



A publication of the Career Development Professionals of Indiana

Letter from the President

Anita Yoder
Director of Career Services
Goshen College
anitary@goshen.edu

Curious what your board is working on this year?

- Two professional conferences. Vincennes University is planning an outstanding fall conference on celebrating life, career, and education on Oct. 27-28, 2011. I hope most of you will be able to attend the optional Thursday activities, designed to reconnect you with your colleagues and renew your spirit.
- The Leadership Institute will be offered next summer at Purdue University Calumet. A hard-working committee is planning another education-packed Institute for new and seasoned career professionals.
- On July 19-20, CDPI hosted a Career Coaching Intensive with author Kate Brooks in Indianapolis. By partnering with NACE, the seminar was offered at a discount to over 40 CDPI members, meeting the maximum allowed.
- A new mentoring program began this summer and more regional employer networking opportunities are being offered around the state this summer and fall.
- Increased information on the [CDPI website](#), including a calendar of events, organizational history and overview, best practices, and much more. If you haven't visited the site recently, please take a look.

A pilot program with several colleges and universities to help students document their career readiness to employers.

There's much more but I'll stop with these highlights. The board continually looks for way to be a valuable resource for all of our membership. I hope you will both benefit from and contribute to CDPI this year - by using or adding to the resources on the web site, applying for one of our \$500 grants, reading and/or offering an article for the blog, renewing your membership online, and of course, attending the fall and spring conferences. See you then!



**2010-2011
Goals &
Successes**

CAREER DEVELOPMENT PROFESSIONALS OF INDIANA, INC.

Continue & expand professional development events

- Fall & Spring Conferences
- NACE Career Coaching Intensive (Reduced cost)
- Campus Career Counselor Discount

Market career services and our value

- Monthly Marketing Morsels
- Fall Conference Keynote on Value of Career Services
- Spring Conference Breakout on PR Strategies
- HR & Summer Networking Events
- New Board Position for Public Relations

Engage young professionals in our field

- CDPI Mentoring Program
- Board Graduate Student Internship

Enhance our website for greater functionality

- New design with online forms and payment
- Weekly blog and Twitter updates

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CAREER DEVELOPMENT PROFESSIONALS OF INDIANA, INC.



2011 FALL CONFERENCE

Vincennes University: Vincennes, Indiana

Pre-Conference: Thurs. October 27, Conference: Fri. October 28, 2011



CONFERENCE OVERVIEW

Think your life could use a little balance? As busy career professionals, it's likely we ALL could use a little balance. Such is the inspiration for the theme of this year's Fall conference. Come and experience all that historic Vincennes has to offer as we look to the theme of balancing our work, our lives, and our continual need for education. Attend a session on life wellness, explore education opportunities for our profession, and get informed on the latest in career services. Interested in hosting a session on a related topic?

TENTATIVE SCHEDULE (all times Eastern)

Pre-Conference Events: Thursday, October 27th

1:00-4:15pm: Celebrate Vincennes with a tour of George Rogers Clark Memorial, Indiana Military Museum, and the Old Cathedral.

5:30pm: Dinner and wine-tasting at beautiful Windy Knoll Winery. (Cost is \$20 per person)

7:00pm: Option 1: Take an evening tour of Grouseland (former home of William Henry Harrison) and the Indiana Historical Sites.
Option 2: See the student production (Dirty Rotten Scoundrels) at VU's Red Skelton Performing Arts Center.

8:30pm: Enjoy the Halloween weekend with a "Spook-tacular" guided tour of a local historical cemetery.

Conference Schedule: Friday, October 28th (All times subject to change)

8:00-8:30am	Registration	12:00-1:30pm	Lunch
8:30-8:45am	Welcome & Announcements	1:30-2:15pm	Breakout Session 3
8:45-9:45am	Keynote Speaker	2:30-3:15pm	Breakout Session 4
10:00-10:45am	Breakout Session 1	3:15pm	Closing, Refreshments, Dismissal
11:00-11:45am	Breakout Session 2		

KEYNOTE SPEAKER

Susie Wood has over 20 years of experience in the fields of career development and job search coaching. After completing her master's degree in Training and Organizational Change from Webster University, she began her career in Student Affairs and worked for several regional colleges including Spalding University, Indiana University, Indiana Wesleyan University and the University of Louisville. By far her most beloved position was that of Career Counseling Program Coordinator at Indiana University Southeast where she was also an adjunct faculty member. After completing a master's degree in Direct Practice Social Work from the University of Louisville, she became an HR Consultant for two international career management firms, Lee Hecht Harrison and DBM, delivering services in corporate outplacement. Currently, Susie works as a Senior Career and Educational Consultant and Trainer for Human eSources, an international software company. She is certified in the Myers Briggs Type Indicator and in Creative Work Facilitation. Her spare time is spent in ministry work providing free career assistance to individuals and in fostering rescue dogs. She resides in Louisville, Kentucky with her husband and a pack of 4-legged children.





