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NEW ENGLAND ASSOCIATION FOR
COOPERATIVE EDUCATION AND
FIELD EXPERIENCE

TALENT PIPELINE: Developing Work-Ready Professionals



38th Annual Fall Conference
November 2 - 4, 2014
Courtyard by Marriott
Providence, RI

STUDENT AND EMPLOYER PANEL

TUESDAY, NOVEMBER 4, 2014 10:30 to 12:30 Federal Hill

Join us for an invigorating panel presentation by employer/student representatives who will each give a perspective on internship partnerships and opportunities in the engineering, sports/entertainment, marketing, and business fields. Immediately following the presentations, attendees and presenters will break into roundtables for more focused conversation.

FM Global

Student: Nathan Askew, FM Global - Learning Technologist
Employer: Lisa Collard Provost, Claims Systems Manager

Newport Yachting Center

Student: Kimberly Sheridan
Employer: Colleen Marasco, Box Office & Staffing Supervisor

TJX Companies

Student: Jasmyn Beatty, Finance Major
Employer: Marcia Mitchell, Manager of Projects

CONFERENCE SCHEDULE

SUNDAY, NOVEMBER 2, 2014

4:00 to 6:00 pm	Hotel Check-In/ Conference Registration	
6:00 to 8:00 pm	Welcome Reception/ Dinner	FEDERAL HILL

MONDAY, NOVEMBER 3, 2014

7:30 to 8:45 am	Breakfast	BALLROOM
8:00 to 10:00 am	Conference Registration	HALL
8:45 to 10:00 am	Keynote Speaker: Michael True, <i>Messiah College</i>	BALLROOM
10:00 to 10:30 am	Networking Break	FOYER
10:30 to 11:45 am	Concurrent Workshop Sessions	

Session A: FEDERAL HILL

“Collaborations & Programming That Benefit International Students’ Career Readiness.”

Session B: COLLEGE HILL

The ‘Ts’ Have It: Identifying and Leveraging the Strengths of Introverts During the Internship and Job Search Process“

Session C: WAYLAND

“3 M’s: Mindset, Mindful Learning, and Motivation: What They are and How to Effectively Foster Them to Develop Work-ready Professionals”

Session D: BLACKSTONE

“The Need for Women’s Career Programming: How sheLEADS Came to Be”

12:00 to 1:30 pm	Business Meeting Luncheon	FOYER
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1:45 to 3:00 pm	Roundtable Sessions	BALLROOM
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Table A: “Case Study: Developing a Program to Connect Students with Smaller Employers”

Table B: “Developing and Implementing an Exclusive Internship Program”

Table C: “Developing a Comprehensive Career Info Program”

Table D: “Creating a Successful “Reverse” Internship Fair”

Table E: “Graduate Co-op and its impact on career upon graduation”

Table F: “Read a Good Book Lately? Titles to Make You Ponder, Wonder and Think”

Table G: “Experiential Learning for Working Professionals”

CONFERENCE SCHEDULE CONTINUED

MONDAY, NOVEMBER 3, 2014 (CONTINUED)

3:00 to 3:30 pm Networking Break Foyer

3:30 to 4:45 pm Concurrent Workshop Sessions

Session A: FEDERAL HILL

“Education and Internships 2.0: Working Together to Inspire Career Success”

Session B: COLLEGE HILL

“Mind Mapping: A Visual Organizational Tool for a Visual World”

Session C: WAYLAND

“I’m not lazy’– Addressing the Gen Y Skills Gap”

Session Da & Db: BLACKSTONE

Da: “Campus Partner Commitment Continuum”

Db: “Cross Campus Collaborations– Building Relationships Between a Career and Experiential Learning Center and Other Departments”

TUESDAY, NOVEMBER 4, 2014

7:30 to 8:45 Breakfast BALLROOM

8:00 to 9:00 Conference Registration

8:45 to 10:00 Keynote: Adrienne Santos, *TJX Companies* BALLROOM

10:00 to 10:30 Networking Break FOYER

10:30 to 12:30 Student Employer Panel FEDERAL HILL

12:30 to 2:00 Lunch & Awards FOYER

CONCURRENT SESSIONS

Monday, November 3rd, 3:30 pm to 4:45 pm

SESSION A (FEDERAL HILL)

“Education and Internships 2.0: Working Together to Inspire Career Success.”

