

Career Services.

Cooperative Education.

Employers.

Working together.

KACE Calling

Special points of interest:

- Fall Conference—
November 11 & 12, 2010
- New Website coming soon
- Department of Labor Guidelines for Unpaid Internships

Inside this issue:

Spring Drive-In 2

Unpaid internships 2

Members Moving On 3

Member Spotlight 3

KACE Mission 4

Multicultural Focus Group Results 4

Kentucky Association of Colleges and Employers

May 2010

President's Message

Dear KACE Members,

The KACE Board has been busy starting with our first Board meeting in December 2009. The former Board and current Board met to discuss committee issues, constitution and bylaws, the Website and set goals for 2010. We have made great progress to strengthen our association through voting to streamline our board structure as outlined in our constitution and bylaws. We hope to increase the visibility of KACE via our website, which is on track to be completed this summer, plus it will provide members with many centralized resources.

Our Spring Drive-in Workshop offered a new concept to help employers and colleges and universities network. Following our innovative and informative sessions we enjoyed a great lunch while watching the

exciting horse races at Keeneland Race Park - definitely a favorite KACE activity. Thank you, again, to our speakers at our Spring Workshop and to those who helped organize the event.

In closing, I hope that you will consider volunteering or will step up to assist with the fall conference planning or another committee if contacted by a committee chair. Getting involved helps build relationships with colleagues and affords you the opportunity to help KACE continue to thrive. Also, your leadership talents can be greatly used on the KACE Board so please consider running for a Board position this fall.

I welcome your comments and suggestions and wish you an enjoyable summer! - Donna Brumfield



Donna Brumfield
KACE President presenting at Fall 2009
Conference

Fall 2010 Conference

Mark your calendar for KACE's Fall Conference. It will be Thursday, November 11 and Friday, November 12, 2010 at the Brown Hotel in Louisville, KY.

The Brown Hotel is a beautiful, historic downtown hotel built in 1923 and home to the famous "Hot Brown".

Visit the website at www.brownhotel.com.

The Fall Conference is always a perfect time to network with members. Great sessions will be planned during the day with some fun activities in the evening. We hope to see you there!



KACE Board for 2009-2010 was named at the Fall 2009 Conference

“#1 Recruiting Industry Plan for 2009 was to Improve Direct Sourcing, Social Networking Connections and SEM.”

Did you miss the Spring Drive-in?

The KACE Spring Drive-In was held on Friday, April 2 at Sullivan University's Lexington Campus. The event kicked-off with networking during the Reverse Networking Fair. Colleges and Universities staffed the tables while the employers mixed and mingled. It was a great opportunity for employer members to learn about the services offered by the Career Centers and Co-op offices. Azetta Beatty, Assistant Director at UK's Career Center, facilitated a workshop on Multicultural Involvement: Outreach with a Purpose. Panelists included Mike Hammond, Group Recruiter with Enterprise Holdings, Gladys Johnson, EKU Director of Cooperative Education, and Alonzo Morton, Human Resources at UPS. Each panelist shared their experiences in connecting with multicultural students and candidates and

strategies for marketing to multicultural individuals and building a diverse workforce. A lively discussion followed with questions from the audience. Megan Boone, Assistant Director at UK's Career Center lead a roundtable discussion around Social Networking Sites as Recruiting Tools: LinkedIn and Facebook. A CareerXroads – Source of Hire Study from Feb 2009 found that the Top 5 Recruiting Industry Plans for that year were focused more on social networking. **#1** - Improve Direct Sourcing, Social Network Connections and SEM “We need to greatly increase our focus on Social Networking.” “Developing a dedicated internal sourcing function.” “More movement towards utilizing social networks.” **#2** - Reduce Agency, Job Board and Print “Looking at moving away from [Job Board] postings.” “Restrict use of

third party agencies.” “No more print- highest cost, fewest hires.” **#3** - Increase Referrals “Develop new avenues that strengthen referrals from employees, alumni and more.” **#4** - Track and Train “Track quality of hire to build quality of source.” **#5** - Improve Company Career-site Pages “Increasingly important...but arguably not a first source.” The audience explored the pros and cons of the two sites while sharing best practices. Most Universities and Colleges were using Facebook in some manner to reach students and alumni while employers were more likely to be focusing on LinkedIn to engage candidates. Then it was off to the Lexington Room at Keeneland for a networking lunch and an amazing bird's eye view of the track! We hope to see you at our next conference in the Fall!



Multicultural Involvement Panelists



Attendees listen to the sessions at the Spring Drive-In



College & University representatives talk to employers at the Reverse Networking Fair

Guidelines for Unpaid Internships

With the current economic environment, unpaid internships are common and concern has developed regarding potential exploitation of students. The Department of Labor released new guidelines in mid-April to clarify employers' and colleges' roles under federal law. These guidelines contain 6 criteria for unpaid internships. A legal internship must be “similar to training which would be given in an educational environment”

and beneficial to the intern, including close work with existing employees. If you work with an unpaid internship program as an employer or college/university, it pays to be familiar with the new guidelines. You can access the guidelines online at <http://www.dol.gov/whd/regs/compliance/whdfs71.htm>

Members Moving On

Brooke Brown will be leaving KACE and the state of Kentucky. She has accepted a position at UNC-Charlotte and will start in mid-May. Brooke is excited about her new role as Assistant Director for Transfer Career Programs with the university's large population of transfer students. Brooke says, "I am truly thankful for my time with KACE; involvement in the organization has allowed me to meet some of the wonderful professionals that serve the state, gather new ideas, and develop as a professional." Brooke has been an integral member of KACE serving as Secretary and then Board Member, Chair of Long

Range Planning Committee. Brooke can be reached at BrookeABrown@gmail.com. We wish her well!

