



MNYCCPOST

Each of us makes a difference...but, how?

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Editorial

Dear Fellow MNYCCPOA members,

We know that we do it; we make a difference in so many individuals' lives on a daily basis. But, how do we know this? What are the various measurements of our success that we look at as career services professionals? We coach our clients to prove to employers that they are highly effective and results-oriented. Are we doing a good job proving to our employers just how effective we are, as well as our programs and our services?

With the current economic downturn continuing and short range economic forecast not looking so bright, there is no doubt that the demand for our services has skyrocketed. However, many of our institutions have already or will soon be experiencing unprecedented funding problems. For most of us, additional staff lines and expanded budgets are not expected anytime soon.

The time is right for all of us to take inventory of the critical roles that we play on our campuses and to understand that we all have to advocate for our own positions. The ability to assess our own past accomplishments is important for our future career growth at our respective colleges and universities, and also for our own personal career satisfaction.



Sure, there's the typical program and services assessment data that most of us gather and submit periodically via standard assessment matrixes. Key components of this information management tool usually includes: learning goals, outcome objectives, measurements, evaluation plans and modifications/improvements. How many hits did we receive on our web page? How many students/alumni (that we assisted) obtained interviews or job offers? How many workshops and special programs did we run? Data from surveys, questionnaires, tests, interviews, evaluations, observations, quantitative and qualitative data are all obtainable.

But, what else could we do? Our mission statements might need to be looked at again to see if any revisions need to be made. Conducting an annual or periodic review of our programs and services may be in order. Are there any new workshops that we need to offer? What are employers telling us about the candidates that we refer to them? Were the individuals well-prepared? What are their projected hiring needs? Strategies may need to be revised to accommodate the realities of this job market and this recession, with so many of our clients having been laid off or facing layoffs in the near future.

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Each of us makes a difference...but, how?

From page 1.....

Keeping track of our own accomplishments at the year-end to, if we don't already do so, is a must now. Gathering a portfolio of thank-you letters, recognitions and awards, and documentation from association events and professional development activities like in-service trainings and post-graduate courses should make us more valuable to our employers, and of course to ourselves. Feedback from the students and alumni that we serve, regarding our efficiency or effectiveness, should be documented. The number of referrals we get from students, alumni, faculty and staff college-wide, as well as from our departments' promotional efforts, should be documented. Another idea is look at the history of your respective job, your office and your department. What are the changes, improvements, and progress that have been made due to your involvement? Why not document it?

On a personal note, what is most meaningful to me is keeping the numerous hand-written and typed thank-you notes that often start with, "thanks to your help" and end with, "I couldn't have done it without you". And of course, the warm and fuzzy feelings that always follow. Feedback like, "you make me feel like I can do anything" prove to me that the individuals that I help feel more empowered.

Through intense listening and practical yet compassionate listening responses, career services professionals serve as compassionate confidants and cheerleaders, as well as workplace experts. The true impact of the work that we do can be seen by looking at the changes in the lives of the individuals that we assist.

*Laurie Joseph, MNYCCPOA Post Editor-in Chief
Nassau Community College*



Spotlight on....

Assisting the Formerly Incarcerated With Reentering the Workforce

By Laurie Joseph, Nassau Community College

Adults who have been formerly incarcerated make up part of our non-traditional college student population. These students have been down different paths during different times of their lives. Many of them have decided to enroll in an effective academic program, so that they can get a shot at transforming their lives. They all want a second chance. The obstacles that many of them face when they try to reenter the job market are numerous, however. Being broke and in debt, dealing with the stigma of incarceration and facing very limited employment opportunities are just a few of these obstacles.

Although many employers want to afford ex-offenders opportunities to reenter the job market, most are concerned about the potential liability involved. If a formerly incarcerated worker commits the same kind of misconduct or offense again, they might be liable. As a result, many employers utilize employment applications asking for criminal background information and conduct background checks on job candidates.

