



NJCEIA

December Meeting Focuses on Building Your Brand From Within

By Christine Cervelli

On December 11, 2009, NJCEIA members gathered for an informative presentation by Shakira Johnson, Public Relations Professional and President of Johnson Communications. Ms. Johnson discussed 7 simple tips to help co-op and internship programs grow. These tips included public relations, site visits, using social media, saying “thank you”, organizing special events, and hosting interdepartmental meetings.

understand the many components of public relations and how each one plays an important part in developing an organization’s brand. Dominique Clarke, Associate Director at NJIT, stated that “This was so helpful in breaking down the many ways PR is developed. As the person in the Division responsible for marketing and PR, this presentation helped me to rethink and incorporate new ideas for marketing our services and programs to the NJIT community.”

Johnson suggested some best practices for this including starting small, updating your profiles regularly, asking and answering questions through your profiles, working with your school’s IT Department, and hiring an intern.

Ms. Johnson led the participants in a discussion about the many ways offices have started to use PR and new media to help grow their brand on campus and beyond. Barbara Raido, VP for Programs, stated that, “This program was so timely. In a time when budgets are getting cut and resources may be scarce, these ideas can help our offices get our message and value out to the students, alumni, and university communities that we each serve.”

Ms. Johnson gave the participants a quick course in public relations including how to connect with media relations, building community relations, promotions, branding, advertising, and best practices. This information helped the participants

Two areas that are continuously changing and growing are social media and new media. Co-op and internship offices can keep up with the trends by updating their website to include video, photos, and social media profiles such as links to Facebook or LinkedIn. Ms.

NJCEIA Constitution Amendments Passed
At the December 2009 NJCEIA meeting, a vote was taken to amend the constitution to allow for 2-year terms for all Executive Council positions. Both amendments were passed and the constitution has been amended. Details about the changes can be found on the website at www.njceia.org

Save The Dates:

March 26, 2010
2nd Annual Mini-Conference (Co-sponsored with NJACE)
Location:
The Heldrich Center for Workforce Development, New Brunswick, NJ

March 21-23, 2010
CEIA Annual Conference 2010
Location:
Boston, MA

June 10, 2010
NJCEIA Student & Practitioner of the Year Awards Ceremony



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 2009 –2010 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. Completed applications must be received for review by individual Career Services/Co-op offices by March 26, 2010. All applications must be mailed to Tammy J. Samuels by April 2, 2010. The address to submit completed applications is:
Tammy J Samuels
VP Awards and Recognition
Rutgers University, Career and Interview Center
Busch Campus
604 Bartholomew Road
Piscataway, NJ 08854-8002

Nominate a Colleague or Yourself for the Practitioner of the Year Award

NJCEIA is honoring its members with the Practitioner of the Year Award. This is the second year that the award is being offered to an outstanding member of NJCEIA. The award will be given to a member who has contributed to our profession. The recipient of the award will receive \$500, a plaque, and an individual membership to NJCEIA for the 2010-2011 academic year. Additional information about the award and application information is available at www.njceia.org. The application deadline is April 2, 2010.



NJCEIA

Thriving Through Partnership in a New Professional Paradigm

NEW JERSEY COOPERATIVE EDUCATION & INTERNSHIP ASSOCIATION

NJCEIA Canned Food Drive Helps Local Families During the Holidays

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

In NJCEIA tradition, the organization has incorporated service into the December meeting as a way to help our community. This year, the organization sponsored a canned food drive.

Members generously donated bags of canned food to be delivered to the Helping Hands Food Bank through St. Joseph The Carpenter Parish in Roselle, NJ. The canned goods were distributed to families in need during the holiday season. NJCEIA

members Dominique Clarke, Alexia Jones, and Christine Cervelli dropped off the cans to the Food Bank. Says Alexia Jones, "It is so great to be involved in a professional association that wants to give back to the community. During these economic times, more and more families are in need of canned goods and food. It was wonderful to see the support that NJCEIA members gave to this cause."

In previous years, NJCEIA has donated canned goods, toys,

and clothing to different organizations throughout the state.

NJCEIA is always looking for new ways to help make a difference. If you have an idea about how to continue to incorporate service into our meetings, please e-mail Christine Cervelli, VP for Communications at Cervelli@njit.edu.



Luke Visconti, CEO of Diversity Ink., Media, LLC, served as the keynote speaker at the American Conference on Diversity held at NJIT.

NJCEIA Co-sponsors American Conference on Diversity

On November 13, 2009 the American Conference on Diversity took place at New Jersey Institute of Technology (NJIT.) The theme of this year's conference was "Diversity Initiatives: Facing the Challenges of Tough Times." This year, NJCEIA was a co-sponsor of this successful event.

The American Conference on Diversity's mission is "to work with leaders to create and enhance a society that embraces social justice for us all. To value diversity, educate and empower leaders, promote inclusion and respect in schools, workplaces and communities."

Over 150 professionals from across the state came to listen,

learn, and discuss diversity issues in higher education and industry. Keynote speaker Luke Visconti, CEO of Diversity Inc. Media, LLC presented the importance of incorporating diversity into higher education, hiring practices, and in industry. Company representatives from Wachovia, L'Oreal, PSEG, and others echoed his statements.

Participants were able to attend breakout sessions on topics including retention, recruitment, and student issues. Some titles of these sessions included *Retention of Diverse Students On Campus*, *Green Careers in Education*, *Recruiting Diverse Candidates in Higher Education and the Workplace*, and *Current Legal Issues Affecting Diversity in Higher Education the Workplace*.

This year,, a special emphasis was given to student participants and the diversity issues affecting their education and professional career goals. Students were able to attend sessions related to a track specifically for them including *Fitting In - On Campus and In the Workplace* and *An Interactive Diversity Exercise in Student Engagement*.

Information about the American Conference on Diversity can be found online by going to the organization's website at:

<http://www.americanconferenceondiversity.org/>