Past-president of KACE, **Anthony Roberts**, has also moved onto new opportunities. Anthony is now in sunny Florida! He accepted a position as Regional Branch Manager at Kelly Services in Ft. Lauderdale. In his new role, Anthony manages the organization's operations, recruitment and staffing functions for the Fort Lauderdale, Boca Raton and West Palm Beach areas. Anthony says of his

involvement,

"I have enjoyed my participation in the KACE and watching it grow over the last 8 years. The contacts I have made over the years have become mentors as well as friends. I will miss all the members and the great times at the Spring Drive-Ins and Fall Conferences. I hope to see many of you at the SACE conferences." Anthony can be reached at 859-576-7477 or arrnky@yahoo.com

He will be missed as a leader within KACE!

*Best wishes
to Brooke
and
Anthony*

Member Spotlight: June Carpenter

Interviewed by Julie Saifullah

Q: How long have you been a member of KACE?

A: A new member, just joined this year. I was invited to a function last year, it was great! **Q:** Why did you join KACE? What do you like most about KACE? **A:** The networking opportunity is tremendous. We have facilities in Louisville, Richmond, Northern Ky, Owingsville, Georgetown, Nicholasville, Winchester and Lexington, every market was represented. Should I need recruitment tools I have contacts at schools in every market.

Q: Where is your hometown?

A: I grew up in Estill County but now live in Beautiful Berea Kentucky, the Arts and Crafts capitol of Kentucky.

Q: What is the strangest thing you ever did?

A: This is tough, I am pretty

strange so have lots to choose from. When I lived in Estill County we lived on a small farm. One year we decided to raise some pigs, interesting. One morning as I was leaving for work in my heels and suit I noticed the pigs were out so had to stop and chase them back to the pen, etc. It was an immensely funny sight and the neighbors enjoyed it so much! **Q:** How did that go?

A: Made friends with the neighbors, they laughingly called me Ms Douglas (remember Green Acres), that was a pretty good title as I sort of fit the role.

Q: What is the strangest food you ever ate?

A: I guess some of the seafood I had in the Caribbean, not sure what some of it was.

Q: How was it? **A:** Some of it tasted like RUBBER!

Q: What do you do for fun?

A: Shop, read, antiquing, travel, music and spending time with my grandchildren

(who like lots of the same things so we have great fun).

Q: What is your favorite book or what are you currently reading?

A: Just finished *The Jesus Chronicles* by Tim Lehey and Jerry Jenkins (authors of the *Left Behind* series). My all time favorite book was *Gone With The Wind*, it was a huge book and I bet I read it ten times!

Q: What place would you like to visit?

A: The Holy Lands and also Hawaii

Q: What is your favorite thing about yourself?

A: That I am usually smiling and happy and that I love everyone!

Q: What is one interesting fact fellow KACE members

should know about you?

A: I love Bluegrass music! My husband and I go to Bluegrass Music festivals in the summer and Bluegrass Music Halls in the winter.



June Carpenter
KACE Member
Human Resources
Officer with Central
Bank

KACE

Serving the state of Kentucky

Newsletter compiled & edited by
KACE Website &
Communications Committee

Chair: Megan Boone

We're on the web
www.kaceweb.net

Our Mission and Purpose

The purpose of this organization is to bring together students, educators, and employers with an interest in (1) the formal integration of a student's academic study with work experience and (2) the student's ultimate career employment.

The specific association objectives are:

1. To enhance understanding of the significance and value of the cooperative plan of education and its relationship to career development and ultimately career employment.
2. To promote the continued development and refinement of the practices and procedures utilized in cooperative education, career development, and career employment through research and the active interchange of ideas, information, and experiences.
3. To encourage the utilization of the cooperative education plan and career development services by students, educators, and employers.

We're always seeking new KACE members!
E-mail potential members to Holly James, KACE Membership Chair at
holly_james@georgetowncollege.edu

Effective Outreach: Maintaining a Multicultural Focus

Submitted by Azetta Beatty
As I reflect over the many resources that are available to help us design programming that will interest and educate our multicultural and minority students, I remember that the best resource is the students.

In a Feb. 2010 Focus Group discussion with 29 UK minority students, they openly offered the following insights:

Events name preferences: 1. Multicultural 2. Minority 3. Diversity They are more likely to attend and feel like the event is for them if these titles are used.

Location: Student friendly locations such as student center or a multicultural "hang-out" is best. Go where they are...residence halls



Students at University of Kentucky's Multicultural Networking Reception held the evening prior to the Fall Career Fair

Why don't attend events? Busy with activities, studies, lack of interest, etc.

Best way to market: email/ listserv, Facebook, (List items as an "Event"; invite them to join your group ...and many of them will join) specialized groups such as sorority, minority orgs, etc.

Overall, many of their responses are consistent with generational research and not necessarily minority related. Nonetheless, feeling comfortable, invited and wanted or valued is a must. If they feel like you are trying to reach a quota, they will lose interest and back away. They are more likely to participate if invited by someone they know who has shown some interest in them. So building a relationship with them outside of recruiting them to attend career programs is a smart way to attract them to our services.