



*A publication of the Career Development Professionals of Indiana*

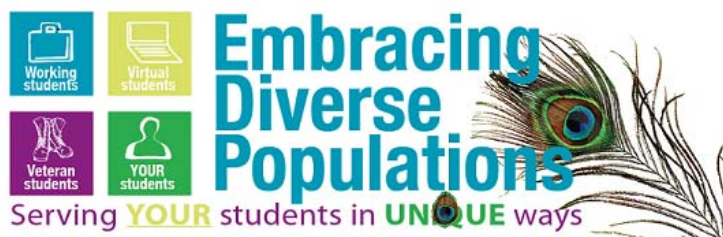
## Letter from the President

Anita Yoder  
Director of Career Services  
Goshen College  
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"How can we provide programming that benefits all members?" is a question that is frequently part of the discussion when the board is reviewing new possibilities. Two initiatives this year speak directly to that issue, the INdorsed Career Ready Program that is being piloted with four colleges and universities, and the statewide virtual career fair planned for April.

Pat Donahue and Scott Feeny of IU Bloomington are spearheading this effort by partnering with CareerEco.com, a virtual recruiting platform. With reduced budgets for both universities and recruiters, a virtual career fair provides a cost-effective and time-efficient way for all CDPI member institutions to provide employment opportunities for their students. It's a win-win situation since employers will be drawn to the possibility of recruiting from numerous colleges and universities, in turn providing a larger employment pool for students.

Spring Conference  
April 13, 2012, Columbus, IN



Featuring keynote speaker Caroline Dowd-Higgins,

*"This Is Not the Career I Ordered."*

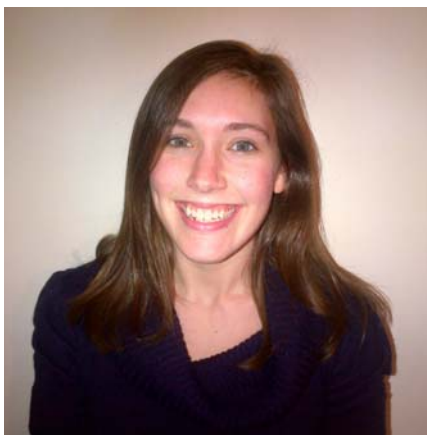
Join us for the Spring CDPI Conference April 13, 2012 at  
the IUPUC Columbus Learning Center

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## CDPI Welcomes Holly Peck: The 2012 Graduate Virtual Intern!



**Where is your hometown?**

Selma, Indiana

**What is your academic background?**

Ball State University:

Bachelor of Science in Psychology; Minor: Interpersonal Relations

Will graduate in July 2012 with a Master of Arts in Student Affairs Administration in Higher Education

**What attracted you to the CDPI Virtual Internship position?**

My goal is to obtain a job within a career center after I graduate, so I thought this internship would be a great opportunity to develop further and gain more knowledge about a profession in career services.

**What is the most important characteristic you bring to this internship?**

My curiosity to ask questions, learn, and explore new ideas. I hope to find interesting and innovative practices within career services to share with the members of CDPI.

**What is your favorite pastime?**

I enjoy going on walks, hiking, and simply being outdoors, in general.

**Tell us about your career aspirations.**

After I graduate, my goal is to obtain a position within a career center that allows me to provide students with career coaching, conduct presentations, and manage projects and programs for the office. As I gain experience, I want to take on more responsibility within a career center, including a supervisory role. No matter where I end up working or what my specific job title is, I always want to be in a position where I can assist students in their career development.

**What advice would you give an undergraduate interested in Student Affairs?**

I would advise the student to get involved on campus in order to gain practical experience. The student would be able to explore options early on, start to develop an understanding of the profession, and begin to see in what areas their true passions exist. Depending on their interests, I would definitely suggest student employment as a campus tour guide, a RA, or within a career center. I would also encourage the student to get involved with student organizations and events such as orientation.

**Is there anything else we should know about you?**

I am incredibly appreciative of the opportunity to learn from all the professionals within CDPI and excited to contribute to CDPI through this internship!



