

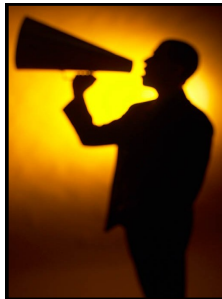
AACE

Arkansas Association of
Colleges and Employers

WINTER 2012

INSIDE THIS ISSUE:

- Member Spotlights** 2
- Winter Conference Agenda** 3
- Upcoming Events** 4
- Sponsorship Levels** 4



Call for Fall AACE Newsletter Submissions!

Please submit to
Alex Giannavola at
alex.giannavola@arkansas.gov

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

Dear AACE Members,

It is an honor to be your President. We have come a long way in the past few years, with the advances in technology and I see a bright future. My vision is to bring AACE to a point where our members think about our organization first when they are looking for resources.



AACE is already known for being the conduit for keeping professionals in our industry connected and engaged. We have made major advancements with the new technology, including an amazing website loaded with great information. However, in order for us to sustain our position in the future we must continue envisioning and moving forward in strategic ways.

I would like to ask each member to email me your favorite websites you go for information in your industry or your favorite articles. This will keep our knowledge center loaded with valuable resources for our members.

We cannot allow ourselves to settle for the status quo. We need to seriously consider the challenges our profession is facing today. Shrinking budgets, rising tuitions and competition from others are still a reality along with the fear that both university relations and career services may be viewed as just another overhead expense. The challenge is how to convey the value of career services to college and university administration and recruitment as an invaluable tool to gain top employees for our organizations. Without career services, what can employers expect from their university partners in order to effectively recruit on campus and without employers recruiting our students how would our students get to utilize their hard earned degrees?

Now I will step off of my soap box to let you all know that I think we have the BEST association on the planet! We have an array of exceptional knowledgeable professionals in the association and serving on our board. I am proud of each and every one who has continued to strive to make our association better for future generations. I would like to express my appreciation to the Board and say thank you for stepping up to the plate and hitting some homeruns.

I encourage each and every member to get involved on a committee. I assure you that you will meet some new people and maybe make some new friends, all the while making an impact on the lives of others within our profession.

If you should ever have a question or concern of your own, please do not hesitate to contact me directly at heather.reese@arkansas.gov. I look forward to serving you in the coming year and seeing you at the conferences.

Sincerely,

Heather Reese
AACE President

KNOW SOMEONE WHO MIGHT WANT TO JOIN AACE?

Business Cards and Brochures will be available to share with contacts and promote membership. Contact Heather Reese for promotional items at heather.reese@arkansas.gov.

MEMBERSHIP BENEFITS INCLUDE:

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



Arkansas Association of
Colleges and Employers

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

Contact us at:
contactus@arkace.org

www.arkace.org

NEW MEMBER SPOTLIGHT: CANDICE DAVIS

Candice Davis, a Diversity & Metrics Recruiting Specialist at Acxiom Corporation, is a Spring 2012 graduate of the University of Central Arkansas where she obtained her Master's degree in College Student Personnel Services and Administration.

In her current role at Acxiom, she focuses on managing and communicating strategies toward hiring diverse candidates and she is currently leading the effort to create, award and administer five diversity scholarships to college students in the Fall of 2012.

She is also a member of NASPA (National Association of Student Personnel Administrators) and CAHRA (Central Arkansas Human Resources Association).

Please welcome Ms. Candice Davis to AACE!!!



NEW MEMBER SPOTLIGHT: NATE COPELAND



Nate Copeland is the director of the Center for Professional Excellence (CPE) in the Paul R. Carter College of Business at Harding University. The CPE was developed to offer career services, alumni networking, and student development opportunities for all students in the Carter College of Business. Before starting the CPE, Copeland served as the Assistant to the President at Harding for six years.

He holds a Bachelor of Business Administration and Master of Business Administration from Harding University and is nearing the end of a Doctorate in Higher Education Administration at the University of Alabama.

Please welcome Mr. Nate Copeland to AACE!!!

Winter Conference Agenda—Friday, November 30, 2012

- 8:30a.m. – 9:30a.m. Registration and Breakfast**
- 9:30a.m. – 9:45a.m. Welcome**
Heather Reese, AACE President
 Dr. Margaret Ellibee, President, Pulaski Technical College
 Dr. Michael DeLong, Executive VP/Provost, Pulaski Technical College
- 9:45a.m. – 11:00a.m. KEYNOTE**
Dr. Kim Gordon, University of Arkansas, Fort Smith (UAFS)
 Center for Business & Professional Development
“Surviving the Silver Tsunami”
 The silver tsunami is upon us. Experienced Boomers are leaving the workforce in record numbers. As they go, so goes the intellectual capital of the organization. The knowledge, skill and people gap is cavernous. In these economically challenging times, management’s agility is fire-tested with each newly-processed employment separation. A number of solutions abound but each has its challenge. Understanding the challenges prepares recruiters, placement officers, and human resource professionals to successfully navigate the gap one prospect at a time.
- 11:00a.m. – 11:15a.m. Break**
- 11:15a.m. – 12:30p.m. KEYNOTE PANEL**
PANEL—*Rashad Delph-Tyson’s, Kevin Kauntzman-JB Hunt, Larry Stricklen-Arkansas Department of Human Services, Allison Nicholas-Acxion; Moderator: Ron Orick, UAFS Career Services*
“From Zero to Hero: Using Metrics to Significantly Boost Recruiting Performance”
 Hiring the right candidates translates into higher employee performance and ultimately contributes to the success of the organization. This panel discussion will provide insight into how organizations utilize metrics in their recruiting strategies to locate, recruit and hire candidates that will be successful at their organization.
- 12:30p.m. – 1:30p.m. Lunch** (*Sponsored by Verizon Wireless*)
- 1:30p.m. – 2:45p.m. KEYNOTE**
Dr. Fitz Hill, *President of Arkansas Baptist College*
“Growing Hope”
 Since its origin, Arkansas Baptist College has been a “Grower of Hope”. Arkansas Baptist College was built and resurrected on the foundation of Christian values and principles.
- 2:45p.m. – 3:00p.m. Break** (*Snack Provided*)

UPCOMING EVENTS FOR SPRING 2013

January 24 - Career Services Open House (A New Year/A New Look) (Mississippi University for Women)

January 31 - C-Harmony for Youth Ministry Majors (Harding)

February 19 - Education Fair (Harding)

February 19-21 - Dining Etiquette (Dining with Dignity) (Mississippi University for Women)

February 27 - COBA Career Event - Hosted by the Center for Professional Excellence (Harding)

March 5-6 - Resume Writing Workshop (Pulaski Tech - RJ Wills Lecture Hall)

March 5 – All Majors Career Fair (ASU)

March 6 – Education, Nursing & Health Professions Career Fair (ASU)

March 6 - Nursing Fair (Harding)

March 6 - Criminal Justice Symposium (UAFS)

March 7 - Education Career Fair (UAFS)

March 7 - Career Fair (Ouachita Baptist)

March 12 - Spring Health Sciences Job Fair (UAFS)

March 13 - Spring Career Connections Day (UALR)

March 14 - Spring Career Fair (UAFS)

March 21 - Spring Expo (Harding)

March 21 - Nursing Fair (Mississippi University for Women)

April 3 - Education Fair (Mississippi University for Women)

April 3 - Spring Networking Breakfast and Job Fair (Pulaski Tech - NLR Main Campus Foyer)

April 4 - Job Fair (NPCC)

April 11 - Career Fair (Central Baptist College)

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