CDPI 2011 FALL CONFERENCE

Vincennes University: Vincennes, Indiana
 Fri. October 28, 2011
 www.cdpi.org

REGISTRATION FORM

Registration deadline: September 30, 2011

Hotel Block Reservation Deadline is Sept. 23. Contact Holiday Inn Express Vincennes at 812-886-6333.

Name:	
University/Organization:	
Job Title:	
Mailing Address:	
Phone:	
Fax:	
E-Mail Address:	

Registration Fee:

- \$30 Graduate Student Rate
- \$50 CDPI Member Rate
- \$70 Non-CDPI Member Rate
- \$70 CDPI Rate + Membership Renewal

Additional Event Attendance: (Check all you plan to attend)

Events are free unless otherwise indicated

- Afternoon GRC Memorial/Museum/Cathedral Tour
- Dinner & Wine-Tasting at Windy Knoll Winery (\$20)
- Evening Historical Tours (Grouseland, IN Historic Sites)
- Opening Fall Show at Red Skelton PAC
- "Spook-tacular" Historical Cemetery Tour

Total Reg. Fees: _____ + Optional Event Fee: _____ = Total Check Amt: _____

Please total your Registration Fees and Add-On Event Fees and make your check payable to CDPI.

***If procedures in your organization require it to be paid separately, you may write a separate check for the dinner at Windy Knoll Winery. Check is still made payable to CDPI.*

- Check here if you would like the vegetarian meal option for your conference lunch on Friday.

Questions? Contact Rick Coleman at Vincennes University: RColeman@vinu.edu



Mail or fax completed registrations and checks to:

Vincennes University
 Attn: Betty Mardis
 Center for Career & Employer Relations
 South Lobby Vigo Hall
 1002 North First Street
 Vincennes, IN 47591
 Fax: 812-888-2201



Conference Information Packet

VINCENNES UNIVERSITY

The Friday conference will take place on the Vincennes University campus at the Indiana Center for Applied Technology (ICAT). VU is Indiana's first college and is one of the oldest in the United States. Situated on the banks of the Wabash River, the 160-acre campus includes more than 30 modern buildings, red-brick walkways, abundant landscaping, and easy access to many of Vincennes' most famous historic sites. VU students come from 91 Indiana counties and over 30 foreign countries.



ACCOMMODATIONS

The recommended conference hotel accommodations are available at the Holiday Inn Express in Vincennes. Mention the CDPI conference rate to receive rooms for \$85 per night if you register on or before September 23. Regular room rate for the hotel is \$119. If you are interested in other hotel and lodging options, you can visit the Vincennes Convention & Visitor's Bureau website for a complete listing. www.vincennescvb.org

HISTORIC VINCENNES

Vincennes was established in 1732 as Indiana's first city. It is now home to a fantastic array of historical sites and attractions, including the George Rogers Clark Memorial and Grouseland (home of former Indiana Territory Governor, William Henry Harrison). In addition to these landmarks, modern-day Vincennes offers quaint downtown shopping, access to the Wabash River, and unique wineries and orchards. The theme for this year's CDPI conference was established with the host site in mind. Achieve some balance in your life by taking advantage of all Vincennes has to offer. We encourage you to bring your spouse and make a weekend of it! Fall is the perfect time to visit Southern Indiana!





Career Services and the Academic Mission



After 25 years in high tech management, Susan de la Vergne left the corporate ranks a few years ago to help professionals develop as leaders. Today, she's a speaker, author and freelance instructor, teaching courses in writing, presentation skills and emotional intelligence. Up until quite recently, she was also the only member of the Engineering faculty at Portland State University with a bachelor's in English! She's a persistent advocate for the liberal arts in business

and administers the Liberal Arts Advantage web site. (www.LiberalArtsAdvantage.com) She is a professional member of the National Speakers Association.

