



# SCOOP

FALL 2001

*Southeastern Association of Colleges and Employers*

## 2001 Career Services Benchmark Study

Alfred Waters, Director of Career Services at Western Illinois University, conducted a benchmark survey of 114 public state universities of mid size in order to compare the operating data. This information provides us with a helpful comparison of the range of services and the commonality of the issues that college career centers face. The survey divided the nation into six regions, based upon those of the American Association for Employment in Education. Region Six contains the Southeast (Florida, Georgia, Alabama, Mississippi, Tennessee, South Carolina, North Carolina, Virginia, West Virginia, and Kentucky), and is presented in this article, in brief, in comparison to the national averages. This article is reprinted with the permission of Mr. Waters.

### Twelve Institutions Responded from Region Six/Southeast:

	Average	National
<b>Total student population:</b>	16,937	14,405
Undergraduate:	12,998	11,299
Graduate:	3,564	3,019
<b>Size of office staff:</b>		
Clerical	4	3.48
Professional	8	6.15
Student workers	7	7.50
Graduate Assistants	2	2.38
Para-professionals	1	2.57
Technical Support	2	1.53
<b>Student Contacts per Year:</b>	<b>12,687</b>	<b>8,948</b>
<b>Fee to Students:</b>		
Registration	\$32	\$23
Credential service	2	12
Testing	48	33
Career/Job Fairs	80	39

Continued On Page 2

2001 Career Services Benchmark Study	1
Special Events at Auburn University	3
New/Transfer Members	3
SACE Conference 2001	4

INSIDE SCOOP

Professional Development Drive-in Workshop	5
Vision: The Beginning of Great Leadership	6

<b>Benchmark Study continued..</b>	<b>Average</b>	<b>National</b>
<b>Alumni services fees:</b>		
Reactivation of credentials	\$2	\$24
Reciprocity	40	31
Other	23	31
Employment bulletins	55	36
<b>Fees to Employers:</b>		
Career/Job Fairs	\$157	\$170
<b>Annual Salary:</b>		
Director	\$50,191	\$59,973
Associate Director	46,832	47,009
Assistant Director	34,482	39,168
Counselors (career)	30,574	32,620
<b>Registration Required:</b>	<b>Y=3 N=9</b>	<b>Y=14 N=48</b>
<b>Registration Via:</b>		
Computer	11	46
Manual	1	7
<b>Registration Status:</b>		
Increasing	5	21
Decreasing	3	13
Same	4	25
<b>% Senior Students Registered:</b>	<b>36%</b>	<b>39.6%</b>
<b>Reporting Line:</b>		
Academic Affairs	3	9
Student Affairs	9	49
<b>Technical Support/Computer Person:</b>		
Yes	8	39
No	4	21
<b>Career Counseling/Testing:</b>		
Yes	11	38
No	1	11
<b>%Placed in Major Area:</b>		
within 3 months	63%	64%
within 6 months	82%	73.5%
% Entering graduate school	14%	14.15%

Benchmark Study continued..	Average	National
<b>Working Relationship with Academic Faculty:</b>		
Outstanding	4	20
Average	6	26
Needing improvement	2	13
<b>Effective Employer Recruiting:</b>		
On campus interviews	yes=9	yes=48
Resume/credential referral	7	39
Career fairs	10	56
Faculty/departmental referral	3	24
Companies Recruiting:	322	238
Annual Number	6	30
Increasing	5	20
Decreasing		



## SACE Welcomes new and transfer members...

Craig E. Cunningham, Florida International Univ.  
 Susan Denman, Southern Polytechnic State Univ.  
 Laura Foster, Winthrop University  
 Linda Greenwood, Mount Olive College  
 Tom Harrison, Bluefield State College  
 Deb Herman, Clemson University  
 Steve Hoskins, University of South Carolina  
 Scott Jordan, Golden Key Intl. Honor Society  
 Steven D. Lester, Williams Gas Pipeline

Steve Marchitto, E & J Gallo Winery  
 Leslie Moreland, Clemson University  
 Barbara S. Myers, Armstrong Atlantic State University  
 Mary Nunaley, Volunteer State Community College  
 Mary Riker, Enterprise Rent-A-Car  
 Mary J. Roberts, Maryville College  
 David Sargent, Clemson University  
 Caroline Taylor, Georgia Tech Alumni Association  
 David Wilkeson, St. Mary's College

