Conference – planning is underway! Affordable and educational professional development, right here in PA! May 26 & 27, 2010, The Atherton Hotel, State College.

Professional Development - an active committee is busy planning additional professional development opportunities..stay tuned!

Grant Money – tap into funding earmarked to help support your collaborative projects

Student of the Year Awards – let’s recognize our out-

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Reflections from the Board: VP/President/Past-President

Board members whose terms will expire at the end of this year have been asked to share about their position and their experience with PennACE in this new column. The positions that are highlighted will be up for re-election in April 2010.

Jennifer Mullen, Villanova University

Three years ago, when I was approached to run for VP/President/Past President of PennACE, I thought to myself – there is NO way I can do this! The three-year commitment seemed overwhelming to me and I didn’t feel like I had been involved as a Board member for a long enough time to jump into such an active leadership role. Not to mention that I was in the process of planning a wedding, moving, and trying to keep up with the day to day demands of my position at Villanova. It was only through much convincing that I decided to run for the position – and looking

back almost three years later, I am so glad that I did!

The first year of my tenure, I served as Vice President/President Elect. The main responsibility of this position is to serve as Chair of the annual PennACE Conference. Having played a very active role with the Conference planning committee in the past, this was a natural next step. Planning the conference was a wonderful experience, mostly due to the fact that I had an exceptionally hardwork-

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WestPACS & PennACE Combine on Professional Development Day

Darwin Kysor, Juniata College

On Friday, July 17th, WestPACS & PennACE combined efforts to offer a drive in workshop held at the Community College of Allegheny County, Boyce Campus in Monroeville, PA. Fifty-one Career Services Professionals attended the event including individuals from Ohio, West Virginia, Maryland and throughout Pennsylvania for the minimal fee of \$50 which included both breakfast and lunch.

The day's speaker was Dawn Sherman, Assistant Dean for Special Academic Programs and previously the Director of Career Services and the Coordinator of the Professional Development Seminar Program at Nichols College in Massachusetts. She chaired the Faculty Committee that created, instituted, and now advises the PDS program. The Professional Development Seminar (PDS) program was created at Nichols College to ensure that the end of the college experience is

as promising as the beginning. The college recognized a need to teach students the professional skills required in the workforce, but not included in the typical college curriculum. Faculty and staff custom-designed a program that cultivates "real life" skills needed in the professional arena while supporting the college mission "...to develop tomorrow's leaders through a dynamic, career focused business education." The PDS program prepares each Nichols undergraduate student to achieve success in his/her professional life. The PDS program is a sequence of four one-credit required courses designed to meet the unique developmental needs of our students from freshman through senior year.

Program participants greatly enjoyed the day and most if not all took away numerous ideas to consider for implementation on their own campuses.

“If you don’t know if your [PennACE] membership is current or needs to be renewed, please contact

Joy Miller

[PennACE

Membership

Chair] at

[\[central.com\]\(http://central.com\)”](mailto:jmiller@colleg</p></div>
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Membership Update

Joy Miller, College Central Network

PennACE is doing well with membership numbers, with 160 currently active people. But, of course, we can't sit back and say these are all the members that PennACE needs. Everyone is important because everyone makes a contribution to the collective resources of the organization. Pennsylvania college career services staff and employers combined offer a wealth of knowledge, experience and creative ideas. PennACE is the vehicle through which all of this talent can be shared to benefit our most valued resource: the students.

Membership in PennACE not only addresses professional development needs, but also addresses the budget restrictions we are all facing. Simply stated, membership in PennACE is very economical. Think of it from a cost-benefit analysis perspective. For the lowest cost of any professional organization, you have the opportunity to belong to a net-

work of the finest professionals. You might say that "it's not rocket surgery!"

I have been involved with PennACE for many years and currently have the opportunity to be involved in many similar organizations, smaller and much larger, all across the country. It's not because PennACE is the organization of my home state that I can say that it's the best. I can say it from experience. PennACE can boast about having the finest people, the most dedicated professionals, and the most creative and student-centered professionals.

If you don't know if your membership is current or needs to be renewed, please contact Joy Miller at jmiller@collegcentral.com or 724-589-0420. You can easily take care of processing a new or renewal membership by visiting the PennACE website at www.pennace.info.