— **Mark Babbit, YouTern.**

We have an ethical responsibility to prepare our students for success and to be part of the solution. This interactive discussion provides career center professionals and mentors with the actionable inspiration needed to move past obstacles in order to serve their customers with high-impact career advice. At times funny, challenging and thought-provoking, this presentation will discuss how to obliterate our comfort zones and to network and share for the common good.

SESSION B (COLLEGE HILL)

“Mind Mapping: A Visual Organizational Tool for a Visual World. “

— **Anne Grieves and Kate Famulari, Northeastern University.**

Ours is a visual world and mind mapping is a versatile, visual technique with many applications for capturing ideas and information, making decisions and preparing presentations. Mind maps help students create a graphic representation of their thought process that allows them to organize and prioritize their ideas. In addition, the process of helping a student create an individual mind map allows for a stronger engagement between student and counselor. Our goal is to introduce mind mapping, as a tool that can be used for counseling and advising students as well as for individual organization.

SESSION C (WAYLAND)

“I’m not lazy” – Addressing the Gen Y Skills Gap.”

— **Heather Carpenter and Kelly Scott, Northeastern University.**

The current workforce is more generationally diverse than it has ever been. Employers are often mistaking Gen Y traits for entitlement and laziness. How can we as career practitioners help students to articulate how their generational traits are a help and not a hindrance in this world that requires 21st century skills? Practitioners will learn how the Gen Y traits are aligned with the 21st century skills employers seek, and learn hands-on tools to help students draw those connections and articulate their worth across generations.

SESSION Da & Db (BLACKSTONE)

“Campus Partner Commitment Continuum.”

— **Beth Settje, University of Connecticut.**

Cultivating relationships outside of your own department is critical to having a successful career center. To plan appropriately for this behavior, the UConn Center for Career Development intentionally identifies key partners, and using a Relationship Building Continuum, effectively gauges the relationship, from where it is now to where we want it to be. It is fluid, allowing for movement and flexibility throughout the academic year. Sometimes the relationship moves forward, and others backward, but either way, the decisions are thoughtful and proactive. This session will introduce the continuum and allow time to decide what relationships you want to develop.

“Cross Campus Collaborations- Building Relationships Between a Career and Experiential Learning Center and Other Departments.”

— **Diana Marshall, University of Rhode Island.**

Frequently referred to as “silos,” departments and offices often operate independently, crossing paths only on occasion. However, this is beginning to change. Practitioners are starting to recognize that working together for shared goals makes learning richer for students. During this session, three cross-campus collaborations will be described and discussed. Strategy, best practices, and lessons learned will be highlighted. Participants will have time to think about their own collaborative relationships and share ideas. Participants will also identify a collaborative relationship that they would like to develop or grow and plan next steps. Diverse student populations will be the focus.

ROUNDTABLE DISCUSSION Cont'd

Monday, November 3, 1:45 pm - 3:00 pm

BALLROOM

TABLE E - Graduate Co-op and its impact on career upon graduation

— **Barry Satvat, Northeastern University**

The vision for the Graduate Cooperative Education Program is that graduate engineering students will apply their classroom learning in a practical setting, thereby becoming the best-prepared graduate engineering professionals to enter and be successful in the workforce. As such, the goal of the co-op experience for each student is to advance the student's education in the student's field of study and professional practice. Graduate engineering students are more apt to benefit from applying academics to real world practice than from any non-technical job that is not specifically related to their academic studies. The emphasis for graduate engineering cooperative education is to provide technically challenging practicum-oriented assignments in the student's field of study.

TABLE F - Read a Good Book Lately? Titles to Make You Ponder, Wonder and Think

— **Beth Settje, University of Connecticut and Mike True, Messiah College**

It is very important that we as educators continue to learn, in and out of the classroom. Many of us go to conferences, but do we apply what we learn? Another aspect of our continued education are books. To earn a degree, we had a set number of required readings; to be a professional in the field, no one is holding such a carrot over our heads, and as a result, many of us do not return to books as a way of learning. This session then will allow for a sharing of book titles that can generate enthusiasm, reflection and ideas for our work and daily life. This session will be fairly low key, truly calling upon participants to guide the conversation. I believe that this session will be seen as valuable; as it is imperative we address our own personal/professional development too.

