



AACE

Arkansas Association of Colleges and Employers

FALL 2005, Vol.2, Issue 1

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PRESIDENT'S MESSAGE

In light of the national and global tragedies I know that it has been a difficult fall semester for many. Our thoughts have been with you as we have heard about the individuals and families that have been affected. AACE has partnered with local, regional and national organizations in an effort to share information and provide support to our members.

Since our last business meeting at the spring conference in April the AACE Board, the committee chairs, and the committee members have been busy planning for an exciting year for our association. The board has met regularly to address the business and operational issues that drive the day-to-day operations of AACE.

I am particularly excited about the upcoming fall conference that will be held at the University of Central Arkansas in Conway, Arkansas on December 1-2. The theme of the conference, "The Economics of Recruiting Arkansas

Talent," is very timely based on the rapid changes taking place across our state. Kimberly Spicer and Larry Stricklen, AACE Conference Committee Chairs and their committee members, have done an excellent job creating a program that will appeal to both our college and university as well as our employer members. Don't forget that you can register online at www.aaceweb.org.

I would like to take this opportunity to welcome our new members, and I want to encourage each one of you to get involved with our association. Volunteer to serve on a committee, assist in planning the spring conference, organize a workshop, utilize the list serve to gain or share information, provide a shadowing experience for a new professional, serve as a mentor, write an article for the newsletter, give a tour of your facilities or serve as a speaker at one of our many events. The key to benefiting from your membership is to get



involved and ask questions. Your involvement is welcome! Please contact me or any board member or a committee chair for more information.

I look forward to working with each of you this year. Please let me know how AACE can be of assistance to you.

Best Wishes!
Allison Nicholas,
AACE President

Team Leader of
College Recruiting
Acxiom Corporation



Call for Spring AACE Newsletter Submissions!

Please submit by Feb. 3 to Pam Ligon at lignonp@hsu.edu

Types of submissions:

- Best practices for employers/career services
- Members' honors and accolades
- Ask AACE (respond to members' questions)
- Member spotlight
- Resource Referral (for career library, professional/personal development, etc.)
- Special announcements

AACE Membership Committee Hosts Luncheon in Fort Smith

In an effort to boost membership in the Fort Smith area, representatives from AACE hosted a luncheon on the UA Fort Smith campus to introduce the organization to companies in the Fort Smith area on July 26, 2005. AACE representatives included Kimberly Spicer, Barbara

Batson, Carrie Burnett and Ron Orick. After a short PowerPoint presentation the AACE representatives conducted a question and answer session. Company representatives included USA Truck, ABF Freight System, Cintas Corporation and ERC Properties.

Board Members for 2005-2006

President—Allison Nicholas
allison.nicholas@acxiom.com

Executive Secretary—Julie Agee Gillaspy
julie.gillaspy@acxiom.com

Past-President—Eva Windsor

President-Elect—Kimberly Spicer
kaspicer@ozarks.edu

Secretary—Deb Bashaw
dbashaw@harding.edu

Treasurer—Michelle Jones
jones_my@uapb.edu

4 Year College Rep—Barbara Batson
bbatson@uark.edu

2 Year College Rep—Mary Kay Wurm
MWurm@npcc.edu

Historian—Pam Ligon
ligonp@hsu.edu

Employer Rep—Carrie Burnett
Carrie.burnett@tyson.com

2005-2006 COMMITTEE CHAIRS

Marketing—Becky Bates
rabates@uark.edu

Conference Planning—Larry Stricklen
Larry.Stricklen@arkansas.gov

Kimberly Spicer—Kaspicer@ozarks.edu

Membership—Barbara Batson
bbatson@uark.edu

Awards/Nominations- Bubba Fender
Bubba.fender@mail.atu.edu

Professional Development
Student Involvement—Neal Vickers
nvickers@astate.edu

Finance

AAACE Mission

The mission of the Arkansas Association of Colleges and Employers is to provide resources for the career planning employment of the college-educated work force, to provide professional development opportunities, and to promote high professional ethical standards through its membership and in the field.