It worked for us!

Gearing up for Grad. School: At Muhlenberg College in Allentown, they market October as “Gearing up for Grad School Month.” The Career Center collaborates with academic departments as they host graduate school sessions, workshops on essays, researching money and programs, Kaplan practice tests, and law school programs. The Career Center takes care of the marketing efforts and sends a representative to each program to make introductions and collect sign-in sheets. Students enjoy the collaborative efforts and the faculty perspective, in addition to the career perspective. The Muhlenberg College Career Center has found that it's a great way to partner with faculty and provide information to students in a “package’ approach.”

Senior Transition Week: In May, the Muhlenberg College Career Center hosts “Senior Transition Week,” bringing alumni and guest speakers to campus for a week of programs on Housing and Apartment Leasing, HR 101: What to Expect the First Day, Managing Personal Finance, and a Young Alumni panel offering “fresh advice” to seniors. Because the programs are delivered by alumni and guests seen by students as experts in their respective areas, feedback is quite positive. The Career Center purposefully schedules “Senior Transition Week” to coincide with the College’s Senior Fair (or “senior sendoff”), and they collaborate with the bookstore, senior class fund drive, and senior year experience as students pick up their caps and gowns. Students seem to be generally receptive to the idea of “one stop shopping”

and can make it through the room in about 15-20 minutes. Each student who successfully visits every table receives a punch card and can enter their completed card into a drawing for Visa Gift Cards, sponsored by the Alumni Board Career Committee.

Targeted Senior Emails: The Dickinson College Career Center has implemented a targeted approach to getting students to utilize their services. At the start of the fall 2008 semester, an email was sent to every sophomore who had not yet made an appointment. The email encouraged students to schedule an appointment to discuss their career-related plans, and learn about ways in which the Career Center could assist them. The emails had a personalized greeting line, referring to each student by name. They also used language that suggested the email was not generic, but rather something sent specifically to each student. The Career Center saw a 174% increase in sophomore appointments compared to the previous fall. Because of the success of the sophomore emails, this fall the Career Center implemented the same approach for seniors. Early indications are that seniors are responding well to the targeted approach.

Have you implemented a new program, marketing/outreach strategy, or approach to working with students, that you might like to share? Submit a brief description to Laura Kilko, PennACE Communications Chair, so it can be included in the next issue of the PennACE Newsletter!

Have news to
share? E-mail
Laura Kilko at
kilkol@dickinson.edu
to have your
information
included in the
October
edition of the
PennACE
Messenger!

Annual Conference Volunteers Needed

Amy Saul, Moravian College

The 2010 annual conference planning committee wants your input in order to make this another successful and beneficial experience for our members! Conference planning volunteers assist with selecting the keynote speaker, concurrent sessions, choosing the conference menu and MUCH MORE! The conference committee relies heavily on

our membership and we appreciate your expertise!

If you are interested in assisting with this year's conference, please contact Amy Saul at 610-861-1509 or awsaul@moravian.edu. You can volunteer to assist a planning committee or simply sign up to help on site at the conference in May!

Reflections from the Board *(cont'd)*

ing and enthusiastic conference committee to work with. Having good people on the team made my job not only very manageable but also a lot of fun!

The following year, I stepped into the role of President. I am not going to lie and say that I felt totally confident in my ability to do this job, but again, because of an active and committed Board, the position was very do-able. My main responsibilities included scheduling and presiding over Board meetings (three throughout the year), overseeing the general activities and progress of the organization, and providing support to other Board members as needed. During my year as President, I was particularly excited when the Board made the decision to undergo a strategic planning process. The opportunity to play a role in shaping the future of PennACE as an organization was very exciting to me and I learned so much as a result of this experience.

At this point, I am in my final year as a Board member, serving as Past President. In this position, I am responsible for the organization archives (which have recently gone digital!). I also will be researching and choosing a

location for our 2011 conference and will be coordinating the nomination and selection process for the Donna Dentler Award.

