CCSA Fall 2006 Meeting

Friday, November 17, 2006

Welcome and Introductions

President Marlane Mowitz welcomed all members to the meeting and invited new members to introduce themselves.

Welcome to new members: Bev Kratzer, UCCS; Tanya Baird, CSU-P; Elizabeth Ayela, UCD/HSC; Lynn Sherman, CSM; Dave Zimmerman, CSU; Greg Elliott, Adams State; Stephanie Council, CU-B; Mary Jo Starmer, CU-B; Zach Scully, CSU; Patty Armfield, CC.

Caroline Strauss: Presentation on Networking Skills.

Highlights:

An average Hollywood movie costs $100M to make and is 100 minutes long, or $1M/minute. Aren't our lives and the lives of our students worth more than a movie?

Information used to be power. Now it is more about networking and not only who you know, but who knows you. Your sphere of influence is very important.

The four components of creating a great first impression:

1. Intention. We attract what we project. Pick three adjectives that you would like to be that day.
2. Body language.
3. Clothing -- General appearance makes a difference.
4. Eye contact and handshakes should reflect confidence.

How do you get the employers to remember your students? When the students have thoroughly researched the employer. Most people remember stories, so help students craft stories that represents them in the best possible light.

Help students visualize what they want. Once we send the message out to the universe, we get what we ask for. Be specific and clear. For example, Carolyn wants to be on the Oprah show. A commercial for one of her products aired on Oprah. That is not what she meant ? so she needs to be clearer.

NACE Future Directions Task Force

Ann Malen is on this task force that is looking at "What will the world of recruiting look like in the next 10 years?"

The task force would like to publish a series of articles reflecting thoughts on this topic. If anyone has any ideas on "great minds" they might contact to get thoughts on this topic, please let Ann know by

the end of December. The task force is looking for folks to write 200 - 500 word essays including all of the following:

1. As we look ahead to the world in 2017, how do you envision college students and graduates interacting and connecting with employers?
2. Describe the players involved and the tools and processes that will be used.
3. Specifically describe the roles that professionals in higher education and in employing organizations will play in this process.

They are looking to have authors lined up by the end of the year. She handed out a list of people who have already been contacted by committee members.

Facebook Facts & Challenges

Tobias Guzman and Sylvester Brandon presented on Facebook.

Facebook began at Harvard in 2004, designed to provide a semi-private forum when one could post a profile for 'friends' and peers at the same school to connect. There are 250 million users to date. Service grew from 900 colleges and universities in October 2005 to 2,137 in Jan 2006. This has grown to even larger, as other organizations besides schools have become involved - current estimates are that 30,000+ schools and other organizations have networks.

Not just .edu members anymore (can use yahoo, hotmail, etc, too).

Members can do many things on Facebook: upload photos, make photo albums, poke or email other members, track activity of your extended network (friends) via a mini feed, create groups. Pulse is another feature on Facebook that utilizes information provided in Facebook profiles to show the most popular listing and the latest trends on the network.

There is a lot of personal information on the profile. Facebook now has it set so that students can set "my privacy" features, though not a lot of students are using that yet.

Pros of Facebook: Effective mass-advertising with minimal effort. Quick connections made w/fellow classmates. Simplistic option for the most introverted students to connect with peers. Easy networking with staff and/or students at other institutions.

Cons of Facebook: Exposure of confidential information. Risk of privacy invasion. Incriminating evidence. Time-consuming nature of Facebook distracts from academics (effective procrastination tool).

Employers' take on Social Networking Sites:

- CBS news correspondent Sharyn Alfonsi reports: ~20% of companies are secretly scanning online profiles before they interview applicants. There are sexy photos posted that don't exactly scream "CEO material."
- The Observer via U-WIRE reports that of the hiring managers who used social networking sites to research candidates the majority (63%) did not hire the person based on what they found.

Audio clip from the Director of Career Services at the University of Pennsylvania reflected the recommendation that candidates clean up their on-line personas - google yourself; be aware of how you portray yourself on blogging posts, social networking sites, etc. Remove incriminating photos, video, and statements (from you and your friends).

Marlane facilitated a discussion on Best Practices on what we are doing w/Facebook and other social networks:

- CU-B advertises on facebook. CSU-P is educating students about facebook risks when they give presentations. CSU Career Center has its own page to network with students.
- Sylvester reported that he'd read a study that reported that 79% of members who log on to facebook or myspace do not click on the ads.
- Colorado Christian mentioned that they have had success posting events.
- CU-B is exploring having their counselors have profiles where students can connect with them.
- Is anyone helping students edit their profiles or at least pointing them out to students in a career counseling session?
- UNC created a policy that Career Peers cannot use facebook while they are on the job. CU-B is having their CPAs create a profile and invite their friends.
- How do we engage students in the conversation about what their facebook profile has on it? In career counseling sessions, 'preparing for the workforce' presentations.
- CU-B talked to parents about it at Parent's Weekend and they were fascinated by the topic. At CU-B there is also the option of creating an online professional portfolio which can show students in a professional light and the hope is that this will be what employers look for and that they will not go to the social networking sites because they have this option.
- Myspace has privacy settings that allow you to only allow people to view your profile if, say, they know your last name or something.
- Facebook also has privacy settings, but a lot of students are not aware of them or how to use them.
- Another consideration is to reflect on the campus culture that encourages or at least allows behavior that might be inappropriate. What is our role in shaping environment?

