

WCPA Winter Newsletter

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A Note from ACPA President Jeanne Steffes!

Hello Badgerland Student Affairs Colleagues!

I hope this correspondence finds you doing well and starting to plan for the new year ahead. Part of the tradition of this part of the year is to register for the annual ACPA convention. As you know we are partnering with NASPA for the Joint Meeting in Orlando, FL (okay, it's not the Kalahari like I have visited for a recent WCPA state conference). If you have not done so already I invite you to visit <http://www.2007jointmeeting.org/> to register for the meeting. The hotel spaces are going fast so I would invite you to visit that site soon if you are thinking about going to Orlando in March. Former Vice President Al Gore will be our keynote speaker on Sunday night. The other confirmed speakers include Jonathan Kozol, Kay Redfield Jamison, John Thelin, Richard Lapchick, and Consuelo Castillo Kickbusch. We had approximately 1700 programs submitted and about 400 programs were selected. There are also a small number of traditional association programs that will be included (convention showcase on Monday night, AIDS Memorial on Tuesday night). It will be an outstanding professional development experience with something for everyone.

It has been a rich semester and full semester in other ways as well in addition to planning for the 2007 meeting. I have had the opportunity to visit the New York, Michigan and Maryland College Student Personnel Conferences. In early October I also had the wonderful opportunity to attend the ACPA inaugural Religious and Spirituality Differences Conference titled

"From Low Rumble to Loud Growl, The Hunger for Cross-Campus Dialogues" in Burlington, VT.

I also had the opportunity to host several Association Leaders this semester for meetings for/about ACPA and to present on some of the projects that are part of my presidential agenda for 2006-2007. Kathleen Gardner from Southern Illinois University at Edwardsville and Kathleen Kerr from the University of Delaware and I presented at the national Living Learning Conference on "Integrating Sustainability into Living Learning Programs". Boyd Yarbrough from Furman University also attended the meeting. Gardner, Kerr, and Yarbrough serve as key leaders on the Taskforce on Sustainability and we met to set up the agenda for the November Taskforce meeting where the entire committee came to Syracuse. Other members who joined us include Debra Rowe, Susan Mendoza-Jones, Ann Groves Lloyd, Jacquie Skinner Jackson, and Keith Edwards. Janelle Simmons, Katie Sermersheim, Todd Cellini, and Greg Roberts could not be in attendance but are also members of that taskforce.

One of the things that I have attempted to spend time on this year is to seek out assistance and partnerships with those who might help ACPA achieve its goals and serve its members. I hosted a meeting to discuss the next steps with the leaders of the ACPA Educational Leadership Foundation (ELF). Lelia Moore, President of ELF and Bill Byran, current ELF trustee joined Greg Roberts and me to plan out the next steps to assist with the development of collaborative projects to help ACPA. ELF's only member is ACPA and their main

focus is to support the work of ACPA through philanthropic support in a number of different projects. One of the most visible projects that ELF coordinates is the Diamond Honoree Awards and the upcoming 2007 ELF Golf Tournament at the 2007 Joint Meeting in Orlando. Please visit the ACPA website for more information!

The Governance Taskforce Implementation Taskforce also met for a series of meetings to operationalize the June 2006 approved new governance structure. This committed group of volunteers is led by Dr. Patty Perillo, Assistant Vice President of Student Affairs at University of Maryland Baltimore County. We have been communicating the workings of the taskforce to the Executive Council and have made special efforts to keep the membership up to date with a special link on the ACPA website. Please visit the site for more information and updates at www.myacpa.org

Thank you for all of your help and assistance to teach and serve students.

Warmest regards from a fellow Wisconsinite (born in Fond du Lac County, New Holstein High School '79, and Marquette University '84)
Jeanne S. Steffes, Ph.D.

President, ACPA- College Student Educators International
Associate Vice President, Syracuse University

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Special points of interest:

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- Focus Area of the Month: Career Services: An Article on Creating Portfolios
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Wisconsin College Personnel Association

Focus Area of the Quarter: Career Advising

All You Ever Wanted to Know about Portfolios: An Interview with Carmen Croonquist of UW River Falls

Webster: **port•fo•lio** (pôrt fō lē ō) 1 a flat, portable case, usually of leather, for carrying loose sheets of paper, manuscripts, and drawings 2 a selection of represented works, as of an artist

Not so very long ago if you had mentioned that you were preparing a portfolio people would have assumed you were an artist. They would envision you putting together a large folder, probably with handles, containing photographs, or paintings, or drawings. They might have assumed you were a designer and your portfolio was stuffed with architectural blueprints, or pictures of your clothing line, or advertising copy you had created.

