

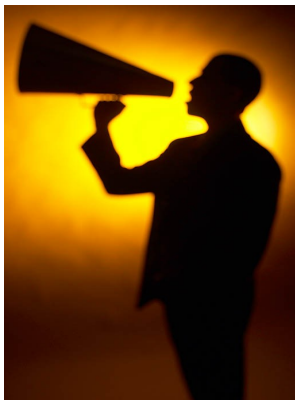
AAACE

Arkansas Association of Colleges and Employers

FALL 2011

INSIDE THIS ISSUE:

<i>Meet the Board</i>	2
<i>Member Spotlight</i>	3
<i>Honors/Accolades</i>	3
<i>Spring Conference</i>	4
<i>Fall Conference</i>	5
<i>Member Contribution</i> <i>Girl Scouts Seek Partners</i>	6
<i>Upcoming Events</i>	6



Call for Spring AAACE Newsletter Submissions!

Please submit to Monique Forehand at monique.forehand@uafs.edu

Types of submissions:

- Best practices for employers of career services
- Member accolades/honors
- Member spotlight
- Resource Recommendations (career library, professional development, etc.)
- Special announcements

FROM THE PRESIDENT

As a Career Services Professional, I am often reminded of my own journey through the sometimes uncertain land of career exploration. John Krumboltz describes my trek best with his concept of happenstance. Krumboltz characterizes this theory as an attitude of planning while at the same time being open to opportunities.

You see, I began my college career with the goal of becoming a Chemist (lol). My experience in Physics class; however, quickly shot that idea into oblivion and, shortly thereafter, I changed my major to Sports Science (no physics required). I've always had a passion for health and wellness and I enjoyed working in this field for several years.

Later, the military took my family and I overseas to England where I was afforded the opportunity to return to school for graduate studies. I chose a degree in Counseling unsure exactly of what I planned to do with it. This wasn't a concern for long; however, because, back in the states, opportunities presented themselves counseling individuals with eating disorders, then working

with graduates of government training programs.

It was in this latter position that I found my passion for career development. I truly felt I found my calling each time I worked with a student and experienced the sense of satisfaction that the relationship afforded! I now work for a rural community college where I am reminded each day of the value that we as Career Services Professionals offer our students. Whether it is career exploration, resume writing, interview preparation, or job search assistance, not a week goes by that a student doesn't visit my office to say "thank you"; two little words that make it all worthwhile.

Students aren't the only relationships of importance in our profession, however. Creating and maintaining effective working relationships with employers is at the top of the list as well. AAACE is the ideal organization to aide in advancing those relationships in an effort to link students with relevant employment opportunities.

Our counterparts in AAACE, Arkansas recruiters,



play such an integral role to our mission that I would be remiss in not expressing my gratitude for all of the hard work and dedication that I witness in them each year. Whether it is attending career fairs, conducting on-campus interviews, or facilitating classroom presentations, our recruiters are among the best in the nation.

That being said, we all have an opportunity on December 2nd, 2011 to come together and participate in the AAACE Winter Conference located at Hendrix College in Conway, AR. Our theme this year is *Harnessing the Power of Technology and Social Media* and we have an exciting day planned with two exceptional presenters; Matt Kaiser and Luke Irvin. I'm hoping for record breaking attendance and look forward to visiting with all of you soon.

-Heather Garcia

Know someone who might want to join AAACE?

Business Cards and Brochures will be available to share with contacts and promote membership. Contact Heather Garcia for promotional items at heather.garcia@uaccb.edu



P.O. Box 45, Little Rock, AR 72203

Contact us at: contactus@arkace.org

www.arkace.org

Membership benefits:

- Connections to other professionals
- Advice, feedback, and insight
- Growth and professional development opportunities

BOARD MEMBERS 2011-2012

Heather Garcia—President

A Licensed Counselor specializing in Career Development and Conflict Mediation, Heather has been with the University of Arkansas Community College at Batesville's Counseling & Career Services Office since August 2006. Her job entails coordinating services for three priority areas at the Institution including Career Development, Personal Counseling, and Disability Support. In 2010, Heather completed training to provide the Career Development Facilitator (CDF) curriculum to interested professionals through the National Career Development Association (NCDA) and has thoroughly enjoyed facilitating this program since. Most recently, she has been charged with conducting an Internal Review of the UACCB Career Services program and hopes to compile sufficient evidence supporting the need for program expansion by the close of the fall semester.

