

Volume 30 Number 1

Spring 2005

MCEIA Mission

The Midwest Cooperative Education Internship Association is a non-profit organization of employers, educators and interested individuals and/or groups from the states of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, and Wisconsin which seeks to

- *Promote an understanding of the significance and value of cooperative education and other experiential learning;*
- *Strengthen the functioning of cooperative education through active interchange of ideas and experience; and*
- *Provide a source of information about cooperative education to all interested persons.*

A MESSAGE FROM THE PRESIDENT

JOAN SMOTHERS

It's good to be 30! I remember those days. Filled with excitement of what is yet to come but having the wisdom those 30 years of experience brings you.

MCEIA is experiencing those same things. Founded in 1975, then MCEA, developed the mission of growing and advancing cooperative education programs in business, industry, government and higher education.

Much has happened in the 30-year history of this organization. We have seen the disappearance of large scale funding by government and have seen the addition of "I" [internship] to meet the needs of our employers, students and institutions of higher education.

It is an exciting time to be president of this organization, to work with you and continue to reinvent how this

organization can best meet our membership's needs. I would be interested in hearing your feedback and suggestions on what we can be doing for you. Please feel free to contact me at 319-273-6044 or joan.smothers@uni.edu

In the meantime, some of my goals include:

- Revisiting the history of MCEIA, organizing 30 years of archived information—working to make information electronic and available to members on line.
- Enhancement of the website including: historical data, ability to update contact information on line, searching membership directory, and a center for best practices sharing forms, policies, procedures, etc.
- Updating the membership directory with a more historical

picture of trends in the organizations membership.

- Strategizing with state organizations to:

Phase I—identify co-op and internship coordinators at statewide institutions of higher education

Phase II—working with schools to raise awareness of MCEIA to their employers who operate co-op and internship programs.

Join me this exciting year.



Joan Smothers, President

ACCELERATE WITH STUDENTS



MCEIA 2005 ANNUAL CONFERENCE

November 6-8, 2005 Hilton Indianapolis

2004-2005 BOARD OF GOVERNORS

Executive Committee

President

Joan Smothers
University of Northern Iowa
(319) 273-6044
(319) 273-6998 Fax
joan.smothers@uni.edu

President Elect

Pam Doerter
University of Southern Indiana
(812) 464-1865
(812) 464-1960 Fax
psdoerte@usi.edu

Past President

Scott Mertes
Central Michigan University
(989) 744-1394
(989) 774-6608 Fax
scott.j.mertes@cmich.edu

Secretary

Lovetta Houston
Illinois Institute of Technology
(312) 567-6484
(312) 567-6801 Fax
houston@iit.edu

Treasurer

Mary Eickman
St. Norbert College
(920) 403-3941
(920) 567-6801 Fax
mary.eickman@snc.edu

Ex-Officio Members:

CEIA Liaison

Kettil Cedercreutz
University of Cincinnati
(513) 556-4636
(513) 556-5061 Fax
kettil.cedercreutz@uc.edu

Minnkota Liaison

Barbara Aarestad
Concordia College
(218) 299-3492
(218) 299-3572 Fax
aarestad.cord.edu

State Directors

Illinois

Jean Spahr
College of DuPage
(630) 942-2657
(630) 858-9394 Fax
spahrj@cdnet.cod.edu

Indiana

Beth Haggenjos
IUPUI
(317) 278-7842
(317) 278-6126 Fax
bmhaggen@iupui.edu

Iowa

Rosalie Weathermon
Northwest Missouri State
(606) 562-1455
Fax
rosalie@mail.nwmissouri.edu

Kentucky

Kitty Zachery
Jefferson Community College
109 East Broadway
Louisville KY 40202
kitty.zachery@kctcs.edu

Michigan

Bob Penkala
Macomb Community College
(586) 445-7636
(586) 445-7345 Fax
penkalar@macomb.edu

