

**CCSA Spring Meeting
May 16, 2007
Western State College, Gunnison**

ACTION ITEMS ARE BOLDED AND ITALICIZED FOR YOUR CONVENIENCE ☺

Marlane Mowitz called the meeting to order and gave an overview of the purpose of CCSA.

Introductions were held. Members in attendance: Gregg Elliott, Lissa Gallagher, Paul Worthman, Sarah Trzeciak, Roseann Wagner, Jan Behunek, Pamela Robertson, Brett Beal, Millie Moland, Pat O'Keefe, Angrith Na, Tina Stack-Oldweiler, Candice Clendenin, Svea Whiting, Kristin Livingston, Jane Rogers, Michael Deragisch, JodiSchneiderman, Lisa Severy, Tanya Baird, Richard DelliVeneri, Karen Metzger-Adducci, Art Scibelli, Peg Griffin, Matt Leland, Marlane Mowitz.

Functional Breakout Groups/Highlights of discussions:

Directors:

- Curriculum – incorporating career development – better in classes than workshops. CU-B has done a lot of work in this area.
- Folio 21
- NCDCA Conference
- Integrating Academic advising
- Experiential learning – initiatives integrated into curriculum and academics
- Discussion on how to collect employment data

Employer Relations:

- Employer Relations Marketing Initiative – will determine what to do w/this after the consortium discussion (***Michael, Matt, Brett, Paul will discuss and bring thoughts to the greater group***)
- Student engagement – Employer Info sessions – changing name to something more interesting (CU-B has “Recruiters tell all”), CU-B is getting ‘edgy’ with their marketing, which is being helpful; “Root beer float” events at different depts (Mines)
- Internships – How do you get students engaged in internships when there is no pay; CU-B does an internship supervisor training program;
- International students – how do we help engage employers to work with our international students

Fairs:

* Teacher Fairs – Big issues = recruiters are coming for high-needs teachers (special ed, math, sci); not as many schools are hiring elementary ed, so are we really meeting the needs of our students? Do we focus fairs into “high needs” areas?

*Faculty Buy-in for all fairs – may have an impact on student buy-in, so would be good to have more faculty buy-in

*Online signups for fairs – most schools do this slightly differently

Technology:

- Podcasting as a way to provide on-demand services
- Discussed finding software vendors for texting students re: services, programs

Highlights of Dr. Phil Gardner' research (Michigan State University collaborative efforts with MonsterTrak's) on "Today's Young Adults" and their Career and Job Search" *

- Surveyed over 10,000 young adults regarding "What do they want?"
- ***Marlane compiled two white papers and presented highlights. She will send those out to the membership.***

Afternoon Breakout Sessions:

Engaging Faculty

- Face time, personal relationships, serving on committees, and 'networking-type activities are helpful.

Engaging Students

- Marketing dept – have students get ideas to us to implement and attend events/club involvement – get butts in seats
- Find 'the connectors' (RAs, Career Peers, etc)
- Podcasts, streaming videos

Engaging Employers

- 3rd party recruiters – should we or shouldn't we? Depends on the agency and the school
 - Would like to put together a list of "10 Questions to ask a 3rd party Recruiter" that students can use
- International companies – how to ascertain if they are valid employers – US State Dept has a resource for this. ***Michael will email it out.***
- We will create a listserv for anyone interested in employer issues so that we can chat informally about other questions/issues that come up. (NOTE: Lisa Severy did this already – thanks, Lisa!)

Process for Scheduling Fair Dates:

Calendar is on the CCSA website. Right now the process was to go, check the calendar, and if nothing is on that date, you can schedule yours on that date.

Schools that have consistent dates (e.g. third Tues of Sep) are on the "Generic Calendar" on the CCSA website. Other schools can't do this, though because there is no pattern.

Wyoming can't give 3 years out dates as they have a new building, but once that settles down, they think that they should be able to do this. Colorado College and Metro State

have never plans that far out, but could, so will try and do that, now that they know it would be a good thing.

Another thing to realize is that some overlap might be ok – if industries are not the same (e.g. religious studies and engineering).

New Procedure for scheduling fairs:

1. Get dates for your fairs for the next three years to Jan Behunek at CSU (jan.behunek@colostate.edu) by the date of each CCSA meeting and he will get them on the CCSA website within one month of the meeting. Each school is also responsible for giving specific input regarding dates for the generic calendar (e.g. '2nd Tuesday of Sep and Feb').
2. Based on this, he/his staff will update the actual calendar and the generic calendar on the CCSA Website.
3. We will create a listserve with one point person re: career fairs from each school (more people can be on this, but one person from each school will have responsibility for making sure communication happens).
4. If there are changes to your career fair dates (additions, deletions, etc) – including dates of college or department-specific fairs – you MUST send those out to this new listserve with the intent of forgoing problems. If there are conflicts between schools, collegial conversations will happen in order to resolve the problem as best possible.

NOTE: Brett will check to make sure schools not in attendance are aware of this. Brett and Marlane and Lissa will look into whether this should be a policy or procedure and if we should create a Webmaster position or something to cover the duties of this position.

