



SCOOP

SPRING 2004

Southeastern Association of Colleges and Employers

● ● ● PRESIDENT'S MESSAGE ● ● ●

The Students Are Here, But Where Have All The Jobs Gone?

Our student-customer base today is Generation Y – that group of people born between 1982 and 2002. A few descriptors of members of Generation Y are: 1) they are team oriented, self reliant, and achieving; 2) they have been sheltered, growing up with school security guards, and are used to having people look out for them; 3) they have short attention spans and have a constant need for stimulation—growing up with fast moving video games and being saturated by television commercials; 4) they are skeptical of authority figures, due to the intense marketing to which they have been subjected since birth. Yet, when it comes to their parents, they are more likely to align with a particular point of view held by their parents; 5) they feel pressure to make their parents proud and fear they won't find a job that will make everyone happy. Now that we understand them better and feel that we can provide quality direction toward finding a good career, where are we going to direct them? The most recent Recruiting Trends Survey results offer some insight into the job market.

Manufacturing, information, and professional services are not increasing their hiring of college graduates. In the past, these employers have hired college students in large numbers. Small companies have also provided job opportunities to college graduates. Today, small companies now have access to the many college graduates who have work experience (those who have been among the thousands who have lost their jobs and are seeking employment). Some agencies within the federal government will be hiring, but these hires will not offset the losses at some state and local levels.

In the last two years, the U. S. has lost 750,000 high-tech jobs, with most of these jobs being lost to offshore outsourcing. A McKenzie study found that the majority of the gain a U. S. company makes by outsourcing is in labor savings—70%. In addition to the 750,000 high-tech jobs lost, add the loss of 2.8 million manufacturing jobs in the last three years.

Are we adding jobs in the U. S.? According to the U. S. Bureau of Labor Statistics, we are now 25 months into our economic recovery. In a normal recovery, we should have added 6% more jobs, which equates to 7.8 million new jobs. Instead, we have lost one million jobs in this 25-month period.

Generation Y will result in an increase of approximately 300,000 college graduates per year during the period of 2000-2010. Job losses in the U. S. are significantly outweighing additions. Do the math....

*Submitted by:
Patsy Hammett, SACE President*

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SACE 2003 Conference Highlights

The 2003 SACE Conference in Norfolk, Virginia was a success, in spite of what turned out to be an extremely tight budget year and a conference with significantly fewer conference attendees than in years past. The conference attracted 286 college and employer representatives and 22 exhibitor representatives.

The conference officially began with a keynote address from Patrick Combs, a distinguished member of the Motivational Speakers Hall of Fame. As entertaining as he was motivating, Patrick was a one-man show, telling stories from his life with sincerity, passion, and heart. His inspiring presentation filled the audience with courage and hope.

Other conference highlights included:

- A pre-conference employer visit to Northrop Grumman - one of the area's largest employers. The tour group received a corporate-level briefing from senior human resources professionals and toured key sites at the shipyard.
- The President's Reception at Nauticus. This 120,000 square-foot National Maritime Center has one of the Navy's largest battleships, the Wisconsin, docked at its side. Conference attendees mingled and munched hors d'oeuvres against the backdrop of the beautiful and bustling Norfolk harbor. The night's festivities ended in the amphitheatre, with a viewing of a movie about marine life called "The Living Sea."
- Tuesday night's after dinner entertainment. Conference attendees were entertained by (ironically) the comedic genius of a group of college students! The Improvisational Theatre Group of the College of William and Mary tickled our funny bones with a comedy, improve-style, that mirrored the hit television show "Whose Line Is It Anyway?" starring Drew Carey.

Conference evaluation highlights:

- Good publicity, marketing for conference
- Smooth registration process
- Program book with photos of board and committee members
- Business meeting – short but effective
- Great food

The conference closed with a fun and dynamic presentation from Patti Wood, professional speaker and body language expert. Non-verbal communication accounts for up to 90% of the meaning of a message. In Patti's informative presentation, we learned to read body language through practice and discussion. We walked away feeling like we had been given a new eyeglass prescription and a high-tech hearing device—suddenly aware of hundreds of communications we had previously overlooked.

On behalf of the entire 2003 conference committee, we would like to thank the board of directors, conference attendees, presenters, facilitators, exhibitors, contributors, and sponsors for their loyal support and cooperation in helping to make this conference a success. As a result of their involvement, we were truly "Anchored Through Unity."

Submitted by Conference 2003 Tri-Chairs:

Karen Thompson, UNC Wilmington

Sherelle Morgan, Ferguson Enterprises

Nicola Sharman, Ferguson Enterprises

CURRENT SACE MEMBERSHIP

- College 418
- Employer 139
- Affiliate 13

DON'T FORGET SACE LABELS!

Printed address labels for SACE members are available from the SACE office! Contact the SACE Office for more info, or see the order form online at:

<http://www.sace.net>, under Membership

58th
SACE
 Annual
 Conference

Mark the Date
December 6-8, 2004
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CONGRATULATIONS TO THE SACE OFFICERS ELECTED FOR 2004 - 2005

Thank you for your participation in the 2004 elections for SACE Board positions.