Several years ago, *Fast Company* magazine ran an article with the attention-getting title "Why We Hate HR" (Human Resources). It grabbed me because, as a long-time corporate manager, I wasn't surprised that somebody finally said it and finally decided to examine what managers have known for a long time: that HR is tangential to real business operations and, therefore, considerably less relevant to the business than they think they are.

Don't misunderstand: I don't hate HR. As a manager, I appreciated that they perform needed functions—like compensation and benefit administration, and ensuring that the organization manages its legal risk and obligations in personnel matters.

But I get it. Managers accountable for generating revenue and reducing expense (every day, every month, every quarter) don't take seriously departments that don't have the same operational accountability—like HR.

Career Services organizations in colleges and universities may face a challenge similar to the one HR faces—that is, the perception that they're not core to the organization's mission. If the university's real business operation (if you'll pardon the phrase) is to educate students, then career placement can appear to be a bit of an add-on, and one that's getting a lot of attention. Worse, some may see Career Services' emphasis on job placement as diluting the education mission, perhaps as reducing a broad education to specialized skills preparation.

I'm not saying that perception is *deserved*, but it does exist.

The challenge, then, is how to better integrate what

Career Services does with what academic departments do. In other words, how to connect future professional responsibilities with university studies, reinforcing the relevance of subjects taught, making the connection between knowledge and career-relevance. This is fairly easy if you're talking about lessons in the College of Business or Engineering, not as easy if you're talking about the College of Liberal Arts.

"Why do I need to learn to --?" fill in the blank. Every student asks that question.

Why do I need to --

read Nietzsche?

watch *Hamlet*?

study Freud?

calculate lift?

learn about the history of man?

master a second language?

learn to write an essay?

Faculty can use help to answer those questions in terms outside of academe. How is general knowledge job-useful? Why, for example, is it "relevant" to learn to write an essay? Because in most professions, there's a lot of writing—reports, proposals, planning documents, project materials, how-to guides, emails, marketing blurbs and more. Anyone who can write a decent essay can write everything else on that list.

Do students know that? No. Do faculty? Sometimes. Does Career Services? Yep.

Suggestion: Partner with faculty. You're not trying to change a thing about what they're offering in the classroom, just reinforcing the good work they're already doing. You're adding a dimension: here's why *Hamlet* matters and how a second language is useful in a global economy. If you're not entirely sure how to answer those questions yourself, invite alums to help you—but give them specific assignments. Not just "How did your education at Our University help you?" but "How has what you learned in history / psychology / anthropology helped you on the job?"

Faculty love this (most of them do), and they're right to be excited. It is why education matters, and they know it, but they can't always describe it in career-relevant terms. That's where Career Services can come in and position itself as a full partner in the core business operation of the university—that is, education—which is, as we know, preparation for a life of work.



Meet the CDPI Board Members



NAME and INSTITUTION OF EMPLOYMENT:

Anita Yoder - Goshen College

BOARD POSITION: President

WHY ARE YOU A CDPI BOARD MEMBER: I enjoy working with excellent, generous colleagues to further our collective goals.

FAVORITE BEST PRACTICE/PIECE OF ADVICE: Students highly value practice interviews with area employers. Having to dress up and fly solo really makes an impact.



NAME and INSTITUTION OF EMPLOYMENT:

Scott Feeny - Indiana University Bloomington– School of Public and Environmental Affairs (IU SPEA)

BOARD POSITION: President-Elect

WHY ARE YOU A CDPI BOARD MEMBER: I'm a member of CDPI because I believe in its mission, value its contributions to the field of career development, and most of all, enjoy spending time with colleagues across the Hoosier State - finding support and learning from their experience.

FAVORITE BEST PRACTICE/PIECE OF ADVICE: "You need to slow down, in order to speed up." I often find myself with a head on a swivel, bouncing from project to project without spending the necessary time to give each task its due time and attention. Sometimes it's better to do less and do it well, than it is to simply do more. In other words, it isn't always better to always be multi-tasking.



NAME and INSTITUTION OF EMPLOYMENT:

Liz Bushnell-Manchester College

BOARD POSITION: Past-President

WHY ARE YOU A CDPI BOARD MEMBER: CDPI is a wealth of best practices and wonderful colleagues! For ideas, networking and high-quality professional development, CDPI is a fantastic resource and great value.

FAVORITE BEST PRACTICE/PIECE OF ADVICE: When in doubt, ask the students!

