

Collegiate Career Services Association of Colorado & Wyoming
Spring Meeting Minutes
Thursday, May 15 – Friday, May 16, 2008

Welcome by Brett Beal, CSU, and President of CCSA.

I. Introductions & School Updates

- a. **Colorado State University**; Brett Beal, Associate Director of Career Center: Moving January of 2009 to the student center to a better space. Engineering Liaison position will be open. New Marketing Coordinator is in place. Jan is re-doing the career services website. Fairs are more focused now – 3 day fair in the fall with each day focused on a different academic area. Employers have responded positively.
- b. **Regis University**; Richard Deliveneri, Director of Career Services: Regis re-accredited this last year. New buildings going up on campus and/or being remodeled. Marketing efforts on campus are paying off. Senior etiquette dinner was up by 53%. Launched new programs and events at satellite campuses. Collaborated with marketing faculty to have a graduating senior do a survey/marketing plan project targeting sophomores, seniors, and faculty. Data was very useful. Office is hosting a free presentation by Lisa Beckhuesen on Skill-scan project in July. More info will be circulated later.
- c. **University of Denver**; Mary Michael Hawkins, Director of Career Services: DU is a Simplicity school so they are impacted by the merger between Simplicity and NACE Link. New satellite office started adjacent to the school of business. 2400 undergrad business students. Hosted program for homeless folks on campus recently including a résumé writing lab. Bringing in Optimal Resume in the near future. Hosted the multicultural career fair and that will continue in the future.
- d. **University of Colorado – Denver**; Jonne Kraning: New center. Surveying employers and students. Looking at how to market services. April 28 they will host an “Emerging Industries” fair that will be an open fair. New Provost in July and career services will have a new boss soon. Starting to serve the medical center.
- e. **Metro State College**; Bridgett Coble, Director: Bridget just hired as director. Going through shift in staff – hiring an employer relations coordinator in the next few weeks. Largest spring career fair ever this year. 800 students attended. 85 students attended the multicultural fair.
- f. **CU – Boulder**; Lisa Severy, Director: Working with a career services class. Ray Garcia retired last summer. George is now Asst. Director for diversity programs. Jody is transitioning into a more general career counselor. Will need an engineering liaison. Have a position open for assistant director for career counseling, as Jackie Ngyuen resigned. Cabinet level positions are also open. Moving office to a new building close to the college of business.
- g. **University of Wyoming**; Jo Chytka, Director: Major donor gave money for a separate business career center. Building is under construction so they’re still

working through how they will interface. Blizzard severely impacted the teacher fair. Splitting job fairs between business and engineering next year.

- h. **Ft. Lewis College**; Allyn Talg, Director: Moving next week as they are building a new student union building. New fulltime staff member for campus recruiting.
 - i. **University of Northern Colorado**; Sarah Trzeciak: Matt Leland is leaving for CSU. Employer Relations position is open. Assessment plan is in place. Finances are tight. Fair attendance was flat compared to last year. Started new class for undeclared sophomores and a Jr/Sr capstone class that incorporates career services. Landed the front page of the alumni magazine on career services serving alumni free for life.
 - j. **Western State College**; Candace Clendenin; Starting construction of new student union which will impact career services. Short term they will be in a residence hall. Moving into new office January of 2010. Business department has stepped up and they will host career fair in 2009. Taught a career development class last year and will do it again next year.
 - k. **Adams State College**; Gregg Elliott, Director of Counseling & Career Services: Passed a capital fee increase which will provide new buildings and remodeling across campus. Still in a situation where we are expected to do more with less (budget, resources). Fairs were successful but impacted by bad luck (weather, Salmonella). Trying to move disability services responsibilities to the Affirmative Action Officer which will allow Gregg to focus more on counseling & career services.
- II. Dr. Phil Gardner, Director, Collegiate Employment Research Institute, Michigan State University: Labor Markets and Young Adults in the World of Work. Has worked at MSU for the last 20 years. Will be back for an Experiential Ed/MPACE workshop this summer.
- It's too costly to have decentralized placement within career centers anymore.
 - The game is different for alumni career services and you need specialized staff to serve this population.
 - MSU hired a career person dedicated to post-doc students – this was a great thing.
 - 1/3 new college graduates will most likely work for a small company. Career Services need to focus on bringing in small and medium-sized companies to recruit students.
 - Computer Science grads are a hot commodity. We don't produce enough across the board in the economy. For the next 4 – 5 years we will hear businesses complaining that there aren't enough Computer Science students.
 - Civil Engineering, Environmental Science, Agricultural Sciences, Health Sciences (and especially Nursing), Engineering, Bio-Science, are all hot majors. Sales & Marketing is still the # 1 position.
 - Housing (down through 2010), profits (decreasing), jobs (hiring is down – the economy is shrinking), & pay will be the indicators that drive the market in the coming years.
 - Phil expects that the larger companies (the 'middle' hirers) will sag, which will impact our students, especially those who wait until late in the year to look for jobs.