MEMBERSHIP UPDATE

AAACE welcomes its new organizations:

Target Distribution

Lara Flowers

Human Resource Representative

Lara.flowers@target.com

University of Arkansas—Little Rock Grad School

Shannon Clowney

Assistant Dean of the Graduate School

smclowney@ualr.edu

MEMBER NEWS—ACCOLADES AND HONORS

Bubba Fender — *recently earned the title of the American Quarter Horse Association's Reserve World Champion at Amarillo!*

Becky Bates — *recently married to Winston Clark! Congratulations Becky!*

Dr. Steve Franks — *appointed SAU Tech's new chancellor. While new to SAU Tech, Dr. Steve Franks is no stranger to higher education or Arkansas. Dr. Franks served as the Director of Workforce Education for the State of Arkansas for many years before accepting the position of Chancellor of SAU Tech.*

Jerri Dwyer — *successfully defended her dissertation and will be Dr. Dwyer soon with an Ed.D. in Higher Education.*

Barbara Batson — *presented interviewing skills info to the Arkansas Association for Health, Physical Education, Recreation, and Dance Nov. 4.*

Theres Steifer & Walton College Staff — *recently recognized in NACE Spotlight's upcoming issue for its new student-focused programming.*

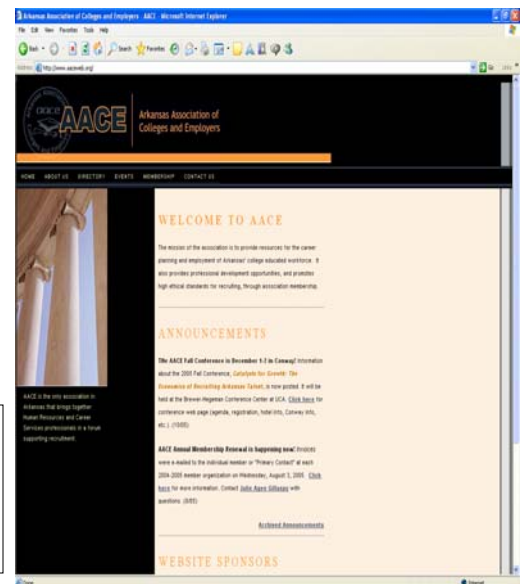
Andy Matthews — *hosted the 1st Annual Engineering Co-op Symposium Oct. 18 at the UA Arkansas Alumni House.*

Jerri Dwyer and Andy Matthews — *presented at 2005 ASEE Midwest Section Annual Conference Sept. 16 in Fayetteville.*

Have news you want to share? Know about a colleague's exciting accomplishments or milestone? Share the good news with Pam at ligonp@hsu.edu.

George Winter — *attended International Career Development Conference Nov. 7-11.*

Heather Sprandel & Renee Clay — *presented at the 2005 Texas Association of Placement Sept. 14-16.*



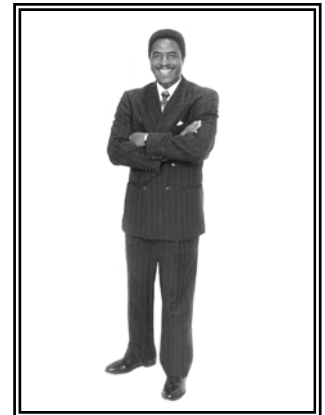
Fall Conference Keynote Speakers

Roy Johnson

Motivational Speaker - Training Consultant

Conway, Arkansas

Roy is an internationally known Motivation Speaker and Training Consultant. He is a trainer for various Head Start programs throughout the country and is a frequent speaker for Head Start Pre-Service Training and Parent Involvement Conferences. Roy is also a much sought after Motivational Speaker for Foster Parent Conference, schools, colleges, prisons, businesses and churches, community and national organization, youth and senior citizen groups and for various local, state and federal government agencies.



Katie Bullard

Research Manager, AngelouEconomics

Austin, Texas

Ms. Katie Bullard serves as Research Manager at AngelouEconomics, one of the largest independent economic development consulting firms in the nation. She has been with AngelouEconomics since June and is currently working on a comprehensive economic development strategy for the metropolitan Hartford region, a community experiencing a dramatic decline in the young professional population.



Dr. Jeffery Collins

**Director of Center for Business and Economic Research,
Sam M. Walton College of Business, University of Arkansas
Fayetteville, Arkansas**

Jeffery Collins is the Director of the Center for Business and Economic Research (CBER) in the Sam M. Walton College of Business at the University of Arkansas. His research interests include local economic development, the impact of higher education on state economies, and the financing and structure of healthcare. Collins earned a B.S. in economics from Colorado State University and a doctorate from the University of Tennessee in economics.



