



AACE

Arkansas Association of
Colleges and Employers

October 2009

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President's Message



Message to the AACCE Membership

Hello Everyone,

Arkansas Association of Colleges and Employers is a great organization for college career service professionals and Arkansas employers to network with the purpose of providing employment opportunities for Arkansas college graduates. We are a small but powerful group who has had an effect on the growth of the Arkansas economy over many years. Our important purpose impacts the lives of many students and employers, it is important that we work together to “Grow AACCE” so that others may share in the opportunities for professional development and employment.

In the coming year the AACCE Board and I are planning to focus on the following strategic goals;

- Improving our membership communication – AACCE membership will be used by colleges and employers as the essential connection to support the successful transition of college students into the workplace.
- Providing relevant professional development activities – AACCE will recognize professional excellence.
- Growing our membership and networking opportunities – AACCE will provide workshop or conference opportunities each semester (a minimum of twice per year.)

You have given me a great gift with your election as President of Arkansas Association of Colleges and Employers for the coming year, I appreciate your confidence and support.

Please join me in renewing your membership to AACCE, we need your ideas and your efforts!

I accept this opportunity and hope that you will join me, it will be a privilege to work with all of you to “Grow AACCE”.

Sincerely,

Mary Kay Wurm

Mary Kay Wurm
President, AACCE

AACE MEMBERSHIP OPTIONS

- Institutional College or University
- Institutional Employer
- Individual Employer or College/University
- Student Member
- Institutional Affiliate

Join at www.aaceweb.org

AACE Winter Conference, North Little Rock December 3 – 4, 2009

Street Savvy Leadership: Impacting Engagement & Performance in Any Economy

Arkansas Association of Colleges and Employers
Winter Conference Agenda
December 3rd and 4th
North Little Rock, Arkansas
Wyndham Resort

Thursday December 3rd

- 5:00 p.m. Networking Opportunities and AACE Committee Meetings
Wyndham Hotel North Little Rock, Arkansas
- 6:30 p.m. AACE Board Meeting and Dinner

Friday December 4th

- 8:30 Registration
- 9:00 Welcome Comments
Mary Kay Wurm, AACE President
David Flake, AACE President Elect and Conference Committee
Chair
- 9:10 Introduction of Keynote Speaker, David Flake, AACE President
Elect
Al Lucia – Street Savvy Leadership
- 10:30 break
- 10:45 Al Lucia - Continued
- 12:30 Lunch
“Employer Showcase”
Each employer representative will get 5 minutes to discuss their
business and hiring plans
David Flake, facilitator
- 1:45 Arkansas Department of Education representative
Economic Trends in Arkansas, new employer development
- 2:45 Break
- 3:15 Artee Williams, Director of Arkansas Workforce Services
Discussion of Arkansas Workforce and Employment Trends
- 4:15 Conference Wrap up

AACE Website Development Proposal

New Executive Secretary, Marilyn Ridge, proposed to the AACE Board at its first meeting of the 2009 – 10 year to develop a new website for the organization utilizing Wild Apricot as a hosting service. The Board unanimously voted in favor of the proposal after reviewing benefits of using Wild Apricot. The top benefits of this service are:

1. The website is the single, unified communication point
2. Attract more members
3. Save money – replace 7 pieces of software with 1
4. Automate administrative tasks
5. Increase event attendance
6. Attract and retain members with better service
7. Improve communications
8. Stay on top of data
9. Increase the transparency of the organization

PROFILE SPOTLIGHT New Director at ITT Technical Institute

Reginia Thomas accepted the role of Director of Career Services at ITT Technical Institute, Little Rock, AR in March of 2009. Her background in information technology allows her to work with the students who have a technical aptitude and assist them in finding employment opportunities that are best suited for them. She is also able to connect with employers and understand their needs and the skill—sets that they desire from students.

In the few months that Reginia has been at ITT Technical Institute, she had hosted two career fairs, implemented a series of workshops and assisted numerous students in finding employment.

2009-2010 AACE Board of Directors

President – May Kay Wurm –
National Park Community College

Past-President – Allison Nicholas –
Axiom Corporation

President-Elect – David Flake –
Arkansas Department of Parks &
Tourism

Secretary – Denise Miller –
Arkansas State University – Beebe

Treasurer – Heather Garcia –
University of Arkansas Community
College-Batesville

Employer Rep. – Stephen Shearman
– Tyson Foods, Inc.

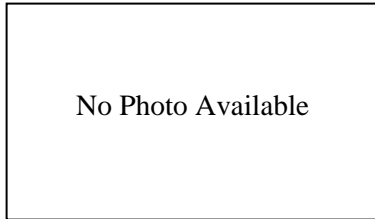
4 yr. College Director – David Boop
– Arkansas Tech University

2 yr. College Director – Diane
Butler – Pulaski Technical College

Historian – Michael Yang –
University of Arkansas at Little
Rock

Executive Secretary – Marilyn Ridge –
Hot Springs, Arkansas

SUMMER 2009 CONFERENCE RECAP



Karen L. Simpkins, Interim Associate Vice President for Human Resources at Eastern Michigan University, presented “Legal issues in Co-ops and Internships. Karen painted a picture for us of the legal relationship between student, school and employer. Here is a highlight of this relationship:

Duties owed to the student by the school and employer:
 Appropriate placement
 Adequate supervisor
 Appropriate compensation
 Agreed upon academic credit

Duties owed by the student to the school and employer:
 Truthfully represents self
 Carry out work assignment
 Meet academic requirements

Karen L. Simpkins – Eastern Michigan University – Legal Issues in Co-ops and Internships

Samantha Hartley of Enlightened Marketing “Getting Tangible Results from Social Media”

Her presentation covered the various kinds of social media and emphasized the importance of having a strategy for getting tangible results when using these resources. Because of the dramatic changes social media has made in the recruiting process, Samantha led the group through an exercise to make their own strategic plans. For more information about Samantha and her company, visit www.EnlightenedMarketing.com.



Samantha Hartley – Enlightened Marketing – Getting Results from Social Media



Larry Stricklen, Human Resources Manager, Arkansas Department of Human Services presented “Recruitment Marketing – A Plan of Action.” Larry shared with the audience how DHS markets their agency as the best place to work:

- DHS builds strong relationships with universities, colleges, and high schools.
- DHS created strategic partnerships with organizations and institutions in the local community.
- DHS creates in-house publications for distribution at career fairs.
- Last year, DHS’s professional recruiters attended over 100 career fairs and sponsored four DHS fairs and attended a dozen professional fairs.

Larry Stricklen - Arkansas Department of Human Services – Recruitment Marketing – A Plan of Action