

Millersville Works for You

Fall 2008

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Welcome to the first edition of **Millersville Works for You!**



Getting Involved with Millersville University

Each year, more than 200 organizations benefit from the talent, energy, and knowledge of Millersville University's students, faculty, and staff. Businesses and organizations form partnerships with Millersville University in the areas of career placement, specialized training, internships, and faculty consulting.

Each year, many organizations reap the rewards that exposure to over 100,000 residents of Lancaster and surrounding counties brings through taking advantage of Millersville University's corporate sponsorship and advertising opportunities.

And each year the philanthropic support of generous organizations helps Millersville University to maintain quality educational and cultural programs, which strengthen our regional economy.

Simply put, becoming involved with Millersville University is a business decision that makes sense.

This newsletter is geared toward keeping you up-to-date with the latest news on opportunities for your organization to get involved with Millersville University. If you have any questions or would like information about additional opportunities not listed, please contact me.



Maura Hamberger



Millersville students working hard at their internships.

Like what you see?

Know someone else who might be interested in receiving this newsletter?
Please call or email **(717) 872-3820; maura.hamberger@millersville.edu**

Wanted: A few Good Employees

Qualified talent is just a click away with Career Services

Career Services at Millersville University facilitates career development for students and alumni by helping them choose a major based on their interests and skills; teaching them how to market themselves to employers; and connecting them to employers through career fairs and a free online service, MU College Central Network (MUCCN).

As an employer, you can take advantage of Career Services' Employer Services to easily find qualified student and alumni candidates.

Join over 2,000 employers registered with MUCCN.

MUCCN is a free, web-based service that allows employers to post positions and access student/alumni resumes. To register, visit www.collegecentral.com/millersville and click on the "Employer" icon.



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Connect directly with qualified students.

On-campus interviews are a great way for employers to speak directly with qualified students. There are two ways you can do this:

Option 1: The Career Services office will send you resume packets of interested students for your review and selection and work with the students to create an interview schedule. Please plan at least four weeks in advance to arrange your campus visit. To set-up your campus interview date, contact **Donna Ressler** by calling (717) 872-3312 or emailing donna.ressler@millersville.edu.

Option 2: Through the MUCCN resume program you identify a pool of qualified students whom you would like to interview. You create the interview schedule and Career Services provides the interview space. Rooms are available on a first-come first-served basis. This service is limited to employers who are looking to offer positions to students who seeking employment after graduation. To check space availability, contact **Donna Ressler** by calling (717) 872-3312 or emailing donna.ressler@millersville.edu.

Promote opportunities to a wide audience.

Job fairs are a great way to promote your business on campus and meet potential candidates. For information about upcoming job fairs visit our website at www.millersville.edu/~career.

"I always welcome the opportunity to meet with you one-on-one to discuss how you can connect with Millersville University students and alumni. If you are interested, a campus visit can also be arranged for you to meet with faculty and university representatives to discuss developing partnerships and collaborative programs."

Movin' On Up

The Internship Office is Movin' On Up

Millersville's Academic Internship program is movin' on up. This fall the move to Bedford House (a very visible site on George Street) will allow us to advertise events to students from our front porch, right in the middle of campus!

We are also "moving" from hosting one Internship Fair a year to two (one in the fall and another in the spring). Last year more than more than 725 students attended the fairs and employers were extremely pleased with the students they met.

Additionally, we are moving forward in the number of students and employers who make successful matches. Last year 266 organizations benefited from the talents and energy of 383 interns. The students earned more than \$956,000 and 1,200 credits toward graduation. Many also worked with non-profit agencies to help them meet their goals.

Employer evaluations tell us that our students are well prepared academically and have a strong work ethic. 99% of employer evaluations stated that the student was academically prepared for the position and 94% said they would hire the student if an opportunity was available. Millersville's internship program is a win-win situation for everyone.

Last year we hosted an Employer Breakfast which was attended by 45 potential employers and included a presentation designed to help employers develop a successful internship program. Due to the success of the event, we will be doing that again this year. If you are interested in receiving an invitation, please contact Internships & Civic Engagement Services by calling (717) 872-3774.

For more information on our internship program and how to get involved, visit the Employer Section of our webpage www.millersville.edu/~intern. There is a job description form to get you started.

