



North Carolina Association of Colleges and Employers

[www.ncace.org](http://www.ncace.org)

# THE FLYING ACE

January 2017

[www.ncace.org](http://www.ncace.org)

**“Cheers to a new year and another chance for us to get it right.”**

**- Oprah Winfrey**

Happy New Year! It may be hard to believe 2017 is already here, but I'm ready for it. I hope each of you had some downtime during the holidays to reflect on this past year (I know some get more time than others) while also looking ahead to what I'm sure will be a busy 2017. As I look back on the past six months, I'm encouraged by the wonderful initiatives provided by your NCACE leadership team. We closed out 2016 with the inaugural NCACE Day of Service collaboration with the North Carolina Career Development Association, offered an NC Recruiting Trends Webinar (available on [www.ncace.org](http://www.ncace.org)), welcomed our field's rising stars at the NCACE Leadership Institute, and completed another successful year with the Mentor Program. In addition, our conference committee has been working hard to put together a dynamic 2017 conference in Raleigh! Stay tuned as we release more information about the conference and additional happenings around the state for Spring 2017.



Lori Brasile (Wingate University)  
2016-17 NCACE President

At the beginning of December, I had the privilege of representing North Carolina at the Southern Association of Colleges and Employers (SoACE) conference in Ft. Lauderdale, Florida. This was my first SoACE conference, and I can honestly say I learned a lot from the career counselor's perspective. Over 40 breakout sessions were offered (almost 20% from NC!) covering a variety of topics like digital engagement, working with diverse populations, experiential education, and university and employer partnerships. We heard about the changing demographics of today's youth (Gen Z) and the implications for career development and university recruitment. In addition, NACE Executive Director Marilyn Mackes facilitated a panel discussion surrounding career readiness and competencies, which was very informative. There was plenty of opportunity to connect with colleagues and friends while also establishing new connections through roundtable discussions, knowledge group meet-ups, and informal networking. In addition, we held a joint state association meeting with Virginia and Tennessee, which we used primarily as a networking opportunity for individuals from those states. I'm pleased to report that our state association continues to remain strong in the region. I highly recommend making the SoACE conference part of your professional development "wish list" for the future!

As always, feel free to reach out to me at [president@ncace.org](mailto:president@ncace.org) if you have ideas, questions, or concerns. I wish each of you a productive start to the new year, and I look forward to seeing you May 3<sup>rd</sup>-5<sup>th</sup> in Raleigh!



Robin Boswell (UNC-Charlotte)

# Building Connections with the NCACE Mentor Program

By Katie Wohlman (Lenoir-Rhyne)



Danielle Golinski (Elon University)

The NCACE Mentor Program builds more meaningful connections between NCACE members who have a shared interest in a future goal or destination. For example, a mentee who is interested in being a director at a large institution could pair with a mentor in that role to get a feel for what the role entails. Here, a mentor/mentee pair (Robin Boswell from UNC-Charlotte and Danielle Golinski from Elon University) share their thoughts on the program:

## **What made you decide you wanted to be a part of the program?**

**Robin:** I have benefited from being a member of NCACE for many years and know the power of sharing best practices and challenges with colleagues. I thought with over 20 years of experience, I might be able to offer some nuggets to a less seasoned career center professional.

**Danielle:** Recently becoming a member of NCACE, I recognized the potential for extreme professional development and networking opportunities. I just had to take advantage of it. Although our relationship is still new, I have already benefited from our conversations and have been provided multiple opportunities for new thinking.

## **What have you enjoyed about the mentor program?**

**Robin:** I enjoy the diligence and hunger of my mentee. Danielle is truly an outstanding professional and is eager to learn all that she can to better herself. She has also helped me understand a bit more about younger and older generations working together and has helped me solidify that we “seasoned” professionals need to keep up.

**Danielle:** I have thoroughly enjoyed being able to pick Robin’s brain and bounce ideas off of her. As she has done career advising work for many years, she has had a breadth and depth of experience that I am eager to learn from. It has been fun to share with her my experiences just as much as it has been to learn from hers.

## **How important do you feel it has been to have mentors in your life?**

**Robin:** Very. People form who we are and we form others. The power of influencing each other’s lives cannot be understated. Not in an unhealthy way, but recognizing what our gifts are and are not, is key to authenticity, relationships and professional development.

**Danielle:** Not only is it important to have professional mentors, but also personal mentors as well. Connect with people and ask them to support you along in your journey. Having a mentor from a different institution is equally important because it allows for the opportunity to really gauge different ideas and learn from other advisors with different styles, target audiences, and experiences.