It is legal for employers to run background checks on job candidates, but it is illegal for employers to discriminate based only on a criminal conviction (except for certain positions in child care, finance, government, airports, etc.). One law that offers some protection is the federal government's Equal Employment Opportunity Commission, which states that em-

employers who automatically exclude job seekers with criminal convictions from their pool of candidates are in violation of Title VII of the Civil Rights Act of 1964. State laws vary from state to state; New York State offers limited protections but New Jersey does not.

Many ex-offenders are well-qualified job applicants, but due to these obstacles they need to seek job search assistance from a variety of sources. As career services professionals, we can help them in the same way that we help all of our other students and alumni that we serve. We can also help them by referring them to programs and organizations that have employment programs and/or services for individuals with criminal backgrounds. The following is a list of a few organizations and/or programs that offer helpful resources for this special population.

Goodwill Industries International Inc. has several locations in the metropolitan New York area and offers many services for this special job-seeking population. These services include:

- Providing employment readiness training and documentation assistance prior to and after the release date of a criminal offender.
- Educational program assistance (i.e., ESL, GED).
- Training opportunities that include learning a trade or a skill.
- Training opportunities in life skills areas including parenting and relationship skills.
- Direct placement services.

Contact Patricia Saenz, Director of the Workforce Career Program at (718) 246-5219 or www.workforceny.org/ett.

Struggle to Reunite Our New Generation, S.T.R.O.N.G. Youth, Inc., in Hempstead, N.Y. provides alternatives to gang life for youth, in an effort to prevent gang violence and involvement. It operates a screen, print and embroidery business, which provides skills training, employment and an entrepreneurial experience in a vocational area. This organization also visits and assists inmates with reintegration upon release and discharge planning. For more information, contact Mr. Sergio Argueta, Executive Director, at (516) 408-3798 or strongyouthinc@gmail.com.

The Fortune Society in NYC prepares former offenders for a crime-free life, and provides them with job training and job placement assistance for both full-time and temporary positions. To learn more about the Fortune Society's programs for the formerly incarcerated, contact Nancy Lopez, Director of Health and Counseling Services, at (212) 691-7554 x321 or nlopez@fortunesociety.org.

The **New York State Dept. of Labor** has many **One-Stop** locations. These centers are open to all job seekers. State probation officers and city parole officers, in the five boroughs of New York City typically refer the recently released to them for assistance. Work readiness training in areas such as computer literacy and supervisory skills, is offered at these centers. So are career counseling, placement assistance and job bank listings. Contact (212) 775-3771 for further information.

New York State Department of Labor employee Elaine Kost works as a Workforce Program Bond Coordinator and Navigator Lead for the **Federal Bonding Program**. The program deals directly with employers to provide them with bond insurance coverage, which can ensure the integrity of ex-offenders, who are often seen as high-risk job applicants. This program assists those who are still incarcerated by signing them up for this program before their release date, and those who are recently released with their employment programs. Ms. Kost can be reached at (518) 485-2151 for further information.

Sources:

Rosen, L., Esq., 2003, *Criminal Records and Getting Back into the Workforce: Six Critical Steps for Ex-Offenders Trying to Get Back into the Workforce*, Privacy Rights Clearinghouse <http://www.privacyrights.org/ar/rosencrim.htm>
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The Fall, 2009 MNYCCPOA Meeting Review: Go Where the "Green" Is – The Expanding Energy and Environmental Job Market

The Fall, 2009 MNYCCPOA program was hosted by Baruch College in NYC on October 23rd. Having a panel of green career experts talk about the green jobs of today couldn't be more timely, in light of the Obama administration's emphasis on investing in renewable energy products and job training for a cleaner and greener economy.



The day began with the morning keynote, David E. Dirks, who discussed the importance of job search marketing. Mr. Dirks cited Bureau of Labor Statistics data and findings from hundreds of interviews that he conducted for his recent book, Job Search Marketing: Finding Job Opportunities in Any Economy. He talked about what we all can learn from the 80/20 rule (80 percent of available positions are never advertised). He also presented a series of great job search ideas for both entry-level candidates and savvy professionals that he had derived from having over eighteen years experience as a marketing expert. A dynamic and humorous speaker, Mr. Dirks gave specific recommendations and tips for jobseekers. How to build strong personal brands, utilize a variety of job search marketing tools (many of which are free) and find a wide variety of networking venues were all covered. Discussing today's social networking revolution, he wholeheartedly endorsed Facebook and LinkedIn, while he recommended making traditional in-person contacts as well. Mr. Dirks demonstrated how network contacts can be further developed and how they should be organized in a database with tools such as Excel or Jibber Jabber. He also had great online resources to recommend.

For college students today, Mr. Dirks believes that they should "look at college as a career". He believes that they should "get recommendations from every professor and that they should concentrate on differentiating themselves" (by writing and publishing blogs, creating their own personal Web sites, social networks, Google profiles and web-based radio/television shows). Mr. Dirks' presentation was relevant and kept our interest. Using a sophisticated presentation style, he kept the audience's attention focused and compelled. Based in the Hudson Valley area of New York, Mr. Dirks is quite willing to travel to share his extensive knowledge with anxious audiences and is successful at customizing his presentation to the group's needs.



Overall, it was very helpful to learn some new tips that modern jobseekers today can apply, and quickly. And after hearing his presentation, I was just as convinced as he was that the ever-popular practice of blasting the resume really should be dead. As the uncertainty of the economy continues and employment opportunities in the current labor market continue to be limited, jobseekers must incorporate a variety of strategies in their job search campaigns. Professional marketer and author David Dirks' job search marketing advice included clear-cut instructions, which can help jobseekers obtain successful outcomes.



After a short business meeting and a delicious lunch, afternoon panelists spoke of ***Going Where the Green Is - The Expanding Energy and Environmental Job Market.***

Keri Peterson is the Director of Training and Inclusion/ Internship Coordinator for Eastern Energy Systems Inc., a Suffolk County based company that installs solar, wind and geo products and solves problems for government, schools, and residential and commercial facilities. Their technology allows you to become your own power source, or power plant. Jobs are found in training, installation, sales, engineering, marketing and design. The average age of an employee at Eastern Energy Systems Inc. is thirty and all college majors are considered. Ms. Peterson did not have a technical background at all. She was a dancer, a dance teacher and a pre-school teacher before applying to the company. She got in based on her passion. Ms. Peterson said that the top 10 jobs in 2010 did not exist in 2004.

As one of the world's leaders in audit and tax professional services, KPMG is also leading the way with its *Living Green and Sustainability Program* and its *Go Green* initiatives. David Lin, a member of the company's campus recruiting team and the development manager at KPMG for Baruch College, spoke of what *Going Green* at KPMG means--rethink, reduce, reuse and recycle. It is based on protecting and preserving the environment by conservation and reduction in four areas: paper, travel, construction and energy. Mr. Lin explained that through the company's Volunteer Time Release Program, KPMG employees are given up to 12 hours per year (of company time) to volunteer. He then gave out *Go Green* bags for all of the conference attendees.



NBC Universal's Kendall Bryant talked about green media trends. "Green jobs are everywhere", she said. "Eighty percent of all college graduates are looking for jobs where they can make a difference." *Away We Go* is a pro-social corporate initiative, involving internal, external and strategic partnerships. It includes such things as turning trash into products that they can use, traveling in hybrid vehicles on sets of TV shows and creating new job titles such as Manager of Sustainable Production for Film and Television.

Sustainable South Bronx's Miquela Craytor described her company as specializing in green job training, and screening and weatherizing homes and organizations in New York State. As a small company located in the Hunts Point part of the Bronx, it employs fourteen people. Interns and employees develop training programs and install technology. They have been involved with "greening the ghetto", projects such a waterfront park in the Bronx and the world's second largest food distribution center. At Sustainable South Bronx, sustainability is about the environment, the economy and equity. Miquela spoke of current federal government incentives for solar initiatives, including getting 30% back from installations. Many of their trainees face barriers to employment and 30% of them were incarcerated.



The US EPA's Matt Klasen talked about the federal agency's role in protecting human health and the environment. Although there are two offices in NYC, Matt works out of The Office of Environmental Information, based in Washington DC. This office implements and enforces green laws in the country, including the Clean Water Act and the Clean Air Act. Due to the recession and the stimulus bill, the EPA has received a lot of money from this administration and is hiring aggressively. Currently there are 16,000 employees around the country. Mr. Klasen got his foot in the door through the Presidential Management Fellows Program. Another way that candidates can get into the EPA full-time is through the EPA's Federal Career Internship Program.

As a fairly new venture established less than two years ago, US Green LLC has been greatly impacted by the Clean Energy Bill, that was passed by the US House in June, 2008. According to founder Peiwen Shih, who is a specialist in LED lights and solar energy, the company specializes in environmentally friendly lighting solutions for customers in the private and public sectors. Its products are both energy efficient and cost-saving. Ms. Shih spoke about several character traits which employers look for in job candidates; they include the ability to learn and communication skills such as networking and writing.



CONFERENCE REVIEW

NYWICI Foundation's 2009 Student Communications Career Conference

by Laurie Joseph, Nassau Community College

The New York Women in Communications Student Communications Career Conference was held on Nov. 7, 2009 at the Grand Hyatt Hotel in NYC. Over 260 students and young professionals attended the annual event.

The conference theme, *Evolving Disciplines, Unfolding Opportunities* was evident in the types of panel discussions that were represented including: Magazine Writing for Print and Web, Digital, Social and Mobile Media, TV and Interactive Production and Newspaper/Wire/Web Reporting. Giving the keynote presentation was Mara Schiavocampo, Digital Correspondent at NBC Nightly News with Brian Williams. Communications professionals from leading companies like the New York Times, Essence Magazine, WABC-TV, and Nickelodeon Viacom shared their personal stories and described current opportunities in the ever-changing field. Most of the career advice given by these industry experts had to do with: uncovering opportunities through internships and networking; keeping up with rapidly changing technologies and being flexible in your job search, while never losing sight of your dreams.



Mara Schiavocampo,
Digital
Correspondent at
NBC Nightly News



Speakers from the Secrets to a Successful Job Search panel share their career advice with an attentive audience.

The day culminated with the panel, *Secrets to a Successful Job Search*, featuring Moderator Lindsey Pollak, author of [Getting from College to Career: 90 Things to Do Before You Join the Real World](#). Other panelists included: Paulette Forte, Dir of HR, FutureBrand Marketing, Scherri Roberts, VP/ Dir. of Human Resources, Hearst Publications Brigette Boyle, Sr. Director of Recruitment for Fox News Channel and Morgan McBride, HR Manager at Ketchum. All of the speakers provided specific, timely advice.

Paulette Forte believes in “networking with your peers and having a point of view about what the company does”. She also recommends that “if you presented at a conference after an interview, you should send the interviewers the information after the conference”. Brigette Boyle and Scherri Roberts both agreed that “college students should send their resumes to organizations that they are highly interested in six weeks before graduation”. Brigette and Morgan both suggest that applicants should follow-up by E-mail two weeks after an interview, if they did not hear back from the interviewer first. Brigette encouraged all job seekers to, “follow the news and target companies that are doing well, as they would be more likely to

be hiring at a rapid pace”. “Decide what you want to be known for” was Scherri’s best piece of job hunting advice. She also said that she “likes to see candidates’ attributes or accomplishments listed at the top of the resume and recommends obtaining a lot of industry knowledge, through research”. She added that, “job seekers must say that they are willing to do whatever it takes to get the job done”.

Other recommendations for college students shared at this panel included:

- * Allowing your personality to come through in the cover letter, but not in the resume.
- * Not to engage in salary or benefit negotiations for entry-level positions.
- * Have samples of your work available to show at an interview (that are relevant to job and also show that you have the skills needed to succeed in it).
- * Write professionally, not like you’re texting.
- * Get a clean, decent E-mail address.

Watch video from 2009 Conference
<http://www.nywici.org/students/career-conference>



Teach Them, Reach Them

by Jennifer Kelly Smith, Professor/Career Counselor, Nassau Community College

A visit to the career services office is not mandatory for college students to get a degree. As career services providers, we expend much time and energy convincing students that it is in their best interest to utilize career services. Class attendance is mandatory to earn a degree. Faculty have a captive student audience for 15 weeks.

Students frequently listen to recommendations made by the professors they respect. Many student visitors to my office are there because a professor advised them to meet with a career counselor. Imagine what an impact a career counselor could have if s/he had the opportunity to reach students where they are -- in the classroom. Getting into the classroom may be challenging for service oriented offices. However, Nassau Community College career counselors are non-classroom faculty in the academic department, Student Personnel Services. They have put their unique status as faculty to good use.



Professor Connie Egelman, Coordinator of Career Development developed a course, SPS 102 – Career Exploration. The course has received high marks from students. The most common student comment is, “This course should be mandatory for all students! I have learned so much about myself.” It is offered through the academic department of Student Personnel Services and taught by SPS Faculty members (which includes career counselors). The course is three credits and is categorized as a general elective in the Liberal Arts degree map. Usually, 3 sections of SPS 102 are offered and run during the fall and spring semesters. Approximately 90 students a year take the course.

SPS 102- Career Exploration is offered in three formats: traditional classroom attendance, hybrid-online (a combination of online and classroom sessions) and online. Professor Darren Petronella created and teaches the hybrid online format. The three different formats appeal to many types of learners. Course material focuses on career decision making, self-assessment of interests, skills, abilities, values and personality type, accessing career resources, researching occupations, and career and academic planning. There is discussion of resume and cover letter development, interview skills and job search techniques.

Weekly contact with a career advisor for a semester creates substantial advertising for programs and services. It exposes students to the necessity of accessing career services while pursuing an academic program to achieve maximum career decision making and employment readiness skills. After a semester of career development skills practice, students have a clear understanding that this is a long term, life long process rather than an event.



Best Practices

Career Fantasy and Career Ideas Journal Exercise for SPS 102 - Career Exploration

by Darren Petronella, Professor/Career Counselor, Nassau Community College

Professor Petronella's "Career Fantasy and Career Ideas" Journal Assignment

- ⇒ What is your "career fantasy"? (If you could snap your fingers and be in the "dream" career of your choice right now, what would that be?)
- ⇒ Describe this career fantasy: what would you be doing everyday in this "fantasy" career position? Who would you be working with? Where are you working? Visualize this "career fantasy" and describe it in detail.
- ⇒ Is this "career fantasy" the same career you want to pursue at the present time? If "Yes", are there any differences between the "career fantasy" and the career "reality" of what you are pursuing? What are the differences? Describe them in detail. If "No", why is it different? Explain.
- ⇒ What other (alternative) careers have you thought about for yourself? Do you have any other career ideas? List the career titles, career fields and/or related majors and explain why you are considering these as well.
- ⇒ Who and/or what influences your decision making in general? How do/will these people or factors influence your career decision making? Explain your choices and your reasoning.

Network Your Way to Success:

7 Tips to Help Young Professionals and College Students Master the Art of Networking

by Paige Carbone, Stony Brook University Career Center

Ever hear the term, "*It's not what you know... it's who you know?*" Networking plays a key role in our development as a professional. As career services professionals, it is important to share the best information, advice and tips we can regarding networking opportunities with those who look up to us as they put their career exploration and career search strategies into gear.

In these competitive times, it seems many are looking for the perfect opportunity, *or any opportunity*, to secure a position that meets their interests and goals. What advice can we as career services professionals share with our students/clients to help them understand the essentials of networking? When our students/clients ask, "How do I network effectively?", or "What is the best way to begin networking in my field/industry?"... Here are seven tips we can offer:

1 Talk to everyone around you. Don't leave anyone out. Be sure that your family, friends, neighbors, professors, and colleagues all know who you are, your background, and what type of position you are looking for. When networking, people often forget about their family and never realize that they may hold the ticket to helping you find your next great opportunity.

2 Be prepared and know your message. Be able to present yourself by giving your 60-second commercial. 60-seconds filled with information about you, your degree and experiences, your leadership qualities, and what you hope to achieve. Get to know people and know the industry, as they get to know you through your discussions.

3 Stay positive, focused and persistent at all times. Know how to begin a conversation with others by offering a firm handshake and a smile as you introduce yourself clearly and confidently. Although it may be tough out there and you may not have beginners luck with landing the position of your dreams, you have to believe that with hard work and dedication, your time will come. Business relationships, as do personal relationships, take time.

4 Keep learning. Stay up-to-date with current events. Read the newspaper. Subscribe to professional newsletters and read blogs. Familiarize yourself with not just one particular position or one company, but with many in the industry or field in which you hope to secure a position. This will help you engage and sustain conversation with professionals.

5 Join a professional organization related to your interests. This is a great way to meet people with experience and engage in professional development. Most organizations will offer low cost membership fees to students and young professionals. Attend workshops and seminars to help advance your skills.

6 Carry a business card. Young professionals, employed or unemployed and college students should have a business card. After introductions have been made and the conversation comes to a close, exchange business cards. Then be sure to follow up in a reasonable amount of time (within 24-48 hours of the meeting) and express your gratitude for meeting and taking the time to speak with you. It is a small gesture, but it could lead up to something big, you just never know.

7 Be social. Social media is a great way to network and meet people. It is also a wonderful way to keep up to date with current trends, current job postings, and new opportunities. Using social network sites such as *Facebook*, *Twitter* and *LinkedIn* can help you connect with professionals and grow your network. *LinkedIn* is a great way to find professional organizations and groups. There are many groups depending on your interest, skills, affiliation, or industry. Start out slow so it doesn't become too overwhelming. Post a question or answer a question on a board on *LinkedIn*. When making introductions on *LinkedIn* it is important to inform the person you'd like to be connected to how you found them, why you'd like to connect with them, or who referred you to them. When using *Twitter*, "re-tweet" a notable article or reply to a linked article/topic of interest. Follow people of interest and professionals, and those who follow you. Become a "fan" of a professional organization on *Facebook* and post a fan comment. Just be sure to always conduct yourself in a professional manner on social sites and remember that no matter how private your settings, anyone can see what they want to see in the cyber world.

Take it slow. Do one career "thing" each week or each day if you can to help you get on track, even if it is something small. When thinking about one thing you can do today to help jump start your career exploration, think about one positive way in which you can network. Focusing on your networking skills to develop your professional network can help you pave the way to a purposeful and meaningful career. Good Luck!



The Art of Career and Job-Search Networking

<http://www.quintcareers.com/networking.html>

[Key Networking Resources on the Web](#) -- everything you need to become an expert in all aspects of networking, including an assessment, articles, guides, tips, and tutorials.

[Tools for Networking on the Web](#) -- online communities that are great places to network -- and Websites that direct you to online communities focused on your profession or interests. Also includes information on discussion boards, Web hosting, and blogs.

[General Networking Organizations](#) -- professional membership organizations that are great to belong to -- and even better places to network.

[General Professional Organizations and Associations](#) -- tools that help you find professional organizations and associations in your field.

[Women's Networking and Professional Organizations](#) -- great networking opportunities for women.

[Diversity Networking and Professional Organizations](#) -- great diversity networking opportunities.

What Do Hiring Personnel Look For?

by Darlene London Johnson
Director of Career Services, PEAR Core Solutions, Inc.
PEAR Staffing*PEAR Human Resources Consulting*PEAR Career Development



I am currently the Director of Career Services for PEAR Core Solutions, a firm that offers staffing, HR consulting and career development services. As a career counselor with many years of experience working in higher education, I do know one thing for sure. Some students (I am not generalizing here) refuse to believe the words that come out of the mouths of career counselors regarding resumes, interview skills and job search. They do, however, cling to the words of hiring managers like gospel.

Therefore, I am writing this not as a career counselor, but as a person who scours job boards looking for the perfect candidate to fill our clients' open positions. Feel free to print this out, highlight it as you see fit, and make as many copies as you need to show your students. (Let me state at this point that I am well aware that I am "preaching to the choir" here.)

What do hiring personnel look for? Well, a great many things. Here is my list, in no particular order.

1. Relevant work experience including internships and volunteer work. Whatever form it comes in. There is no way around this. No matter how many extracurricular activities you belonged to, how many hours you worked in your part-time job, and how high your GPA was, I cannot justify presenting you as a potential candidate if you do not have relevant work experience.
2. A clear and easy-to-read resume. I do not have a lot of time to look at your resume, so make it easy for me. Use bullet points, bolding and spacing in between your sections and jobs or schools. A short heading at the top with your targeted job and relevant skills is helpful.
3. Use industry jargon!!! Do not think that it goes without saying to put on your resume that you are proficient in Excel if you are applying for a job in finance. How do I get through the sea of thousands and thousands of resumes on the big job boards? I use key words in my searches. I once was looking for a secretary who was fluent in Russian. I put "secretary and Russian" in my search request, so anyone out there that had that skill but did not state that on his/her resume did not come up in my search.
4. Remember that you are always interviewing. If I see a resume that I am interested in, I call the candidate. Impress upon your students the need for a professional outgoing phone message and professional telephone skills. If the candidate passes the telephone interview, I call him/her in to meet with me. I cannot tell you how many times I have had a candidate say something during our in-person interview like "well, I would never say/wear/do that on a REAL interview." This IS a real interview! If I don't like you, my client will never see you.
5. Stay in touch with me. I never again hear from the vast majority of candidates that I interview. You might not be right for the position that I called you in for, but that does not mean that you might not be right for a future position. As much as I would love to say that I remember each and every person I see, that is just not the case, so I need to be reminded of who you are and what you are looking for. That being said, don't be a pest.
6. Be open-minded. Listen to what I have to say when I call you. If I call you, it is because I see something on your resume that makes me think you might be a good fit for the position. Don't start off by asking me rapid-fire questions, but, instead, listen.

Darlene London Johnson, Director of Career Services at PEAR Core Solutions, Inc., can be contacted at 516-496-7327 or at djohnson@pearcoresolutions.com.

SHRM LI and NY Institute of Technology Form Workforce Readiness Partnership

As part of the national SHRM initiative, "Are They Ready to Work," the Society for Human Resource Management, LI Chapter and NYIT have partnered to produce brief video clips about the 21st Century skills necessary for career success. You can view these videos at our MNYCCPOA website. All educators are encouraged to use these resources with your students. Access these video clips at: www.mnyccpoa.org

- LI News Tonight: Employment Skills I [KPMG- Accounting](#)
- LI News Tonight: Employment Skills II [Bethpage Federal Credit Union- Farmingdale](#)
- LI News Tonight: Employment Skills III [GSE Dynamics- NYIT](#)
- LI News Tonight: Employment Skills IV [ClearVision Optical](#)
- LI News Tonight: Job Skills [Motorola](#)
- [Employment Skills Roundtable Part I](#)
- [Employment Skills Roundtable Part II](#)

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The Winter, 2010 MNYCCPOA Professional Development Meeting Review

By Laurie Joseph, Nassau Community College



The morning speaker was Adam Grupper, who spoke on Applying Acting Techniques and Principles of Theatre to Conduct Effective Presentations. He is the President of ACT Professional, a company that provides training and consulting services to corporate and not-for-profit organizations large and small. He believes that his techniques can also be effective for job interviews, as well as workplace applications.

Mr. Grupper believes that for effective presentations, the message must be tailored to the audience's needs. Also, the message and the messenger need to be in alignment. Actors use content, internal processes and external processes to perform; and so should speakers.

Speakers on all topics must learn to build their abilities as performers and storytellers. Conference attendees were asked to come prepared with brief presentations so they could receive a professional critique by Mr. Grupper. Several did volunteer and were able to benefit from the speaker's feedback and suggestions on areas for improvement. Hands-on learning opportunities were provided which included Tell the Truth and Color in Advance exercises, which stressed the importance and power of subtext for believability. The way we deliver the content makes a big difference. Another lesson learned was that you don't have to be an expert authority on a subject for you to be a credible presenter, just the most knowledgeable. All presenters should think of their performances as adaptable.



Laurie Joseph role plays with Adam Grupper.



In the afternoon, we learned about the ABCs of Maintaining Wellness from massage therapist Edwin Genece, President of EG Bodywork, LLC. Mr. Genece first got us up out of our seats to stretch, move and energize ourselves. Then he shared some practical advice on how to achieve physical, emotional and spiritual wellness. Mr. Genece wants you to be the C.E.O. of your own company, Body Incorporated. After hearing about some specific threats to wellness, that include poor nutrition, pollution, toxins and stress, we were given some specific wellness tips. Many of them focused on how to de-stress, better diets and how to improve digestion.

They include:

- * Check your Ph Balance often; between 7.3 and 7.4 is ideal, as it is a bit more alkaline.
- * Increase your intake of more alkaline foods.
- * Drink water instead of sodas, coffee and sugary drinks.
- * Spend more time doing things that you like (such as being with a friend, as this releases endorphins and generates energy flow).
- * To nourish your muscles and keep them performing well, get regular massages.
- * Water intake, yoga and massage all help with inflammation.
- * Games like the Wii are great, as they allow you to be active and do things with family members at the same time.
- * Occasional cleansing can be used to rid your body of toxins.



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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Attention MNYCCPOA members:

MNYCCPOA is your network. Share your expertise, your ideas your best practices and website, book or conference reviews with your fellow MNYCCPOA members. Your articles and/or photos are needed for future issues of MNYCCPOST.

Submissions are welcome on all career-related topics. Please send materials to laurie.joseph@ncc.edu.



UPCOMING EVENTS

American Speaker Training Camp 2010: April 12 - 13, 2010
in Washington, DC. Gain more experience in the art of presentation. For further information call (800) 431-7571 or go to <http://www.speakertrainingcamp.com/>.

NACE (National Association of Colleges and Employers):
June 1 – 4: 2010 NACE Annual Conference & Exposition in Orlando, Florida
July 13-14, 2010 [NACE Career Coaching Intensive Workshop](#) in New Brunswick NJ
Contact Maria Kaczmar at (800) 544.5272, ext. 155 or mkaczmar@naceweb.org.

AHEAD and PEPNet National and International 2010 Conference, July 12 - 17, 2010 The two organizations will join together in Denver, Colorado. This co-convened event will combine AHEAD's 33rd annual international conference and PEPNet's seventh biennial conference. Contact Stephan J. Hamlin-Smith, Executive Director for AHEAD at (704) 947-7779 or at stephan@ahead.org. Or, contact Catherine McLeod, Director of PEPNet at (818) 677-2611 or cathy.mcleod@pepnet.org.