TABLE G - Experiential Learning for Working Professionals

— **Ellen Stoddard, Northeastern University**

Not all working students are in jobs that allow them to immediately apply their classroom knowledge. To allow for this opportunity, in 2013 The College of Professional Studies designed and piloted a course for online master's degree students to formally showcase the competencies they are developing by applying them to a project outside the normal scope of their duties in their current workplace. This session reveals the success the course had in meeting individual student career development needs in a way that also benefited employers.

KEYNOTE SPEAKERS

Monday, November 3, 2014 8:45 to 10:00 am Ballroom

"Two Abilities (Maybe Three) Needed By New and Experienced Professionals"

Michael True, Senior Associate, Talent Development & Marketing
Messiah College, Pennsylvania



Michael True serves as senior associate, talent development & marketing at Messiah College in Mechanicsburg, Pennsylvania, where he has been working in the field of internships for over 23 years.

In 1995, he began Internship-Net, an internet listserv now serving over 1,000 internship professionals throughout North America, Europe, Asia, and Australia. For employers he compiled a free booklet entitled "Starting and Maintaining A Quality Internship Program" which is currently being used by hundreds of colleges, universities, employers and chambers of commerce across the United States and internationally.

Student interns benefit from the website he created, InternQube.com, which Forbes Magazine has chosen as one of the "Top 100 Websites for Your Career". He also wrote a companion book, InternQube: Professional Skills for the Workplace. He has been interviewed by the Wall Street Journal, the New York Times, U.S. News & World Report, Business Week, Newsday, the Chronicle of Higher Education, Inside Higher Ed, as well as other national and regional newspapers and magazines regarding internships. Mr. True currently serves as Chairman of the Board of the Washington Internship Institute. He is the recipient of numerous awards including: Ten Most Visionary and Forward Thinking Leaders in Career Services - 2013 and 2014, Dean Herman Schneider Educator of the Year Award - 2012 CEIA, Higher Education Leader of the Year Award - 2002 NSEE

Tuesday, November 4, 2014 8:45 to 10:00 am Ballroom

Adrienne Santos, Assistant Vice President, Director of Campus Recruitment,
TJX Companies, Massachusetts

Adrienne was born and raised in Marlborough, Massachusetts. In her formative years, Adrienne attended Marlborough High School, and after high school, attended Framingham State University in Framingham, Massachusetts. At Framingham State, She earned a Bachelor of Science Degree with a concentration in Merchandising and minored in Business Administration. Adrienne was an active member of Phi Upsilon Omicron Honor Society and graduated cum laude.



During the summers of her college years, Adrienne served as a Product Development intern at the TJX Companies. After graduation, Adrienne joined the TJX Companies based in Framingham, Massachusetts.

Adrienne began her tenure at TJX completing the prestigious Merchandising Development Program. She progressed through the ranks of the Planning and Allocation Division holding varying titles and assuming roles of greater responsibility over 11 years and ultimately transitioning over to focus on acquiring the company's next generation of talent. In August of 2013, Adrienne joined Global Talent Acquisition as assistant vice president, director of campus recruitment.

As assistant vice president of campus recruitment, Adrienne leads the team responsible for acquiring talent for the Merchandising Development Program, The Corporate Internship Program, The Corporate Co-Op Program and the Store Leadership Program. She considers the function of acquiring early talent to be a critical one, as that talent represents the organization's future leaders.

CONCURRENT SESSIONS

Monday, November 3rd, 10:30 am - 11:45 am

SESSION A (FEDERAL HILL)

“Collaborations & Programming That Benefit International Students’ Career Readiness.”

— **Donna Remington, Johnson & Wales University.**

Need collaboration tips to increase your international student outreach and programming? Wonder what it takes to create a successful program with academics? During this session I will share programming successes that begin to reach international students as early as pre-matriculation during ESL. Participants will be provided with samples of our International Student Career Resources Guidebook and other programming handouts and will have the opportunity to share ideas and interact during this session.

SESSION B (COLLEGE HILL)

“The ‘I’s’ Have It: Identifying and Leveraging the Strengths of Introverts During the Internship and Job Search Process.”