**President Elect
Ellen Payton
Workforce Planning Manager
Eastman Chemical Company**



**Vice President - Finance
Karen Thompson, Director
University of North Carolina-Wilmington**



**Vice President - Membership
Carolyn Thomas, Director
Career Services
Xavier University of Louisiana**



**Director - Information Management
David Gaston, Director
Career Center & Employment Services
University of Kansas**



**Director - Consulting Services
Megan Newman
Director, Employer Relations
University of South Florida
College of Business Administration**

Continuing Board Members for 2004-2005

Bob Cramer, President - Vanderbilt University
Patsy Hammett, Past President -
Milliken & Company
Flora Riley, Vice President-Professional
Development, Clemson University

Reports From the SACE Committees

PRESIDENT-ELECT

The last time we met via SCOOP, my goal was to inform our members of the varied responsibilities of the president-elect, and I thank all of those who responded favorably to this information. For those of you who missed the 2003 conference, I am happy to report that SACE's 60th Anniversary Celebration in 2006 will take place at the 2006 Annual Conference, to be held December 4-6 at the Sheraton Midtown Atlanta at Colony Square. Atlanta is the most fitting site for this celebration, as it is the founding site of our organization. Other great news announced at the conference was the naming of our 2004 Annual Conference co-chairs for our meeting in New Orleans—Jennifer Winstead of Rhodes College in Memphis, Tennessee, and Jeff Wetherald of The Sherwin-Williams Company in Tucker, Georgia. This very talented duo has put together a highly motivated, diverse committee that promises an awesome New Orleans experience. Please refer often to the "Annual Conference" link on the SACE web site to follow the progress of our conference planning.

Our 2003 Conference also afforded me the opportunity to outline my goals/priorities as I look forward to moving into the position of president of our organization. I am committed to following through on current initiatives that include: leadership development and succession planning; increased Involvement of our state associations; and managing the organization with fiscal responsibility. In addition to these current initiatives, I will be promoting the advancement of member professional development opportunities and the provision of increased and creative "value-added" resources. So be on the lookout over the next year and a half for new ways that our members will benefit from their membership in SACE. I have also committed to evaluating how we as an organization are addressing the needs and issues facing our diverse member population, and how we might move forward in becoming a more inclusive organization. The formation of the Diversity Committee was approved at our December board meeting, and the current volunteer members of this committee are busy evaluating diversity initiatives that may already be part of NACE and our affiliated regional associations.

So, that's the "scoop" from your president-elect. SACE is experiencing a burst of growth in those areas that will mean the most to our membership and to your member benefits. I am truly excited to be part of the leadership that will continue to drive our organization to excellence and, as always, I encourage each of you to play an active role in determining the outcomes of our initiatives in SACE.

Submitted by:

Bob Cramer, Vanderbilt University

CONSULTING SERVICES

Consulting Services is in popular demand! We have had a lot of activity that I am excited to share with you:

Consulting – SACE Consulting Services will boast a record number of visits this year. In January a college member hosted a visit, and in February we had two member companies participating with SACE consulting teams. We also have two additional members considering visits. Special thanks to the following SACE members for their participation in these services: Nancy Bernard; Toni Avant; Jeff Garis; Ann Perry; Tracy Powers; and Betsy Trobaugh.

Scholarships – Many thanks to those of you who donated gifts or participated in the Silent Auction. The proceeds for this auction go toward our Scholarship Fund for professional development. We raised \$1896 this year towards the scholarship fund! We also had several items whose funds were designated for the SACE operating budget and we contributed \$357 to that. Betsy Sias, Florida Atlantic University, has agreed to head up the scholarship initiative for SACE. We are pleased to offer scholarships as another benefit of your membership – please contact Betsy at esias@fau.edu to learn more!

Research Grant – Rick Sayer is chairing the research grant. Please visit the SACE website for timeline and requirements.

To learn more about these benefits, please contact Anne Foote Collins (acollins@officedepot.com)

Submitted by:

Anne Foot Collins, Office Depot

PROFESSIONAL DEVELOPMENT

We have two super, dynamic workshops for you this spring and summer from the Professional Development Committee:

SACE Spring Drive-In Workshop - Friday, April 23, 2004
SunTrust Plaza Multipurpose Room
303 Peachtree Street, Atlanta, Georgia

Event site: www.atlanta.net/acvb/index/asp (click on Calendar of Events and enter dates)

How would you like to get away for a Friday to Atlanta on business? Then, oh, maybe stay the weekend for some shopping and some sightseeing? Put April 23, 2004 on your calendar for a must attend workshop and join the SACE Professional Development Committee for the first in the 2004 series of challenging, inspirational, and exciting workshops. SACE Board members will be in attendance to hobnob, have fun and share some of their wisdom. When we're done, head out on the town for a Shania Twain concert, fabulous shopping only minutes away at the Atlanta Underground, or enjoy a Georgia Force arena football game on Sunday.