- In the US, baby boomers don't have the savings or any incentive to retire at 62 or even 67. Depending on when boomers retire will impact the equation. When the front end of the boomers retire there will be issues because there are so many of them. There will be areas of severe labor shortages in government, railroads, public utilities, government contracts. However, the 45 – 55 year olds are a bigger problem because these individuals tend to not like their work environments and they're burned out. This will impact the labor force even more. Also, boomers are not well educated – they didn't have to be in order to get a good job. Millennials are much better educated and there are more of them getting degrees.
- We may be moving to a situation where internships are required before you can be hired. Internship, co-op, etc. 26% of employers are saying they want their hires to have at least THREE internships.
- The 12 key competencies for students to possess upon graduation. These are shifting. The old core competencies can be outsourced or done by algorithms. The basic entry-level job no longer exists in the US. Since 1990 most companies have done NOTHING around workforce succession, meaning that when people retire, there is no one positioned to take their place within the company. We have a huge gap. There's no time now to train the new hires – that's why companies want the three internships.
- The new standards are (still #1) taking initiative, (and then) building working relationships, being able to analyze, evaluate and interpret data, engage in continuous learning, oral persuasion and communication (justifying your position and persuading others to your position in public presentation – highly advanced communication skills), plan and manage a project (this is project management from the get-go), create new knowledge, and global understanding. Skill sets used to be driven by manufacturing/IT. Now they're driven by retail, agriculture, hospital services and the service sector.
- The perception of Millennial student: they don't arrive into adulthood into almost 30 now (as defined by a financially-stable career, committed relationship, and positioned to buy a house). College grads are still trying to figure out who they are, etc. **Phil's research:** Technology is embedded in their lives; it's not just about getting work done. Economics define them more than other things like 9/11. They have been told their whole lives that they're special and they look for special treatment from the world. Their parents are more affluent so for the 1st time in US history, their projected standard-of living is lower than their parents. Their trust in business, government, and religion has been eroded. They don't trust politicians so they want "one of their own" in the White House. The most progressive generation since the "great generation." They believe strongly in unions & universal healthcare, and they are politically active. 78% of 18 – 29 year olds will vote (60% of them will vote for Obama). Older, white, conservative males will be isolated in this election.
- Emerging adults: 1) job surf, 2) have no plans, 3) marriage is not a high priority, 4) have unstable goals (they can make short-term goals, but have no long-term goals), 5) believe they deserve favors from others, and 6) work is not as central a life focus. They are enthusiastic, excited, technologically savvy, they have fresh

ideas, good communication skills, work well in teams, and are willing to learn. They have a strong sense of entitlement, unrealistic expectations, a lack of commitment, an attitude, are immature, and have little understanding of what work requires. The social cohort is more important to them than the individual. They move in tribes.

