

2015

## UNOPA Notes, Volume 53, Issue 7, February 13, 2015

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# January 13 UNOPA/UAAD Joint Meeting fun

The joint UNOPA/UAAD meeting held on January 13 was a big hit. We had a great time asking questions of the Backyard Farmer (BYF) panelists. They were very informative and entertaining at the same time!

The UAAD leadership wants to ask them again next year so maybe we'll get another chance to bring them our yard questions.

Thanks to Susan Thomas for making arrangements with BYF and the hospitality for the fun decorations and plants that people got to take with them.

Jane

More details at: <http://go.unl.edu/vgcz>



*(Left to right, both photos) Backyard Farmer panelists Kim Todd, Dennis Ferraro, Zac Reicher, Kevin Korus and Sarah Browning*

Backyard Farmer panel on Jan. 13, 2015.

# Hobbs gives insight into Juvenile Justice Institute at February General Meeting

Dr. Anne Hobbs, from the School of Criminology & Criminal Justice and Director of the Juvenile Justice Institute, spoke at the February 10 UNOPA General Meeting.

She talked about her fascinating mentoring program between juvenile offenders and University of Nebraska-Lincoln students. UNL students enroll in a course and are assigned to provide mentoring to those in juvenile detention centers in Nebraska who are willing to have a mentor.

Dr. Hobbs said that there is great success with the program as it reduces the recidivism for juvenile detainees.

Many thanks to Barbara Homer who arranged for Dr. Hobbs to speak to us; it was one of the most interesting meetings I have attended.

Jane

More details at: <http://go.unl.edu/647f>



Dr. Anne Hobbs

# From the President

We need you! UNOPA needs to identify more people willing to run for elected office; in particular, we need a President-elect and Recording Secretary.

I would love to talk to you about running for office. The President's job is so rewarding, it is hard to describe. There are many people that I feel I know much better for having taken on this role.

There are many duties to fulfill as President, but I have never felt like I was alone. There are lots of members available to help whenever and wherever they are needed.

When I first started with UNOPA, it didn't take me long to realize that if I wanted to get something out of the organization, I had to give something of myself to get it. I was encouraged by many people to begin as a member on a committee, then as a director on a committee. After a long while with UNOPA, I realized that my professional growth depended on my willingness and ability to work as an elected officer. Wow, have I grown.

Because I took on this responsibility, I was asked to do another job for the University just because my experience with UNOPA allowed me to prove that there was more to me beyond the scope of office professional and that I could do other jobs well. I always wanted that type of recognition and approval and being President provided a great way to get that!

If you want to talk about your possibilities and want to know more about this position as well as any other board positions, I would love the opportunity.

So, think it over and join the fun!

Jane

# Seats available for Emergency Preparedness Brown Bag Lunch

You can still attend the Emergency Preparedness brown bag lunch on February 18 at noon in Room 212, Jackie Gaughan Multicultural Center, even if haven't registered. There is plenty of room so let me know if you are coming so I can make you a nametag and certificate if you would like one.

The guest speaker is Mark Robertson who will talk about Emergency Preparedness and he'll share one or two "Really Obvious" videos. He thinks the session will be fun, so please be sure and join us if you can.

Jane

More details at: <http://go.unl.edu/qtrk>

# Nominations welcome for Rose Frolik Award

This annual award was established in 1988 to recognize a member who demonstrates the attributes of UNOPA's founder and first president, Rose Frolik.

Rose was an enthusiastic, energetic person who challenged life and felt that how you do your work may be a lot more important than what you do. UNOPA members who have been active for at least the past five years are eligible for nomination by anyone, including self. Recipients of this very special honor are presented with a personalized plaque commemorating their recognition, a year's membership to UNOPA, and a \$600 cash award.

Nomination materials are available on the UNOPA website. Be sure to submit your nomination by March 12 and the award will be announced at the April 14 General Meeting.

Questions? Contact Tricia Liedle at [pliedle@nebraska.edu](mailto:pliedle@nebraska.edu).