Ohio

Sait Tarhan
Cincinnati State College
(513) 569-1455
(513) 569-1467 Fax
sait.tarhan@cincinnati.state.edu

Wisconsin

Karolyn Bald
University of Wisconsin
La Crosse
(608) 785-8514
bald.karo@uwlax.edu

Committee Chairpersons

Awards, Recognition, Scholarship

Dianna Cooper-Bolinskey
Indiana State University
(812) 237-2586
(812) 237-4392 Fax
cooperbolinskey@indstate.edu

College Employer Relations

Julie Johnson
AEGON Group
(319) 298-4289
(319) 298-7915 Fax
jzjohnson@aegonusa.com

Cultural Diversity

Tanye Harrison
Northwestern University
(847) 491-2613
(847) 467-4727 Fax
t-harrison4@northwestern.edu

Membership

Kendra Wilburn
Cincinnati State College
(513) 569-1662
(513) 569-1467 Fax
kendra.wilburn@cincinnati.state.edu

Newsletter

W. Mark McCreary
IUPUI
(317) 278-7671
(317) 278-7859 Fax
wmccrear@iupui.edu

Professional Development

James Opon
Illinois Institute of Technology
(312) 567-6480
(312) 567-6489 Fax
opon@iit.edu

Promotion and Publicity

Elizabeth Bushnell
Manchester College
(260) 982-5025
(260) 982-5408 Fax
ejbushnell@manchester.edu

Committee Chairpersons

Research

Dan Bingley
Northern Illinois University
(815) 753-7190
(815) 753-7190 Fax
dbingley@niu.edu

Strategic Planning

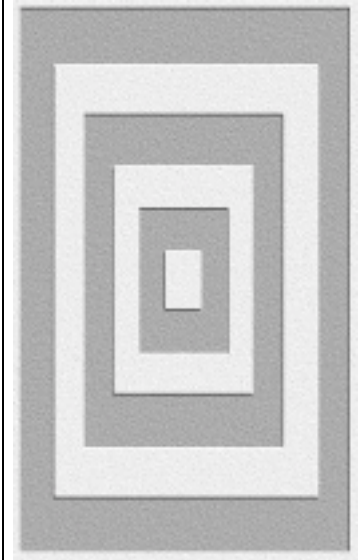
Tom Darling
Thomas P. Miller & Associates
(317) 894-5508 X 111
(317) 894-5370 Fax
tdarling@tpma-inc.com

Two Year Colleges

Nick Haggenjos
Indiana Business College
(317) 656-4742
nick.haggenjos@ibcschools.edu

Webmaster

Beth Lykins
IUPUI
(317) 278-7624
(317) 278-7859 Fax
ealykins@iupui.edu



MCEIA STATE NEWS FROM

ILLINOIS—INDIANA—IOWA—MICHIGAN—MINNKOTA—OHIO

Illinois

Jean Spahr
College of DuPage

The Illinois Association of Cooperative Education and Internships met during the MCEIA meeting in Milwaukee and again in December at Illinois State University in Normal, Illinois.

Initiatives for this year center on reestablishing our website and planning the annual spring conference.

- The website is now up and running at www.ilceai.org. Thanks to **Bob Penkala** for sharing information compiled by the Michigan Council for Cooperative Education. We hope to further build the website as time will allow.

- The spring conference, "Preparing Students for Success: Best Practices for Diversity Initiatives and Today's Millennial Students," was held March 18 at Illinois State University. Both educators and employers involved with experiential education participated.

- The change in URL is prompting a possible change in associate name to Illinois Cooperative Education and Internship Association (ILCEIA). This name will parallel MCEIA and CEIA.

Jim Opon, Illinois Institute of Technology, and **Helen Oloroso**, Northwestern University have agreed to co-chair the MCEIA conference to be held at the Marriott Hotel [near O'Hare] in 2006. Both have a great deal of experience in conference planning and our state is thrilled with

their willingness to lead.