David Flake—Past President

David Flake is an Arkansas native raised in North Little Rock, Arkansas. A graduate of Hendrix College with a degree in Psychology, David has more than 28 years experience in counseling and human resources including career planning and placement, recruiting, interviewing and selection, personnel management, policy development and supervisory training. He directed a nonprofit job development program for people with severe disabilities which was nationally recognized as exemplary. Currently, David is the Human Resources Director for the Arkansas Department of Parks and Tourism where he has served the state for 18 years.

Heather Reese—President Elect

Heather Reese is currently the Department of Human Services, Recruitment Team Manager. She holds a Masters in Business Administration in Human Resources from Saint Leo University and a Bachelors of Science in Sports Management from Old Dominion University. Heather's expertise lies in human resources staffing management, benefits administration, budgeting, contract, sales and event management, EBIT forecasting, marketing, performance analysis and career development programs. She is currently the President-Elect for the Arkansas Association of Colleges and Employers and on the Board of Directors at Covenant Recovery, an in-treatment home for substance abuse patients. In her free time she enjoys spending time with her family and making wire jewelry.

Lori Magar—Secretary

Lori has served as the Employer Relations Coordinator at the University of Arkansas in Fayetteville for five years. Her job entails serving as a liaison between the University Career Development Center and current/prospective employers and recruiters. This includes making arrangements for all on-campus recruiting events held in the center. Lori and her husband spent almost six years serving the U.S. Army in West Germany. She has over 25 years of administrative experience in the public school system, property management, public relations and for various non-profit agencies.

Tiffany Johnson—Treasurer

Tiffany D. Johnson is the Assistant Director for Special Programs at the University of Central Arkansas' Career Services Center. Her job entails assisting undergraduate students, graduate students and alumni with their career planning needs, creating and implementing new programs and marketing all events. Tiffany has Bachelor of Art Degrees in Mass Communication: Broadcast Journalism and Speech Communications: Public Relations. She also has a Masters Degree in College Student Personnel Services and Administration. She has worked in the field of higher education for four years. At UCA she is heavily involved with students. Tiffany is the Pageant Consultant for several pageants on campus, a Level II Mentor for Multicultural Student Services, a teacher for the Upward Bound Program and is the advisor for Alpha Kappa Alpha Sorority, Inc., Interdenominational Christian Council, Judah Chorale, Phunky Fresh and Ebony Models. In her free time, she enjoys spending time with family, friends and church. Tiffany has one son, Kyler T. Beard.

Dustin Laroux—Employer Rep

A Talent Acquisition Manager at Enterprise Holdings, Inc. Dustin attended Northwestern State University and majored in Hospitality, Management & Tourism. Dustin was hired as a management trainee immediately after college. Since his time at Enterprise Holdings he has worn many hats followed by numerous promotions. As a current Talent Acquisition Manager he has hired more than 700 employees around the ArkLaTex. Dustin enjoys running, traveling, yard work, and networking. An interesting fact: Dustin is the oldest of 14 grandchildren! Dustin brings extensive networking skills to AACE.



Ed Rayburn—4 Year College Rep

Ed Rayburn is the Associate Director of the Career Management Center at Arkansas State University in Jonesboro, AR. Prior to his fourteen years in this position he served as the Federal Financial Aid Administrator for the same institution for eleven years. He holds a Doctorate of Education from ASU and has served on the AACE Board of Directors in a number of capacities including 4-year College Representative, Historian, and Membership & Professional Development Committee member.

Kristy Stokes—2 Year College Rep

A college counseling and career services representative from Dardanelle, AR, Kristy received her BS in Psychology from Arkansas State University before pursuing her MA in Marriage and Family Counseling from Southwestern Baptist Theological Seminary, Fort Worth, TX. Kristy has worked in the areas of student services, career services, and counseling services at various college campuses including Arkansas State University, Louisiana Tech University, and currently University of Arkansas Community College at Morrilton. Kristy is a licensed professional counselor and enjoys providing students with personal, career, and academic counseling while directing the career services for the college. One of the most rewarding parts of Kristy's job is the AHA! moment when students come to a decision regarding their majors and careers.