Becky Parkerson

Organizational Development Consultant

InnerWorks

Little Rock, Arkansas

Rebecca Parkerson is currently President of InnerWorks, the Little Rock-based affiliate of a nationwide firm that specializes in maximizing financial results through business planning, people development and process efficiency.

In her role as an organizational development consultant, Ms. Parkerson has provided services for Fortune 500, private investment, municipal and small business clients in a variety of areas, including: business planning; leadership and management development; executive coaching; sales and customer satisfaction; performance management; succession planning; strategic staffing; team building; project management; business process improvement; and merger/acquisition transitions.



Grow your own knowledge of the economics of recruiting in Arkansas at the Fall AACE Conference. Register at <http://www.aaceweb.org>.

AACE welcomes its new members:

- Jenessa Carlton, U of A
- Shannon Clowney, UALR Grad School
- Christy Coker, Hendrix College
- Daniel Curley, ADHHS
- Rashad Delph, Tyson Foods
- Debra Dickey-Liang, Lyon College
- Lara Flowers, Target Distribution
- Jami Forrester, U of A
- Jennifer Freer, U of A
- Sharonda Gardner, Harding University
- Stacy Gunderman, Eastman Chemical Company
- Ailini Helsham, HSU
- Manday Keyes, U of A- Ft Smith
- Camillo Osuna, ADHHS
- Yurik Paroubek, HSU
- Maggie Picking, NPCC
- Sarah Redford, Hendrix College
- Joseph Schaffner, ADHHS
- Elaine Slayton, Lyon College
- Gassan Soukaev, U of A
- Mark Taylor, ASU-Beebe
- Nick Vaughn, HSU
- Karen Walker, UALR Grad School

Want to join AACE or know someone who might? Contact the AACE Membership Committee!

- Benefits of AACE membership:**
- Connections to other professionals in your field.
 - Advice, feedback, and insight via AACE ListServe.
 - Growth and professional development opportunities year round.

BEST PRACTICES



Plug-In to LYONetwork
By Elaine Slayton

LYONetwork, a practical and beneficial network of communication between students and alumni, friends, family, and potential employer/grad schools, has recently been made available to Lyon College students. As the Director of Career Development of a school in serious need of a systematic way for helping students make connections, Bethany Pitts created LYONetwork by evaluating similar programs at other schools. Including more than just alumni, Pitts wanted graduates, current students, donors, and professionals all under one umbrella.

The main goal of the program is to facilitate the professional success of Lyon students. LYONetwork members can serve as valuable sources of career advice and information, internship/job providers, and relocation assistance. A LYONetwork member chooses his or her level of involvement and commitment. Joining is the first step to plugging in to an incredible network of information, as well as getting connected to many other people who share a common thread—Lyon College! Benefits of joining LYONetwork include connections to other professionals, involvement in Lyon campus life, availability of recent graduates as employees...the possibilities are endless.

Pitts says that “it’s already working!” For example, Dr. Rob Emery, a doctor and professional from the Batesville community, joined LYONetwork because he was interested in investing his time to help Lyon students. Coincidentally, Kris Koelemay, a pre-med sophomore at Lyon, was interested in job-shadowing a medical doctor. Via LYONetwork, Kris will be observing Dr. Emery through the spring ‘06 semester. Charla Foster, Human Resources Manager at White River Medical Center, also joined LYONetwork and made volunteer internships available to students interested in human resources.

Lyon’s Career Center will celebrate its members at the LYONetwork reception on March 28 following Lyon’s first Career Expo. All AACE members are welcome to join LYONetwork. To become a member of LYONetwork, go online to <http://career.lyon.edu> and click on “LYONetwork” to submit an application or contact the Lyon College Career Center staff at (870)698-4264 to request an application to be mailed or faxed.

Attracting Young Professionals to Your Community: Why? And How?

By: Katie Bullard, AngelouEconomics

September 2005

Do you want to understand US population trends in order to better recruit talented young professionals? Want to understand the link (and how to strengthen it) between universities, employers, and communities? Want some great tips on recruiting university alumni back to your area to boost the local economy? Join us at the Fall AACE Conference on December 1 & 2 at the University of Central Arkansas in Conway to learn more.

Changing Economy

In the old economy:

Being a cheap place to do business was the key.

Attracting companies was the key.

A high-quality physical environment was a luxury stood in the way of attracting cost-conscious businesses.

Regions won because they held a fixed competitive advantage in some resource or skill.

Economic development was government-led.