- Four groups: **The Clueless** (men, many Asians in this group, financially dependent on parents, low work identity, moderate feelings of superiority; approximately 12% of young adults); **The Aimless** (38 – 41% of young adults, tend to be white, low work identity, high feelings of superiority, high family income, well-educated parents, 57% would renege on an accepted job offer, Social Sciences, Humanities, Sciences); **The Directionless** (23% of young adults, high career concerns, high feelings of superiority, moderate work identity, 59% would renege on an accepted job offer, family income \$60 – 80K); **The Directed** (25% of young adults, selective surfers, high career concerns, high work identity, moderate feelings of superiority, tend to be women, African-American & Hispanic, Health, education & family services). We graduate 3 women for every man from college.
- **Tinkerers:** No two career paths are the same. Very resourceful learners when it captures their attention. Don't rely on only one way of doing things. Fairly practical, and they love to improvise. Electracy – a new form of literacy (electronic media, no beginning, middle or end). It's all about NEWNESS.
- **Phil's slides will be on the CCSA website. His website is www.ceri.msu.edu.**
- Students are leaving college and they've done all was asked them to, but they don't know who they are. The result is that they will undertake anything and they want to do things that make a difference. A year or two later they've left that really good job and they come back to you as a Millennial alumni. In the meantime they've been volunteering, teaching English overseas, etc. but employers don't know what to do with the 4 year employment gap and the students don't do a good job of talking about what they gained from these experiences. No one is helping them reflect on their experiences; they're just collecting things. Career Centers will have to help them translate these experiences into something of value to employers. The students have to be able to tell their own story.
- MSU is using "Linked In" for alumni professional networking. Everything is branded to MSU and to the colleges within MSU. They have 77,000 alumni already in the system. This has resulted in a lot of new internships. The Career Services professional's job will become one where we broker relationships. MSU is also utilizing alumni in certain areas as mentors for young alumni in those areas. The Director of Career Services is about networking with alumni and different employer groups.
- Students go to college because they want to have fun. Parents send kids to school because they want them to get a job. Faculty teach students because they want to develop young minds. Businesses want students to go to college because they want them to grow up and develop skills to be successful in the workforce. If there is a disparity between what the student wants to do and what the parents

want them to do, you'll see the student flunking courses as opposed to articulating to their parents why they want to do what they want to do.

III. Break-out Sessions

- a. **Assessment:** What have you been asked to do around student learning outcomes and how have you responded? DU surveyed students during and after appointment about learning outcomes, why they came in, etc. and used incentives to help students respond (a Wii). 46% return on the follow-up survey. Metro State does a standard customer satisfaction survey, plus a new survey to assess student learning outcomes and what things impact student preparation for the career fairs. They use Student Voice software to complete the survey. They've been doing this 2 years and have learned that students feel more prepared if they have had personal contact with a career center representative. In response the career center ramped up the early preparation workshops, etc. Seniors also indicated they were interested in the recruiters but the second and third year students indicated it did not meet their needs. The other assessment activity is that they have written learning outcomes for each workshop that they distribute after workshops. This is done on pda's so that they can be done immediately. Students love to complete the surveys on pda's. Ft. Lewis does some of these things but also have written them into the strategic plan that they submit to the administration. Several institutions (CSU, DU, Metro St.) have individuals at their institution who are responsible for institutional research and assessment who have helped with assessment for the career centers. Student Voice is a package that can be purchased to help with these activities. Regis uses Student Voice and it's been very helpful; especially the reporting function. Metro structured their survey so that it could be completed in less than a minute. Once you collect the data you also need to have a plan for understanding what you want to do with it. How do we demonstrate success? Sometimes the data meaningful to us is not what Admissions and the administration are asking for. Longitudinal studies might be useful for determining long-term value in the mind of students. This would require time and resources. An at-graduation survey tells you nothing (Phil). A 3 – 5 year post-graduation survey would be better. The cheapest way to fill in data on a post-grad survey is to find the students on Facebook. Almost half of MSU's responses they get from Facebook. Federal legislation requiring college/university accountability (based on post-grad job placement) will be coming eventually. Phil: Assessment tells us how the car is running. Research tells us where the car needs to go.
- b. **Alumni Career Counseling:** What do you do with your fresh grads vs. the group that comes back after 5 – 10 years? CU-Boulder grads get free access to CSO for a year and \$35 a year after the first year. They can also access a counselor for \$35 an hour. The new administrator at CU wants to do longitudinal studies from before a student enters CU until well after they have been graduated. Regis' policy is full-spectrum career services to all alumni for as long as they are alive. Alumni represent a fair number of their clients. Regis markets this to students and their families. They have found that alums are more generous when they know that the university is available to help them over the course of their lives.

