



# NEWSLETTER

January 2015

## MNYCCPOA PIPELINE

YOUR CONNECTION TO CAREER COUNSELING RESOURCES,  
EMPLOYMENT OPPORTUNITIES & NETWORKING EVENTS

### UPCOMING EVENTS

## MNYCCPOA Winter 2015 Meeting

January 23, 2015

at Pace University's Downtown Campus

<http://www.pace.edu/about-us/directions-to-all-campuses/nyc-campus>



**8:30 a.m. - 10 a.m.** Breakfast with HR-NY: The New Internship Paradigm  
SEPARATE REGISTRATION with HR-NY

(Click on "online registration" at the bottom of <http://hrny.org/events.asp?Eventid=427> )

Do you have an internship program or thinking about creating one? What you don't know can hurt you. The legal environment for internships has become more complex for both employers and university career services organizations.

**10:30 a.m.- 3 p.m.** Presentation Skills Training: presented by Specialty Training Services, Inc.  
Attendees at this meeting can expect to pick up tips and techniques to strengthen their presentations and feel more comfortable presenting. Attendees will apply session ideas to their own presentation situations. We encourage attendees to bring questions about their actual presentations in development.

### Planned Session Topics:

- Common presentation blunders
- Two crucial presenter skill sets: Content selection/organization and physical delivery
- Presentation purpose and how to nail it - the presentation's focus
- Audience analysis to guide presentation content
- Organized content that persuades
- Visual aids that work (PowerPoint is not the presentation)

REGISTER FOR THIS MNYCCPOA PROGRAM AT: <http://mnyccpoa.shuttlepod.org/>

## PAST EVENTS

### MNYCCPOA Fall 2014 Meeting

By Suzanne L. Dagger



The fall MNYCCPOA meeting was held at NYIT on Friday, November 7, 2014 with over 80 attendees hearing from their peers and experts on the complex topic of assessment.

The Keynote Speaker was Edwin Koc, Director of Research, Public Policy and Legislative Affairs for NACE. In his remarks, Mr. Koc provided us with a historical overview and the present state of the White House Report Card. He spoke frankly about the use of employment outcomes in this Report Card, student debt, and NACE’s activity surrounding this initiative. He also shared his thoughts on how this initiative may transform in the future. In response to the greater national concern about higher education costs, student debt, and return on investment, NACE recognized the growing need and demand for greater consistency and best practices as they relate to the data collection of graduate career outcomes. Mr. Koc discussed the process of developing and releasing NACE’s “Standards and Protocols for the Collections and Dissemination of Graduating Student Initial Career Outcomes Information for Undergraduates.” In addition, Mr. Koc compared past and present trends in the college job market, gaps between the degrees earned and job openings, and the starting salary offers for new college hiresundefinedmany of which career services’ professionals expected but quite alarming nonetheless.

Members enjoyed a lively panel discussion: **Career Services Assessment Best Practices**, moderated by Marc Goldman, Executive Director of Career Services at Yeshiva University. The discussion included various aspects of best practices as they relate to first destination surveys, NACE’s new standards, and the logistics of collecting data. Panelists were, Urszula Zalewiski of Stony Brook University, Patricia Imbimbo of Baruch College, Cassie Sklarz of Fordham University, Pam Cohen of Ramapo College of New Jersey, and Nicole Isenhour of New York University.

Gary A. Miller, Executive Director of Hofstra University’s Career Center held a session entitled, **Marketing the Career Center: Analytics**. Specifically, he discussed the importance of being purposeful in our marketing and determining what works. For instance, on a particular flyer for an event, create a unique URL or QR code and analyze how many direct hits that flyer generated. This can determine if students are actually reading and taking action on your marketing efforts.

The day concluded with several round table discussions about the topics discussed throughout the day. Many attendees reported that they were collecting data but could always use some more direction and ideas on how to better utilize the data for assessment purposes.

CAREER OPPORTUNITIES TRI-STATE AREA	MNYCCPOA ANNOUNCEMENTS & MEMBERSHIP
<p><b>VACANCIES</b></p> <p><a href="#">Asst Director Career Services</a></p> <p>New York, New York Yeshiva University</p>  Yeshiva University	 <p><a href="http://www.mnyccpoa.org">www.mnyccpoa.org</a></p> <p>MNYCCPOA is currently accepting submissions for the Alva C. Cooper Awards for Best Practices in Career Development. The purpose of these awards is to recognize</p>

New York, New York  
New York University

[Associate Director, Public Service Law Placement \(#20097356\)](#)

New York, New York  
New York University



[Office Coordinator, Law School Career Development \(R3914\)](#)

Queens, New York  
St. John's University

[Assistant Director of Career Development \(217894-951\)](#)

Queens, New York  
St. John's University



Source: HERC: Metro New York & Southern Connecticut

To share employment opportunities with the MNYCCPOA community, kindly email the Communications Committee at <mailto:communications@mnyccpoa.org>

the outstanding work of the members of MNYCCPOA, and to foster our mission of promoting professional growth and exchanging ideas, information and creative solutions concerning career development issues.