Watch out for those lazy crazy days of summer and attend the SACE Professional Development Committee workshop in conjunction with the **Southeastern Federal Recruitment Council** conference in **July 20-23 in Savannah, Georgia**. SACE members enjoy a stroll in the lovely parks and gaze out on the water with a special drink in hand while absorbing great presentations, great networking, and good information.

Keep your eyes and ears open for more details on topics and registration information via email and on the SACE website.

Submitted by:

*Flora Riley, Vice President - Professional Development
Clemson University*

Summary of the State Association Presidents Meeting

On December 8, 2003, the SACE Board joined the state association presidents for breakfast in Norfolk. After breakfast, the state presidents met with Bob Cramer, President-Elect of SACE, and Denisha Sanders, State Associations Liaison, for their annual meeting.

As Bob stated at the beginning of the meeting, one of the three critical areas that SACE is addressing is increasing the involvement of the state associations. This meeting was an opportunity for the ten state association presidents to communicate and collaborate with SACE, and each other, on current projects and initiatives. The agenda for the meeting called for reports from each state president and discussion on a list of topics. Each president brought copies of a variety of materials from his/her organization and many wonderful ideas!

There were several themes among the reports on issues facing the state associations. These themes included increasing membership, with a particular focus on increasing representation from employers, developing new and innovative programs for members, and utilizing web-based resources for everything from providing information to processing membership renewals and conference registrations. Several of the associations have recently created new "branding," including association names, logos, marketing materials, and websites, and others are in the process of doing the same. In addition, some restructuring has occurred among the state association boards to amend constitutions and to re-vamp organizational structures. These efforts have resulted in increases in participation in leadership roles and other programs among the members.

Like SACE, the state associations are dedicated to collaboration and communication. Efforts are underway among the state associations to work with other organizations, including the Society for Human Resource Management and SACE, to coordinate dates and to work together on events.

Be sure to check the "Regional Roundup" for details on the wonderful things that are going on in the state associations!

Submitted by:

*Denisha Sanders, State Associations Liaison
The University of North Carolina at Pembroke*

Cruise Aboard the SSN 708, USS Minneapolis-Saint Paul Monday, July 26, 2003

About 16 guests were invited to a special VIP cruise aboard the nuclear attack submarine, USS Minneapolis-Saint Paul, SSN 708. Included were four invitees from the USS Saint Paul Association: Joe Cooper, President; John Hannabach, Vice President; Norman Mineta, Treasurer; and Dennis Covert, Editor, *The Roving Saint* newsletter.

SSN is a Los Angeles Class nuclear-powered attack submarine. It was commissioned in March 1984, so is fast approaching a 20-year history. She is about 390 feet long, with a beam (width) of 33 feet, and displaces about 6100 tons. She has four forward torpedo tubes capable of firing either Mk. 48 torpedoes or Tomahawk missiles. The crew consists of 15 officers and 135 enlisted men. No women crewmembers are in the submarine service, due to the severe privacy limitations on a sub.

We arrived at the boat at about 6:30 a.m., and immediately went aboard and were underway by 7 a.m. All guests were seated in the crew's mess compartment, which is the largest open space available on the boat. Coffee was served, along with excellent danish that were baked on-board. We were briefed by the Chief-of-the-Boat (COB), Kevin Kestelman, about the sub, and shown how to use Emergency Breathing Apparatus, standard safety equipment somewhat analogous to heavy-duty oxygen masks on an airplane. The COB is a unique submarine designation. Kestelman is the highest rated enlisted man on the boat, and is in a position parallel to the Executive Officer reporting directly to the Captain.

We were next divided into three groups for a tour of the sub. No space is wasted! The crew must "hot bunk," as there are only 98 bunks aboard and 135 enlisted men. They typically serve a six-hour watch, so bunks are utilized by those crewmembers not on watch. When awakened, the bunk's "linens" are replaced for the incoming crewmember. I must say, the bunks looked to be more comfortable and roomy than the racks we slept in aboard the USS Saint Paul! Officers are accommodated in small rooms with a small desk, two bunks, and two small lockers. The captain has his own compartment adjacent to the control room or bridge. It is very small, and the bunk is recessed into the wall. He does have his own private head (bathroom).

The crew later demonstrated procedures for fighting a fire. Fire aboard any naval vessel is a major concern, but it is certainly so on a submarine. A special heat-detecting device that can see through smoke is used to direct the fire hoses. General Quarters was also demonstrated. GQ is the highest alert on shipboard, and is the call for all-hands to man their assigned battle stations for action. When the GQ alarm is sounded, all hands immediately rush to their assigned station. On a surface ship, if your designated battle station is forward or above from where you are located when the alarm is sounded, you are to proceed "up and forward" on the starboard side of the ship and "down and aft" on the port side. This process minimizes traffic flow problems. However, submarines do not have space for such traffic flow. All hands simply rush to their station, trying to avoid major collisions as they run through the narrow passageways.