## Special Events at Auburn University

- ◆ Career Expo Spring 2002  
 Auburn University, February 26 & 27, 3pm-7pm  
 Auburn University Hotel & Dixon Conference Center
- ◆ Education Interview Day  
 Fall 2001, October 30, 2001 8:30-3pm  
 Spring 2002, March 19th 8:30-3pm  
 Auburn University Hotel and Dixon Conference Center
- ◆ Internship and Summer Job Fair, Spring 2002,  
 February 12, 9-1pm  
 Haley Center First Floor Lobby
- ◆ Major Decision Day  
 November 13, 2001, 9-1pm  
 Haley Center First Floor Lobby

For information regarding any of these events, contact Melvin K. Smith at 334.844.4744, or [mks@auburn.edu](mailto:mks@auburn.edu).

If you would like to publicize your recruiting events, please email your information to Audrey Rorrer at [arorrer@email.uncc.edu](mailto:arorrer@email.uncc.edu). All publications are subject to revision and print deadlines.

## SACE Conference 2001

### Important Deadlines

- **November 1** - last date for payment of SACE membership dues to qualify for conference member rate
- **November 9** - last day for guaranteed room availability
- **November 16** - last day for early registration rate



For information or to register online, please visit our web site at:

<http://www.sace2001hiltonhead.net>

**2001 SACE Conference**  
**Casting Your Future in a Whole New Light**  
**HILTON HEAD ISLAND - December 3-5, 2001**  
**THE WESTIN RESORT**

There is still time to sponsor an event or become an exhibitor

Conference Co-chairs:

Sherman Bush (502) 213-2177 email: [sherman.bush@kctcs.net](mailto:sherman.bush@kctcs.net)  
 Anne Collins (561) 438-8239 email: [acollins@officedepot.com](mailto:acollins@officedepot.com)



**SEE YOU AT SACE BY THE SEA!**

## SACE Professional Development Drive-in Workshop



### "Fast Tracks To Success"



The Professional Development Committee revved its engine and waved the green flag for 2001, sponsoring the "Fast Tracks to Success Workshop," hosted by Belk, Inc. in Charlotte, North Carolina on August 10<sup>th</sup>. Thanks to the attendance of Career Services Professionals and Employer Representatives the event was a roaring success.

Wendy Webb-Robers, Assistant Director of Career Services from the College of William & Mary led **Track One** with *Home Grown Technology: Practical Software Applications with Cold Fusion*. **Track Two** featured Flora Riley, Director of the Michelin Career Center, Clemson University and her crew of Rosie Martinez-Brandon, Campus Coordinator, General Electric and Jim Smith, Human Resource Director/Clemson Coordinator, Ingersoll-Rand, Torrington Company. This seasoned team of veterans thrilled the crowd with *Employer Cultivation/Relations: What Works—What Doesn't*. The fans and drivers took a **pit stop** consuming a high-octane buffet prepared by Belk.

The afternoon session burned rubber on **Track Three** with *It's How You Play the Game: Principles for Life and Leadership*, presented by Tom Westall and Ged Doughton of It's How You Play The Game Inc. This dynamic duo presented a special preview to a scheduled half-day workshop on Sunday, December 2, 2001 at the SACE Conference in Hilton Head, South Carolina. The workshop scheduled for December has been presented to companies and organizations including Andersen, Blue Cross Blue Shield, Duke Energy, First Union, Swisher International, Wake Forest University's Babcock Graduate School of Management, and the North Carolina Manufacturers Association just to name a few. Tom and Ged left the crowd thirsting for more action on the track. Comments from interviews with the SACE "Fast Track" fans included: "fantastic; excellent—looking forward to December...very imaginative and I can use what was said in my career/job as well as in my women's group...nice appetizer for Hilton Head...wow-I was impressed and I look forward to the complete workshop...something new and morale building...outstanding...what a great workshop."

SACE fans changed venues and headed to **Track Four** for a site visit hosted by United Parcel Service (UPS). The checkered flag was waved at 4 p.m. and the SACE fans departed for home anticipating the excitement of the upcoming SACE Conference. The Professional Development Committee would like to thank all the participants for making the drive-in workshop a success and welcome our two newest committee members, Wendy Webb-Robers, The College of William & Mary and Heather Karns, Michelin Career Center, Clemson University. The Professional Development Committee is presently coordinating a drive-in workshop during the Spring in Nashville, Tennessee. We want your input as to the presentations and professional development activities you would like to see scheduled. Please contact the following committee members: Alexander Hines, The College of William & Mary, Marjorie Ellis and Brett Woodard, Appalachian State University or Dana Sumner, Meredith College.