## 2012 Career Services Summer Institute: June 26-29

The CDPI Summer Institute is an immersion into the nuts and bolts of the career services profession. Because of the in-depth nature of the experience, registration will be limited. Preference will be given to active CDPI members. The 2012 event will be hosted on the Purdue University, Calumet campus from Tuesday, June 26-Friday, June 29th.

**Who should attend this event?** Seasoned Professionals who are looking for new ideas | New professionals seeing tools and techniques | All career services professionals interested in sharing ideas with their peers from other institutions.

**Workshop Modules Include:** Team Building & Office Politics and Work Smart | Professional Development | Marketing Best Practices | Strategic Planning & Alliances | Leadership | Budgets | Technology / Web 2.0 | Ethics Case Studies | Legal Issues / HR | Assessment/ Standards | Employer Development & Alliances | Trend & the future of the profession

**Institute Fees:** Fee includes room, board, and all instructional materials. There will be one night dinner will be “on your own.” Registration and snacks will be from 11:30 am to 1:30 pm on Tuesday, June 26, 2012. CDPI Member: \$450.00, Non-CDPI Member \$500.00.

**Register Today!** Mail this registration form with payment to: Purdue University Calumet | Career Services/CDPI | 2200 169th Street, SUL 349 | Hammond, IN 46323

Mr./Ms./Dr.

Name \_\_\_\_\_ Title \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

City, St., Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Current Enrollment \_\_\_\_\_ Name for Nametag \_\_\_\_\_

Career Office (circle):    Centralized    Decentralized

No. of staff \_\_\_\_\_ Director Reports to \_\_\_\_\_

**Payment Methods** (*Important!! Full payment must accompany this registration form. We will not process your registration until we have received your payment.*)

\_\_\_\_\_ My check (payable to Purdue University Calumet-CDPI) is enclosed    \_\_\_\_\_ VISA    \_\_\_\_\_ MasterCard

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

I have the following dietary restrictions \_\_\_\_\_

I need disability accommodations \_\_\_\_\_

*Please answer these questions on a separate sheet and include with your registration:*

1. What do you hope to gain from the Institute? | 2. Name three challenges you are currently facing in your position.



## Career Development Professionals: Don't Let Your Students be Fooled

Janet Boston  
Executive Director, Indiana INTERNnet  
Indiana Chamber of Commerce  
[Jboston@indianachamber.com](mailto:Jboston@indianachamber.com)

Although internships are becoming increasingly popular and more students understand the benefits of interning, many misconceptions still exist. It is important to make sure your students are informed. Don't let them be fooled by false information!

### Here are some facts to help you dispel a few common internship myths:

**Myth:** Internships are only geared toward undergraduate juniors and/or seniors.

**Fact:** Internships are a form of structured and supervised learning that provides individuals with practical experience in their chosen fields. As such, they can appeal to a number of groups, including high school students, college graduates and career changers.

**Myth:** Most internships are unpaid.

**Fact:** According to the U.S. Department of Labor's [Fact Sheet #71: Internship Programs Under the Fair Labor Standards Act](#), a for-profit organization is basically required to pay their interns unless their internship opportunities are solely for the students' learning purposes. According to a [2009 State of Indiana Internships Report](#) based on 1,652 student responses from [Intern Bridge's](#) 2008 National Internship and Co-op Study, nearly 73% of students indicated that they received monetary compensation for their internships.

**Myth:** Internship assignments are trivial and irrelevant to a student's future career.

**Fact:** Although students may be asked to perform some trivial tasks, internships are filled with meaningful project work. Normally, responsibilities involve core projects that include secondary tasks. Although they may be less exciting, the latter are nevertheless part of the job. Aside from the projects, an internship gives a student or career changer a chance to broaden his/her network, which could lead to a future internship or full-time employment.

### Following are a few examples of primary and related secondary internship responsibilities:

#### PRIMARY

- Preparing budgets and financial reports
- Developing audiovisual presentations
- Performing laboratory tests
- Creating promotional materials for an event
- Creating a blog for an organization

#### SECONDARY

- Filing financial reports
- Scheduling presentation locations and dates
- Preparing/cleaning lab area
- Conducting follow-up phone calls to confirm RSVPs
- Monitoring and responding to blog entry comments

Employers also are encouraged to meet with students before an internship begins to learn about their goals and learning objectives, which can influence the types of projects they are assigned. Employers should also be prepared to understand the objectives and requirements from the intern's school, as many students use internships to earn academic credit.

**Myth:** Internships only take place during the summer.

**Fact:** Internships occur year-round and typically coincide with an academic semester: early September to early December for fall; early December to late January for winter (these are typically shorter than the others and fairly rare); late January to late April for spring; and mid-May to early August for summer. The timeframe is approximately 12 to 16 weeks (part time or full time). Not to mention, virtual and project-based internships are increasing in popularity; these categories are featured on our site, [www.IndianaINTERN.net](http://www.IndianaINTERN.net).

**Myth:** Internships rarely turn into full-time jobs.

**Fact:** According to the **National Association of Colleges and Employers'** (NACE) 2010 Internship and Co-op Survey (based on 235 employer responses), 83% of employers responded that they use internship programs as a tool for recruiting entry-level talent. NACE's report also indicated that 44.6% of employer respondents' full-time entry-level hires from the class of 2008-2009 were from their internship program, an increase of approximately 10% from the prior academic year. With rising recruitment costs, transitioning interns into full-time hires is becoming more common.

**Myth:** Internship opportunities are difficult to find.

**Fact:** Indiana INTERNnet has approximately 4,600 Indiana companies listed and approximately 1,800 positions listed across a variety of industries, job categories and regions of the state. Encourage your students to create a free account as an additional resource for their internship search. We even have new [video tutorials](#) and updated [FAQs](#) to lead you and your students through our new website features!



## Large Firms Seeing More College Hiring

Lauren Weber  
Wall Street Journal  
Lauren.Weber@wsj.com  
(CDPI December Marketing Morsel)

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Large employers plan to increase their hiring of college graduates finishing their degrees in the 2011-12 academic year. The trend continues an uptick that began last year after hiring declined during the recession and the early part of the recovery, according to a new survey by Michigan State University's Collegiate Employment Research Institute. Big firms – those with more than 4,000 workers – plan to hire 6% more graduates than last year.

Smaller companies, with fewer than 500 employees, are hiring, but cautiously. Those firms said they plan to add an average of 11 workers each, essentially the same as last year, the study reported.

The weak spot in the hiring outlook for new grads is mid-sized organizations with 501 to 4,000 employees, especially state and local government agencies. Hiring for recent grads will decline by 3% for those employers.

"We've had a problem in the mid-sized group for quite a while," said Phil Gardner, director of research at CERI and the study's author. When the economic crisis hit in 2008 and 2009, he said, the vulnerability in the segment came from "second- and third-tier suppliers, consulting companies, firms that rely on big companies for contracts," while local government hiring remained strong thanks to stimulus funds from Washington.

But the trend has reversed in the last year as stimulus dollars dried up. Private companies are starting to bounce back, but with parks closing, school districts' budgets frozen and public agencies making cuts across the board, this once-robust source of jobs for young people is contracting.

For instance, the American Association of School Administrators, a national research and advocacy group, is projecting cuts of 227,000 local education positions for the 2011-12 school year, a figure that includes teaching jobs as well as entry-level posts such as classroom support. Due to seniority rules in some districts, those positions that are getting filled will go to experienced professionals whose previous jobs were eliminated instead of to "freshly minted teachers and recent graduates," Noelle Ellerson, assistant director for public policy and advocacy at the American Association of School Administrators, said via email.

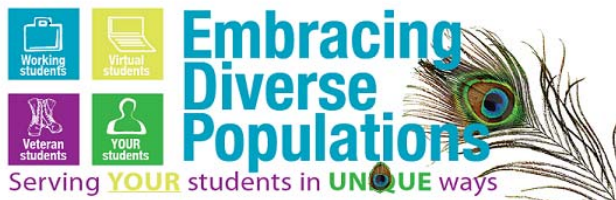
Meanwhile, salaries across the board for new grads aren't budging much, with 77% of MSU survey respondents saying they're holding their starting offers steady. There may be good news on the horizon, though: a few employers are once again offering signing bonuses after four years of eschewing the practice.