But portfolios have matured and they are not just for artists anymore. Today a number of career development experts are helping just about anyone, from students to mid-life professionals, in any field, from managers to physicists, design and assemble a portfolio. On the receiving end, those conducting interviews in search of new talent are discovering that candidates with a portfolio, no matter what their area of expertise, have a distinctive edge on their peers.

In June *Focus* (Focus is the

Newsletter of the Puget Sound Career Development Association)

attended a meeting of PSCDA's Portfolio Special Interest Group (SIG) at which Carmen Croonquist was guest of honor. Carmen related her background and how she came to be a portfolio pioneer and evangelist. Here, Carmen shares her views on a variety of questions surrounding portfolios and their use.

Focus: Can you tell us a little of the history of portfolios and how they came to be a tool for the non-artist?

CC: Portfolios have long been used to showcase work samples for artists, interior designers, journalists (who collect examples of their "clips"), marketing, advertising, and public relations professionals. They permeated the field of education as a mechanism for assessing student learning outcomes. In the past ten years, I've witnessed a wide expansion of the use of portfolios. Now, most job seekers in a wide array of career fields could benefit from a portfolio.

Focus: How early in the history did you become involved and what part have you played in their development since that time, including the recent seminars you've been conducting?

CC: In the early 1990's, I heard or read somewhere that it could be beneficial to bring "show and tell" items to an interview. The first time I applied this technique was during an interview for a career counseling position at the University of Minnesota. I had just completed my master's degree, and was up against some stiff competition from an internal candidate. While I didn't have them organized into a portfolio, I showcased a few work samples in response to interview questions. I believe this enhanced my confidence and credibility – and ultimately helped me land the position.

My formal exposure to the concept of portfolios occurred in 1995, when I left my position at the University of Minnesota and migrated across the St. Croix River to take a position at the University of Wisconsin-River Falls (UWRF). Portfolios were being introduced via the internship program to help students improve their interviewing skills. UWRF is a small liberal-arts college with an enrollment of 6,000, located less than a half-hour drive from the Minneapolis/St. Paul metropolitan area. Unfortunately, UWRF lacks the name recognition of larger schools in the area, such as the University of Minnesota or the University of St. Thomas. We hoped the use of portfolios would help our students gain an "edge" with employers in the Twin Cities.

I quickly became a "portfolio convert." I saw firsthand how portfolios helped clients build confidence by reflecting on activities during which they experienced a sense of accomplishment and enjoyment. I witnessed how the process of preparing a portfolio could help someone either transition into a new position or "repackage themselves" for a career change by targeting transferable skills toward a new career field or organization. I also recognized how a portfolio could improve an individual's current employment situation by providing leverage during a performance review –or by helping them map out personal and professional goals. Further proof of the value of having a portfolio was established when job seekers using them reported to me

"proof of the value of having a portfolio was established when job seekers using them reported to me that they were receiving better job offers and higher starting salaries!"

Some great Career Related Links:

☞ Salary.com

☞ Salaryexpert.com

☞ Occupational Outlook Handbook: <http://stats.bls.gov/oco/home.htm>

☞ WISCareers: <http://wiscareers.wisc.edu/Default.asp>

Portfolio Article continued...

that they were receiving better job offers and higher starting salaries! I also helped a family member make a major career transition and start a new business by using a portfolio.

Portfolios began to catch on like wildfire at UWRF. Several academic departments began to require them in senior seminars to assess learning outcomes; while other faculty members encouraged portfolios to help students market themselves during interviews. The College of Education adopted portfolios as a certification requirement. When the Provost instituted portfolios as a mechanism for assessing faculty tenure and promotion, I suddenly had faculty members making appointments for assistance with their portfolios. I began speaking widely on portfolios to classes, workshops, and faculty development days. This soon expanded to include professional associations and national conferences. In the past few years, I've presented at the International Career Development Association's Conference, the Career Masters Institute's Conference, the National Association of Colleges & Employers, the National Career Development Association, the Wisconsin Careers Conference, the Minnesota Careers Conference, and for many community agencies in the Twin Cities. Now my "portfolio evangelism" is going global. I recently received an expenses-paid invitation to come to Iceland for a week-long visit to help their K-12 leaders, the University of Iceland, and the Icelandic Counseling Association integrate portfolios into their educational systems.

Focus: Could you elaborate on what a portfolio is, or should be?

CC: Portfolios are a visual presentation of an individual's mission, goals, personal traits, experience accomplishments, knowledge, skills, education, and training. They can help you assess where you've been, and where you want to go with your career.