Our current state membership in MCEIA is relatively low so we are interested in receiving a membership stipend from MCEIA, if possible, to increase the level of participation.

Indiana

Beth Haggengjos
IUPUI

The Indiana State Representatives are currently in the midst of planning the 2005 MCEIA Conference which will be held in Indianapolis, Indiana, November 6-8, 2005 at the Hilton Hotel, downtown Indianapolis. The theme of the conference will be "Accelerate with Students." Get your motors running and visit www.MCEIA.org for additional information and registration.

for Cooperative Education]. Indiana is requesting the ICCE trust held by MCEIA to be returned to the state organization in 2005. Maturity date of the trust is March 2005.

Indiana members will once again have a summer Drive-In with guest speakers and time to network. Speakers and topics are yet to be determined but from past attendance we expect to have another good turnout.

Indiana's membership has increased tremendously within the past year and we are proud to announce that we have a good representation on the Board of Governors. At this time Indiana is being represented with six Indiana members on the Board.

Iowa

Rosalie Weathermon
Northwest Missouri State University

The Iowa Association for Internships and Cooperative Education (IAICE) met November 14, 2004 in Des Moines, Iowa on the Drake University campus. Roundtable discussions were presented on two topics: [1] International Students and Internships, and [2] Developing New Internship Sites, provided attendees with practical "nuts and bolts" ideas on how community colleges, universities and employers can build effective relationships and programs. After a networking lunch and business meeting, members listened to a

presentation by **Larry Hanneman** of Iowa State University entitled, "Career Services and Employers: Strategic Contributions to Curriculum Management and Student Development." Iowa Workforce Development staff members, **Donna Burkett** and **Ann Wagner** provided information about the anticipated changes in Iowa's workforce through 2010.

The IAICE Executive Committee is currently in communication with another statewide professional organization about a joint meeting for the summer of 2005. For more information, contact President, **Rosalie Weathermon** at—Rosalie@mail.nwmissouri.edu

Minnkota

Barbara Aarestad
Concordia College Moorhead

The 14th Annual Tri College Career Fair held in Fargo, ND, November 4th yielded a good cross-section of employers and students alike. Concordia College, Minnesota State University Moorhead, and North Dakota State University career centers cooperated in the venture to which ten other baccalaureate colleges and universities were invited. This fall event attracted students seeking cooperative education, internships, and full-time employment. MCEIA members **Karleen Mjolsness**, **Ann Sitzmann**, and **Barbara Aarestad** served

planning committee.

On February 22, Minnesota's Private Colleges sponsored their 28th Annual Job and Internship Fair at the Minneapolis Convention Center. Over 125 employers exhibited and approximately 1500 students attended.

Ohio

Sait Tarhan
Cincinnati State College

OCEA had its Executive Board Retreat on January 20-21, 2005 at the Sheraton Hilton in Columbus, Ohio. Several items were on the agenda.

The OCEA 2005 annual conference will be held May 18-19, at Cherry Valley, Ohio. Status reports from the planning committee were made.

The questions "What's great about OCEA?" and "What problems exist?" were given an extensive review. Such positives as: wonderful support and networking resource, excellent annual conferences, and Ohio's premier co-op

programs all were mentioned. Such challenges as: loss of members, few employer members, non-functioning committees and no activity between board meetings were also addressed. Strategic planning in small groups to deal with these challenges was then done to determine what needs to be achieved in the upcoming year.

Modifications to the OCEA Constitution were voted on. The combining of various committees and the streamlining of their duties were proposed. The possibility of a drive-in workshop before CEIA in the fall was discussed.

OCEA will be working with Thomas More College's TAPP program. The students will be working on a

marketing plan for OCEA as part of the coursework and projects.

A big item on the agenda was a final vote for OCEA to forego a separate conference in 2006 and have their conference in conjunction with CEIA's annual conference to be held in Cincinnati. That year will celebrate 100 years of co-op and it will be an especially significant conference. A CEIA/OCEA Letter of Understanding was approved by the OCEA Board for drafting and review.