Volunteer central, which provides volunteers to the non-profit community, is also located in Bedford House, making us a one stop shop for exceptional Millersville University students.

Diane Fleishman
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Engagement Services
(717) 872-3774
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Supporting Educational Opportunities has Never been Easier

Educational Improvement Tax Credit Program

Companies authorized to do business in Pennsylvania who are subject to one or more of the following taxes can participate in the Educational Improvement Tax Credit Program (EITC):

- Corporate Net Income Tax
- Capital Stock Franchise Tax, Bank and Trust Company Shares Tax
- Title Insurance Companies Shares Tax
- Insurance Premiums Tax
- Mutual Thrift Institution Tax
- or Personal Income Tax of S corporation shareholders or Partnership partners

This program allows tax credits to be applied against the tax liability of a business for the tax year in which the contribution is made. The allowance is equal to 75% of the contribution up to a maximum of \$300,000 per taxable year. If a commitment is made for two year consecutive years the amount can be increased to 90% of the contribution. The EITC program is administered by the Department of Community and Economic Development (DCED) on a first-come-first-serve basis.

The Millersville University Lancaster Partnership Program (LPP) is registered with EITC as an educational improvement organization. LPP serves students in the School District of Lancaster. Its primary mission is to encourage all socio-economically disadvantaged students enrolled in the district to graduate from high school and to pursue a post-secondary education. The program provides a comprehensive range of support services for these students and their parent(s). They receive counseling and personal encouragement, tutorial support and academic skills development. Additionally, support from college-age and community mentors are provided until the students complete high school and enroll at Millersville University or another institution of higher learning. Students who meet income guidelines receive additional assistance with their college expenses when they graduate from McCaskey High School and enroll at Millersville University. The Lancaster Partnership Program, a collaboration between Millersville University, the School District of Lancaster and the sponsoring corporations, affirms that education is a key to achieving success in life. This program is a testament to a valued investment in the future for both the students involved and the entire community.

To Apply

A business must complete & submit an EITC application annually with:

DCED Center for Business
Financing, Tax Credit Division,
(717)-787-7120 or
tknorr@state.pa.us.

It will be determined whether the firm qualifies for the program.

More information and the forms can be found online at www.newpa.com/programDetail.aspx?id=62.

Identify Millersville University Foundation as the educational improvement organization you wish to support.

Jan Edwards
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The university generates more than \$388.7 million annually in direct and indirect business stimulus.

\$196.2 million in Lancaster County alone.

Philanthropic Support helps Strengthen Local Economy

Show Your Support Today

Millersville University has a significant impact on the communities in which you operate your businesses. The university generates more than \$388.7 million annually in direct and indirect business stimulus. \$196.2 million in Lancaster County alone.

Millersville University employs over 1,000 people who live in Central Pennsylvania. The university also enrolls more than 8,000 students, who are not only patrons of many local businesses, but are (or may be) employed by them as well.

In addition to the revenue generated by Millersville University employees and students, the local economy benefits from thousands of visitors to campus. It is important to have a strong public university in our region.

Philanthropic support allows the university to maintain quality educational and cultural programs, which strengthens our regional economy. To add your support to this significant and vital community resource, please visit www.millersville.edu and click on "Giving to Millersville."



Choosing the **Best Solution**

“Tailoring” Employee Development

Identification of an individual's development need is often the easiest step in the training process. This effort can be driven either by an assessment of the skills or needs of the individual or by needs arising from organizational changes or focus within the organization.

Once the development goal is identified, it is important to create a process map to enable the employee to transition from his/her current state to the newly identified desired state. Often, this is an easy task accomplished by informing the participant of the needs, enrollment in training and application of the information learned. However, it is important that some

analysis be performed following identification of the development need to determine the most appropriate path to achieve the goal. Roadblocks can easily detract from the desired goal.

The path to successful employee development may take many directions. The following is a sample of such a process:

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Step 1 – Determining the scope or breadth of change

This is a gap analysis identifying difference between the individual's current skills and desired skill level. The difference, or gap, identifies the development that needs to occur to achieve the development goal. This provides the employer with a first glimpse of the size of the training project.