More details at: <http://go.unl.edu/xqbm>

# North Central Area Professional Development Days and NEOPA Spring Conference registration

Registration is now open for the North Central Area Professional Development Days (NCAPDD) to be held in Lincoln from April 24-25 in conjunction with the NEOPA Spring Conference.

If you attend both days, you have the opportunity to earn a total of 17 in-service hours. In addition, for those of you working on your PSP, we have 15 hours of education credit approved.

We will be welcoming North Central Area members from North Dakota, South Dakota, Minnesota, Wisconsin, Iowa, Illinois, Indiana, Missouri, and Kansas. This is our opportunity to put our Purpose Statement into action by providing quality professional development and demonstrating our support for educational office professionals all across the North Central Area.

Please let me know if you have any questions. See you in Lincoln in April. The registration form is located at: <http://neopa.unl.edu> and here on the UNOPA site:

<http://go.unl.edu/qort>

Mary Guest  
NEOPA President, 2014-2015  
NAEOP North Central Area Director, 2014-2015  
Email: [mary.guest@unl.edu](mailto:mary.guest@unl.edu)  
Cell: 402-613-2430

More details at: <http://neopa.unl.edu/>

# Save the date for 9th annual PSP Luncheon

The 9th annual PSP Luncheon will be held on March 28 from 10:30 a.m. to 1:30 p.m. at Vine Congregational Church in Lincoln.

Jim McKee will be the guest speaker and the title of his presentation is "Historical Haymarket Then and Now."

Registration information will soon be available on the UNOPA website.

More details at: <http://go.unl.edu/bx6e>



Jim McKee



# Join us at NAEOP Annual Conference in Buffalo, N.Y.

Make sure to check out the opportunity available to you by attending NAEOP Annual Conference to be held July 22-25, 2015. in Buffalo, New York.

Along with having camaraderie with your UNOPA friends, there will be lots of people to meet from all across the country. I am planning on attending for the first time and from all I have heard from people that have attended in the past, I am going to have a great experience.

There are several briefings available that may be of interest or you could choose to participate in the institute classes that can earn you 16 clock hours toward PSP certification. I know that there will be a flag ceremony, recognition for those who have received PSP certification, an installation banquet and reception for newly elected officers, and other meal events that look like fun!

If this idea is new to you and want to talk about going and find out some of the details involved in registration, please give me a call and I can help you with some of your questions. Or, I can point you in the right direction if I don't know the answers.

Registration information and all of the conference details are located on the NAEOP.org website.

I'm looking forward to going so come along with me - I know it will be a good time!

<http://naeop.org/events/2015-naeop-annual-conference.html>

Jane

# 10 worst words to use in your LinkedIn profile

The 10 Worst Words to Use in Your LinkedIn Profile

By Jeff Haden, Inc.

Words make a huge impact...unless they're overused.

Even the most descriptive and meaningful words lose all meaning when they're used too often. Clichés, hyperbole, and buzzwords may sound impressive, but over time - since everyone uses them - they mean nothing.

For example, if you see the word "extensive," you don't immediately think, "Awesome! A comprehensive suite of services covering a broad range of applications!"

Nope. Instead you skim right over the word since you've seen it thousands of times in the same context. "Extensive" is used so often it's just filler.

So with that in mind, here are the 10 most overused words and phrases from LinkedIn profiles in 2014 (along with my thoughts on each.) Take a look, and then think hard about swapping them out of your profile - and your website, marketing, and other company communications.

## 1. Motivated

Check out Chris Rock's response (not safe for work) to people who say they take care of their kids. Then substitute a word like "motivated."

Never take credit for things you are supposed to do - or supposed to be.

## 2. Passionate

Claim you're incredibly passionate about incorporating an elegant design aesthetic in everyday objects - to me at least - you sound a little scary.

Same if you're passionate about minimizing WIP. Or maximizing ROVA.

So why do so many people use "passionate"? My guess is they think, "OK, how can I set myself apart...how can I show that I'm way more into (this) than anyone else...what's the one word that will put me over the top? I know: passionate!"

