

CCSA Meeting
November 15 & 16, 2001
Westin Westminster Hotel, Westminster, Colorado
Sponsored by Colorado Institute of Technology (CIT)

Thursday, November 15, 2001
Colorado Employment Outlook - Technology 2001-2006
Colorado Institute of Technology (CIT)

Keynote Speaker: Alexandra Hall, Senior Economist, Colorado Department of Labor & Employment, "The Colorado Economy and Employment Outlook". Economist Hall discussed the following points in her keynote address:

" Colorado's economic future is bright with the population still growing, aging baby boomers and Americans are still spending.

" Predicts continued growth in the services, health care, education and retail industries.

" Jobs are being added in all industry groups except mining. These industries include construction, manufacturing, services, government, TRADE (transportation, communication, utilities and postal services), and FIRE (finance, insurance and real estate).

" Grades of A+, A and A- were given by Economist Hall for her predictions of high growth industries and occupations.

" High Growth Industries: (A+) High tech (not dot.coms), elementary & secondary schools, security services, plumbing, heating and air-conditioning, amusement and recreational services; (A) local government & schools, engineering, architecture and surveying, doctor's offices, manufacturing of electronic components; (A-) construction, computer and office equipment manufacturing, air transportation and sanitary services

" High Growth Jobs: (A+) systems analysts, computer engineers, secondary school teachers, and other computer occupations; (A) computer programmers, elementary school teachers, accountants & auditors, all other computer occupations; (A-) electrical and electronics engineers, financial specialists, writers and editors, and database administrators

For copies of the full power point presentation and the 2001 Colorado Front Range High-Tech Job Vacancy Survey contact Marlaine Mowitz, University of Northern Colorado, 970-351-2698 or marlaine.mowitz@unco.edu.

Employer Panel: The Status of Career Opportunities in Technology 2001-2006 was presented by Jody Gallaway from JD Edwards; Jim Gegan from the Bureau of Land Management; and DeeDee LeGrand from BRW LeGrand and Midge Cozzens from CIT. Ann Malen moderated the panel members' discussion regarding employment issues for their organizations. Based on the panel and small group discussions, the following recommendations were made:

How should the graduating seniors be advised?

" Encourage graduates to pursue an advanced degree if it is feasible because it may improve their prospects if they are competing with an evenly matched candidate who does not have the advanced degree.

" Let them know that the job market is tighter and there is more competition. In this economy, you have to be more flexible and be willing to relocate in the beginning.

" Consider an internship in the industry of your choice, realistic experience will help when job hunting, even if this means delaying graduation.

" Be active in clubs, professional organizations, and extra-curricular activities and pursue diverse curriculum, i.e. courses that incorporate business and technology.

" Research your career options in your chosen field/industry, i.e. interview the companies on campus, attend career fairs, look at websites, do some temp or part-time work in companies you are interested in. Identify how your skills make you valuable to the company. Your job is to become the best job hunter.

" Understand a practical career path, i.e. call center to external field support to systems admin to

project management - understand that each job is a stepping stone to the next level.

" Obtain experience in any way that you can because it weighs so heavily into a decision in a competitive job market. Work at non-profits, small companies, do volunteer work in your field.

" If they have a non-citizen status, understand how their visa might affect their employability.

" If the job market is tight in their chosen field they should consider starting their own business and if doing post-graduate work, consider creating a business plan for their thesis.

" If the economic market is down, they may be able to find a job that utilizes their skills in a non-profit or a government agency.

" Although some companies may have a hiring freeze on, they are still hiring mission critical positions, but they are usually very selective in filling those positions.

What should job candidates put on a resume?

" Readable fonts, concise, accurate/honest, well-written (grammar, spelling).

" Highlight your skills, if you worked as a part of a project, be clear as to what your role in the project was, show leadership ability and ability to work in a team, show initiative, understand and use buzzwords when appropriate, keyword: PEOPLE, show lifelong learning (continuing education).

" Have a phone number with an answering machine with an appropriate message, have a permanent address where you can be reached (even if you have to get a post office box) and a professional e-mail address.

" Include interests and hobbies that are appropriate to the job.

" Include a cover letter even if it is for an e-mail resume, use it to relate the resume content to the company or the position.

" Follow the employer's application process i.e. if they want all resumes submitted via e-mail, please do so.

" Resume must capture attention of reviewer in seconds because hundreds are reviewed at a time.

" In order to tailor the resume to the industry, use online resources such as: monster.com; dice.com; headhunter.com; experience.com.

" Resumes do not have to be one page only, but should not be more than two.

How do you advise freshman-juniors?

" INTERNSHIPS! DO THEM!

" GPA is important - maintain a high one throughout college.

" It is not necessary to change your major simply because the job market may be poor in your chosen field. Pursue your interests.

" Get involved in extra-curricular activities that demonstrate leadership and group participation.

" Be sure to include technical skills in any curriculum.

" Take a project management course.