Sylvester shared that if there was *one* thing to share with students is to set their privacy settings.

Business meeting

Minutes from spring meeting.

Brett moved and Michelle Gjerde seconded to accept the minutes as submitted. Motion approved.

Treasurer's report.

Revenues since last meeting are $725. Expenses since last meeting are 3, 378.52. Total current balance is $5,328.57. Ruth Prochnow moved and April Peterson seconded to accept the treasurer's report as submitted.

Old Business

Internship

Michael Deregisch is leading this effort to hire a student intern to create a more dynamic CCSA website that will inform employers about the different opportunities at the 4-year institutions in CO and WY. Michael distributed a handout with the details of this internship.

Ideas from the floor: See if we could get other agencies (DBAs, Business Journals, Chambers, State of Colorado, etc) to link to this page

Motion to approve the funding for this position was made by Jane Rogers and seconded by Pat O'Keefe. Motion approved.

CASPA

(Colorado Association of school personnel and administrators) - meets almost monthly throughout the year. Judy Hlawatsch has been to two meetings and was very well received.

One issue that has been talked about has been the need for qualified special education teachers. Boulder Valley needs bilingual teachers (Judy has more info and contact info for this if you can help in this area). They had a joint meeting with CASE (Colorado Association of School Execs). Big needs throughout the state are for qualified teachers in bilingual education, science, mathematics. There is an electronic tool, Teacher Insight that is being very broadly used to assess teacher candidates for hire. Dorothy Gottlieb from Cool Dept of Ed spoke at one of the meetings and gave updates regarding certification programs. DU and Western State are looking at a "master teacher" concept, where current (or even retired) teachers can mentor other teachers. CASPA Job Fairs will be held Friday 2/23 @ the Doubletree world arena in Colorado Springs and Sat 2/24 @Monarch HS in Louisville. If you are interested in going, let Judy know - Diane Kull (CSU) will be going to the Dec meeting and Sarah will go to the Jan meeting. The meeting on April 20 will be in Littleton and the June 15 meeting will be at Adams County District 50.

Career Fair Dates

Email your career fair dates to Jan Behunek (CCSA Webmaster) at Jan.Behunek@colostate.edu He will send out an email to the listserv to remind everyone.

Colorado Multicultural Career Fair - Was scheduled the same day as the UNC Career Fair, February 22, 2007. UNC now needs to move their career fair to March 1, 2007. Nobody indicated that that would be a problem or conflict, so it will be moved to this date.

To prevent this from happening in the future, a suggestion was made to create a "these are typical times that our Career Fairs are held" (e.g. 2nd Thursday of Sept, 4th Thursday of February, etc.) and put it on the website.

CCCC Consortium

Lisa Severy and Erik Mulloy presented updated information on this. The technology is ready. Employer post positions on the site and it "flows" to each school.

Marketing and launching this idea is important. Some ideas on this included:

- Summarize the total number of enrolled students at each institution and marketed this number to employers
- Write an introduction letter to employers who already recruit at all member schools to let them know. A draft list was created a while ago
- There may be a group of Colorado-based employers who are interested in working together and with us to market this throughout the state and with the governor.
- We will create a steering committee to lead the charge in marketing and launching this program. Contact Lisa by December 1 if you are interested in participating on this committee. Erik will ask other groups he's worked with if they would be willing to share their input as to what has worked/not worked when they rolled out their programs.
- May want to think about having a separate category of postings that includes internships and co-ops.

Announcement

CCDA

Meeting is Friday Dec 1. For further information, see Sandi Roswell or go to the CCDA website.

New Business

CCSA Listserv

Marlane sent around a list that reflects who is on the listserv so that we could update it.

CCSA Directory

Jan sent around a list that is on the website and asked for additions/deletions.

AAEE (American Association of Employment and Education)

This is the premier organization for teachers, school districts, and schools of education. Judy H and Peg G would like to get CCSA Schools involved with this. The National meeting will be in Denver November 2008 - please let them know if you'd like to be involved. www.aaee.org An interesting thing is that the "No Child Left Behind" legislation has had a negative impact on the number of new teachers, as the requirements are so strict.

Spring Meeting Planning

We looked at several dates and chose May 17 & 18. Location suggestions included Saluda and talking with Svea Whiting (Western State) and Allyn Talg (Fort Lewis) and Mesa State. Marlane will collect information and will send out an online vote on this. (Did not send out online vote due to Svea Whiting volunteering to host meeting at Western State College)