— **Michael Wisnewski, Salve Regina University and James Westhoff, Husson University.**

Introverts bring many natural talents and important skills to the workforce, yet working with those students/clients can be quite challenging for practitioners. This session will reveal some of the abilities and styles that introverts possess, and through discussion and activities we will explore some strategies counselors can use to help those clients understand, embrace and apply these strengths throughout all stages of their career and professional development. With time permitting, we will also explore and discuss how introvert practitioners can keep themselves fresh and energized in their extraverted work.

SESSION C (WAYLAND)

“3 M’s: Mindset, Mindful Learning and Motivation: What they are and how to effectively foster them to develop work-ready professionals.”

— **Michelle Zaff and Lisa Worth, Northeastern University.**

An introduction to a new vocabulary (way of talking about common issues/challenges co-op coordinators and career development professionals face) and hands-on exercises that can be used when working with students in classroom or office settings. We will help you to help students recognize potentially destructive thought patterns or behaviors. These new approaches can help a student be more aware of “reasons” why they are making certain choices, i.e. choosing or avoiding certain types of jobs, and choosing different professional behaviors while on the job.

SESSION D (BLACKSTONE)

“The Need for Women’s Career Programming: How sheLEADS Came To Be.”

— **Kelly Scott and Susan Loffredo, Northeastern University.**

As we think about preparing our students for successful lives after graduation, it becomes clear that women students face a different set of circumstances from their male classmates. Northeastern University Career Development responded to this reality by developing sheLEADS, a series of workshops, panels and other resources focused on women and work. Join us to hear about the genesis of this program and to learn how and what we empower women students with the tools and knowledge to be successful at work.

ROUNDTABLE DISCUSSIONS

Monday, November 3, 1:45 pm - 3:00 pm

BALLROOM

TABLE A - “Case Study: Developing a Program to Connect Students with Smaller Employers”

— **John Bau, University of Connecticut**

Problem #1: Students gravitate to “name brand” employers; *Problem #2:* Smaller companies struggle with developing campus relationships; *Problem #3:* Smaller companies may wish to hire summer interns, but face economic challenges in doing so. Solution to all three? Throw a party. In the spring of 2014, the UConn Center for Career Development held its inaugural Engineering Employment Expo, connecting nearly 20 small- to mid-sized employers with UConn students for internships and jobs, as well as providing a framework for starting broader relationships around corporate/university collaborations and public/private partnerships. Join this session for a case study and lively discussions on leveraging statewide resources to help students connect with professional opportunities - at companies their mothers never heard of.

TABLE B - “Developing and Implementing an Exclusive Internship Program (in which only your college’s students can apply)”

— **Paul Gagnon, University of Connecticut**

It’s an old dilemma: College students approach graduation and apply for their first jobs only to find that most jobs require experience. But how do they get experience if no one will hire them? UConn Extension Service System internships could provide selected students with the opportunity to explore careers in food, agriculture, environmental fields, natural resources, or family and consumer sciences. Extension would seek UConn students with: 1. An interest in pursuing a career in agriculture/extension. 2. An ability and desire to serve others along with a genuine interest in people. 3. The ability to lead, teach, motivate and communicate effectively. 4. The motivation to continue learning and growing professionally in the Agriculture/Extension career track. 5. The ability and desire to work as part of a team, but be able to function independently.

TABLE C - “Developing a comprehensive career info program”

— **Tom Novak, Saint Joseph’s College of Maine**

We will be discussing how to development, implement, perform, and evaluate a comprehensive career information program. This is a brainstorming session on how an educational institution can create a comprehensive program that could include job shadowing, informational interview, alumni mentoring, career information fair, and a career resource library to name a few. The outcome from this session would be a guideline on how to design a comprehensive and successful career information program.

TABLE D - “Creating a Successful ‘Reverse’ Internship Fair”

— **Dawn Ross, Framingham State University**

Would you like to learn the best way to turn the tables on “traditional” internship fairs at your campus? Attend this session and learn the basics to coordinate a successful non-traditional event with a limited staff and sparse resources. Create numerous opportunities for your STUDENTS to network and showcase visual, graphic, web design, business plans, and/or professional portfolios and projects to dozens of potential internship employers in this fast-paced session! This event is guaranteed to make your internship site representatives say “WOW”!