" Learn soft skills i.e. customer service, conflict resolution, follow-up and attention to detail.

" Other suggestions: find your interests and match them with your practical options, research the industry.

" There is no way to anticipate the job market 100% when students graduate, but continuously analyze the industry they are interested in - approach it like a project

" Talk to potential employers. Often they will grant informational interviews - this is good because it not only gets students the information they need but also shows initiative to the employer.

" Set realistic expectations - the market was in a boom period that could not be sustained. It will return, but not to the highest levels of previous years.

" Establish and implement an alumni mentor program to pair alumni in the job market with undergrads who are focusing on a degree in that industry.

Career Services' Breakout Group Discussions

Four breakout groups consisting of the Career Services Directors, Employer Relations, Internship and Career Counselors met to discuss specific issues in their areas. The following issues were discussed in the groups:

Directors:

" The CCHE Blue Ribbon Commission report regarding the role and mission of Colorado public

colleges

- " State of Colorado Alternative Teacher Program issues
- " Funding concerns including budget reductions, administrative cut backs and frozen positions
- " Technology issues regarding MonsterTrak, UConfirm, and Experience
- " Program Review concerns including CAS standards
- " Outreach activities with Board of Trustees, academic colleges, etc.

Career Counselors:

- " Increased programming for 1st year students
- " Sharing career counseling resources
- " Advising issues regarding majors and minors

Internships:

- " Academic credit issues
- " List serve would help to discuss common problems

Employer Relations

- " List serve would help to discuss common problems
- " Drawing out of state employers to Colorado
- " Educating students on finding jobs in this economy
- " Decrease in number of employers may result in video conferencing interviews, increased employer follow through and developing a long term relationship with employers
- " Additional employment opportunities exist in government and education

Friday, November 16, 2001

CCSA Business Meeting & Roundtable Minutes

President Ann Malen called the meeting to order at 9:00 am.

Meeting Attendees:

The following members introduced themselves indicating their name and institution:

CSU: Brett Beal, Jan Behunek, Bill Blank, Erin Fendrich, Ann Malen, Connie Ortega

CU - Boulder: Ann Herrman, Judy Hlawatch, Ray Garcia, Gordan Gray, Leigh Reeve, Howard Rosenberg, Shayn Smith, Amy Turner

CU - Denver: Joanne Wambeke

DU: Mary Michael Collignon, John Haag, Pat O'Keefe, Ruth Prochnow

Mesa: Ivan Cardenas, Eric Olsen

Metro: Shina Duvall, Ron Lujan, Lee Shores

Naropa: Linda Grimm

Regis: Linda Helwig, Lynne Monstrose

UNC: Peg Griffin, Melissa Luna, Marlaine Mowitz

USC: Michelle Gjerde

UW: Linda Brooks, Jo Chytka, Ann Jones, Jennifer Williams

May 2001 Minutes Approved

President Malen handed out the May 2001 Business Meeting Minutes and asked for any additions or corrections. No additions or corrections were made. A motion was made by Marlaine Mowitz to approve the minutes and Brett Beal seconded that motion.

Roundtable Reports

Colorado State University:

- " Huge increase in student contacts through workshops and career counseling
- " Downturn in number of employers on campus
- " 6500 students attended two-day career fair
- " Office is fully staffed
- " 1st Year Seminars went well with CD-ROM used for all students

- " Linda Kuk is new Vice President of Student Affairs
- " Uses web based eChoices as career planning software

Mesa State College:

- " Increased enrollment to 5300 students
- " Initiated policy that before students pass graduation they will see Career Services
- " Hired Eric Olsen who started July 1st, 2001
- " Organized Virtual Career Fair for Mesa, Western, Adams State and Fort Lewis colleges
- " Constructed new Science, Theatre & Arts buildings

Metropolitan State College

- " Has both an Internship Fair and a Business Career Fair
- " Working on approval of On Line Career Course
- " Number of employers are down with an increase in student participation
- " Using Career Decision Scale for all orientations
- " Using UConfirm for employer registrations
- " Deciding between Experience or MonsterTrak as vendors

Naropa

- " Freshmen are required to do service learning projects for classes
- " Has first freshmen dorm

Regis University

- " Employer recruitment is down; student traffic has increased
- " Using UConfirm software for employer fair registration
- " Programming with Lynn Montrose from Internship office

University of Colorado - Boulder

- " Initiated \$7 per student per semester fee for department
- " Uses BuffaloTrak (MonsterTrak) with 1000 more students enrolled in services
- " Reorganization in staffing
- " Decrease in employers at Career Fair (25%)
- " Decrease in employers in on-campus recruiting (36%)

University of Colorado - Denver

- " Using UConfirm as on-line career fair registration
- " Initiated new website which streamlines information and resources
- " Programming with Freshmen Seminars
- " Hired two new staff members
- " Preparing for departmental program review for March, 2002

University of Denver

- " Massive building of Law School, Performing Arts/Music building and residence hall
- " John Haag is the new director
- " Budget cuts and selective hiring is occurring for college

