



MNYCCPOA POST

Winter 2011-12

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Doing More With Less...

Editorial

by Laurie Joseph, Nassau Community College

Many of our campuses have been faced with economic hardship in recent years. As a result, many Career Services offices have had to do more with less. So, we continue to look for and utilize more effective and cost-conscious ways to connect with our students and alumni. Most Career Services offices are making connections that result from utilizing social media tools, whether it's Facebook, LinkedIn, Twitter, or all three. Many that have tapped into these online networks are happy with their



success rates and continue to use them as supplemental communication vehicles. Old-fashioned direct mail pieces, posters, word-of-mouth, classroom and campus presentations and E-mail blasts are still utilized to provide important information and to promote events and services.

We need to keep in mind that since our offices are not typically staffed with social media professionals, or one single person to oversee all social media activities, we have to be prepared for follow-up. We need to also find the time for continued

online conversations, after our announcements go out, for continued success with social media.



Year after year, MNYCCPOA continues to provide its membership with top-notch programming, up-to-date information and networking opportunities. Long-time members get to re-connect and new friendships are formed. MNYCCPOA serves as a uniting and supporting force in our professional lives, and all of you help to keep it growing strong. Thank you for your involvement in the organization and for your membership. I look forward to seeing all of you upcoming meetings.

Warm regards and best wishes for the New Year.

Laurie Joseph, MNYCCPOA Editor



Fall MNYCCPOA Meeting: Recruiting a Diverse Workforce

By Laurie Joseph

An important workplace competency that all employers look for in all employees is diversity, according to the talented and highly accomplished group of professionals that spoke on Oct. 21, 2011 at Pace University's NYC campus. And, along with the importance of workplace diversity is the ability to think globally and value multiculturalism, numerous workplace trend studies have shown. Identifying and retaining top talent requires that employers understand the traits of their employees' different generational groups and adopt policies that support them. The panelists shared their diversity recruitment strategies, some of their related corporate policies, and also their recommendations for job search success for diverse candidates.

"Academic excellence is still key. A 2.9 GPA is not going to cut it," said Yos Bugallo, Campus Consultant for Ernst & Young's Inclusiveness Recruiting Team. Mr. Bugallo tells college students, "Step out outside of your comfort zone to choose classes, where you can learn the customs and the jargon." He also tells them, "College is a great environment where you can make your mistakes."

Kerri A. Patrick, CPA, a Senior Manager with Price Waterhouse Cooper's Audit and Assurance Service Group, always asks this question to her interviewees, "What committees are you on?" Kerri suggests that college students be strategic about joining campus organizations, such as clubs, sororities or fraternities. She said that, "The key to targeting a diverse workforce is through word-of-mouth. The avenues are many, including utilizing a multitude of professional organizations, networks, alumni associations and specialized programs such as Inroads." Kerri believes that preparation is the key. "Get someone to do several mock interviews with you on a regular basis and get candid feedback to go home with and practice. Your interview responses should not seem canned, but you should feel comfortable," she added.

Jose Santiago, Diverse Talent Recruiter and Manager at Inroads, recommends that college students look at student government on campus as an opportunity to develop skill sets. At Inroads, he looks at academic excellence, leadership and community service in evaluating candidates.

Karla Morrison, Assistant Manager of T. Howard Foundation's Internship Program, thinks that, "College students should use freshman year to do assessments and not to get involved at that time." She believes that freshmen should take their time and first interview the E-Boards of the clubs that they are considering, before making a commitment.

Monique Brown-Mercado, Manager of Human Resources for Deloitte Services LLP, attends many regional and national conferences to target diverse job candidates from a variety of ethnicities and cultural groups. "College students should get a mentor and mirror what they do or what they have done," she said. She recommends that candidates record themselves to rid themselves of their accents, if needed.

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Ally Westfield James is a manager at Inroads. In this role, she coaches, trains and develops multicultural students and helps prepare them for corporate life. This preparation includes teaching them how to navigate, to manage and to excel. She explained that, "Inroads is a diversity initiative that addresses how to bring talented folks into corporate America that can add value day one." She added that, "Acquisition is growing, but now it's a matter of retention and acceleration."