**Sign up [HERE](#) by January 20th  
to be a mentor or mentee!**

Questions? Contact Mentor Program Co-Chairs:  
Katie Wohlman at [katie.wohlman@lr.edu](mailto:katie.wohlman@lr.edu)  
Alan Mueller at [muellerac@guilford.edu](mailto:muellerac@guilford.edu)

# Renew Your Membership!

From Membership Chair  
Kaitlyn Bayley (Meredith College)

"It's that time of year again! In the midst of beginning a new semester and a new year, don't forget to [renew your NCACE membership](#) for 2017 so you can stay informed about all the exciting things our association is doing. The third annual Leadership Institute wrapped up in December, several meet-ups and events are coming in the spring semester, and of course the annual conference is coming to Raleigh in May.

As you add renewing your membership to your to-do list, encourage a colleague and an employer you work with regularly to do so as well. The value of NCACE is in its members and the connections it facilitates, so encourage those you partner with to join, too! As our membership grows, our collective experience and knowledge base expands along with it, and as we learn from each other, we all become better at what we do.

If you've already renewed your membership for 2017, thank you! If you haven't, add it to your list, and I look forward to seeing you at an NCACE event soon!



Ali Garcia (Red Ventures), Lori Brasile (Wingate), Tiffany Waddell Tate (Davidson), Patrick Madsen (UNCC)



Kiki Sharma (Epes Logistics), Brian Moore (Epes Logistics), Heather Witt (Salvation Army), Lizzy Tahsuda (UNCG)

On December 2, NCACE and NCCDA members participated in service in Asheville, Charlotte, Durham, Greensboro and Winston-Salem. These members contributed to the Salvation Army's seasonal and ongoing projects such as packaging toys at the Christmas warehouse and sorting donations.

From NCACE President Lori Brasile (Wingate):

*"I was proud to be part of the inaugural joint service day with NCACE and NCCDA. Our group in Charlotte embraced the needs of the Salvation Army as we put our organizational talents to the test."*

2 Career-focused groups

5 Worksites

19 NCACE & NCCDA members

This is how we do service.





Western Carolina University has completed its brand new Center for Career and Professional Development. The new facility features a conference room, interview rooms, kitchenette, and plenty of peer mentor space.

The team also welcomed two new members:

**Trina Royar**, Administrative Support Associate

**Steve Bridges**, Assoc. Director of Employer Engagement

**Nicole Hall** was named Director of the Career Services Center at UNC-Greensboro. Nicole was previously the Executive Director of the Center for Market Readiness and Employment at the Wake Forest University School of Business.



## Movers & Shakers



**Kala Taylor** has taken the position of Career Center Director for Campbell University's Norman Adrian Wiggins School of Law. Kala was previously an Associate Director for Career Development at UNCG.



William Peace University Career Services welcomes **Dr. Shelly Hoover Plonk** as the new Associate Director of Career Services. Shelly recently completed her Doctorate in Education from ECU and has worked at NCSU, Meredith, and UNC-Wilmington.



**Jenny Johnson** (Duke) and husband **Andrew** are pleased to announce **Bridger Philip Johnson** was born on October 8th at 3:20am weighing 6lbs 10oz. She and her husband are enjoying their new roles of Mom and Dad.

## Meet the Next Generation of NC Career Counselors and Recruiters!



**Dana Hutchens** (Wake Forest) became a grandmother on November 30th, as **Ember Leigh Hutchens** joined the family weighing 7 lbs 8 oz. Dad **Ethan**, mom **Brittani**, and **Ember** are doing great, and **Nana** (Dana) is enjoying lots of spoiling already!

## Job Openings

Red Ventures in Charlotte has two open recruiting coordinator positions. If you have any questions about Red Ventures or the Human Capital team, please reach out to Ashley Turner at [aturner@redventures.com](mailto:aturner@redventures.com)



### Recruiting Coordinator

To accomplish our aggressive growth goals we are expanding our talented Human Capital team to add another Recruiting Coordinator position. This person will provide administrative support to the recruiting team and have high visibility both internally and externally. The role will evolve and expand as the business needs change and grow.

The new Quality Enhancement Plan (QEP), named [DegreePlus](#), for Western Carolina University will be housed



out of the Center for Career and Professional Development. With this program comes the ability to take on potentially 3 new staff members: Associate Director of DegreePlus, DegreePlus Coordinator, and an Administrative Support Associate. Plans are to hire one of these positions each year beginning with the Associate Director position. This spring semester (most likely in January) there will be a position opening up for the **Associate Director of DegreePlus**.

In addition, we will be hiring a new [Associate Director of Career Integrated Learning](#) in the Career Center.

### Associate Director - Employer Relations



The Associate Director is responsible for establishing partnerships with new employers while maintaining existing relationships through strategic outreach. This role will implement and develop recruitment strategies and programs designed to enhance employer relationships with the university colleges, departments, students, faculty, and staff.



