

**CSSA Spring 2010 Meeting
Minutes
May 19 & 20, Pines Lodge, Beaver Creek**

May 19th

Opening Instructions, Updates, and Introductions

Welcome to everyone. We have 40 people in attendance. Review of today's agenda. Please keep your updates brief, take 4-5 minutes today. Email more detailed updates to Bridgette after the meeting. MPACE challenge—is this picture Michael Deragis? We'll give the answer at the end of the meeting. Need to update our membership directory. Will pass the list around for folks to make changes.

Campus Updates

University of Denver – New member of staff, Catherine. Good year for career fairs. Launched professional network of alumni, employers, parents and friends. Over 525 in just a few short months. One of our Board of Trustee members brought together all of our career services offices on the campus along with employers, administrators, etc. to do some strategic planning. Very well received. Lots of ideas and more work to do, but the first time we have brought all of these groups together. New ideas will look at how these offices might work more efficiently together.

University of Wyoming – Negative experience last summer with budget cuts. VP announced layoffs of 43 people during a formal meeting. Lost one person in that experience. Handling of the layoffs was very poor. Since then, budget is alright for next year. Launched a radio talk show this year called the Career Couch. Lots of fun. College of Business has opened a new building which also has its own career center, with one staff member.

Adams State – Strategic planning time right now. Student Affairs is coming to the fore front of that process. In the past, Student Affairs really suffered and most offices are now one person offices. Now strategic plan includes a new career coordinator. Title V Grant submitted to secure funding for career services resources. Office is responsible for all mental health counseling, conflict resolution and career services. One person and five graduate students. Main academic building will be renovated, able to negotiate one new office space with the new building. Career fair was a bit of struggle for getting employers. Student participation was up. Still need someone to focus on employer relations. Alumni career fair has been a great collaboration and has supported more partnership with the alumni affairs office.

Colorado State University – CSU has had a lot of change over the last year. New president who is wonderful. He communicates a lot. Also a new chancellor. They work well together getting support for higher education. Several vacant positions have been filled, both associate directors. IT coordinator just recently transitioned out of his job, will be hiring a new IT coordinator. Going through some overall changes in reorganization with new positions.

University of Northern Colorado –Just completed revision of branding, career services is included in the new vision. Lots of involvement now with enrollment services, now career services is at the front end of the student experience. Collaborations with alumni association. Career is the new “athletics” as a strategy to get more alumni engaged. Has been a fantastic resource to enhance marketing.

Regis-Change is an important theme. University engaged an hr consulting firm to evaluate use of human resources. Resulted in a number of reorganizations and reduction of force on campus. Regis career center was affected. Strategic planning process has begun to look at visioning for next 5 to 10 years. University is looking at creating a student engagement program, expansion of institutional research as well as many other new programmatic initiatives. President has announced his retirement in 2012. Recruitment for new president will start next year.

Colorado Christian – Office is a one stop shop that includes academic advising, career services and more. Been experiencing a lot of change, mostly within academic advising. One staff member resigned, president decided to make the position was to change to advising, development and career services work. Been able to provide more workshops, intern fair. Students still want to do individual appointments as opposed to the large group programs. President also wanted more focus on internships. This meant bringing together the multiple departmental internship programs without replacing them. Trying to centralize database.

University of Colorado-Denver – Jesse starts full time in July as new career counselor, plus. Jesse has been out at the Anschutz Medical Center as an intern, great response so they will continue to fund that position for the next year. New CSU intern will be working with the center this upcoming year. Student fees has been very generous, but general fund has not been. Paul is now 50% time in the office and other 50% in the MBA program. Paul will transfer full time over the MBA program. Paul's position will not be replaced. Office will be making new career videos/short films with Paul as the star. Films will be used to help with career counseling. Resume summit brought together all the folks at the university who were conducting resume reviews or who required resumes as a class assignment to get everyone on the same page. Found that all departments had different perspectives in terms of what a good resume should look like. Recommendations were collected and summarized into one document that everyone agreed on. Solidify Just ASK brand. Students are now becoming more familiar with the language. Positive evaluations from students on counseling. Roseann coordinated a panel to discuss career planning for people with criminal records. Fun and busy year. Card from CCSA for Lissa, please sign.

University of Colorado-Denver/Experiential Learning Center – Lissa Gallagher will retire this summer. Work integrally with the career center. Community engagement area is getting a full time person, this area is expanding. Have had a couple of volunteer fairs and still partner with career center on career fairs. Overall the office has seen an increase in student usage in the office, most likely due to increase in enrollment. Revamped website, looks much better, more intuitive. Updated marketing materials. School of Mines – Had a successful spring. It was a late recruiting season. Virtual career fair last week. Opened up registration for fall career day, and getting interest. Initiatives include faculty relations—ramps up use of CSO use by faculty and departments. Connecting better with doctorate students. Two months ago we now have to charge sales tax on fee for services. This is legislative driven and will most likely affect all other schools.

Western State – Successful year being housed in Academic Affairs instead of Student Affairs. Career Services had a great career fair, summer fair was better attended by both employers and students. Student vote for a fee increase to build a new field house. Career Services is temporarily housed in an old dorm building until the new space is completed.

Mesa State – Still lots of construction. Budget looks good. President is real business minded. Up 900

for the fall for the enrollment.

University of Colorado @ Boulder - Jane Rogers is retiring next week. Jonnie is leaving the country for a year to participate in Semester At Sea. Making many new changes in the organizational structure. Move in to new building, with 5 elegant new interview rooms. Hiring a new welcome desk coordinator. The Insiders is a new group starting up who will handle the on-campus recruiting activities, a second group call the Outsiders will manage all external relations. Also adding a new layer to the organization that will manage assessments and evaluation.

Issue Panel - "Unstoppable Attitude in Life and Career Centers -Peter Miller"

(Insert slides)

Peter Miller works in the UCD School of Business as a marketing professor. Graduation is a product launch. In marketing these terms are actually a concept that connects to the college campus. Career Center has a big role in this. Product Launch Journey. The product has now become a moving target and everything along the path are also changing. Students are constantly changing and that makes them more dynamic and challenging. Mindset of the 2010 Class- Overview of 2010 life experience. These things impact the attitudes of a generation.

Approach to Education – When teaching my classes I try to remember about how my classes feel to my students. Don't care so much that they all remember the content. I want my students to feel good about what they're doing. When we talk with people, it's not important that they remember what we say, but how they felt.

Peter Miller's Class (MKT 4050)

Students in this class work on marketing plans. Center on students marketing themselves. What's College About? - Responsible marketing – there is no substitute for honesty, ethics and authentic marketing. Every morning we have power over our attitudes. Unstoppable Attitude: Whatever is within us that allows us to achieve whatever we want to. Often we see the obstacles instead of the possibility for success. See 10 Principles of an Unstoppable Attitude. Everything you do in life, make sure its quality. In life, things just happen. When they happen, its not about the event. Tell people what you are doing. Get a team of people to support you. It is worth achieving your goals. