



NJCEIA

Fall 2009 Welcome Message - Thriving Through Partnership in a New Professional Paradigm

By Christian Uhl

Welcome to the 2009-2010 academic year for NJCEIA. NJCEIA is comprised of a talented group of career professionals from New Jersey colleges and universities as well as employers who are dedicated to developing and implementing quality cooperative education and internship programs. The association is committed to providing a supportive and professional atmosphere where members can network and share resources with their colleagues.

NJCEIA will continue this tradition in this upcoming academic year by focusing on "Thriving Through Partnership in a New Professional Paradigm."

The current economic climate imposes new challenges on Experiential Education. A consolidation of cross-organizational resources and strengthened academic and employer support systems will dictate our success in maintaining and building on the momentum developed by our previous executive boards. In achieving this we will focus on joint programs with national, state and employer partnerships, offering greater exposure to new network affiliations, and professional enrichment.

Additionally, community outreach via the development and implementation of social networking sites will offer a presence in a previously untapped medium. Furthermore, we will continue our

quest to grow our organizational membership, even beyond state lines within the New York metropolitan area. By achieving these objectives I am confident NJCEIA will be as strong a resource as ever for the promotion of our continual goals of professional development and community building within the field of Experiential Education.

We look forward to your participation and contribution to the success and growth of the organization. We encourage you to join a committee, submit articles, volunteer to host a meeting, and attend the exciting events that are planned for this year. Together we will have a very successful and rewarding year!

NJCEIA Welcomes New School and Employer Members

- Caldwell College
- Covance, Inc.
- Essex County College
- Georgian Court University
- Mercer County Community College
- Monmouth University
- Rider University
- Rutgers University Business School
- The Richard Stockton College of New Jersey
- Bloomfield College



Got News?

NJCEIA is always

looking for news and announcements from members. Is your office working on a new program? Has anyone been published, promoted, or honored? Is anyone retiring? If so, we want to hear from you. Please e-mail the information to Christine Cervelli, VP for Communications, at Cervelli@njit.edu to be included in a future Spotlight or eCommunique.

Nominate Your Fall 2009

Co-op and Internship Students for the Student of the Year Award

Applications for 2009-2010 are currently available online at the NJCEIA website at www.njceia.org in the Awards section. The application process has been updated so please check out the site for details. If you have any questions, please contact Tammy Samuels, VP for Awards and Recognition at tammy.samuels@rutgers.edu.

NJCEIA Partners With American Conference on Diversity

NJCEIA has signed on as a partner association for the Annual Statewide Conference on Diversity: Issues in Higher Education hosted at New Jersey Institute of Technology (NJIT.)

As a partner association NJCEIA will be able to connect with leaders in industry and education. Topics for the conference include Recruiting Diverse Candidates in Higher Education and the Workplace, Importance of Mentoring, "Fitting In" – On Campus and in the Workplace, Current Legal Issues Affecting Diversity in Higher Education and the Workplace, Green Careers and Education, Retention of Diverse Students on Campus, and Student Engagement. The event is scheduled for Nov. 13, 2009 at NJIT. Information can be found at http://www.njit.edu/cds/agencies/american_conf_diver.php.

December Meeting Save the Date - Dec. 11, 2009

PR and Marketing for Career Services: Building Your Brand From Within

Time: 9:00 am - 12:00 pm
Location: TBA



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NJCEIA is an organization that depends on an active membership to facilitate programs and coordinate events. If you are interested in volunteering, the following committees are looking for members to help with planning events and setting the goals for the future of NJCEIA.

- 1) Archives
- 2) Awards
- 3) Programming
- 4) Public Relations



Pictured: Aimee Cuniglio, Johnson & Johnson; Christian Uhl, NJCEIA President; Amarilys Mercedes, Paychex; Ellen Czelada, MTV Networks; Wanda Fillion, Embassy Suites; Barbara Raido, NJCEIA VP for Programs; and Jerry Alvare, FedEx Ground



Panelists discussing recruiting trends at the Oct. 2009 NJCEIA Meeting

HR Panel Discusses Recruiting Trends

By Christine Cervelli

The October 2009 NJCEIA meeting focused on recruiting trends within co-op and internships. Held at the Embassy Suites in Piscataway, NJ, the six-person panel focused on topics including recruiting methods, student skill sets, advice for laid-off alumni or overqualified candidates, and on the job performance issues from co-op and internship students.

Panel members represented a wide variety of industries and companies. Panelists included Wanda Fillion from Embassy Suites Piscataway-Somerses, Aimee Cuniglio from Johnson and Johnson, Ellen Czelada from MTV Networks, Jerry Alvare from FedEx Ground, Cristina Kiley from the Port Authority of NY and NJ, and Amarilys Mercedes from Paychex, Inc.

Participants highlighted that working with career centers is essential to their co-op, internship, and entry-level hiring. This includes participating in on-campus programs such as mock interviews, resume critiques, career fairs, networking events, class visits, and working with campus clubs and organizations. The panelists agreed that having a list of student leaders in the beginning of each academic year would be helpful in setting up these types of events and coordinating them through career centers.

Most of the panelists stated that while hiring was either flat or down from previous years, they are still hiring. Students need to understand the importance of networking and gaining major-related work experience. Companies including Paychex, Port Authority of NY and NJ, MTV, and Embassy Suites all stated that successful interns have transitioned into full-time hires and that interns help to build the company's brand at their respective campuses.

When asked about the skill sets of current students, the panel emphasized the importance of proof-reading all written correspondence including resumes, cover letters, and follow-up e-mails. They prefer resumes that are targeted for specific positions and demonstrate that a candidate knows about the qualifications for the position. Demonstrating leadership and interests on resumes is essential and can help candidates differentiate themselves. This can help candidates brand themselves in their job search, show drive and interest, flexibility and adaptability, all key skills that are important in hiring decisions.

Many of the NJCEIA participants were interested in how to assist laid-off alumni who may be overqualified for certain positions. The panelists encouraged members to keep an open mind during their job search and to consider benefits (not just

salary.) It is important to remind alumni that many companies that hire for entry-level positions often promote from within. Also, alumni and laid-off workers should be careful to not show desperation during an interview. They need to demonstrate a career goal and research the company to show interest and commitment. The employer wants to know that if they hire a more experienced candidate, that the candidate will not leave them as soon as a "better offer" is made.

The panelists also suggested that as practitioners we pass on to students and alumni the following advice as they pursue their careers.

- 1) The importance of creating and maintaining a file of accomplishments
- 2) building internal partnerships on the job
- 3) challenging themselves on a regular basis
- 4) learning how to read people
- 5) remembering to not be complacent in the job.

Feedback from the event was positive from the attendees. Sharon Gilbert, Assistant Director of NJIT Career Services, stated that the panel, "helped us by providing current trends from HR professionals. We were able to hear first hand what kinds of resumes stand out, and how we can help our students learn how to set themselves apart from the crowd. It was also helpful to learn how students can also impress once on the job."