#### **Description of Awards**

(Increased from previous years):

There are three awards for best practices.

\* First place: \$ 1,500

\* Second place: \$ 1,000

\* Third place: \$ 500

How to Apply:

See application form link , please complete the form, save it and send to [laurie.joseph@ncc.edu](mailto:laurie.joseph@ncc.edu).

(\*Please note that all application submissions must be sent via e-mail.)

[Application for the Alva Cooper 2015.docx](#)

Application Deadline: The deadline for applications is Friday, January 16, 2015

**Presentation:** The award ceremony will be presented in the morning session of the May 1, 2015 spring meeting.

**Location: (TBA)** Each winner will give individualized 10-minute presentations, followed by a 30-minute exhibition-style group display. Please note that all of the award applicants will be invited to showcase their projects at this exhibition portion of the program, as well as the three winners. All 1st, 2nd and 3rd place award recipients must be available to give their presentations and showcase their exhibitions at this meeting.

**For more information contact: Laurie Joseph, Alva Cooper Awards Committee Chair**  
<mailto:Laurie.joseph@ncc.edu> or (516) 572-7132

### Membership

## CALL FOR NOMINATIONS

Interested in becoming involved with the MNYCPOA Executive Board?

Announcing the Call for Board Nominations for 2015-2017

If you are interested, please contact Andréa Lipack, MNYCCPOA Past President  
[andrea.lipack@stonybrook.edu](mailto:andrea.lipack@stonybrook.edu); 631-632-6892

## WHAT'S TRENDING

### Data Collection Toward a 100 Percent Knowledge Rate

by Bless Vaidian



Bless Vaidian, Director, Career Counseling for Pace Career Services – Westchester, and Founder, Career Transitions Guide

Blog: <http://careertransitionsguide.com>

*Is a 100 percent knowledge rate possible with a first-destination survey? That's to be determined each year and with each effort. Due-diligence requires universities to extend maximum effort to try to achieve a 100 percent knowledge rate for all our students. The task of collecting and reporting data is a huge undertaking trusted to many career offices. Whether you are trying to meet the NACE deadline for data collection or your own office deadline, creating a systematic approach and incorporating "best practices" into your labor makes capturing career outcomes more manageable.*

#### Lay the Foundation

It's essential to be able to analyze data with ease, as well as know ahead of time what questions to include in your outreach attempts to students. Follow the suggestions outlined by NACE in your database fields and match it to your first destination surveys. Bring in your school's technology department to help create the database, as well as the electronic surveys that capture the responses fed into it. Once that's done, a time line for when, where, and how you will collect data can be drawn out. Cap and Gown surveys, employer surveys, surveys to the campus community, classroom visits, social media searches, follow-up student surveys, calls and e-mails have to be systematically

## WELCOME OUR NEW MEMBERS



Congratulations to our new members: Deana Welsch, Diane Safer, Jeremy Ducos, Gary Miller, Ar Adler, Maria Guo, Chaim Shapiro, and Arame Mbodj

## GET INVOLVED

#### Join MNYCCPOA Committees

Broaden your horizons, give yourself a wider experience, meet new people and enhance your skills.

**Membership Committee:** The mission of the Membership Committee is to promote, increase and retain MNYCCPOA membership and assist with all member inquiries and renewal questions.

**Alva Cooper Committee:** Assist with planning our awards presentation for the in May meeting. The purpose of the committee is to review and vote on the outstanding work of the members\* of MNYCCPOA and to foster our mission of promoting professional growth, and exchanging ideas, information and creative solutions concerning career development issues.

**Communications Committee:** The Communications Committee supports the Board and Committees to increase the visibility of MNYCCPOA and to enhance and strengthen the MNYCCPOA image by providing a complete and consistent message (via electronic and print communications)

Contact Cheretta Robson, at 718-405-3262 or [cheretta.robson@mountsaintvincent.edu](mailto:cheretta.robson@mountsaintvincent.edu) 2nd Vice President if your interested in joining any of these committees.

laid out on a timeline. Learn assessment best practices by attending conferences and events to know how others are capturing information. Make sure you use the NACE links on the topic and talk to Ed Koc, NACE's Director of Research, Public Policy, and Legislative Affairs or his great team if you have questions. Koc is offering a webinar on the first-destination initiative in early January for NACE members. A solid foundation and plan of action will serve you well in the long run.