You can pull together a "master" portfolio to be a comprehensive collection of your work samples, but a portfolio tends to be most effective when it is targeted toward a particular audience. The way you plan to use your portfolio and your targeted audience will always dictate the contents you include in your portfolio.

Portfolios can be in a hard-copy format or an e-portfolio (structured using the web or PowerPoint). You can also design a mini-portfolio to leave with an employer during an interview. Whether you choose to construct your portfolio in a hard-copy or electronic format, the process is similar.

Step One – Assessment:

- First, decide how you want to use your portfolio. Who is going to be viewing it, and what types of items might they be looking for? Job descriptions can be a nice "filter" to use for determining your portfolio contents.

Assess yourself. If you are using it for employment, what type of work are you seeking? What are your "PEAKS" (your personality traits, experience, accomplishments, knowledge, and skills)? What are your values, goals, and workplace preferences? What motivates you to do good work?

Step Two – Selecting Portfolio Items:

- Select items that show how you have gotten results, solved problems or overcame challenges, implemented innovative ideas, or demonstrated initiative.
- Select items that provide evidence of who you are as a person or a leader.
- Provide evidence of your education, training, and certification.
- Look for ways to demonstrate the experiences you have gained, or that you possess certain skill sets.
- Look for evidence of your involvement, such as newspaper clippings, pictures, agendas, newsletters, and publicity items.
- Find items that will enable you to talk about your strengths during an interview.
- Recent examples are usually best.
- Keep in mind that quality is ALWAYS more important than quantity!
- Avoid redundancy.
- Don't restrict yourself to merely featuring paid experience.
- Don't feature skills and knowledge you dislike using.
- Get permission to use work samples and delete any proprietary information.



“Portfolios are a visual presentation of an individual's mission, goals, personal traits, experience accomplishments, knowledge, skills, education, and training. They can help you assess where you've been, and where you want to go with your career.”



Portfolio Article continued...

Step Three – Assembling Your Portfolio:

- Some supplies needed for assembling your portfolio: a professional-looking zippered 3-ring binder (look for a “D” ring); clear sheet protectors; divider tabs; creative paper for title and layout pages; and cardstock for mounting photos or creating captions.
- Put your items into sheet protectors and sort into functional categories. Organize in a way that enables you to easily retrieve items and lead with your strengths.
- Create a title page, a table of contents, section divider pages and label tabs.
- Consider using summary pages for large documents.
- Develop captions and any reflective statements you might want to use in your portfolio (such as mission, goals, values, philosophy statements, etc.)
- Strive for consistency and a visual identity –your portfolio represents your “brand.” You want it to have a tasteful, professional look. Color and photos can add interest to your portfolio, but make sure you are projecting the correct image.

Step Four – Presenting Your Portfolio: Will be covered in response to a subsequent question.

The remainder of the article will be printed in the next submission of the WCPA Newsletter in April.

RECAP: The 34th Annual WCPA Fall Conference

Framing Our Lense, Finding Our Focus

The 34th Annual WCPA Fall Conference and the Student Affairs 101 Paraprofessional Conference was held from October 18-20, 2006 at the Chula Vista Theme Resort in Wisconsin Dells.

We wish to thank the WCPA executive board and the conference planning committee for its hard work, dedication, and involvement in making the conference a success!

We also would like to thank Dr. Jim Chitwood, Dean of Students at UW-Oshkosh and a past WCPA president, for his insightful words of welcome as Opening Speaker, and for his kind support and commitment towards WCPA throughout the years.

Several key changes to the conference were made to meet the professional development needs of its attendees.

These new changes and developments lead to increased opportunity for membership involvement, exciting new partnerships, and an increasing commitment to undergraduate students who are interested in careers in student affairs.

Examples of these changes included:

⌘ **Initiated a streamlined conference planning committee of individuals from both the WCPA executive board and the at-large WCPA membership.**

The committee was lead by two co-chairs and new positions on the committee enabled a broader pool of WCPA members to participate in the conference planning process.

⌘ **Returned to the Chula Vista Theme Resort**

The 2006 WCPA conference returned to the Chula Vista Theme Resort in Wisconsin Dells after excellent years at the Kalahari Resort. Primary reasons for the change included budget and an interest in keeping the conference affordable to members. The Chula Vista provided newly renovated conference space, a new 80,000 square foot indoor waterpark, and a more serene setting located within a pine forest near the Wisconsin River.