Step 2 – Assessment of the employee's acceptance of change

Individuals accept change in different ways. In fact, one person may embrace some changes but resist others. Changes in the workplace may be welcomed as an opportunity for additional income, enhanced job security or elimination of an undesired task. Other changes may be perceived as a threat to job security, adding undesired complexity or work, or beyond the individual's abilities. Understanding how the training will be perceived will provide some insight regarding content, scope and structure of a training program.

Step 3 – Identification of units of change

At this point, the employer understands the scope of change expected of the employee as well as the employee's willingness or ability to accept the change. With this information as a guide, the employer must determine how much of the goal can be accomplished in one effort. It is difficult to implement significant changes in a one-step process. Frequently, such changes must occur over time with training being segmented and delivered over a period of time.

Step 4 – Identifying the method to deliver training

Each audience will have different characteristics which, in turn, influence how training will be delivered. Delivery of information can be done in many ways including distance learning, reading, lecture, interactive meetings, discussion and observation.

Instructor styles may also vary to meet the needs of the audience. An example of the variety of dimensions could include a presentation style which could range from a professional versus casual presentation.

Step 5 – Support and accountability for application

The final step, following delivery of training, is the application of the information that has been presented. This responsibility is two-sided with ownership lying with both the employer and the employee. The employer is responsible for creating an environment supporting a change in behavior by the employee and clearly identifying the expectation for change by the employee.

The employee is responsible for application of what has been learned.

Utilization of a development map can assist the organization in achieving a more predictable and desired outcome from the training as well as insuring a better return on the development investment. This assessment is important to future training plans.

With offices conveniently located in Millersville and Harrisburg, The Corporate University at Millersville can assist organizations with developing their training goals and providing high-quality professional and leadership development that enhances the effectiveness of individuals and organizations.

Interested in Reaching over 100,000 Local Residents?

Millersville University's Corporate Sponsorship and Marketing Opportunities are for you.

Sponsoring athletics, student programs, cultural events, and advertising opportunities guarantees that your message will reach **more than 100,000** residents of Lancaster and surrounding counties, many of whom have college degrees.

Through committing to a sponsorship or advertisement, you reach:

- **40,000 + fans** at Millersville University athletic events. Recent renovations at Biemesderfer Stadium include a new turf field, new seats, locker rooms, and a new track. The stadium plays host to the Millersville football, lacrosse, soccer, and track and field teams along with the Penn Manor High School football team.
- **40,000 + members** of the Lancaster community who learn about our cultural events series through regular

mailing and e-mail messages.

- **15,000 + members** of the Lancaster community who routinely attend cultural events on our campus.
- **20,000 + visitors** who experience our beautiful suburban campus each year. This year we introduced prospective students and their families to the new Admissions Welcome Center. This area offers area lodging, restaurant and tourist attractions the opportunity to share information about their businesses with the thousands of visitors who come to our campus annually. We invite you to arrange a visit to the center.
- **9,000 + students**, faculty and staff who attend and are employed by Millersville University each year.

In addition to the advertising benefit to your business, your commitment provides valuable funding for athletic scholarships and serves to enrich our student programs.

Our university marketing team develops a customized sponsorship program that enhances the visibility of your business with our audiences. For more information or a list of our corporate sponsorship opportunities, please contact Millersville University's marketing department at **(717) 872-3586**.

Elizabeth Braungard

Director of Marketing

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Project Management Training & Certification

Two Courses Offered this Spring in Harrisburg

Project Management has been called the skill-set for the New Millennium. Those with a full understanding of the techniques and disciplines of project management will be prepared to face challenges within your organization.

Two courses are offered in Project Management including Foundations in Project Management and the Project Management Professional (PMP®) Certification Preparation Class. These courses, focused on the Project Management Body of Knowledge, are designed to develop project management skills, prepare participants for the industry certification exam, and to foster professional development.

This program will provide participants with a professional competitive advantage and prepare them to make an enhanced contribution to their organization. The eight core knowledge areas of Project Management are covered in both courses providing participants with information about:

- ☉ Conceptual development, scope statement and reporting, work authorization, and control systems throughout the project life cycle
- ☉ Contract objectives and type, the acquisition process, contract administration, and post-contract evaluations
- ☉ Methods for planning, estimating, scheduling and controlling time
- ☉ The importance of identifying the audience, the communication process, communication skills, the environment, and the application of communication management
- ☉ Estimating, forecasting, budgeting, and controlling costs as well as the application of cost report information
- ☉ Administrative and behavioral aspects of human resources management unique to project management
- ☉ Techniques for identifying, evaluating and mitigating risks
- ☉ Quality assurance, quality control and the quality management plan



When?