We then experienced a simulated torpedo launch. The tube was filled with water, which was then ejected, as would be a torpedo. Actually, some trash is similarly ejected if it is truly biodegradable. It is weighted to sink to the ocean floor. Any other trash, plastics, etc. are mashed and retained on board until the boat returns to port.

Submarines are totally self-sufficient when underway, limited only by the amount of food they can carry. All power is developed by a nuclear reactor that is operable for 20 years or more. Oxygen, water, electricity, and all other needs are generated aboard. Proper amounts of oxygen, nitrogen, and other gases are monitored and maintained at suitable levels for efficient performance by the crew.

Shortly after diving, the sub exercises a procedure known as "angles and dangles." While slowly underway, the boat will be ballasted to a severe forward angle (15 – 20 degrees) and then a severe aft angle. This process is designed to detect any and all loose gear that might otherwise go unnoticed. Loose books, wrenches, food, etc. cannot be allowed when a sub's primary function is stealth. Any internally generated noise is a dead give away to a searching enemy, and may lead to deadly occurrence. Most equipment on a sub is supplied in duplicate; thus, piece of failed equipment has a back up. Any failed equipment must be replaced, repaired, or the crew must do without it.

Four meals are served daily aboard the sub. These are served for about one hour, as there are not enough seats in the mess hall to accommodate all of the crew. The fourth meal is called “midrats,” for midnight rations, and is served to the crew standing the midwatch. Coffee, cappuccino, juice, hot chocolate, and a “Slurpy-like” drink are available 24/7. Meals served aboard submarines are generally better than those served to the surface Navy. We experienced a roast beef dinner that was excellent. When putting to sea for, say, a 120-day cruise, food is stored in every conceivable location. Plywood may be put down on decks so that canned or similar goods can be stored beneath until used.

A medical corpsman serves on board; however, he is not a doctor. He has responsibility for all medical emergencies. He has the ability to do some surgery in an emergency (appendicitis). Any such procedure is done on the dining table in the officer’s wardroom, where some special lighting and provisions are located.

Most of the visitors had an opportunity to go up to the top of the “sail” while we were underway and on the surface. That was an experience. You had to put on a harness and be attached to a ring welded to the boat, as there are no handrails or other retention measures on the “bridge.” It was about a 40-foot climb to the top through several small hatches and with several twists and turns of the ladder. The sub did about 17 knots when surfaced (about 20 mph). The water breaking over the front of the boat produced an enormous wake. Numerous “flying fish” and dolphins accompanied the sub, diving in and out of the bow waves. Much higher speeds are attained underwater, in excess of 28 knots.

Periscope depth for a sub is approximated 60 feet, and there are two independent periscopes aboard. The view from the scopes can be projected to TV monitors throughout the ship so that everyone can see the view. Many of us were able to man a periscope while cruising. Although subs can still do emergency surfacing, they are no longer allowed to “pop” to the surface since the tragic incidence between the USS Greenville and the Japanese boat that was sunk when struck by the Greenville during such an operation near Hawaii. The captain now must go to periscope depth and complete two 360-degree sweeps, visually assuring that there are no ships or other objects impeding surfacing. While submerged, there is no sense of being underwater. In fact, it is a smooth and comfortable ride at depth, since there is no sense of motion, no rolling or pitching. Actually, any time you are below deck on a sub you are under water, whether surfaced or not.

Most of the crew have multiple assignments aboard, and are crossed trained. The enlisted crew number about 135 members. I was surprised to learn that there is a designated “career counselor” assigned, and he has an assistant. All of the crewmembers were very accommodating and friendly. All appear to know each other and work closely as a team. The standard uniform appears to be a blue jumpsuit/coveralls, with the ranking shown as a small collar emblem. There is no designation as to the individual rate specialty. The last name is embroidered above the right pocket, and the boat’s name and the dolphin insignia above the left pocket. The crew must attain qualification before they are allowed to wear the submariner’s dolphin emblem. Such certification is monitored by the captain, and requires about a year of study. The main passageway contained a board with the silver dolphin pins attached above the sailor’s name, showing who was still being qualified.

We returned to dockside at Port Canaveral and disembarked the USS Minneapolis-Saint Paul at about 4:30 p.m. (1630). The total experience was magnificent. This is a different Navy from the one I served in some 50 years ago! The entire crew seems to be well trained, comfortable and knowledgeable. The USA is well served and represented by these young men.

Submitted by:

John Hannabach

Former SACE President and Honorary Lifetime Member

SACE Scholarship -- Call for Applications

SACE is pleased to offer two scholarships of up to \$1,000 each. The purpose of the Scholarship Fund is to serve as a financial resource in supporting educational/professional development interests of the SACE membership and students preparing for the career services/college recruitment professions.

To be considered for a scholarship, the recipient must meet the following criteria:

- Be a current member of SACE representing an employer or college/university;
- OR
- Be a current full-time undergraduate or graduate student and have at least a second semester senior standing in a curriculum leading to a career in college career services, student development, human resources or career counseling.