⌘ **Partnered with area institutions to bring Featured Speaker, Tim Wise, to the Conference.**

WCPA partnered with UW-Madison, UW-La Crosse, and Winona State University of Minnesota to bring Tim Wise, who is nationally noted for his work on social justice issues, to the conference as the featured speaker. Tim gave a very thought-provoking, engaging, and reflective speech on key issues of the day. In addition to the keynote address, Tim Wise also held a breakout session for conference attendees to speak with him about how we as student development practitioners can engage our students in discourse about privilege and the unequal treatment of many in our society. According to the conference evaluation, securing a big name speaker such as Tim Wise was a motivating factor for the WCPA membership to attend the conference and we believe this was only made possible because of the new directions the conference planning team took to offer this opportunity to the WCPA members.

Featured one of the highest selections (27 in total) of programming sessions and roundtables in recent conference memory.

Sessions fell under the following topics: Social Justice Issues, Health & Wellness Issues, Leadership & Mentoring, Training and Professional Development, Roundtables, and Intercultural & Gender. Titles of the breakout sessions were:

- ⌘ Creating a Wholistic Leadership Certificate Program
- ⌘ Culturally-Inclusive Career Exploration Course
- ⌘ Peer Mentoring-Making a Difference
- ⌘ Content and Resilient
- ⌘ Framing Student Leadership Focused on the Student
- ⌘ Searching for Social Justice: Attributes of an Experiential Learning Course that Contribute to Learning
- ⌘ Preparing for the Work of Ally: Tips From the Trenches
- ⌘ Focus on Sophomores: A Snapshot of Beloit College's Program
- ⌘ Mental Health Updates
- ⌘ Queer Hot Topics: Marriage Amendment, Transgender Inclusivity and More!
- ⌘ Organize, Strategize and Mobilize: Student Organizations Working for Change
- ⌘ Keeping Your Eyes on the Prize: Using The Self As Responsive Instrument for Excellence, Equity and Social Justice
- ⌘ Developing a Career Development Program on a 2-Year Campus
- ⌘ It's Time to Face the Book: A Focus on Students' Online Behavior

WCPA wishes to congratulate Hazel Symonette, Senior Policy and Program Development Specialist, at the University of Wisconsin-Madison, for being awarded the **WCPA Program Showcase Award (Best in Show)** for her program session entitled: **Keeping Your Eyes on the Prize: Using The Self As Responsive Instrument for Excellence, Equity and Social Justice.**

The WCPA Program Showcase Award is given to the program at the WCPA fall conference that receives the highest evaluations. Hazel was invited to submit this program for presentation at the 2007 ACPA/NASPA Joint Meeting, and the good news was that the program was accepted for ACPA/NASPA in the state divisions programming slot! WCPA will cover Hazel's registration fee for the ACPA/NASPA Joint Meeting. Congratulations, Hazel!

In addition, WCPA wishes to congratulate Andrea-Teresa "Tess" Arenas, Ph.D., Executive Director, College of Letter & Science (University of Wisconsin-Madison) Office of Service Learning and Community Based Research, for the **Honorable Mention** recognition for her program session entitled: **Preparing for the Work of Ally: Tips From the Trenches.** Congratulations, Tess!

⌘ Implemented case study competition and resume review sessions

The Case Study Competition, for graduate student and entry level participants was judged by a panel of senior student affairs officers and featured general cases in key areas of student affairs. Participants were asked to create a presentation or solution for the case to a panel of judges. Participants were allowed 15 minutes for the presentation and 5 minutes for questions from the judges. The judges based their decisions on the quality of the presentation including concise and well-organized arguments, creativity and logical reasoning, and the ability to use student affairs knowledge and theory. The case study competition prize were subscriptions to the Chronicle of Higher Education and various ACPA gifts. **1st Place** went to Scott Stine and AJ Clauss. **2nd place** Jamie Stoegbauer and Jessie Stapleton and **3rd place** to Rachel Nelson and Jake Magnuson.

Conference participants were also invited to have their resumes reviewed and critiqued by career services professionals attending the conference. Many thanks to these professionals for offering their time and help!

Conference Recap continued....

⌘ **Identified and secured new sponsors and partnerships for the conference. Sponsorships consisted of advertising space in the conference program brochure as well as displays and exhibits in the main registration area of the conference.**

WCPA partnered with the College Student Development and Administration program at UW-La Crosse, the higher education graduate program at Concordia University of Wisconsin, the UW-Madison Alumni Association, and the Oshkosh Placement Exchange. They helped sponsor advertising space in the conference program brochure as well as displays and exhibits in the main registration area of the conference.