In the new economy:

Being in a place rich in talent is key

→ Attracting educated talent is key

→ Physical and cultural amenities are key to attracting knowledge workers

→ Regions prosper if organizations and individuals have the ability to learn and adapt

→ Only bold partnerships among business, government, and non-profit sector can bring about change

"Changing Economy" courtesy of AngelouEconomics 2004

CALL FOR NOMINATIONS

Nominations for board positions, special recognition awards and the Nola Holt Royster Distinguished Service Award should be submitted to Bubba Fender, Director of Career Services at Arkansas Tech University by February 1, 2006. Bubba can be reached at 479.968.0278 or bubba.fender@atu.edu.

Please see the AACE website more information: http://www.aaceweb.org/about_us.htm.



Welcome to AACE

New members highlights:

Lara Flowers

Human Resources/Recruiting Leader
Target Distribution
lara.flowers@target.com

A human resources representative from Harrison, AR, Lara received her BA in Psychology from Lenoir-Rhyne College, Hickory, NC before pursuing her MA in Industrial/Organizational Psychology from Appalachian State University, Boone, NC. Lara interned with Target Distribution during graduate school and began working for Target Corporation after graduating. Lara enjoys running, traveling, and reading. An interesting fact: Lara is a twin! Lara will bring a different perspective to AACE given that she participates in a large corporation.

Elaine Slayton

Student Intern
Lyon College
es3779@lyon.edu

Elaine Slayton, Lyon College Career Center's student intern, has done a fantastic job of marketing and advertising the Career Center's programs, events, and services. Elaine is a senior English/art major and hopes to pursue teaching art history in the future.

Jami Forrester

Graduate Assistant
U of A Career Center
jamifor@uark.edu

After earning her BA and MA in History from Arkansas State University, Jami began working on her Ph.D. in History. Jami has been married for two years to Greg Forrester and serves as Circle K. Advisor for U of A Fayetteville.

Christy C. Coker

Director
Hendrix College Career Services
<http://www.hendrix.edu/career/>

Christy has taught undergraduate courses in small group communication, communication contexts, advanced public speaking, public speaking, and has overseen an internship placement program for both graduates and undergraduates. She has been a faculty member with the University of North Carolina, Charlotte; the University of Arkansas, Fayetteville; Petit Jean Technical College; and Arkansas Tech University.

Jennifer Freer, LMSW

Graduate Assistant to Career Center
University of Arkansas
Ph.D. Student, Public Policy
<http://career.uark.edu>

A Ph. D. student working on a degree in Public Policy, Jennifer has been with the Career Development Center since August 2003. Her job entails working with graduate students, faculty, and programs to invite them to take advantage of their services. This includes classroom presentations, a bi-annual newsletter, developing resources for their Resource Room and Career Center website, and participating in other campus events with the Career Center. A new part of her position is to work specifically with Master's of Arts in Teaching students to help them prepare for the workplace.

- Dec. 1 & 2 – Fall AACE Conference, Conway, Arkansas.
- Feb. 8 – Job Market Fair (UA Fayetteville).
- Feb. 9 – Teachers Fair (UCA).
- Feb. 20 – Education Job Fair (UA Fort Smith).
- Feb. 21 – Education Fair (Harding University).
- Feb. 22 – Spring Teachers Fair (Henderson State University)
- Feb. 22 – Internship and Summer Job Fair (University of the Ozarks).
- Feb. 23 – Educators' Career Fair (Arkansas Tech University).
- Feb. 27 – Spring Health Sciences Job Fair (UA Fort Smith) & Opportunity Day (AICU).
- Mar. 1 – Spring Career Fair (UALR), Nursing Career Fair (Harding), Spring Career Fair (UCA).
- Mar. 8 – All Majors Job Fair (ASU Jonesboro).
- Mar. 9 – Spring Job Fair (UA Fort Smith).
- Mar. 15 – Spring All Majors Career Fair (HSU).
- Mar. 16 – Job Fair (UA Morrilton).
- Mar. 22 – Spring Career Day/Teacher Education Fair (UA Pine Bluff).
- Mar. 28 – Career Expo and LYONetwork reception (Lyon College).
- Mar. 29 – Career/Internship Expo (Hendrix College) & Spring Career Fair (ASU Beebe).
- Mar. 30 – Spring Career Expo (Harding).

Ask AACE: Professional Problem-Solving!