Monique Forehand—Historian

Monique Forehand is the Coordinator of Career Services at the University of Arkansas Fort Smith. She received a Bachelor of Science in Business Administration with a major in Management/Marketing and a minor in Hospitality and a Master of Science in College Student Personnel from Arkansas Tech University. Monique graduated *summa cum laude* with both degrees and was awarded the Business Student of Year in 2007. She was immediately hired at the University of Arkansas Fort Smith as a professional academic advisor where she served for one year, until transferring into her current position. Monique is very involved on campus and in the community and serves as a volunteer for a number of organizations. In her free time, Monique enjoys traveling/vacationing which includes an annual visit to British Columbia, Canada.

AACE

Arkansas Association of
Colleges and Employers

NEW MEMBER SPOTLIGHT: TINA GOODMAN

Ms. Tina Goodman became part of the AACE family on Wednesday June 15, 2011 and serves as the Executive Secretary for the organization. Ms. Goodman is responsible for providing support to the AACE Board of Directors and individual committees, maintaining a membership database, generating reports, invoicing members, and a wealth of additional valuable services. For the past eight years, she has been employed with the University of Arkansas Community College at Batesville (UACCB) where she held a variety of positions. Tina is currently the Administrative Assistant to the Vice Chancellor for Academics at UACCB. Her duties and responsibilities include providing administrative support to the Vice Chancellor, monitoring budget activity for the department, coordinating meetings and activities, reviewing and updating academic degree plans, helping resolve student problems and issues, working with the various academic departments, serving on committees, and a host of other administrative duties.



Ms. Goodman's academic accomplishments include a Bachelor of Applied Science degree from the University of Arkansas Fort Smith; an Associate of Applied Science degree in Business Services with an Administration Focus; an Associate of Arts in General Education with a Business Focus and a Technical Certificate in Accounting Support. She also earned recognition as the outstanding student for the UACCB Business Department in 2005.

Please feel free to contact Ms. Tina Goodman for assistance at 870-613-3627 or tina37@yahoo.com.

MEMBER NEWS—ACCOLADES, HONORS, AND UPDATES

Monique Forehand attended the US Marshal CSCEP Conference in Dallas, TX in July 2011.

Margaret Hutchins and Mary Kay Wurm attended the reception honoring employees who support volunteerism at the Arkansas Governor's Mansion on September 7th.

Louis Scivally was hired as the Career Services and Transfer Coordinator at Arkansas State University-Beebe in September 2011.

Larry Stricklen, Alison Nicholas and David Flake will be conducting a panel presentation called "Recruitment Strategies: Finding Top Talent Quickly and Economically" at the Arkansas Public Employees Human Resources Association conference in Hot Springs on October 6th.

NPCC Career Services hosted NPCC Museum Day on October 10 from noon - 4 pm, at Mid-America Science Museum. This was an opportunity to enjoy staff development activities as well as student instructional time in a great environment for learning.

Louis Scivally attended the Arkansas College Personnel Association Conference in October 2011.

Dustin Laroux and Heather Reese are planning to attend the SoACE 2011 Annual Conference December 4-7 in Savannah, GA.

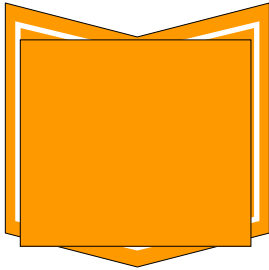
David Flake will serve on the Executive Committee for the Arkansas Heart Association for their Heart Walk in 2012.



National Park Community College Career Services is in the process of implementing the NACE Simplicity CareerLink career management system.