Application Process

- “Employer and college” members must submit a proposal that includes an outline summarizing the use of scholarship funds, how it will benefit the member’s professional development, when the funds will be required, where studies/activities will commence and why it will be beneficial to the SACE membership at large.
- “Student” applicants must submit an essay profiling how scholarship funds will benefit their professional development, a college transcript, and personal resume.

Selection Process

- The SACE Scholarship Committee will review submitted proposals and recommend finalists to the Board of Directors.
- Awards will be made by April 30, 2004.

Application and Inquiries to:

Betsy Sias, Director; Career Resources & Alumni Relations; College of Business; Florida Atlantic University
 esias@fau.edu

Metrics—Nothing to Snooze About

When you hear the word “metrics,” do your eyes glaze over? Do you start hyperventilating from panic and confusion? Do you yawn and look for the nearest escape route? You are not alone! Capturing data to analyze the success of your career center (for schools) or college recruiting program (for employers) can be very daunting. Career centers often focus on customer satisfaction, student and employer participation, or placement rates; employers are nearly always in search of the elusive “cost per hire” metric that seems so difficult to capture accurately.

The key to metrics is taking data and turning it into action—using it to guide decisions that will make your office or program even stronger. For example, a school that is able to see that far fewer business majors participate in career fairs than science majors might lead them to poll those students to understand why, and to ask how the career center might serve them better. An employer who consistently receives an average of ten applications per job at all schools except one (which generates little to no application activity) might want to investigate the level of student participation at that school and discuss with the career center what the employer can do to generate more interest.

Taking a “data driven” approach to aggressively analyzing and honing your performance can be very empowering for you and your team. It can help you identify areas that most need your attention—and can even provide you with useful information to plead your case for more staff or budget. Career centers that use Experience’s eRecruiting solution have access to customizable reporting capabilities, and employers who use the eRecruiting Pro service can rely on Job Insights for detailed metrics on the overall performance of their jobs at any particular school. Armed with relevant statistics, you can analyze your performance data in detail, assess comparisons and trends over time, and compare that information to your peer group across the region or country. Metrics can even help build better relationships between career centers and employers by encouraging greater interaction and discussion on how to continuously improve both of your programs.

Now, does that sound like something to snooze about?

Submitted by:

Jennifer Floren, CEO, Experience, Inc.

Leadership Development for the Profession

GET INVOLVED!

That's the answer to many of the questions asked about how to influence the direction of our organization and profession. Your active involvement can also lead to the development of critical leadership skills and involvement in leadership opportunities. The SACE Board and membership has focused much time and attention on evaluating the organization and our leadership needs, and in promoting the leadership development of all members, especially our new professionals. As our organization and our profession changes and strengthens, the development of strong leaders will play the key role in moving forward in positive, results-oriented directions. 2004 will be a year of new initiatives with SACE leadership development, including the design and implementation of guidelines for succession planning, and creative, skills-based programming for new professionals at our December conference. And, in 2004 and beyond, this statement that was made at our December 2003 Business meeting, "...our organization is only as strong as the strength of its member's involvement," will form the basis for motivating leadership development within our organization.

Embracing "vision based" leadership with a focus on ingenuity, resourcefulness, high performance, and empowerment can help us all move forward in realizing our professional and personal growth potential. SACE and NACE, along with our other regional associations and our state associations, are committed to providing more and better leadership development programs, activities, and resources. These opportunities will be fun, cost effective ways for us to learn and to be involved in affecting positive change within our profession. But each of us can also take a personal approach by learning from the many leadership-related resources that are readily available in print and via the internet. My resource recommendation for this SCOOP edition is Growth Strategies Inc., found at www.growth-strategies.com. Under the "Articles" link and "Leadership" heading, you will find "What Leaders Do: A Checklist". This is a MUST READ for current and future leaders.

"...and when the day is over and we have done all we can, perhaps our greatest accomplishment will not be that we were gifted leaders...but, rather, that we inspired the next generation of those who will lead. Creating a legacy of leadership is, perhaps, the final measure of great leadership."

-- James P. Evans, Former President and CEO - Best Western International

Submitted by:

Bob Cramer, Vanderbilt University

SACE ON-LINE SERVICES

Remember these SACE On-Line Services:

- Listserv - Contact Toni Avant, University of Mississippi, toni@career.olemiss.edu. Listserv address is sace@listserv.olemiss.edu
- SACE website: <http://www.sace.net>
- On-line Membership Directory - on the SACE website under Membership/Directory
Access: Click Membership/Directory, then click Membership Directory again. In response to Username/Password prompt, enter email address as username, no password. Click on the desired directory component (College, Employer, Combined or Honorary Lifetime. The PDF document opens in Adobe Acrobat Reader. Click the binocular icon to search, enter the text string and press Find.
- Annual Conference page on SACE website: check for conference picture galleries, Business Meeting handouts & minutes, upcoming conference information.

Wanted: SACE Annual Conference Leaders!