Saturdays this Spring from 8:30 a.m.–4:30 p.m.

Foundations in Project Management

Dates to be announced.

PMP Certification Review

Dates to be announced.

Who should attend?

Business team managers, project leaders, those seeking PMP Certification (visit www.PMI.org for more information about PMI Certification requirements and PMI membership) and those new to the field of project management.

For more information

Contact us at **(717) 871-8957** or www.corpu.millersville.edu.

Training Spotlight

Managing Growth and Organizational Change

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Is your company experiencing growing pains? Is teamwork suffering at the speed of business? Everywhere you look, are people hurried, running out of steam, or communicating ineffectively? Do you need new leaders to emerge and take charge?

Created to reveal misconceptions and clarify communication, this 36-hour training will raise your company's performance to new standards.

First, the true role of the manager is examined, with an in-depth look at the top 14 leadership characteristics, the dual role of managing and leading, and examples of classic leadership models.

I didn't do it!

Highlighting responsibility and accountability, spotlighting both leaders and followers, getting results is the focus — with an extensive study of proactive versus reactive behaviors and guidance on management and employee accountability.

What's teamwork without communication?

Find your true communicative style and gain positive and productive methods of expressing yourself. Gain insight into other communication styles and create synergy where there may have once been discord.

Thanks, boss!

Motivation makes everything happen. Learning your team's needs and wants is essential to good leadership — make it happen and learn how to balance unique individuals.

Where did the time go?

See various "time robbers" — deterrents to productivity. Look at an in-depth analysis of delegation: why it's avoided, how to initiate it, and how to make it effective.

Social skills: Where do we get them?

Focus is placed on self-awareness, self-motivation, empathy — begin integrating these skills into your daily interactions.

How am I doing?

Feedback is essential to keeping teams — and individuals — on the same page. Learn some defensive, sidetracking techniques to avoid and improve poor performance without becoming the bad guy.

Wrapping it all up with action planning

Focus on goal development, evaluate your plans, and test them for effectiveness and improvability.

A company — **your company** — is only as good as its effectiveness, and with this training, *Managing Growth and Organizational Change*, you can be sure that your team stays strong, committed, and focused.

THANK YOU

THE CORPORATE UNIVERSITY AT MILLERSVILLE

Millersville University's Corporate University, in partnership with the Office of Global Education and Partnerships, offered its fifth annual "Doing Business in the United States: A Professional Seminar" to international master's degree and executive MBA students from July 8, 2008 - August 8, 2008.

The international study abroad opportunity was forged five years ago with MU's sister institution in Pamplona, Spain, the Foro Europeo Escuela de Negocios (School of Business). This four-week professional training and education program provides students with an intensive course of study in the areas of business and English Foreign Language. The business curriculum integrates theoretical instruction on three broad business seminar topics (Cross-Cultural & Doing Business, Strategic Planning & Partnerships, and Operations Management & Marketing) with a practical job shadowing experience.

We would like to thank the following local companies for their continued support of the program by providing site tours and job shadowing opportunities for the international MBA students.

2008 Site Visits:

Glatfelter Insurance Group, York

Harley Davidson, York

Lancaster Laboratories, Lancaster

2008 Job Shadowing:

Beard Miller Financial Advisors, Lancaster

Cadmus Printing, Lancaster

Community First Fund, Lancaster

D&E Communications, Ephrata

Garber Dairy Farm, Lancaster

Glatfelter Insurance Group, York

Groff Candies, Lancaster

Jones Automotive Group, Lancaster

Lancaster Labs, Lancaster

Spanish American Civil Association, Lancaster

State Farm Insurance, Lancaster

The Horst Group, Lancaster

Previous Year Partners Include:

Bosch Security Systems

Cimbrian

Fulton Bank

Godfrey Advertising

Northwestern Financial Network

PA CareerLink of Lancaster County

Tech Council of Central PA

The High Companies

Turkey Hill Dairy

RR Donnelley

Wilbur Chocolate

Sterling Financial

Educators Mutual Life

Armstrong World Industries

Alcoa

Shane Rottier

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The Corporate University at
Dixon University Center