The next Board meeting will be April 15th at Clark State Community College.



Awards

2004 AWARDS OF EXCELLENCE: INDIANA UNIVERSITY PURDUE UNIVERSITY—FORT WAYNE

How do we encourage employers to host interns, motivate students to pursue internships, or attract student candidates for our co-op positions? By creating publicity tools to promote cooperative education and internship programs! The Promotions and Publicity Committee sponsors the Annual Awards of Excellence competition to recognize members' outstanding efforts in promoting cooperative education and internships. Entries are accepted in the following categories:

- Best Brochure
- Best Newsletter

The 2004 Awards of Excellence were presented at the MCEIA

Annual Conference in Milwaukee, Wisconsin. Entries were evaluated on criteria including readability, appearance, and content. Judges selected the following winners:

Best Brochure: Indiana University Purdue University—Fort Wayne

Best Newsletter: Indiana University Purdue University—Fort Wayne

Do you have innovative and effective promotional materials? Submit them for next year's Awards of Excellence competition. Look for information about how to enter on the MCEIA website.

Congratulations to this year's winners!

Elizabeth Bushnell, Chair
Manchester College



EDUCATOR AND EMPLOYER OF THE YEAR: DAN CAYCE, EDUCATOR—AEGON, EMPLOYER

The E. Sam Sovilla Educator of the Year was awarded to **Dan Cayce**, Dean of Business Technologies Division at Cincinnati State Technical and Community College. Dan was recognized for his many years of leadership in cooperative education at the state, regional, national and international levels. His integrity, involvement, generosity, sense of values, professional responsibility and

commitment to our craft made him the perfect candidate upon whom to bestow this honor.

The Employer of the Year was awarded to **AEGON Group** of Cedar Rapids, Iowa. AEGON was recognized for its strong history of mentoring students through its internship program. Since its inception in Spring 2000, the Cedar Rapids site has hosted 286 interns from 22 schools.

At the conference in Milwaukee, a drawing was held to pick an Educator and Employer each of whom will nominate an intern or co-op student for \$1,000 scholarships. **Beth Haggens** of the Indiana University, Kelley School of Business, Indianapolis will choose a student, as will **Dana Ernst** or Robert W. Baird and Company, Inc. [see sidebar]

Pam Doerter, Chair
University of Southern Indiana

2005 MCEIA Student Scholarship Recipients

Kelly Bannan, a Business Administration graduate from Marquette University in December 2004, was nominated for the scholarship by **Dana Ernst**, Recruiting Specialist with Robert W. Baird & Co., Inc. for work as a Human Resource Intern.

Amber Cash, a junior Accounting and Finance student, was nominated for the scholarship by **Beth Haggens**, Associate Director of Career Placement at the Indiana University, Kelley School of Business, for her work as an accounting intern with BDK, LLP in Indianapolis

MCEIA RESEARCH REPORT

MCEIA was fortunate to receive three research proposals this year. Two winners were announced at the conference in Milwaukee, and each received \$1500 to assist in research. **Nancy Watson** [University of Wisconsin-Stout] submitted a proposal entitled, "An Examination of the Value of Peer and Faculty Interaction during Co-ops in Higher Education." The other recipient, **Charles McGlothlin, Jr.** [Oakland University], submitted a proposal entitled "An Analysis of Key Internship Characteristics as Related to Interns' Perceived

Value Of and Satisfaction With the Internship Experience." Winners will present their research findings at the fall 2005 conference in Indianapolis.

Sarah Hezlett [University of Illinois], one of last year's award winners, presented her report at the Milwaukee conference. Her presentation was entitled, "How Do Mentors Help? An Investigation of Support Provided to Participants in Internships and Cooperative Education Programs." Bill Jacobson [University of Wisconsin-Eau

Claire] will present his report, "Influence of College-Level Internships on Academic Success," in Indianapolis.