We are interested in **you** being active in SACE, and encourage you to get involved in planning the 2004 SACE conference in New Orleans. The 2004 SACE conference committees are listed below—we hope it is self-explanatory-to illustrate some of the opportunities for involvement. Typical interests and time commitments (moderate or heavy) are listed, but these are quite flexible. Contact the following people to get involved in a committee for the up-coming conference:

Bob Cramer, SACE President 2004-2005, Vanderbilt University, 615-322-2750,
bob.cramer@vanderbilt.edu

Jennifer Winstead, College Conference Co-Chair, Rhodes College, 901-843-3805,
winstead@rhodes.edu

Jeff Wetherald, Employer Conference Co-Chair, Sherwin Williams, 678-261-6794,
jeff.g.wetherald@sherwin.com

Committee	Typical Interest/Typical Time Commitment
Sponsorship/Fund Raising	Soliciting, Finances, Money/Moderate
Resource Room	Solicit resources from major publishers/Moderate
Door Prizes/Goodie Bags	Soliciting, Organizing/Moderate
Exhibits	Working with others/Moderate
Printing/Publicity	Computer layout, graphics, editing/Moderate
Registration	Contacts/Moderate
Business Manager	Finances/Heavy
Local Arrangements	Major event planning, Location/Heavy
Program	Development, group facilitation, AV/Heavy

You may be interested in becoming a conference committee chair in future conferences. Here are some typical roles you might be interested in and what type of previous experience might be helpful:

Role	Typical Previous Experience
Conference Co-Chair	Chair several conference subcommittees, and at least Program or Finance
Program Co-Chair	Chair several conference subcommittees
Local Arrangements Co-Chair	Attend at least one conference
Business Manager	Some finance experience, attend at least one conference
Registration Co-Chairs	Registration Committee experience
Printing/Publicity Chair	Experience with written publications, attend at least one conference
Exhibits Chair	Experience with suppliers, attend at least one conference
Door Prizes/Goodie Co-Bag Chair	Attend at least one conference
Resource Room Chair	Attend at least one conference
Sponsorship/Fund Raising Co-Chair	Attend at least one conference, experience with fund raising, serve on a conference committee

Hope to see you in New Orleans!

Submitted by:

Ellen Payton

Regional Roundup -- Updates from the States...

ALABAMA UPDATE

Greetings from the great state of Alabama! The new year is off and running. Our annual Winter Workshop was held in Hanceville, Alabama at Wallace State Community College. The workshop was chaired by LaQueta Ward, BAE Systems, and was captioned "Experiential Education." A special thank you to LaQueta and her committee for putting together an awesome workshop.

Congratulations are in order for some of our members. Jay Skipworth of Troy State University was promoted to Coordinator of Career Services. Way to go, Jay! The National Career Development Association, with the designation of Master Career Counselor (MCC), recognized Maureen Chemsak, Director of Counseling and Career Services at Athens State University. Congratulations Maureen!

Preparation for the annual summer conference is underway by chairperson Patricia Blum, University of North Alabama. This year's conference is being hosted at the beautiful Point Clear Resort and Spa from June 9-11, 2004. The theme is "Historical Foundations and New Beginnings." We are all looking forward to a great conference.

Submitted by:

*Kisha Vassar, Regional Recruiting Supervisor
Enterprise Rent A Car-South Central*

FLORIDA UPDATE

Florida Career Professionals Association (FCPA)
"Keeping Florida First"

Greetings from sunny, warm Florida! Hope everyone had a great "holidaze" season and that 2004 will be happy, healthy, and prosperous for all.

One of the initiatives coming out of our very successful annual conference in June at Jacksonville, Florida is to increase FCPA membership, especially in the all important employer sector. To help accomplish this goal, the board created a short, one page survey/response form to gather current information on our employer's college relations/recruiting efforts.

We have asked all of our school members to distribute a form to each employer representative at their respective career days/fairs/events throughout the spring recruiting season. The form asks each employer to describe their college relations/recruiting efforts and identify the person(s) in charge. We will then contact these individuals via a campaign to explain FCPA and the advantages of membership. We are looking for great results!

We have also distributed to all FCPA members a request for nominations for our Student of the Year (SotY) and Brownlee awards. We give a SotY award in three categories: Co-op; 4-year Experiential, and 2-year/Tech Experiential. Each award carries a certificate, trophy, and \$300. The Brownlee Award is given in memory of John T. Brownlee to an FCPA member who has shown exceptional professional contributions to the Florida career recruiting field.

We are looking forward to our 2004 Annual Conference on June 23-25 at the Oceanfront DoubleTree Hotel in Cocoa Beach, Florida. This year's theme is "Strengthening Commitment and Focus through the Rough Surf." Go to our web site at www.fl-cpa.org for more information and registration. Our 2005 conference will be held in Ft. Lauderdale, Florida. Come join us, if you can.