**Summer 2011
Conference Sponsors**

- Arkansas Department of Human Services
- Arkansas Department of Parks and Tourism
- Enlightened Marketing, Inc.
- Enterprise Holdings, Inc.
- Axiom



**Corporate Conference
Sponsorship Level Descriptions**

Bronze (\$125):

- Listed on Companies Attendees Name Badge
- Listed on Sponsor page in Annual Conference Program

Silver (\$250) Above plus:

- Advertising on AACE web site conference section with link to URL for 6 months

Gold (\$500) Above plus:

- ¼ page Ad in Annual Conference Program
- Recognition at opening and closing of Annual Conference
- Email blast sent to AACE membership with your listing as sponsor and link to URL of your choice

Platinum (\$750) Above plus:

- ½ Page Ad in Annual Conference Program
- Advertising on the front page of the website for 6 months

Diamond (\$1000+) Above plus:

- 1 Complimentary Registration to one conference
- Full page Ad in Annual Conference Program

CONFERENCES



SUMMER 2011 CONFERENCE

*Innovation, Organization and Technology:
Building on a Solid Foundation"*

May 2-4, 2011

Mount Magazine State Park

The summer 2011 conference kicked off Monday, May 2nd at Mount Magazine State Park. AACE members from across the state joined together to interact and network with other professionals, while

gaining new knowledge and skills used to enhance every day practices for career service professionals and employers.

The foundation of conference consisted of four keynote speakers. On Tuesday, May 3rd, Sharon Becker and Ed Rayburn with Arkansas State University started the day with their presentation titled "*Lights - Camera - Action! Center Stage and You're On: Presenting a Different Approach to the Basic Theories, Fundamentals, Philosophies and Practices of the Career Service and Recruitment Professions.*" This conference session focused on an interactive, engaging display of suggestions, ideas and illustrations that incorporated basic concepts of every day practices. Next, Denise Oxley, with the Arkansas Department of Labor presented a Wage and Hour Update that gave Career Services and HR professionals a basic understanding of Wage and Hour requirements. The day concluded with Wanda Jones, Director of Human Resources at Blue Cross/Blue Shield, with a session focused on achieving recruiting excellence through raising awareness. Her session titled "*The Who, Where and How of Recruiting*" gave examples and tips on who, where and how to recruit and retain employees.



After a night of networking and stargazing, the conference was brought to an end with the final keynote speakers, Matt Berndt with the University of Texas at Austin and Jake Burke with InterviewStream. Their presentation titled "*Emerging Career Services Technologies: Business NOT as Usual*" was broadcasted online and focused on leveraging existing technology with new technology within an available budget or at no cost.



2011 WINTER CONFERENCE AGENDA

Join us at the AACE 2011 Winter Conference December 2nd in Conway, Arkansas.
To register, go to <http://www.arkace.org>.

Harnessing the Power of Technology and Social Media For Career Services and Employers Today

Hendrix College ~ Conway, Arkansas

CONFERENCE AGENDA HIGHLIGHTS

Friday, December 2, 2011

- | | |
|------------|---|
| 8:00-9:15 | Registration and Refreshments |
| 9:15-9:30 | Welcome
Heather Garcia, AACE President
Heather Reese, President Elect |
| 9:30-12:00 | KEYNOTE
Matt Kaiser , Vice President of NAS Recruitment Communications
<i>The Recruiting Revolution: Leveraging the Power of Social Media</i>
The power has shifted to the people: one person can now influence thousands in minutes. Social media is not a trend, it's a revolution and leading organizations are using this space to effectively reach and attract top talent. In this session, you'll discover the power of social media in recruiting and learn unique ways to attract and engage targeted talent and build brand awareness. |
| 12:00-1:00 | Lunch (Provided) |
| 1:00-3:00 | KEYNOTE
Matt Kaiser continued... |
| 3:00-3:15 | Break (Snack provided) |
| 3:15-4:30 | GUEST SPEAKER
Luke Irvin
<i>Technology in Social Media</i>
The wrap up session will be presented by Luke Irvin, Founder of Irvin Media and Co-Founder of Conway CoWork. He will be discussing those parts of his industrious career in the technology field and will explore various types of technologies in social media today. Luke is an avid programmer in the Objective-C language and also develops iPhone and iPad apps. |
| 4:30 | Conference Wrap-up |

KEYNOTE SPEAKER: MATT KAISER

Matt Kaiser serves as Vice President and Talent Strategist for NAS Recruitment Communications, an agency of the McCann Worldgroup and a leading provider of innovative human resource communications solutions.