University of Northern Colorado

- " Construction of Math & Sciences, Arts and Student Service Center buildings
- " Teach twenty sections of Career Planning class per year including a pre and post test assessment. Patty Roberts is doing dissertation on five years data from the pre and post test assessment
- " Career counselors do career planning presentations and projects with 32 sections of freshmen

Learning Community classes

University of Wyoming

- " Merged Academic Advising and National Testing Center with Career Services office
- " Levied \$4 per student per semester fee for the department

Western State College

- " Has lost two staff members
- " Serves as temporary academic advisor
- " Student Center space provides resume, tutoring and computer services
- " Held mandatory Freshmen Meeting with high attendance
- " Supervises 35 faculty who are freshmen advisors

Old Business:

Treasurer's Report

Mary Michael Collignon presented the Treasurer's Report with an ending balance of \$3327.91 on November 14, 2001.

" Members discussed whether extra funds in the account should be placed in a CD or Money Market account; it was agreed that interest rates were too low to make it worthwhile.

" It was suggested that the additional money could be used to underwrite CCSA meeting costs as scholarships, speaker seed money or member fees.

" Brett Beal made the motion to gather ideas for how to allocate the money and place this item on the Spring Business Meeting for membership approval. Joanne Wambake seconded the motion.

New Business:

Career Fair Dates

The following career fair dates were agreed upon for the 2002-03 academic calendar:

Adams State: March 12, 2003

CSU: 3rd Wed. & Thurs of September

CU - Denver: November 1, 2002

CU - Denver: October 1, 2002 for Multicultural Fair

DU: October 23, 2002 for Fall Fair; April 23, 2002 for Non Profit Fair

UNC: October 8, 2002 Fall Job & Internship Fair

UW: October 2, 2002 and February 11, 2003 for Internship Fair

Western State: March 4 & 5, 2003

Additional recommendations:

" When a career fair is open to all community participants, please note this on the website with you fair dates

" Teacher Fair Group will meet after main meeting to decide on future dates for the teacher fairs

" It was recommended that dates are submitted by the 1st business day in January to Lisa Hutton (lisa.hutton@colorado.edu) and they will be posted by January 15th.

" It was recommended that we collaborate on our career fair dates so that employers do not have to decide on which fair to attend

CCSA Spring Conference, May 16-17, 2002

" Hotel Colorado in Glenwood Springs will be the hotel site; make reservations by April 1st. Go to Hotel Colorado's web site for more information: www.hotelcolorado.com

" Co-Chairs for the conference are Mary Michael Colligon and Bill Blank

" The CCSA Conference Fee will be \$50 (includes Thursday and Friday's Breakfast and Thursday's Lunch with an afternoon snack).

" Recommended that Special Interest Groups will include Technology, Internships, Employers Relations and Career Counseling will meet for 1 - 1 1/2 hours at both the Fall and Spring Meetings

" Career Services departments are encouraged to bring interns and graduate students

" Members requested two hours meetings for Breakout Groups (Directors, Employer Relations, Technology, Internship Coordinators and Career Counselors) at the spring and fall meeting.

" Separate e-mail list serves will be set up for four groups: 1) Technology, 2) Career Counseling, 3) Employer Relations, 4) Internships

Conference & Meeting Attendance Funding:

Members indicated concerns regarding budget cuts and meeting expenses

" It was recommended that members partner with other colleges to assist with travel expenses.

" Discussed to give \$150 to member institutions (3 per year) to go to CCSA meetings if funding for an institution was an issue

- " A member will file a formal application giving the reasons for their funding request.
- " The president, president elect, and treasurer will discuss and get back to the member at the institution in need.
- " It was suggested that the meeting funding go to different institutions each year.
- " It was suggested that the member could write up the funding proposal and put it online for the membership to vote on
- " The membership could comment or ask questions regarding the proposal
- " The proposal could be sent as a separate document in an email attachment
- " Members were asked to review this proposal and it will be forwarded to the Spring Business Meeting.

Meeting Adjourned

Shayn Smith moved to adjourn the meeting and Brett Beal seconded the motion. The meeting was adjourned at 11:35 am by President Malen.

Teacher Fair Dates

The teacher fair colleges met after the adjournment of the Business Meeting to discuss how we would sequence the 2003 fair dates. We had representatives from CSU, UNC, USC, UW, Greater Denver and Rocky Mountain's teacher fairs. After much discussion, it was agreed that we would follow this schedule:

- " Last week of March: Fort Lewis (Dates to be decided); University of Wyoming (Tuesday pm & Wednesday); University of Northern Colorado (Thursday & Friday)
- " First week of April: Greater Denver (Monday & Tuesday); Rocky Mountain: Western, Mesa & Adams (Thursday & Friday)
- " Second week of April: University of Southern Colorado (Monday); Colorado State University (Tuesday & Wednesday)

Submitted by: Marlaine Mowitz, CCSA President-Elect