## Vision: The Beginning of Great Leadership

In early August the SACE Board of Directors and Committee Chairs met in Delray Beach, Florida. Office Depot graciously served as host for the meeting. The purpose of the meeting was to participate in a leadership training program to prepare for the upcoming year. During the meeting the Board and Committee Chairs discussed several components of leadership. Vision was a significant theme throughout the discussion and one that I would like to focus on in this space.

Vision should be at the beginning of any discussion about leadership. Vision can be described as the process of developing a collective perception for the entire organization. Joel Barker states there are four attributes of a superior vision. First, the vision must be developed and initiated by the leader. Second, the vision must be shared and supported by the team. Third, the vision must be comprehensive and detailed. Finally, the vision must be positive and inspiring.

First, leaders must assess their organization. Each organization is unique. The leader must understand the varying needs and desires of the organization's membership. The leader should utilize various types of tools to gather information about their organization. Assessment tools may include formal assessments such as surveys or questionnaires or informal assessments such as personal conversations with people throughout the organization. Once the leader has assessed and analyzed the organization, the leader begins the process of developing a vision for the organization. The vision is an abstract representation of how the leader sees the organization's future in his/her mind's eye.

The organizational assessment is of tremendous importance to the success of the vision. If the leader fails to effectively assess the needs and desires of the membership, the vision is destined to fail. Individuals often perceive shared events differently based on previous experiences. It is the leader's task to uncover the various perceptions of the membership and work to develop a collective perception that can be supported by the entire organization. Taking into consideration the needs and desires of the membership will increase the likelihood of the leader's vision being supported.

Communicating the vision to the membership is also a very difficult task for the leader. The vision must be comprehensive and detailed. The leader gains the attention of people as the result of the leader's passion for the endeavor at hand. Passion can enlist initial interest but interest will wane if the substance of the vision is lacking. Followers will stay with a leader if the vision is one that is communicated clearly and makes sense to the group. People want a leader to take them to a place they have not been before; the vision is the initial, abstract, version of the intended future behavior. The leader's struggle is to describe the glowing future while at the same time making the endeavor seem attainable. Many people need tangible evidence that a vision is attainable; a comprehensive and detailed plan, communicated effectively, is a means to that end.

Finally, an effective vision must be positive and inspiring. The best way to describe this attribute is to compare it to the electricity that can be felt at a sporting event or the feeling one gets when attending an exceptional musical performance that raises the hair on the back of one's neck. This feeling is the compilation of the first three attributes of an effective vision. Teams experience this feeling most of all when they are working together to realize their vision of greatness.

Bottom line, having vision means someone takes the initiative to accomplish something great, taking into consideration those around them, and communicating how exciting it will be to get there while explaining exactly how it can be achieved. The amazing thing about SACE is we have many members that fit this mold. They are working to accomplish great things for all of us. I hope the preceding observations will assist you and your department in reaching new heights of success. Please email me with your thoughts, comments, or questions ([david@career.olemiss.edu](mailto:david@career.olemiss.edu)).

**IMPORTANT SACE CONFERENCE 2001 REMINDERS**

For Delta Airfare discount, phone 800/2416760 - mention file number 180544A

For Conference Hotel Reservations [www.connections.housing.com](http://www.connections.housing.com)  
Password SACEHH

Early Registration Ends: November 16

**SCOOP**

A Tri-Annual Publication of the Southeastern Association of Colleges and Employers

**Audrey Rorrer**, SCOOP Content Editor

Associate Director - Employer Connection Program

University Career Center

University of North Carolina-Charlotte

9201 University City Blvd. - 150 Atkins Building

Charlotte, NC 28223

(704) 687-2231

Fax: (704) 687-2683

[arorrer@email.uncc.edu](mailto:arorrer@email.uncc.edu)

Donna Baldwin-Hunt & Skip Hunt

SCOOP Production Editors

Baldwin-Hunt Associates

**Administrative Officer**

Donna Baldwin-Hunt & Skip Hunt

P.O. Box 4141

Frankfort, KY 40604-4141

502-223-SACE (7223)

fax: 502-223-8223

[office@sace.net](mailto:office@sace.net)

To get items in the next issue of SCOOP, please e-mail them to [arorrer@email.uncc.edu](mailto:arorrer@email.uncc.edu)  
or fax them to Audrey Rorrer at (704) 687-2683.

**Deadline for the next issue of SCOOP is February 22, 2001**