The services are in-person, over the phone, and by email. DU is looking to contract out alumni services. They don't have the staff to serve them as things currently stand. Alumni situations are much more complex than the typical undergrad. DU charges after the first year. The online services are free. Has anyone experienced a disconnect between Career Services and Alumni? This may show-up due to limited resources in both arenas. CSU is hoping to get an alumni career counselor position. At Regis the relationship with the alumni/parent group has been very collegial. They are looking at ways to collaborate even more. Leadership has also helped the relationship at UNC. In the past month, half of the clients at UNC were alumni. Other feedback is that sometimes the purpose of the Alumni Association is fund-raising, so the purpose is different from what Career Services does.

IV. Breakout Groups by Larger Functional Areas

- a. Directors: Most of the discussion centered around the transition from E-Campus Recruiting to NACE Link/Simplicity vs. CSO. Most of the feedback was positive regarding CSO, their founding principles, and their customer service. Most of the feedback on NACE Link/Simplicity was negative, regarding unethical practices of the executive board, poor customer service, and illegality/breach of contract on the transition. Discussed if CCSA should write a letter to NACE regarding these concerns. Discussed Optimal Résumé becoming a new player in the field.
- b. Technology & Service Delivery: Using technology to engage students, and general service delivery. Students feel that ads on Facebook are still relevant and still work for them. Podcasts may require special software which may not be cheap. Streaming video should be less than 30 minutes. Work toward the students' short attention spans. Are there tutorials on how to use Facebook effectively? Blogs vs. Wiki-pages. Equipment challenges when there is little budget for updating technology. Students' image online – maybe students aren't aware how much employers can access their online information. General student feedback is that students don't like the online Career Services programs because they require another login and password. Legality of pre-populating student information in these systems? Best methods for reaching different campus groups? We get mixed messages back on preferences for how to be contacted. Students DO NOT want text messages from us.
- c. Employer Relations: Trends in employer expectations and managing them. There's a drop in recruiting that people are seeing (economy & elections impacting the job market). Internships are huge and increasing. There are more big name companies on campus now which seems to go against Phil's research. Many people are going to recruiter panels instead of on-campus visits. Employers expect instant access to students and explaining that it takes time to create that presence on campus. Site visits with dinner seem to work well. Going through faculty and student organizations to market to students.
- d. Counseling: Themes Being Seen: 24 – 34 year olds coming back, unprepared grads, some of The Directed students looking for affirmation, students who don't want to take the time to explore, trends toward pursuing internships after graduation, employers offering more internships, students are looking to be told what to do, strategies for self-reflection (career action plans, Life Themes,

homework). New & inventive things we're doing: Career Fair with a "Fair" theme with bakers, popcorn, drawings, etc. Three day fair specific to three different industries. Networking events but call them something else. Facebook groups to generate student interest vs. Facebook already being passé. Partnering with student groups. Taking students to organizations to visit with employers. Marketing to faculty and thank you notes to faculty for assisting. Debrief of Mark Sevikus: we are using his questions and they are helpful.