⌘ **Partnered with the Wisconsin Association of Independent Colleges and Universities (WAICU)**

WCPA also partnered with the Wisconsin Association of Independent Colleges and Universities to offer meeting space for their annual gathering at the WCPA conference. This partnership enabled private college and university professionals to attend the WCPA conference and their state meeting simultaneously. This relationship has led to increased involvement from professionals across the disciplines working in our private schools and has given them the opportunity to have a central meeting place to hold their yearly meeting. WCPA looks forward to continuing this cost effective relationship as a way to increase WCPA's efforts to reach out to private school professionals.

⌘ **Changed the dates of the Student Affairs 101 Paraprofessional Conference to a Friday/Saturday schedule to ensure a larger participation of undergraduate students to learn more about opportunities in the field of student affairs. Sixty-four students attended the conference, up from 50 students in 2005.**

A new feature of the Student Affairs 101 Paraprofessional Conference was an in-depth training of participants in the National Coalition Building Institute, an international leadership training that has worked since 1984 to eliminate racism and all other forms of prejudice and discrimination around the world.

In addition, participants also experienced small group breakout sessions on the college student personnel profession, functional areas, and graduate programs in the field. We thank those seasoned professionals and WCPA colleagues for sharing their insights and thoughts with the student participants!

⌘ **Featured a comprehensive table of resources that were used to augment diversity and social justice programming on campuses. Participants were invited to take the resources from the display table.**

⌘ **Spearheaded a very successful online Silent Auction that saw an increase in the number of items that were bid upon, from Green Bay Packers tickets to an American Girl Doll. All proceeds from the auction were used to offset the cost of the Student Affairs 101 paraprofessional conference support scholarships for WCPA members.**

⌘ **Successfully registered over half the number of participants through an online web registration system, using Pay Pal.**

⌘ **A snapshot of the results of the evaluations of the WCPA conference by its participants are at the following website:**

<http://www.surveymonkey.com/Report.asp?U=267537381841>

THANK YOU ALL FOR MAKING THE

The 34th Annual WCPA Fall Conference,

Framing Our Lense, Finding Our Focus, and the 4th Annual Student Affairs 101 Paraprofessional Conference

THE SUCCESS THAT IT WAS!!!

Ever had a question for your area rep or others in your functional area?

We're on the Web!
www.MyWCPA.org

Have you ever found yourself wondering what's happening in your functional area at other campuses? Or have you ever had a question you wanted some feedback on from other professionals in your area?

WELL...if you have contact your functional area representative and they can pose questions to the group or start a discussion.

We want you to have to benefit of many instead of a few. Gain new ideas for programs on your campus. Get questions answered. Connect with other professionals across the state!

Utilize your rep! Contact information for functional area reps can be found on the last page of the newsletter!

A Note from the WCPA President!

Dear Colleagues,

I appreciate the opportunity to serve you and the Wisconsin College Personnel Association as President for 2006-2007. I believe our organization is gaining momentum and becoming stronger as each year passes. The Board is certainly excited to see this growth and looks forward to building upon the programs and services we offer our members. I would like to send a sincere thank you to Kathy Wildman and Greg Iacarrino, the 2005-2006 Annual Conference Co-Chairpersons and their entire planning team for the phenomenal work they did in putting together such a successful conference!

During the first week of December the 2006-2007 WCPA Executive Board will start planning for the Spring Professional Development Institute and 2007 WCPA Conference.

Look for important details in the Winter newsletter.

Have a wonderful semester!

Arcetta Butler
WCPA 2006 President

Dates to Remember:

NACA,
2/17/-2/21, 2007
St. Paul, MN
(National Association of Campus Activities)

ASJA,
2/7/07-2/12/07
Clearwater FL
(Association for Student Judicial Affairs)

FYE, 2/16/07-2/20/07
Dallas, TX
(First Year Experience)

NASPA-ACPA,
3/31/07-4/4/07
Orlando, FL
National Association of Student Personnel Administrators and American College Personal Association joint conference

NACE
5/29-6/1/07
New York, New York
National Association of Colleges and Employers

If you'd like to
join WCPA!

If you'd like to join WCPA you can contact our Membership Administrator Betsy Bishop at the above address and she can get you registered! Recently, online membership applications became available so you can quickly submit from the comfort of your own office or home! Check out the website for the link. If you'd like to learn more about WCPA and all that we have to offer please take a look at our website www.mywcpa.org to check out past conferences, newsletters, photos, and much more! Grad students and professionals for all student affairs departments are welcomed!

SAVE THE DATE!

Spring 2007 PDI:

Facebook, MySpace and
Technology on Our Campuses:
Pros/Cons and Best Practices!

UW Oshkosh

Friday, April 13th

9 am-4 pm

More info to follow!

Keep your eyes peeled for
registration information!

Contact A Rep or Board Member!

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