# NCACE 2016

## Leadership Institute

By Jane Matthews, Assistant Director, Employer Relations, Meredith College

The third annual NCACE Leadership Institute was held on December 12-13, 2016, and I am so grateful that I had the opportunity to participate this year! It was an incredibly motivating two days spent at NC State's College of Veterinary Medicine learning from exceptional leaders in our field. As an assistant director in a career counseling office aspiring to move into a more advanced leadership role, it was really beneficial to have the exposure to training topics including campus partnerships and strategic alliances, the "operational mindset," budgeting, staff development and supervision, and campus politics. As most of us are counselors (not managers) by trade, oftentimes we neglect to spend time on really learning how to effectively lead a department or organization, a necessary skill set for moving forward professionally. As we continue to feel an increased pressure in our field to provide data and assessment to show our value, it was helpful to learn tangible strategies and best practices to showcase the good work we do, particularly in terms of identifying campus partners with the political capital to sing our praises to decision-makers.

As is always the case when attending NCACE events, it was great to reconnect with some familiar faces, as well as meet many new colleagues! One of the best benefits of this organization and the Leadership Institute is the ability to connect with engaging (and fun!) professionals in similar roles facing the same challenges and striving toward similar goals. It is inspiring to hear about the great work happening on campuses other than your own, and reassuring to know that we have an extensive network of amazing professionals and experts with whom to share ideas and talk through challenges who are just a phone call away.

We discussed the importance of developing strong, diverse teams, in terms of being intentional about understanding different strengths and communication styles members of your team bring to the table. I found it helpful to talk through real, easy-to-implement techniques to effectively communicate with your team.

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## NCACE 2016 Leadership Institute (continued)

A major highlight of the Institute for me was the director's panel discussion. Hearing personal stories of successes (and failures!) when navigating campus politics from dynamic directors from across our state, and from a variety of institutions, made this an even more valuable experience. Perhaps most valuable of all -- we left the Institute with an action plan! So often, we leave conferences with great ideas we have the best intentions to implement, only to have them get lost in the shuffle of the busy academic year. We were able to create a personal strategic leadership action plan during the Institute, setting reachable goals and, most importantly, identifying an accountability buddy to keep us on track! The tools provided -- and the amazing professionals who are leading the way through the Institute -- left me feeling encouraged, motivated, and confident in my ability to move forward in our profession. I would recommend the Leadership Institute to anyone with aspirations to make that next step career-wise.



Kala Taylor (Campbell University) discusses the Four Circles of Diversity with Leadership Institute participants.

## Job Market Outlook for Class of 2017

Employers rate the job market for 2016-17 graduates

	Excellent	Very Good	Good	Fair	Poor
2016-17	7.6%	29.2%	53.5%	9.0%	0.7%
2015-16	6.1%	35.9%	45.9%	12.2%	0.0%
2014-15	3.6%	33.2%	51.6%	11.2%	0.4%
2013-14	1.1%	16.5%	60.4%	20.9%	1.1%

Source: Job Outlook 2017, National Association of Colleges and Employers



SAVE THE DATE

# NCACE 2017 Annual Conference – Hire Local!

May 3<sup>rd</sup> – 5<sup>th</sup> Raleigh Marriott City Center

NCACE began nearly 50 years ago to bring together career services and college recruiting colleagues within North Carolina. This year instead of looking out, we are turning our focus back to our state. The conference planning team is working hard to bring you an engaging and educational conference that will highlight the best North Carolina has to offer. Make plans to join us this May to network with colleagues, learn best practices, and stimulate discussion around our profession.

Keep an eye on your email for the registration link coming soon. We look forward to seeing you in Raleigh this Spring!

## 2017 Conference At-A-Glance

### Wednesday, May 3<sup>rd</sup>

12:00pm-10:00pm

Employer Visitation  
Conference Kickoff Program  
President's Reception  
Hospitality Suite

### Thursday, May 4<sup>th</sup>

7:30am-6:30pm

Opening Keynote  
Breakout Sessions  
NCACE Business Meeting &  
Awards Lunch  
Directors' Roundtable  
Recreation Activity  
Hospitality Suite

### Friday, May 5<sup>th</sup>

8:00am-1:00pm

Breakfast  
Breakout Sessions  
Closing Lunch





## Recruiting Trends in NC



NCACE Eastern Representatives hosted a webinar in December discussing recruiting trends in North Carolina and on college campuses. There was an overwhelming response to the topic with over 200 attendees registered to attend. Due to technical limitations, the webinar was pre-recorded and distributed via email to those who registered. The webinar included presenters, Patrick Roberts (East Carolina University), Marcie Joynes (Waffle House), Marcus Everett (Enterprise), and NCACE President, Lori Brasile (Wingate University). The topics covered included common roadblocks to successful recruitment on college campus, strategies for successful recruitment experiences, innovative new ways of recruiting,

and future trends in recruitment. With more than 167 registered attendees who are not NCACE members, the webinar achieved its goal of demonstrating our organization's value to a larger audience of recruitment professionals. The Eastern Representatives plan to reach out to these participants for potential future collaborations.