Research Committee members include **Kathie House**, **Peggy Harrier**, **Kristy Wisner**, **Lisa Phillips**, **Rita Young Bantom**, **Roger Spilde**, and **Brendalee McCarthy**.

Proposals for next year's research grant awards are due July 31, 2005. Guidelines and applications are available on the MCEIA website.

W.I.S.D.O.M.

DIVERSITY RESOURCE PAGE NOW AVAILABLE

We provide diverse workshops at the conference but where does the information go from there that members can return to? Well, a section on the website that serves as diversity resource for all members of MCEIA is now available.

This resource site is called 'MCEIA W.I.S.D.O.M. Diversity Resource' and will provide articles and website links related to career development that will be useful tools to both the industry recruiter, human resource person, and the college career services director or advisor.

The acronym "W.I.S.D.O.M." stands for the following:

- Women
- International Students
- Sexual Orientation
- Disabilities
- Other Issues
- Minorities

Visit www.MCEIA.org and click on a link to see the information that is now available to you.

Tanye Harrison, Chair
Northwestern University

Check these out:

- www.careerwomen.com
- www.internationalstudent.com
- www.glpccareers.com
- www.aapd-dc.org/docs/info.html
- www.pay-equity.org
- www.workplacediversity.com
- www.asiandiversity.com
- www.hace-usa.org

LOOKING TO GET MORE INVOLVED?

MCEIA needs you! We are currently looking for employer or education members to take leadership roles in the Two Year College Committee; and the Employer Relations Committee.

We are still actively seeking state representatives for the states of:

- Kentucky
- Minnesota
- Missouri

All committees need committee members to assist in their efforts. As with any volunteer organization, the work of committees is vital to MCEIA's success. They are truly our heart and soul. If you are more interested in serving as a committee member, please contact the current chairperson.

Awards and Recognition: responsible for coordinating Employer and Educator of the Year Awards, as well as Scholarship awards to students either enrolled in a member college/university, or employed by a member employer.

College-Employer Relations: responsible for seeking methods for improved working relations and information exchanges between educators and employers. Works with membership committee to improve ratio of employer and college members.

Cultural Diversity: responsible for informing members of legal recruitment issues, developing statistics on co-op minorities and developing methods for enhancing co-op opportunities for minority students. Also responsible for representing MCEIA at minority recruitment events. Works with conference program committee to develop and workshop diversity issues.

Professional Development: responsible for assisting conference program committee in identifying workshop topics to address career and professional development issues. Also responsible for coordinating sources of training appropriate for co-op professionals.

Membership: responsible for maintaining membership records, providing membership certificates, publishing and

distributing annual directory and addendum and supporting state initiatives to encourage MCEIA participation.

Nominations: chaired by the Past-President, committee is responsible for soliciting and recommending a slate of candidates for elected officers of MCEIA.

Promotion and Publicity: responsible for improving awareness of cooperative education and MCEIA through promotional materials and publicity releases. Updates existing printed materials and maintains standards for new publications. Coordinates annual publicity awards.

Research: responsible for promoting MCEIA research grants, then for screening applicants and making recommendations to the Board for funding. Also responsible for overseeing association projects such as salary surveys, future co-op projections, and the like.

Strategic Planning: responsible for reviewing MCEIA policies and procedures to promote cooperative education within

Membership Awards

Congratulations to our members for their years of service!

Phil Lavender—25 years

Ron Nilsson—15 years

Doug Davis—15 years

David Fitzgerald—15 years

Carol Sdun—10 years

Cheryl Krueckeberg—5 years

Dan Bingley—5 years

Thomas O'Brien—5 years

Michigan

Robert S. Penkala

Macomb Community College

The Michigan Council for Cooperative Education (MCCE) under the direction of **Rita Banton**, Chair, has taken on an aggressive agenda for 2004-05. From strategic planning, to defining the organization's mission and vision, to revamping the website, to updating the logo, to revising the By-Laws to planning our annual meeting, MCCE has been in high gear since July 2004.