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Fall MNYCCPOA Meeting

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After the panelists spoke and lunch was enjoyed by all, there was a brief business meeting followed by breakout activities and roundtable discussions surrounding the diversity recruiting theme. The NACE (National Association for Colleges and Employers) publication "Principles for Professional Practices" was distributed to the group, which cited legal and ethical recruiting guidelines.



MNYCCPOA Archives to be Housed at the C. W. Post Campus of Long Island University

As the Historian for the MNYCCPOA Executive Board (2009 – 2011), I sought out assistance from our Palmer School of Library Science to possibly house the MNYCCPOA archives.

Over the years, the archives moved from location to location depending on which board member was collecting and overseeing our documents.

This initiative involved working with Jarron Jewel, Senior Library Assistant in the Special Collections department within the Palmer School. She trains and oversees graduate students earning credits for internships. We were fortunate to have graduate student Kaitlyn Robinson professionally organize and house 60 years of MNYCCPOA documents. She did a wonderful presentation of this project at one of the executive board meetings at which board members voted unanimously to gift the MNYCCPOA archives as a Special Collection to the Palmer School of Long Island University at the C. W. Post Campus.



It was a successful collaboration with Jarron and Kaitlyn in the Palmer School and a rewarding experience for me to make a worthy contribution to the MNYCCPOA organization.

Nancy Urbonas, M.S., Senior Assistant Director Academic & Career Counseling Division for Student Success Services, C. W. Post Campus of Long Island University



SPOTLIGHT:

Linda J. Williams, Etiquette Consultant

Providing the Tools Necessary for Living Life with Manners, Grace and Civility

by Laurie Joseph, Nassau Community College

"Practice manners everyday through the gift of kindness to others" is the mantra of Linda J. Williams, Founder, President and CEO of Protocol Etiquette and Civility Experts (PEACE) in Westbury, NY. Her company provides individual consultation and group training in business etiquette, dining etiquette, church etiquette and children's etiquette.

"My goal is to provide the tools necessary for both children and adults to practice using good manners in school, at home, in the community and in the workplace," she said. "Understanding business etiquette is necessary for employees to succeed. And, companies with employees who demonstrate appropriate business etiquette are also more likely to be successful." Her training provides participants with feelings of self-confidence and well-being. The Business Etiquette Workshops often include the basics of appropriate dress, behavior and attitude and also how to set goals to implement organizational change.

Whether it's facilitating an interview for downsized employees, presenting a "Nurturing a Young Lady Workshop" or delivering a church workshop on, "How to Love Your Neighbor and Be on Your Best Behavior for God," Ms. Williams teaches about courtesy and respect.

Ms. Williams modifies each program based on her clients' particular needs assessment results. Her clients have included numerous public schools, colleges and universities.

At her recent "Outclass the Competition: A Business and Dining Etiquette Workshop" at LaGuardia Community College, Ms. Williams covered: pre-meeting action plans; eye signals; world-class handshakes; global conversation skills; silverware savvy; eating difficult foods and international dining.

Some of you may remember Linda Williams' presentation at the MNYCCPOA Winter Meeting in 2008, "Alternative Paths in Career Counseling: Advancing Your Career". Like many consultants, Linda has been able to manage a dual career. Hers has been as a Senior Underwriter for a major insurance firm, where she also writes business etiquette articles.

Ms. Williams holds a Mater of Arts Degree in Education (Adult Education and Training) from the University of Phoenix and a Bachelor of Science in Sociology from SUNY Brockport. She holds certifications from the Protocol School of Washington as a Corporate Etiquette and International Protocol Consultant and a Children's Etiquette Consultant.

Other accomplishments include serving as an Etiquette Columnist for the Medina Journal Register, an Etiquette Officer at her church and a guest on News 12's "Diverse Long Island". Linda's professional memberships include the American Society for Training and Development, the Institute for Civility in Government and the National Association of Professional Women.

She is the author of Church Etiquette, A Handbook for Manners and Appropriate Behavior in Church, which is available at www.authorhouse.com. Linda can be reached at etiquetteexperts@aol.com.



Linda Williams , Etiquette Guru

Blue Ocean Seminar **Given At Nassau Community College**

By Laurie Joseph, Nassau Community College

It wasn't a typical campus recruitment event. It wasn't a corporate information session. It was an informative program offered by a long-time recruiting partner, who wanted to share an innovative marketing and business management philosophy with college students, hoping to influence their lives and their ability to succeed.