(717) 720-7021

www.dixonuniversitycenter.org/corpu/



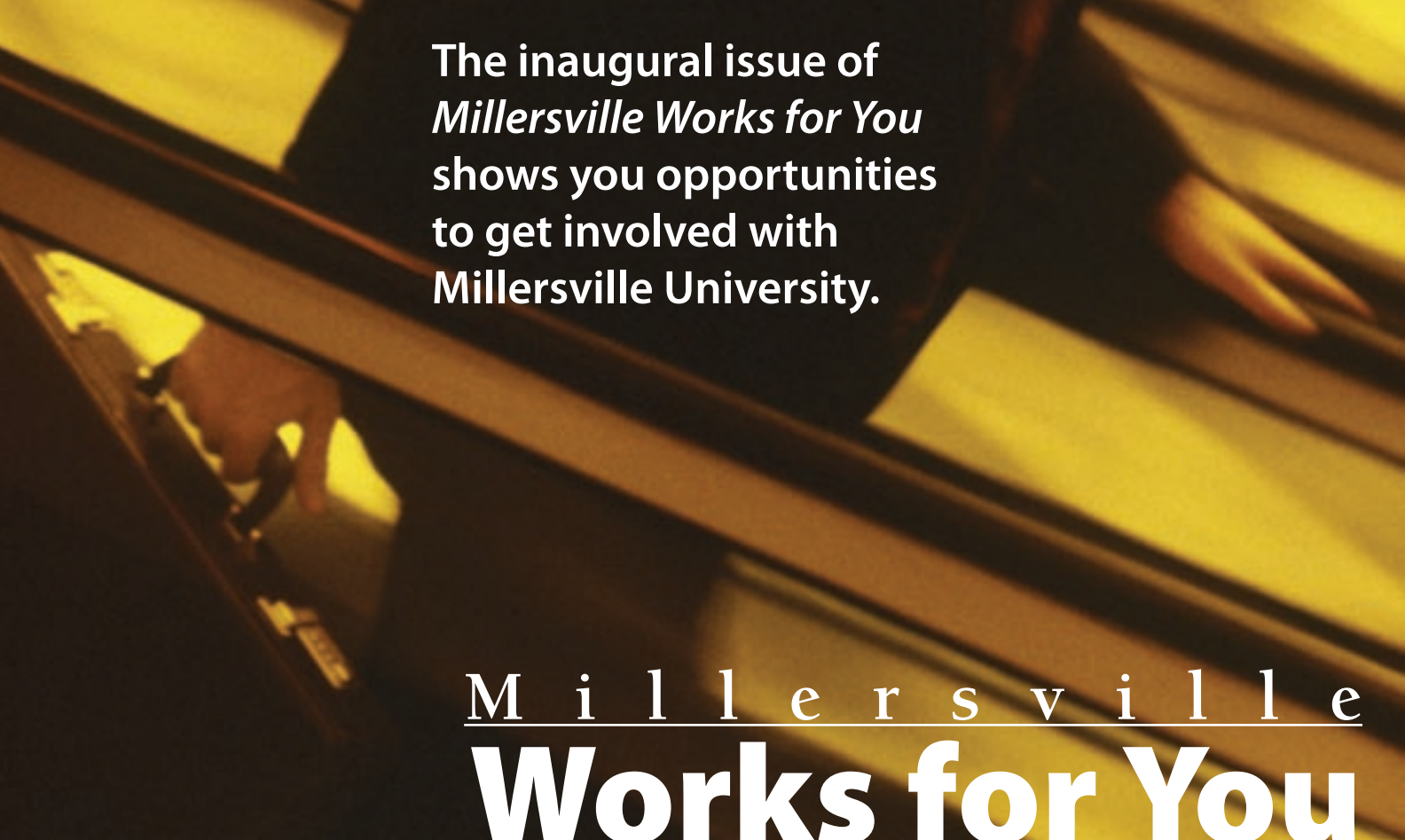
Millersville University

SEIZE THE OPPORTUNITY

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The inaugural issue of
Millersville Works for You
shows you opportunities
to get involved with
Millersville University.

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Works for You

Fall 2008