Looking back, it is hard to believe that these three years have gone by so quickly! Although I was somewhat hesitant to jump in at first, I can honestly say that being a member of the PennACE Board has been one of my most rewarding professional experiences. Serving in this role has given me the opportunity to further develop the skills that are necessary to lead an organization, and it has given me the chance to work with some of the best people I've met. I have developed not only positive professional relationships through my involvement with PennACE, but I've also had the chance to meet some great friends as well! I would sincerely encourage anyone who is thinking about becoming involved with the Board to DO IT! It may seem overwhelming, as it did once for me, but I promise you, with the support of the other Board members, the conference committee, and the organization as a whole, it is something that is very manageable and something you won't regret!

“For this year’s Student of the Year Award there were...sixteen nominees—eleven for the non-technical category and five for the technical category.”

Strategies in an Economic Downturn

Kerri Gardi, Kutztown University

Representing PennACE, this past June I attended an Executive Leadership Group meeting at the NACE conference. Attendees represented various state & regional institutions as well as international career groups. One of the main topics of discussion revolved around the challenging economic downturn and its effect on professional associations. Most in attendance shared the same concerns PennACE members have voiced – limited time and funding, trying to do more with less, assessing member needs, prioritizing, etc. etc!

NACE leadership started the meeting by showing a video of Glenn Tecker, principal

facilitator for ASAE & The Centers Symposium for Chief Staff Executives and Chief Elected Officers (CEO Symposium). He succinctly offers seven considerations for times of economic compression. I felt it was important to share this with you as many of us are involved in several professional associations also currently going through evaluation and strategic planning. In addition, several of his strategies are transferrable to our own offices as we too are evaluating what we do (staffing, budgets, programming, services, priorities, etc. etc.!) in these challenging economic times. If you have 6 minutes, please view it by searching for “Glenn Tecker” on youtube.

Letter from the PennACE President (*cont'd*)

standing interns! Work to promote this in your organization or on your campuses (due 10/30).

Strategic Plan – This past summer’s board retreat allowed us to evaluate PennACE’s history and plan for its future. The current board is charged with numerous initiatives and goals to keep the new strategic plan moving along.

In addition to the summer’s retreat, the executive board had a productive meeting in September. After a thorough evaluation of the organization’s financial statements, recommendation from the previous treasurer,

and an understanding of what PennACE needs in order to continue serving members well, the board voted to increase membership fees (from \$50 to \$60 per individual, \$150 to \$180 institution up to 4 members, \$15 to \$25 per graduate student). This adjustment will begin July 1, 2010. Please be assured this increase was approved after much discussion and evaluation.

PennACE continues to be a vibrant and rewarding organization in which to be involved. Please share your ideas and enthusiasm throughout the year, we have much to gain from working together!

Don’t forget,
PennACE
members can
post job

vacancies on
the PennACE
website, free
of charge!

Email Laura
Kilko at
kilkol@dickinson.edu

Career Peer Consultant Program: Juniata College & PSU Altoona

Darwin Kysor, Juniata College

With the aim of creating an innovative enrichment program for students, Juniata College and Penn State Altoona have implemented a Career Peer Consultant program for the 2009-2010 academic year with the support of a \$1000 PennACE Grant. The purpose of this program is to create opportunities for select students to provide career development assistance to peers. Currently, Career Peer Consultants are developing outreach programs to benefit the student body through a variety of ways, including:

- Assisting the Career Services staff in presenting and preparing workshops/ programs
- Planning, preparing, and leading informative workshops for students and/or faculty
- Meeting weekly with the Career Services staff
- Designing and implementing bulletin boards to share information
- Assisting in the compilation and writing of Career Services publications

- Compiling assessment and evaluative data

Although the programs “look” different on the two campuses (Penn State Altoona uses R.A. staff in their “Discovery” building while Juniata College uses three more traditional student staff), the foundation of this program is based on the shared training and resources of the two institutions. This cooperative training benefits the Career Peer Consultants as it establishes the opportunity to share experiences, concerns, or expectations through a network across campuses. Thus far a pre-program training session was held during the spring 2009 semester and plans are in the works for a follow-up session in early November to discuss the experiences and the challenges faced.

For additional information on this program, contact Darwin Kysor, Director of Juniata College Career Services, at ky-sord@juniata.edu or 814-641-3350, or Rebecca Maguda, Director of Career Services at Penn State Altoona, at rvb5@psu.edu or 814-949-5058.