While only 5% of employers said they'll include signing bonuses with their offers, Mr. Gardner views this as the leading edge of a trend and an indicator that wages will likely go up soon. "Once bonuses pick up, it'll translate into salaries," particularly in hot fields like engineering and computer science, he said.

Source: The Wall Street Journal, November 21, 2011  
[http://online.wsj.com/article/SB10001424052970204531404577052371644700532.html?mod=WSJ\\_Careers\\_CareerJournal\\_4#articleTabs%3Darticle](http://online.wsj.com/article/SB10001424052970204531404577052371644700532.html?mod=WSJ_Careers_CareerJournal_4#articleTabs%3Darticle)



## Spring 2012 CDPI Call for Proposals



Featuring keynote speaker Caroline Dowd-Higgins  
 “[This Is Not the Career I Ordered](#)”

( Spring 2012 CDPI Call for Proposals

Conference on Friday, April 13, 2012,  
 Columbus Learning Center in Columbus, IN

We are seeking energetic and unique proposals from people within the Career Services field as well as other professionals who can lend their expertise to those of us in the field. Our theme is: **Embracing Diverse Populations “Serving YOUR students in UNIQUE Ways.”** Please submit any proposals you may have; we have a particular interest in topics related to: *(Presentations will be 45 minutes in length)*

### Serving Unique Students

- Students who are recent veterans- strategies to translate skills and experience to civilian life
- Students who are parents- gaining experience while not working or not working in intended field
- Students with special needs- Adaptive services for students with mental or physical disabilities
- Students with felony backgrounds- help students understand both their realities and rights
- Students pursuing government positions—Understanding the process helps students apply EFFECTIVELY
- Students pursuing green, nontraditional, entrepreneurial or other unique opportunities

### Serving in Unique Ways

- Serving students virtually
- Serving students using technology
- Helping working students market their current jobs appropriately
- Marketing to students- marketing expertise from your university not related to Career Services
- Perspectives from Human Resources – Hear from HR professionals who offer candid feedback

### Information for Submitting a Proposal

All proposals must be submitted using this form to [jillvan@iupui.edu](mailto:jillvan@iupui.edu) by February 24, 2012. Please type in your information to the fields below and email this form as a PDF or .doc/.docx.

### Presentation Required

Presenters are required to submit a final copy of their presentation, which will be posted on the CDPI website. Presentations are due on or before April 12, 2012. (Day before the conference)

### Changes and Cancellations

Once the program schedule has been finalized, changes cannot be made. While situations may arise that might cause a presenter to cancel his/her presentation, CDPI encourages presenters to seek every possible alternative, including finding a substitute or co-presenter, prior to making a decision to withdraw from the conference.

### Registration

Please register for the conference at [www.cdpi.org](http://www.cdpi.org); follow the directions to login and register.



## Interested in Submitting a Proposal? Please Fill Out These Sections:

### Session Title:

### Format of Sessions

Please consider the type of format that would suit the material you will be bringing to the CDPI community. You may consider a panel discussion, classroom style lecture, interactive session with audience participation, etc.

### Presentation Description/ Abstract

Please provide an abstract of your presentation including other occasions when you or someone in your office has presented this material.

### Your Bio/ Background

Please provide a brief background of your experience/ expertise with the proposed subject matter. This is best accomplished as a bio section written with the registration program as the intended audience (100 words or less).

### Additional Information

(Please note- each room will have internet access, a computer, screen, and sound)

Is there anything else the programming committee should know? Please share this information here:

Please direct any questions to Jill Vanderwall, co-chair Spring Conference, at [jillvan@iupui.edu](mailto:jillvan@iupui.edu).



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| <b>Intern, Spring</b>                            | Holly Peck, Grad Student<br>Ball State University                     | <a href="mailto:hjpeck@bsu.edu">hjpeck@bsu.edu</a><br>(765) 285-4447 (o)   |