Submitted by: Shannon H. Cash, President

GEORGIA UPDATE

GACE is having a GREAT year! Lots of exciting things are going on in our organization, such as our Networking Breakfast, Drive-in Workshop, and upcoming annual conference. On November 20, 2003, we held our first GACE Networking Breakfast, which was co-sponsored by GeorgiaHIRE, at the Buckhead Diner. We had around 40 participants at the Networking Breakfast and gained some new members to our organization. The attendees had a wonderful time networking and sharing ideas about major issues within their schools/companies.

The annual Drive-In Workshop was a big success, with over 65 workshop attendees. The workshop was held at the Georgia Sports Hall of Fame in Macon, Georgia on January 29, 2004. The workshop featured two guest speakers from the Georgia area: Bonnie Ross-Parker, who presented on "Effective Connection for Effective Results"; and Jeff Fox, who presented on "How to Improve Communication and Effectiveness between Colleagues, Colleges and Employers." We are looking forward to our upcoming conference, which is scheduled for May 16 – 19 at Brasstown Valley in Young Harris, Georgia. The conference theme is "Blazing New Trails." A fireside chat will be offered on Sunday after dinner to entice members to arrive early. The main focus of our conference will be based on team building.

In addition to all of the great events that we have going on, we also have a very aggressive marketing strategy in place, which encompasses new marketing brochures and re-vamped member packets, and we are in the process re-vamping the GACE website so that it is more user friendly to current and potential members.

If any of you have questions about GACE or about the upcoming activities, please feel free to give me a call at 770.246.9114 or e-mail: kbarley@ups.com

Submitted by: Kelli Barley, GACE President, UPS-Workforce Planning Manager

MISSISSIPPI UPDATE

The annual drive-in workshop for MACE, held January 9, was a successful professional development session for both college and employer members. Approximately 20 members attended the event planned by MACE Vice President Tina Wilkins and hosted by Millsaps College in Jackson, Mississippi. Genea Yates, a licensed therapist from St. Dominic Hospital's EAP program, presented "Take this Job and Shove It or Love It," which gave members tips for handling career burnout and promoting healthier living.

Several members attended the December 2003 SACE Conference in Norfolk, Virginia. As always, the leadership present within MACE is clearly evident in the participation/volunteerism of MACE members in their regional association, as many MACE members serve on SACE committees, etc. The MACE Executive Board has been busy discussing how to promote membership growth, as well as how to propel the organization into the future. In the works are the change from a paper-based to an online newsletter, improvements to MACE's current image, which would include an updated mission and motto, and a targeted membership drive.

The MACE Summer 2004 Conference, "Making Connections in Mississippi," will be July 22-23 at Silver Star Resort and Casino in Philladelphia, Mississippi. All members are invited to attend for fun and plenty of networking opportunities.

If you have any questions, call Carla Rose at 662/620-5317 or e-mail crrose@iccms.edu.

Submitted by: Carla Rose, MACE President

VIRGINIA UPDATE

"Join the wild adventure" by attending the 2004 VACE conference! The conference will be held April 28-30 in Natural Bridge, Virginia. Online registration is now available for interested parties at www.vace.org.

Submitted by: Lesli W. Henry, Virginia Asset Management

KENTUCKY UPDATE

The Kentucky Association for Cooperative Education and Career Employment held its 2003 Fall Conference at Lake Barkley State Resort Park in the western region of the state on November 20 – 21. Highlights of the conference are as follows:

- A human resources professional from Pella Industries gave the keynote presentation, informing members of the selection process the company used to choose its newest manufacturing site in western Kentucky, as well as providing information about Pella's general operations and staff development functions.
- Amy Agyeman, an etiquette, wardrobe, and interviewing consultant, and former Aon Consulting national recruiter for Fortune 500 companies, led a hands-on, highly interactive workshop on behavioral interviewing.
- Dr. Deborah Nunn, Director of Organizational Development at Belmont University in Nashville and generational studies researcher, presented a workshop on generations in the workplace, focusing on Baby Boomers, Generation X'ers, and Millennials.
- The association's annual business meeting and election of officers was held. The KACECE 2003 – 2004 officers are: President, Philip Parker (Western Kentucky University); President-Elect, Kitty Zachery (Jefferson Community College); Past-President, Ann Zeman (Bellarmine University); Secretary, Carol White (Western Kentucky University); Treasurer, Amy Monson (Gateway Community and Technical College); and board members Laura McMinn (Enterprise Rent-A-Car), Kevin Ryan (Sherwin-Williams), Connie Dirks (Eastern Kentucky University), Shirley Prater (University of Louisville), Betsy John Jennings (Northern Kentucky University), and Anthony Roberts (Central Kentucky Technical College).

The 2003 – 2004 Board of Directors met in Louisville on January 23, 2004 for its first meeting of the year. In addition to handling routine association business, a number of specific initiatives were discussed, including a statewide marketing/membership drive currently underway to increase the number of employer members. The association also continues to publish its monthly electronic newsletter, with Kitty Zachery of Jefferson Community College serving as editor. The association's conference committee is currently involved in planning the KACECE spring drive-in workshop, which will be held in May. The annual, one-day workshop will be on the University of Louisville campus and will include a morning program, a speaker from state government, lunch, and a visit to Churchill Downs. Information about the Kentucky Association of Cooperative Education and Career Employment and upcoming activities can be found at www.kacece.org.