Colorado Consortium of Collegiate Candidates

Lisa led the discussion with a review of what it means to be part of the Consortium. This is an employer-only site and it is free. When an employer posts a job, the posting goes to all the member schools. If you are a CSO user, it comes to your CSO system. If you are not a CSO user, you get the posting via email.

We now need to decide, collectively, how to get the word out there. Lisa needs help with names of Chambers of Commerce, state labor market bureaus, professional organizations, etc. that we can promote this with.

Svea mentioned that it seemed that there was a need for a base marketing plan. There was discussion about what that might cost, both from a human and a fiscal resource perspective.

We will have a subcommittee to discuss things and move them forward. This group could meet at each CCSA meeting. Svea Whiting, Michael Deragisch, Pamela

Robertson, Paul Whiting, Matt Leland, Lisa Severy will be on this committee have have their first meeting tomorrow morning at 8:30.

Meeting summary: Lisa will send out an email to Directors to gather campus info to bring to the next meeting (July 12 in Denver).

Business Meeting

- CCSA listserv instructions were distributed.
- General membership list was distributed for people to update.
- Fall 2006 minutes – moved by Lisa Severy and seconded by Lissa Gallagher to approve the minutes as submitted. Motion approved.
- Treasurer's report – Current balance (as of 5/15/2007) = \$5328.57; Expenses (not including spring meeting) = \$2053.34. Ending balance as of \$5650.23. Reports states that this is as of November 16, 2006 but we think this should read, actually, 'as of May 15, 2007.' Moved by Lisa Severy to accept report with this correction; seconded by Gregg Elliott. Motion passed.
- Finalizing career fair dates and procedure. The group sculpted the procedure written above. Gregg Elliott moved and Tanya Baird seconded to approve the procedure. Motion passed.
- President Elect – Marlane read the bylaws regarding this process. She also read the duties of the president-elect and the president. A confidential nomination and ballot are taken for this. Nominations were taken and a vote was held. Gregg Elliott from Adams State will be our next president. Congratulations, Gregg!
- CSIA Proposal. Brett led a discussion on participating with the Colorado Software and Internet Association in their quest for increasing pipeline of students interested in technology and influencing curriculum to help achieve industry's workforce skill needs. After a short discussion, it was decided that CCSA and our members are really not the body to impact curricular change though we support the idea of industry/academic collaboration to achieve mutually beneficial goals of increasing a skilled technology workforce. If CCSA wants to work with us on developing internships and/or fulltime opportunities, we would be happy to do that. ***Brett will follow up with CSIA and bring the results of that follow up to the group via the CCSA listserv. At that time, if anyone is interested in working on anything, they can let respond to her email and her know.***
- Next year's dates. Marlane reviewed the meeting and planning guidelines.
 - Fall meeting -- CSU will be happy to host the fall meeting. Proposed date is Friday, November 16, 2007.
 - Agenda – need more time for breakout sessions. Discussion regarding bringing Phil Gardner to speak on his research. Does our one-agenda had time for a presentation like this? Perhaps doing a professional development opportunity on Thursday and our fall meeting on Friday (or vice versa, depending on schedules). Need to address how do we get career counselors to the meeting? Find out compelling issues/topics that would

draw them. ***Marlane, Brett and Gregg will work on agenda and email draft to membership.***

- Spring meeting – May 15 & 16. Location TBD. ***Marlane, Brett, Gregg and someone from the western slope/southern schools will chat about location to accommodate this meeting.***

Campus Updates/Best practices

- Colorado College – new director will start this summer.
- UNC – New position in experiential ed/academic outreach; new Asst Dir for Career Center; lost the CC tech person and were told that no dept can have a tech person, now; will replace admin assistant.
- CU-B – Nancy Lloyd (head of career counseling) will be retiring; Jackie Ngyuen (from CSU counseling center) will replace her; Ray Garcia will be retiring July 31. Career Center will be part of a brand new building (targeting opening of Fall 2010), right across from Planetarium, will share space with int'l programs, multicultural center, counseling center.
 - Best practices = Hosted an online chat (3 – 7 pm) for students – traffic has not been as strong as they thought; moving time from 12:30 – 3pm for summer. New program: Global Impact Expo – includes humanitarian, nonprofit, social services, environmental industries -- as much educational than job/internship/career specific. 80% of students who came were in Arts & Sciences. Got a career class approved in the Sociology dept.
- Mesa State – Under Academic Affairs, so Millie's duties are very varied. Career Development Specialist position is open and interviews are being held next week. Combined some other job duties into an academic specialist; got new position in transfer services. New parking garage and outdoor soccer field, new academic building that will include all departments.
 - Best practices: Collaboration with media services to sponsor community and student career fair – participation increased 20 – 30% for each of the past few years. Maxed out in space, now, and have had to turn away employers.
- Western State – First time to have staff going into their second year ☺ Svea also runs conference services and has a new staff position to run the Aspinall-Willson center. Are maxed out for career fair space for the first time in a long time – employer interest in the western slope has increased. Had some struggles w/education fair – lots of interest from school districts, not so much from students. Are going to work with the ed department to improve this for next year. Environmental/Behavioral/Social Sciences building will be renovated; reframing these departments, also. New dining facility will be attached to college union – probably beginning ~2010 – and then college union will be renovated.
- CSU-Pueblo – Football, wrestling, women's track and field are coming back which will have a positive impact on recruitment and retention. Interviewing new Dean of Student Life. Maxed out on Career Fair. Creating an Internship fair. Will look to balance the internship fair to include jobs and then keep

Career Fair for professional school opportunities. Social networking is an issue on campus and Tanya and Michelle brought presentations across campus, based on the presentation given at the last CCSA meeting. Career Center will be moving to the library in 2009 – away from student union, but with Title V grant and first-year students, which will be good.