For additional information and to view the webinar visit: <http://www.ncace.org/monthly-meetups/>.

### 3 top takeaways from this presentation are:

- 1) Campus recruitment is changing and recruiters as well as career services need to be more creative in the way they attempt to engage students.
- 2) Informal networking events are becoming more common and creating events that do not require business professional attire are great ways to meet the students where they feel comfortable.
- 3) Virtual recruitment and digital media is another rising trend in college recruitment. Employers and career services are looking at technology to engage students and alumni that are not located regionally and still want to connect with employers.

## Are Rotational Programs The Key To Retaining Millennial Employees?

*Excerpt from Forbes, by Kaytie Zimmerman*  
[Read the full article here.](#)

The term 'quarter life crisis' is common in millennials' vocabulary today. Typically it's caused by a sense of not being at a place in life that one expected. Employee rotational programs are increasing in popularity as millennials wrestle through their quarter life crises.

Rotational programs typically involve at least three different work assignments at the same employer with a specified time frame in each role. They provide the opportunity to try on many hats to see which fits best. For example, a participant may spend a year in accounting, a year in finance and a year in marketing.

Clare Maher, Content Specialist at CloudOne, an Internet of Things company, speaks to the changing trends. "In-the-box careers are not fulfilling and workplaces are struggling to accommodate certain traits young working millennials possess: desire to learn, desire to advance and desire to make an impact."

# A Call For Awards Nominations!

It's time to nominate your colleagues  
and peers for one of our NCACE awards:

## ***The 2017 Furney K. James Outstanding Service Award:***

Recognition for one or more of the following:

- 1) given to an NCACE member who has made a significant contribution to NCACE through participation on committees, programs, or attendance at NCACE functions;
- 2) demonstrated leadership in NCACE for a significant number of years;
- 3) development of a new program or concept with a positive impact on the association.

## ***The 2017 Outstanding Employer Award:***

Recognition for one or more of the following:

- 1) continuous membership in the association for a minimum of three years;
- 2) significant contribution to NCACE through participation as an officer, on committees, or attendance at NCACE functions;
- 3) demonstrated leadership in the association for a significant number of years;
- 4) sponsorship of conference events, workshops, visitations, etc. that provide a positive impact on the Association; or
- 5) participation in campus activities (job fair participation, leadership conferences, career seminars).

## ***The 2017 Outstanding Professional Award:***

Recognition for one or more of the following:

- 1) demonstrated exemplary leadership in the post-secondary career services and/or employment field;
- 2) significant research, publications and/or presentations that have impacted the profession;
- 3) development of a model, creative program, or concept that impacts the post-secondary career services and/or employment field

Nominations may be made by any member of NCACE or by the Awards Committee.

**[Complete the nomination forms on the NCACE website.](#)**

All nominations must be received by **Friday, March 3rd.**

If you'd like to see the past winners, visit <http://www.ncace.org/past-awards/>.





## Don't Forget to Sign Up for the Mentor Program

**Not convinced you have the time? Consider these Benefits:**

### **For the Mentor**

1. Allows the mentor to "give back" -- to both the organization and the mentee
2. Reminds the mentor how to listen actively rather than passively
3. Encourages the mentor to share knowledge, which helps increase the mentor's sense of self-worth
4. Strengthens the mentor's interpersonal relationship skills
5. Teaches the mentor about other areas/departments within the organization
6. Helps re-energize the mentor's career
7. Leads to more personal satisfaction on the mentor's behalf

### **For the Mentee**

1. Increases the mentee's self-confidence
2. Helps the mentee learn to take better control of his or her career
3. Teaches the mentee how to speak up and be heard
4. Educates the mentee on how to accept feedback in important areas, such as communications, technical abilities, change management, and leadership skills
5. Improves the mentee's interpersonal relationship skills
6. Provides an important networking contact for the mentee
7. Helps the mentee better understand the organization's culture and unspoken rules, both of which can be critical for success



[SIGN UP HERE by January 20th](#)

## Upcoming Events

**NCACE 2017 Conference**  
May 3-5, Raleigh

### **ATTENTION:**

The Flying ACE newsletter is changing to a blog and shortened newsletter format. Starting in February, look for a short monthly newsletter covering important announcements and article pre-views. Then, check out the blog on [WWW.NCACE.ORG](http://WWW.NCACE.ORG) for more in-depth content.

## Connect with NCACE!



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To contribute content to the blog/newsletter,  
email Sara Lane at [sjlane@ncsu.edu](mailto:sjlane@ncsu.edu).