Submitted by:

Philip Parker, KACECE President

SOUTH CAROLINA UPDATE

The SCACE 2004 Annual Conference will be held May 12-14 at the Westin-Poinsett in Greenville, South Carolina. The conference theme is "Focus on the Future: Leading for South Carolina." The program will include presentations from a variety of business and governmental leaders, providing a view of economic initiatives and the likely future of business and employment for our state. Information on the conference is available at www.scaceonline.org. The regular registration deadline is April 20.

The 2004 Winter Drive-In Workshop was hosted by Enterprise (Columbia) in January, with the management team sharing information on corporate operations and opportunities in this rapidly growing firm, and exploring best practices in recruiting.

Submitted by:

Brent A. Stewart, SCACE President

TENNESSEE UPDATE

The Tennessee Association of Colleges and Employers (TACE) 2003 – 2004 Board has made progress as we have worked together to accomplish the goals outlined in the July 2003 Transitional Board meeting. The goals include: increasing membership (we are pleased to report that membership has increased this past year); providing educational and fun programs; enhancing the TACE web site and online resources; working with other state associations; and supporting our regional and national associations.

All three Tennessee regions (east, middle, and west) have held regional meetings, and a state Drive-In Workshop was held in the fall. The middle region is planning a “Gone Fishin’ – Having Fun At Work!” program at Belmont University in Nashville, Tennessee on Friday, March 12. The Board will meet following the lunch program to continue planning for the conference in May.

The TACE 2004 annual conference will be held at the Park Vista Hotel in Memphis, Tennessee on May 20 – 21, 2004. The conference theme is “Follow That Dream.” The conference activities will include visits to two legendary Memphis landmarks – The National Civil Rights Museum and Graceland. The conference will feature several dynamic speakers and break out sessions for career services professionals and employers. In addition to the great programs, the conference will provide many opportunities for members to network and learn from one another.

This year’s TACE Board members are: Patricia Jacobs, President; Charlie Hawkins, President Elect; Alice Camuti, Vice President Colleges; Brandy Pearson, Vice President Employers; Megan Nicklaus, Secretary; Clay Woemmel, Treasurer; Dave Graham, Immediate Past President; Sheila Thompson, Membership Director; Chuck Goon, Communications Director; Amy Achterhof, Conference Registration Director; and Inman Otey, Regional Liaisons Director.

If you would like to attend the “Gone Fishin’” program in Nashville on March 12, or the annual conference in Memphis on May 20 – 21, please register online at www.tace.org. If you have any questions about TACE, please contact Patricia Jacobs at 615-460-6490 or at jacobsp@mail.belmont.edu.

Submitted by:
Patricia Jacobs, TACE President
Belmont University

SACE Welcomes new and transfer members...

Pam Angle, B B & T Corp.
Janice Barnett, U. S . Dept. of State
Steve Barnett, Retail Institute
Pamela Basheer, NC A&T State University
Tricia Buddin, Charleston Southern University
Lydia Burrell, Jacksonville University
Derek B. Carter, Washington & Lee University
Robert Dame, Retail Institute
J. Michael Despeaux, Western Carolina University
Eric Dicken, Case Western Reserve University
Jeanette Ellis, Ferguson Enterprises
Daniel Faucette, Tindall Corporation
Bill Fletcher, Vanderbilt University
David Gaston, University of Kansas
Courtney Gazlay, University of Georgia
Gary M. Gerber, Gerber & Associates
Richard Graf, Jacksonville University
William Haith, University of the District of Columbia
Joanne Hands, Tulane University
Orlanda Harris, SunTrust Bank
Denita Hedgeman, LeMoyne-Owen College
Deborah Herman, Clemson University
Yasser Karout, UNC Charlotte
Patrick Keebler, Case Western Reserve University
Milt Lowder, University of Kentucky
Suzanne Martin, East Carolina University
Vicki McMoore, Livingstone College
Ann Melone, Florida Technical College
Michael Nelson, Maxim Healthcare Service
Brandy Pearson, Enterprise Rent-A-Car
Kenneth Pierce, Philip Morris USA
Janie Rich, Enterprise Rent-A-Car
John Ryder, University of Florida
Nakeshia N. Staley, Johnson C. Smith University
Martha Stanley, Department of the Army
Tim Streeter, Accenture
Joseph Testani, Yale University
William J.R. Thomas, Beazer Homes
Dawn Towe, Target Corporation
Rea Valentine, Southern Research Institute
Samantha Waddy, Philip Morris USA
Ryan Wallace, Maxim Healthcare Services
Barbara Warren, Mercer University
Jamie Weaver, Everglades College
Beth White, Emory University

SCOOP

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Deadline for the next issue of SCOOP is June 17, 2004