- CSU – Focused fall career fair format – three days: Engi/Tech, Business & Related; Science & Ag & Environmental. Concluding searches for two positions and Judi Blum's position in Ag Sci will be filled after she goes home to be a fulltime mom. College of Business position just became vacant. There is some discussion around what that will look like and probably will be posted soon. Admissions Welcome Center has moved into the building, and Career Center is working to outreach to prospective students and families.
 - Best practices: Meet students where they are (e.g. podcasting). The office has been utilizing something called Action Learning – a process of questioning what and how we do what we do as an office, including internal and external dynamics of how we work with our constituents.
- Colorado School of Mines: New president from Exxon Oil; new "Oil" Building, among other buildings will be built. 160 Companies at Career Fairs in fall and spring (highest ever) – had to turn away 50 companies each day. New student rec center which will be the venue for Career Days.
 - Best practices: Accelerating outreach to business communities and doing a heavy duty focus on internships.
- UCDC HSC – Identity changes, growing pains – changes everywhere! Consolidated some functions as the campus merged with Health Sciences Center (HSC). Now discussing changes with Student Affairs, which might include serving HSC students, and to do that, we'll need more staff. Res halls came on line that created challenges for a commuter campus; these are being addressed. Admissions recruitment include more nonresident and international focus; have traditionally had 60/40 split on undergrad/graduate student enrollment. More of a push right now to have more undergraduate students. This is putting a strain on Career Center staff, but is exciting at the same time. New position opening will come available soon, as Denise Leberer; internship coordinator for health science majors took a position in academic advising. Big change -- internship policies are now campus-wide – this is huge because there are now official policies that provide for internships to run through the Career Center. Planning to launch a portfolio process in 21 sections of Freshman Seminars to help students start and continue to build a record of their experiences that will help them when they graduate. Sarah Trezciak was on Channel 7 to chat about Social Networking, as a result of the presentation from last meeting.
- Regis – Linda Hellwig retired; Richard DelliVeneri will take her place as Director as of July 15. University is starting the re-accreditation review process, which will begin Feb 2008. Science building being renovated to state-of-the art. Satellite offices in Colorado and two in Las Vegas; a career counselor will serve these clients there via phone, email and teleconferencing. Career Fairs were very successful from both the employer

and student participation sides. Senior Career Counselor position will be posted soon.

- Best practices: Trying to embed Career Development into curriculum development, partnered with Business dept and, specifically some marketing classes, where students prepared a self-marketing plan and visited Career Center for resume review, mock interviews, etc. Began using 'Student Voice' as a survey instrument and used PDAs to get instant feedback at Career Fair from students. An overwhelming majority of student attendees completed these.
- Adams State – Gregg started on the first day of classes this year and has been getting up to speed. Has been driving technology as a way to access students and provide services (online chat, podcasts, etc). Next year looking at tracking where graduates go – will be partnering with alumni office to do this. Utilize business dept and marketing classes to help engage students.
 - Best Practices: Worked with Freshman Seminar classes – about ½ of freshman students were in these classes – oftentimes come in to Career Services dragging their feet, but at least now know we are there. Putting together a program for 2nd year students to help them determine interests, majors, careers - -a 7-week course; looking into expanding into a full semester.
- University of Denver – By end of June, will have an annex that will house undergrad business services, and will have 2 new career counseling positions for this population. Now that DU is in the top 100 business schools in the country, there is strong desire to take care of these students. Looking at changing recruiting software – part of an internship consortium that is looking at e-campus recruiting and simplicity (probably). Looking at incorporating parent piece to website. Two internship coordinators may be looking at focusing efforts a bit more. Movement towards serving 2nd year students – Planning one-stop programs for 2nd year students, with other campus programs to help raise awareness (multicultural student services, etc.). New education building may break ground 2008, completed 2009, possibly.
 - Best practices: Ruth Prochnow held a 2nd year student symposium w/workshops that was successful.

Thank yous

Lisa Severy gave a parting gift of thanks to Marlane for her service as President; Marlane gave a thank you gift to Svea for doing such a great job of hosting this event, and a gift to Peg Griffin for all of her work with this meeting. Marlane also thanked the people who were able to be here for the meeting – membership participation is so critical to the organization's success!

Jane Rogers made the motion to adjourn; seconded by Jan Behunek. Motion approved. Meeting was adjourned at 11:50 am Friday, May 18, 2007.

Respectfully submitted,
Brett Beal