On November 29, 2011, Mr. Frank Scalese, Managing Director of the North Coast Financial Group, a Met Life Office, spoke to students at Nassau Community College about the concept of creating blue oceans. The program was sponsored by the college's Job Placement Office and co-sponsored by the student organization, the Wall Street Club.

During the presentation, Mr. Scalese referred to the best-selling Blue Ocean Strategy book, written by authors W. Chan Kim and Renee Mauborgne. He explained the basic principles behind this exciting philosophy, and gave numerous illustrations of how it can be utilized not only by companies, but by individuals during the job search process, over the course of one's career development and even in one's own personal life. Mr. Scalese revealed that he was able to reach a higher level of success when he brought his agency from number ninety eight to number two within the company in less than five years, by applying Blue Ocean Strategy.

He explained that (according to the strategy) red oceans are where the marketplace exists today. This is where the cut-throat competition is, that turns red oceans bloody. Unlike red oceans and in direct contrast to them, blue oceans are where strategies for the unknown lie, where markets are not yet in existence and where you reach beyond existing demand. It is where the growth and the potential are both found.

Some of the basic principles that form the Blue Ocean Strategy are eliminate, reduce, raise and create. Value innovation is at the core, where an organization creates value for the company and for the customer. Part of the

program involved a engaging the group in a hands-on activity, where students were challenged to think outside of the box to solve a problem, another underlying principle.

The success of Cirque du Soleil can be explained by applying the Blue Ocean Strategy, according to Mr. Scalese. The high cost of incorporating animals into traditional circus acts were cutting too far into the profits of the declining circus industry. With a nontraditional circus arts performance that blends together theater, opera and ballet, the creators of Cirque du Soleil were able to tap into the adult market and charge a lot more for their tickets.

Over two million copies of Blue Ocean Strategy have sold internationally. "Blue Ocean Strategy" originally started out as an article written by the authors and published in the Harvard Business Review in 2004. Today, W. Chan Kim and Renee Mauborgne are Professors of Strategy and Management at the famous INSEAD Business School in Fontainebleau, France and direct INSEAD's Blue Ocean Strategy Institute that was founded in 2007. The co-authors recently were awarded a second place ranking in the 2011 "World's Top 50 Business Thinkers" list.

Mr. Scalese did take the time during the presentation to outline what they look for when hiring job candidates at the North Coast Financial Group. He gave out his E-mail address to everyone who attended the seminar, and encouraged those who are interested in pursuing career opportunities with his agency to follow-up with him. One lucky student in attendance, who participated in a raffle and won the winning number, was chosen to receive a one-week shadowing experience at the company.

Blue Ocean Strategy can be found at local book stores and is available at amazon.com.



Conference Review: The New York Women in Communications

Student Communications Career Conference

by Laurie Joseph

The New York Women in Communications Inc. (NYWICI) Foundation's annual Student Communications Career Conference was held on Saturday, November 19, 2011 at the Grand Hyatt Hotel in New York City. Over three hundred young women and men showed up to receive up-to-date information on communications careers, and to network with top names in the communications field. It featured panel presentations on various communications career areas including visual communications and digital, social and mobile media.

With more than forty highly accomplished speakers giving panel presentations and Ann Shoket, Editor-in-Chief of Seventeen Magazine giving the keynote address, it was a day to remember. Recent scholarship recipient Stephanie Guzman spoke about "The Path to a NYWICI Foundation Scholarship."

The "Secrets to a Successful Job Search" panel was the final panel of the day. Ms. Saundra Thomas, VP, Community Affairs for WABC-TV New York served as the moderator for the panel. She informed the audience about many important job search tips which included: the importance of knowing who you are; having a professional E-mail address and conducting research about the company and the position prior to the interview.

Ms. Marie Carroll Bevione, VP and Chief Talent Officer for the digital marketing and advertising firm T3, talked about what she looked for when hiring entry-level candidates. She said that it is important to have an online portfolio that showcases your work and to put it on your resume. Ms. Carroll Bevione believes that having a passion for the industry and showing how that can be applied to clients is also important. She recommends that applicants trust their guts, and if they get uneasy feelings at the interview to get more information.