If you've never utilized the AACE ListServe, you're missing a great opportunity to gain insight, knowledge, advice, and feedback from your fellow AACE members. As a new feature of the AACE newsletter, "Ask AACE" will address members' questions or problems. New questions will be asked in each newsletter, and answers (submitted by all of you) will be published in the following edition of the newsletter. The ListServe provides a similar platform for questions, answers, and dialogue. Take advantage of the ListServe by signing up with Julie Gillaspay at Julie.gillaspay@acxiom.com today.



Q: I have a student interested in sports management careers. Do you all know of specific companies/websites for these careers?

A: Here's a good list of resources:

<http://career.ucsb.edu/students/joblinksbyindustry/sportsmanag.html>

Don't hesitate to utilize the AACE ListServe to post jobs, announce events, ask for advice, or to start a stimulating conversation with colleagues.

Don't forget to bring your great materials, handouts, and other benchmarking materials to the fall conference!

Questions for *Ask AACE*
In spring 2006 newsletter:

1. How do you motivate students to begin their job search in a timely manner?
2. What creative solutions do you have for recruiting on smaller campuses?

Email your responses to Pam Ligon at lignon@hsu.edu. Watch for responses this spring!

JOIN US FOR THE AACE FALL CONFERENCE!

Catalysts for Growth:

The Economics of Recruiting Arkansas Talent

AACE Fall Conference - December 1-2, 2005

Brewer-Hegeman Conference Center, University of Central Arkansas

Conway, Arkansas

CONFERENCE AGENDA HIGHLIGHTS

Thursday, December 1, 2005

- 10:00-10:15 **Welcome**
Dr. Kathy Rice-Clayborn, Director of UCA Career Services
Jan Spann, Executive Director of the Conway Area Chamber of Commerce
- 10:15-11:15 **KEYNOTE**
Roy Johnson, Motivational Speaker-Training Consultant
Conway, Arkansas
Put Some Gratitude in Your Attitude
A dynamic session that will give you suggestions on ways that you can help to transform not only your attitude but the attitude of every one that you meet. A great conference kickoff to rejuvenate AACE members!
- 11:15-11:30 **Brainstorming Session on Issues in Employment and Career Services**
Topics will be discussed in depth on Friday morning.
- 11:30-11:45 **Break, Employer Benchmark**
Employers will have the opportunity to showcase recruiting literature and chat with career services personnel about recruitment in their organization.
- 12:45-1:45 **KEYNOTE**
Katie Bullard, Research Manager, AngelouEconomics, Austin, Texas
How to Attract & Retain a Young Professional Workforce
Communities and employers that lack the environment desired by young professionals are at a competitive economic disadvantage. This program will introduce you to the needs of young professional and strategies to recruit and retain them.
- 1:45-2:00 **Break, Career Services Benchmark**
Career Services offices will have the opportunity to showcase career development literature and student programs information.
- 2:00-3:00 **Recent Graduate Panel**
A panel of current students and recent college graduates will discuss the challenge of the job search.
- 3:00-4:00 **KEYNOTE**
Dr. Jeffery Collins, Director of Center for Business and Economic Research
Sam M. Walton College of Business, University of Arkansas, Fayetteville, Arkansas
Arkansas Economic Development Update
Will discuss current economic development and challenges in the state of Arkansas.
- 4:00-5:00 **Employer Panel**
A panel of employment recruiters will discuss critical issues in recruitment and retention of employees.
- 5:00-6:00 **Reception at Conway Area Chamber of Commerce**
Brad Lacy, Director of Economic Development

Friday, December 2, 2005

- 8:00-9:30 **Breakfast and Business Meeting**
- 9:30-10:30 **Discussion of Brainstorming Session**
Topics from Thursday morning will be discussed.
- 11:00-12:00 **KEYNOTE**
Becky Parkerson, Organizational Development Consultant
InnerWorks, Little Rock, Arkansas
Recruiting and the New Employment Contract
Gone are the days of the "loyalty" contract. The new approach to employee contracts and its effects on recruiting and interviewing will be highlighted.

Don't forget to bring door prizes and program materials for employer and career services benchmarking. Please contact Kimberly Spicer at 479-979-1320 or kaspicer@ozarks.edu for more information.

**FIND ADDITIONAL CONFERENCE INFORMATION, FULL AGENDA,
SPONSORSHIP INFORMATION, AND REGISTRATION FORMS AT
WWW.AACEWEB.ORG**