With more than 14 years of experience as a recruitment strategy consultant, Matt helps leading organizations uncover their unique identity, implement ideas to improve their candidate experience and incorporate innovative sourcing and social media strategies to creatively attract top talent.

Matt is a graduate of The Florida State University. He is an author, blogger, and featured industry speaker on best practices in Talent Management at national HR conferences and client events.



GIRL SCOUTS SEEKING PARTNERS FOR COMMUNITY PROGRAMS



Founded in 1912, Girl Scouts of the USA is one of the oldest most recognized organizations for girls in the world. In an effort to uphold the principles of the founding organization, Girl Scouts- Diamonds of Arkansas, Oklahoma, and Texas was

established in 2008 to serve girls ages 5-17 across the state of Arkansas, three counties in Oklahoma (LeFlore, Sequoyah, and Adair) and two counties in Texas (Bowie and Cass).

As the Girl Scout movement has evolved, at our foundation lay the constant values and traditions in which Girl Scouts are recognized. These values have led to a newly defined path for Girl Scouting: *The Girl Scout Leadership Experience or GSLE*. The GSLE has three identified keys to leadership: Discover, Connect, and Take Action. Through the GSLE girls learn about themselves and others and work to make the world a better place.

What are Girl Scout Community Programs?

Community Programs are programs offered in conjunction with a community partner focused on working with girls not currently participating in the scouting program. While Girl Scouts can be a fun, interactive leadership experience for all girls, the Diamonds Council recognizes that all girls within its service areas may not have the ability to actively participate in the traditional troop module. We desire for all girls to have positive role models and alternatives to unhealthy decisions.

Partnering with Colleges and Universities

Girl Scouts–Diamonds of Arkansas, Oklahoma, and Texas love to partner with local colleges and universities to link students interested in education, family studies, community development, and nonprofit management with wonderful volunteer experiences. Girl Scouts- Diamonds provides college and university level students with a vibrant working environment and access to Girl Scout program resources. Students will work directly with girls in after school and out of school programs! The programs meet either once or twice a week and are generally 1 to 1.5 hours long. Girl Scouts provides all materials for games, badge work, and service projects! Stipends are available for students who successfully complete their assigned programs.

Current Community Program locations:

Central AR: Little Rock, North Little Rock, Searcy and Conway

Northwest AR/ OK: Fort Smith, Fayetteville

Southeast AR: Altheimer, Pine Bluff, Rison, Monticello, El Dorado

Northeast AR: Jonesboro, Forrest City, Wynne

Southwest AR/ TX: Texarkana

Girl Scouts–Diamonds of Arkansas, Oklahoma, and Texas are currently seeking assistance from Colleges and Universities in these areas to help market and advertise openings to potential students.

For more information about these programs, please contact:

Regina A. Taylor, Community Programs Director

rtaylor@girlscoutsdiamonds.org

UPCOMING EVENTS:

- Dec. 2 – Winter AACE Conference, Conway, AR
- Feb. 1–Job Fair (NPCC)
- Feb. 6–Education Fair (Harding)
- Feb. 16 & 23–Engineering Expo (U of A)
- Feb. 23–Education Fair (ATU)
- Feb. 23–Career & Intern Expo (Hendrix)
- Feb. 24–Teacher’s Fair (UCA)
- Feb. 29–Career Fair (U of Ozarks)
- Mar. 1–All Majors Career Fair (U of A)
- Mar. 1–Career Fair (UACCM)
- Mar. 6–Health Science Job Fair (UAFS)
- Mar. 6–Career Fair (UALR)
- Mar. 7–Education Job Fair (UAFS)
- Mar. 7–Spring Career Fair (UCA)
- Mar. 8–Spring Career Fair (UAFS)
- Mar. 13–All Majors Career Fair (ASU)
- Mar. 14–Spring Career Fair (UACCB)
- Mar. 14–Education, Nursing & Health Profession Career Fair (ASU)
- Mar. 15–Spring Career Fair (North Arkansas College)
- Mar. 22–Spring Career Expo (Harding)
- Apr. 4–Spring Career Fair (OBU)

AACE

Arkansas Association of
Colleges and Employers