The MCCE Executive Committee met on Wednesday, February 16, 2005 to discuss and make decisions about the following initiatives:

- * a new membership fee structure taking into consideration the desire for individual organizational and employer sponsorship levels.

- * planning how to increase membership in the organization.

- * a new website design for MCCE incorporating the new logo.

- * planning for a joint annual meeting with the Michigan Association of Collegiate Career and Employment Services.

- * call for annual awards presented at the MCCE annual meeting.

- * discussion regarding the organization's name and possible inclusion of Internships or other forms of experiential education.

- * planning for a Drive-In workshop in partnership with Automation Alley of Metro Detroit in April 2005.

- * February was declared Cooperative Education Month in Michigan by **Governor Jennifer Granholm**.

- * Planning for a Michigan Virtual Career Fair in April 2005 with over 20 colleges and university partners and 50 employers.

- * planning to involve the Upper Peninsula of Michigan in MCCE initiatives.

- * planning to begin updating the Michigan Co-op At a Glance in 2005.

- * planning the 2005 MCCE annual meeting, June 8-9, 2005 at Brook Lodge in Augusta, Michigan. Activities and workshops have been planned for this two-day meeting.

Check out Michigan's website at www.egr.msu.edu/mcce/

A Brief Historical Perspective of MCEIA by Phil Lavender

A special "thank you" to **Jack Crusoe**, Director University Placement Services, Wayne State University for his original archives, notes, and help in organizing MCEIA.

How It Happened

On Thursday, October 23, 1975, sixty-five interested persons met in Dearborn, Michigan, and officially founded the Midwest Cooperative Education Association. Over one-third of those attending the meeting were representatives from business and industry. Sixty-two persons from Michigan, Ohio, and Indiana had paid dues even before the organization was officially founded. The time was right for industry and education in the industrial heartland of the U.S. to join hands in a new common adventure—the founding of a professional association to promote the growth and qualitative advancement of cooperative education. The original goals of MCEIA were clear and simple: [1] Broaden the interpretation and understanding of cooperative education; [2] Strengthen the functioning of cooperative education among employers, within educational institutions, among the general public and with various branches of government; [3] Provide a ready source of information about cooperative education to all constituent populations; and [4] Foster strong working relationships and interchange of ideas with national, state, and local groups which promote cooperative education.

A constitution and slate of officers were presented at the charter meeting and MCEIA was officially begun. The original officers were: Past President and Publicity, **Jack Crusoe**, University of Detroit; President, **Jim Chambers**, Burroughs Corporation; President-Elect, **Marshall McGee**, Central State University; Membership, **Herb Peters**, Ford Motor Company; Secretary/Treasurer, **Virginia Lewis**, University of Michigan at Dearborn; Program Chair, **Gene Hamilton**, Saginaw Valley State. MCEIA is governed by a Board of Governors comprised of five elected officials: President, Past-President, President-Elect, Treasurer, Secretary. Nine State Directors from Illinois, Indiana, Iowa, Kentucky, Michigan, Missouri, Minnesota, Ohio, and Wisconsin. Four standing committees as written into the Constitution and By-Laws: Membership, Newsletter, Nominations, and Current Conference. Up to ten special committees may be created or discontinued by the President. Three ex-officio members include: National Council Liaison, Future Conference, and Minnkota representative.

The Board of Governors meet four times a year: once immediately after the fall conference, once in the winter, once in the summer, and once immediately before the next conference.

MCEIA holds an annual conference each fall. Though there is no official "rotation," a different state hosts the conference each year. The organization is financed by conference profits and membership dues. Organizational publications include three newsletters each year and a membership directory. MCEIA maintains a library of archives and information. It is housed at the University of Cincinnati, Division of Professional Practices.



Please visit me at www.mceia.org