And then they've actually gone over the top.

Use "focus," "concentrate," or "specialize" instead. Better yet, share results that show just how focused you are.

## 3. Creative

In 2011 and 2012, "creative" was the most used word in LinkedIn profiles; in 2013 it ranked third.

Creative is a great example of a word used so often that it no longer makes an impact. If you're creative, describe what you've created - if it's cool enough, everyone will know just how creative you really are.

## 4. Driven

Maybe you're data driven. (Wow, you try to objectively think through decisions?) Or maybe you're customer driven. (Wow, you try to please the people that pay you?)

Or maybe you're just plain old driven driven.

No matter what the form, driven is like "motivated." Or "inspired." It's filler.

Stop using it.

## 5. Extensive experience

Say you have "extensive experience in Web design." Fine...but how long you've been doing it indicates nothing: You could be the worst programmer in the world.

What matters more is what you've done: how many sites you've created, how many back-end systems you've installed, how many customer-specific applications you've developed (and what kind)....

Don't tell us how long you've been doing it. Tell us what you've done.

## 6. Responsible

"Responsible" cuts two ways. You can be responsible (but hopefully isn't everyone?) or you can be responsible for (which is just a boring way of saying, hopefully, that you did something).

If you're in social-media marketing, don't say you're "responsible for social campaigns;" say you grew conversions by 40 percent using social channels. "Responsible" is a great example of passive language begging to become active.

Don't tell us what you're responsible for. Tell us what you've done. Achievements are always more impressive.

## 7. Strategic

A strategic decision is one that is based on the big picture. Shouldn't everyone be able to make decisions based on more than what is right in front of them?

"Strategic" is a close cousin of "strategist," another buzzword that bugs me. I sometimes help manufacturing plants improve their productivity and quality. There are strategies I use to identify areas for improvement...but I'm in no way a "strategist." Strategists look at the present, envision something new, and develop approaches to make their vision a reality. I don't create something new; I apply my experience and a few proven methodologies to make improvements.

Very few people are strategists. Most "strategists" are actually coaches, specialists, or consultants who use what they know to help others. Ninety-nine percent of the time, that's what customers need - they don't want, or even need, a strategist.

## 8. Track record

We all have a track record. It may be good, it may be bad, but we all have one. (And they're all "proven.")

I actually like what "track record" implies: you've done stuff, hopefully awesome stuff. You've gotten results, made things happen, come through in the clutch...so share a few facts and figures instead.

Describe on-time performance rates, or waste percentages, or under-budget statistics...let your track record be proven by your achievements.

## 9. Organizational

Clearly this word is followed by another word: organizational development, organizational optimization, organizational behavior, organizational values, organizational communication....

Let's stop there before we both nod off.

## 10. Expert

As Margaret Thatcher once said, "Power is like being a lady; if you have to say you are, you aren't."

"Expert" is one of those things it's great to be called...but that you should never claim to be.

For example, unless you can prove it, "social-media marketing expert" might simply mean you spend way too much time obsessing over your Klout score. (Wait, does anyone worry about those anymore?)

Again, show your expertise. Let us call you an expert...because when we do, that's when we'll actually call you.

<http://www.inc.com/jeff-haden/the-10-worst-words-to-use-in-your-linkedin-profile.html>

# CCSW awards: Who has made a difference?

The Chancellor's Commission on the Status of women is accepting nominations for outstanding faculty, staff and student efforts to create a climate that encourages women to succeed at UNL. Nominations are due Friday, February 20, 2015. Nomination forms, lists of past recipients, and additional directions are available at <http://www.unl.edu/ccsw/awards.shtml>. Two awards are given, one for faculty or staff members and another for students or student organizations. For more information contact Jan Deeds at 472-2598 or [jdeeds1@unl.edu](mailto:jdeeds1@unl.edu).

Recipients will be announced the week of March 9th and the awards will be presented at the Women's History Month Dinner on Thursday, March 19, 2016 from 6 to 8 pm at the Champions Club.

More details at: <http://go.unl.edu/9cob>