V. Business Meeting

a. Old Business

- i. Approval of spring 2007 minutes. No discussion. Lisa Severy moved minutes be approved. Seconded by Mary Kay. Motion passed.
- ii. Approval of fall 2008 minutes. No discussion. Ruth moved to approve the minutes. Allyn seconded. Motion passed.
- iii. **Is CCSA only for career services or is there a place for Experiential Learning?** This question was not explored after the fall meeting. **Executive Committee will follow-through with this next year.**
- iv. Career Fair/Teacher Fair dates on the web. Jan Behunek requested that soft copies of schedules be sent to him so that he can update the CCSA website. We try to post the rolling next three years on the website. Please update the membership list with any new members or members who have left.
- v. **Brett will send directions again on how to access the CCSA listserv.**

b. Treasurer's Report

- i. Ending balance as of May 13, 2008 is \$6,032.91. We broke even on the fall meeting. No questions or discussion. Lisa Severy moved to approve the budget. Judy seconded. Treasurer's report approved.

c. New Business

- i. Development of a **CCSA Mary Michael Hawkins Service Award**. It would not necessarily have to be a yearly award, but one that could be done when warranted. Develop a committee to propose the specifics of the award. Whoever wins the award would chair the committee the following year. **Committee volunteers: Lisa Severy, Mary Michael Hawkins, Patti Roberts, Allyn Talg.**
- ii. **Colorado Consortium** (myconsortium.com/Colorado/employer): Other schools in our region (Rocky Jobs) would like to invite the schools in our consortium to participate in theirs. Employers can post jobs on our Colorado Consortium site and these are either emailed to member schools or automatically posted if you have CSO. The consortium as it stands right now it does not have a job seeker interface. The idea is that the job seekers would go through the individual career services center to access the jobs. Rocky Jobs does more marketing and also uses CSO. Other questions include if we include community colleges and colleges like DeVry within the consortium. Do we include Wyoming? The reason Wyoming wasn't included before was because we were/are trying to get money from the State of Colorado to help fund the consortium. There may be a link with the multicultural career fair. **A longer discussion is**

required on this. Let Lisa Severy (CU-Boulder) know if you have strong opinions on this. Include a structured discussion on this as part of the agenda in one of next year's meetings.

- iii. Jonne Kraning (UC-D) would like to meet with other people around "Career Centers of the Future" as a think-tank. Could we get a futurist speaker to address this topic in a future meeting? Faith Popcorn is a possibility. Could we partner with CCDA to share the cost for that? **Jonne, Mary Kay, Sandy, Pat, & Wendy volunteered to sit on a subcommittee to look at this.**

d. Elections (three-year commitment)

- i. President-Elect: Assist with planning, take meeting minutes.
- ii. President: Run the meetings, plan the meetings, make sure the meetings are relevant. Some general communication with the CCSA community.
- iii. Past-President: Consult with the President-Elect & President. Advisory position.
- iv. Nominations for President Elect: Patti Roberts (Regis), Jonne Kraning (UC-D), Ann Jones (U of Wyoming), Jody Schneiderman (CU-Boulder)
- v. Results of secret ballot: Jonne & Jody tied. Results of re-vote: Jonne Kraning is elected President-Elect.

e. Next Year's Meetings

- i. Fall Meeting: Metro State/UC-D, November 21 (Friday before the week of Thanksgiving). Topics to explore will include the Colorado Consortium/Rocky Jobs.
- ii. Spring Meeting suggestions: Grand Junction (Mesa State would help host). However, if we have a guest speaker and combine with CCDA we need to consider that as well as far as CCDA willing to have the meeting in Grand Junction as well, and how hard it may be to get a speaker into Grand Junction. Steamboat Springs somewhere around Winter Park were also recommended. We will continue to discuss this over the next months. Other topics could include: Career Centers of the Future, Employers panel, Chris McHale from Regis on self-marketing and embedding in curriculum, NACE reporting – a group discussion on approaching NACE about deficiencies on their data collection, the timing, and how they utilize the data. We will vote on the location after email discussion; one vote per school.

Motion to close the meeting by Judy Hlawach. Seconded by Brett Beal.