### **Designate a Point Person**

If the college community knows that career outcome information has to be sent to a designated individual within their school, then more outcomes can be captured. Often university staff members possess career outcome information and never pass it onto career services. The human resources and admissions departments within your school may have first-destination information on numerous students who were hired or went onto graduate school at your institution. The designated point person should monitor the first destination survey numbers, solicit information from university sources consistently, and create a strategy for follow-up with graduates. It takes many people, numerous efforts, and even call-centers to capture data for bigger schools. But designate an expert to manage the whole process, set the timeline, and be the "face" of the initiative in order to drive the results.

### **It's Not a Career Services Issue, It's a University Issue**

Helping students find opportunities and creating a path for successful outcomes is not just a career services goal. Higher education is a partnership of many units working collaboratively to ensure retention and capture every student's career outcome. Long before first-destination surveys go out, building relationships with the campus community is where data collection really starts for career services. Meetings with the university community to build bridges, foster relationships, and outline the process is crucial. Students share career outcome information with professors, academic advisers, financial aid representatives, leaders of student organizations, and college staff.

## **Call for Submissions**

### **SHARE YOUR THOUGHTS**

You too can be a contributor to the MNYCCPOA PIPELINE.

Articles on all career related topics are sought. In particular, we always look for conference reviews, web site and book reviews and articles about best practices or innovative programs.

Express yourself and share your ideas and your successes with fellow MNYCCPOA members. All submissions should be sent to:

<mailto:communications@mnyccpoa.org>



### **PROGRAM IDEAS**

We invite you to attend our one-day programs which are held three times a year. Programs are designed to give our members and other interested participants information about various careers, employment trends and professional development topics of interest to career professionals.

Members are needed to participate in planning upcoming programs. Each program committee meets once to design the day's event. Individuals can select to participate by helping to make site arrangements, get speakers, design the mailing or handle registration.

If you have a program suggestion or you wish to volunteer to work on a program, please contact:

**Jennifer Grauso**

[grausoj@stjohns.edu](mailto:grausoj@stjohns.edu)

Director of Programs

## **Financial Matters**

These sources become vital in the collection process and have to be included in the journey.

### **Keep the Community Vested**

It is essential to make survey efforts and progress visible to the campus community. Every dean, faculty member, and university staff member should know what the career office does. Career outcome and knowledge rate information should be displayed in infographics, charts, and reports on a regular basis with college partners. If others understand what goes on behind the scenes and where the numbers are, then they will be more apt to assist with first-destination information. It also keeps departments interested and looking forward to the next update.

### **Mandate Attendance**

Universities that promote, encourage, or even mandate attendance at career service events and one-to-one meetings with a career counselor can create more successful outcomes. Students that have worked with career offices feel more comfortable sharing career outcomes, and should be told that post-graduate follow-up will take place after graduation. Career services also helps students find pre-professional experience through internships that build resumes and lead to full-time offers. They offer networking opportunities with employers and alumni that have job leads every semester. Increased student engagement with career centers increases the “knowledge rate,” and also increases “outcomes.” Its a simple formula.

*Multiple out-reach efforts to capture information throughout the year are made to graduating seniors, college partners, and employers to track career outcomes. I would love to hear your school's best practices and ideas to reach that “100 percent knowledge rate.” Wishing each of you success in reaching your university's goal and capturing outcomes.*

<http://blog.nacweb.org/author/blesscareers/>



It's 2015, Make sure your MNYCCPOA account is up to date.

As the new year starts, take the time to review your account and make sure that your information is up to date and complete. Your mnyccpoa.org account allows you to easily view and settle invoices. To review your MNYCCPOA account go to:

<http://mnyccpoa.shuttlepod.org/> and click View Profile after logging in.

If you have any questions about invoices and payments, feel free to contact Keith R. Okrosy, MPA.

Keith R. Okrosy, MPA

[kokrosy@hunter.cuny.edu](mailto:kokrosy@hunter.cuny.edu)

### **Acknowledgements & Thanks**

**Many thanks to the Alva C. Cooper Committee for all their hard work.**



Caren Sobier, Laurie Hollister, Kristina Simonsen, Sasha Rosenberg, Cheretta Robson, and Laurie Joseph

Copyright © 2014 {MNYCCPOA}. All rights reserved.  
Visit Us: <http://mnyccpoa.shuttlepod.org/>

 **Look for us on  
LinkedIn**

[Unsubscribe](#)