NAME and INSTITUTION OF EMPLOYMENT:

Susan Gresham-St. Mary of the Woods

BOARD POSITION: Membership Director

NAME and INSTITUTION OF EMPLOYMENT:

Jennifer Fisher-Fort Wayne Chamber of Commerce

BOARD POSITION: Ex-Officio, Webmaster

NAME and INSTITUTION OF EMPLOYMENT:

Kay Schwob - Huntington University

BOARD POSITION: Secretary

WHY ARE YOU A CDPI BOARD MEMBER: To network with other career professionals as well as for professional development

FAVORITE BEST PRACTICE/PIECE OF ADVICE: Always do your best and be respectful in your volunteer work or in an internship - the people you meet may one day help you connect with an employer.



NAME and INSTITUTION OF EMPLOYMENT:

Philip Parker-University of Southern Indiana

BOARD POSITION: Treasurer

WHY ARE YOU A CDPI BOARD MEMBER: To learn from colleagues what works and doesn't work in the college career services field



Meet the CDPI Board Members



NAME and INSTITUTION OF EMPLOYMENT:

Natalie Connors-Purdue University-North Central

BOARD POSITION: At-Large Member

WHY ARE YOU A CDPI BOARD MEMBER: Actually, I joined the organization based on a suggestion from multiple colleagues in the career services field.

FAVORITE BEST PRACTICE/PIECE OF ADVICE: I could not be effective without the great students that work for me. They



NAME and INSTITUTION OF EMPLOYMENT:

Veronica Rahim-Purdue University

BOARD POSITION: At-Large Board Member

WHY ARE YOU A CDPI BOARD MEMBER: I am a member of this organization to stay current on best practices, stay connected with colleagues across the state, and provide insight and information to others whenever possible. I particularly enjoy the conferences and networking events. Currently, I am excited about the wonderful projects in which I will engage as a new at-large board member!

FAVORITE BEST PRACTICE/PIECE OF ADVICE: Appreciative Advising is one my favorite best practice in our field and beyond!



NAME and INSTITUTION OF EMPLOYMENT:

Ashley McArdle - Indiana University Purdue University- Fort Wayne (IPFW)

BOARD POSITION: At-Large Member

WHY ARE YOU A CDPI BOARD MEMBER: I like being part of CDPI because of the collaboration of ideas and networking with professionals in the same field. It is very rewarding and fun!

NAME and INSTITUTION OF EMPLOYMENT:

Debbie Blades-Purdue University, Calumet

BOARD POSITION: Ex-Officio, Newsletter

NAME and INSTITUTION OF EMPLOYMENT:

Lindsay Smith-Indiana University Purdue University Indianapolis

BOARD POSITION: Ex-Officio, Public Relations



NAME and INSTITUTION OF EMPLOYMENT:

Kirk Bixler-Franklin College

BOARD POSITION: Ex-Officio, Archivist/Historian

WHY ARE YOU A CDPI BOARD MEMBER: CDPI offers invaluable networking and professional development opportunities. It helps so much being able to reach out to others in the same profession across the state.

FAVORITE BEST PRACTICE/PIECE OF ADVICE: Network with others in the organization and take advantage of the conferences, summer institute and other professional development opportunities.



NAME and INSTITUTION OF EMPLOYMENT:

Libby Davis-University of Indianapolis

BOARD POSITION: Ex-Officio, Member Hospitality and Chair of the Grants and Awards Committee

WHY ARE YOU A CDPI BOARD MEMBER: The organization is outstanding because the people are terrific! Of course, all the networking and professional development opportunities can't be beat! But at the end of the day, it's the people ... ALWAYS the people!

FAVORITE BEST PRACTICE/PIECE OF ADVICE: Try to attend the two conferences every year. They are reasonably priced, and provide a great opportunity to meet, network, and learn with colleagues from across the state. Don't forget about the Summer Institute as well! Great value! Wow, what a deal! So many opportunities!



Save the Dates!



CDPI Fall Conference

“Celebrate Balance ... Work, Life, and Education”

Vincennes University

October 27 - 28, 2011

Conference Chair:

Rick Coleman, rcoleman@vinu.edu

CDPI Spring Conference

Indiana University Columbus

April 13, 2012

Conference Co-Chairs:

Erin Erwin, erin.erwin@harrison.edu

Jill Vanderwall, jillvan@iupui.edu

CDPI Career Services Leadership Institute

Purdue University Calumet (Hammond, Indiana)

June 26 - 29, 2012

Institute Co-Chairs:

Shelly Robinson, robinson@purduecal.edu

Janet Johnson, jljohnson@usi.edu