Ms. Susan Lauher, Managing Director of HR at the Kaplan-Thaler Group advised the participants to: follow directions during the application process; show your interest in the specific job at hand; prepare for a telephone interview; know who the people are that will be interviewing you and pull up their profiles; read through the press clippings of the company on their site and make sure that the questions you ask are strategic and thoughtful.

Ms. Michelle Hord-White, Vice President of Talent Development and Pipeline Programs for NBC Universal spoke about just how vital it is for job candidates to practice their interviewing skills by doing mock interviews and learning how to answer behavioral questions. She also suggested that candidates have additional people look over their resumes before they send it out, to avoid any spelling and grammatical mistakes. Ms. Hord-White recommends that at the interview, candidates need to find a way to engage in a larger conversation about the business, such as where it is today.

More than \$100,000 was given away in scholarships last year by the NYWICI Foundation to well-deserving high school, undergraduate and graduate students. NYWICI also has a student membership category and numerous networking events throughout the year. Additionally, they post internship listings on their website. For more information about NYWI, contact www.nywici.org.



Left to right.....

- Ms. Saundra Thomas, VP, Community Affairs, WABC-TV New York
- Ms. Marie Carroll Bevione, VP and Chief Talent Officer, T3
- Ms. Susan Lauher, Managing Director of HR, The Kaplan-Thaler Group
- Ms. Michelle Hord-White, Vice President of Talent Development and Pipeline Programs, NBC Universal

Photo Credit Maryannerussell.com



Ann Shoket, Editor-in-Chief, Seventeen Magazine, Keynote Speaker. Photo Credit Maryannerussell.com

Save the Date!

You are invited to attend the January 25th Society for Human Resource Management meeting dedicated to

BUILDING TOMORROW'S WORKFORCE

In alignment with the SHRM national initiative of preparing the next generation for work, the SHRM-LI Workforce Readiness Committee and a panel of experts will present and facilitate the following topics:

- Why all stakeholders must connect now for the purpose of building tomorrow's workforce?
- Who is the 21st Century Worker? Where are the skills gaps?
- What are the best workforce readiness practices we can learn from? What action steps do we need to take to insure that we will have a quality workforce?

Moderator:

Susan Post, SHRM National Office, "The Key to Workforce Readiness"

Best Practices Panel:

- "Engineering and Business College Internships at Their Best" - Lisa Dippel, Posillico Human Resources Manager and SHRM LI member
- "Health Care Internships" that are both educational and preparation for tomorrow's workforce. Jess Bunshaft, Vice President for Human Resources, St. Catherine's of Siena Hospital Medical Center and SHRM LI member.
- "Citibank Technology and Business Internship Program." Gather the talent from several high schools for a quality internship program. Cristina Capone, graduate of the Citibank internship program and MaryPat Grafstein, Smithtown High School, SHRM LI member.
- "Make a Impact on Curriculum and the Skills Gap." Why every SHRM member should be an active member of a college or high school educational advisory board. Robert Mattson of Sanna, Mattson, MacLeod, Smithtown Central School District Co-Advisory Board Chairperson.

REGISTRATION INFORMATION available in January —sue@careersmarts.com
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The Alva Cooper Awards

The Alva Cooper Awards Committee establishes guidelines for judging criteria, makes recommendations regarding award categories and eligibility and selects the recipient(s) for this prestigious award.

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The Membership Committee develops the membership brochure, solicits new members and supports the treasurer in the renewal of memberships each year.

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Communications

Newsletter

MNYCCPOST is published three times per year, and solicits and writes articles for inclusion in the newsletter.

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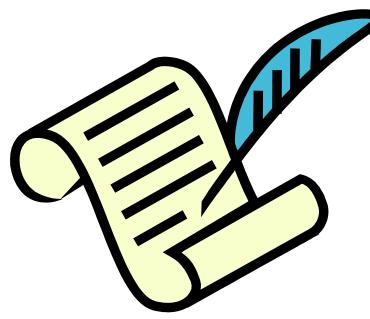


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Wanted: Your Articles



You too can be a contributor to MNYCCPOST. 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: Laurie.Joseph@ncc.edu.

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UPCOMING EVENTS

Please save the date for our Winter Meeting which will focus on the important topic of Grant Writing! The meeting will take place on **Friday, February 3, 2012** at the NYIT NYC Campus.

A formal program announcement including registration details will be sent next week. We look forward to your participation.

See our web page
at
www.mnyccpoa.org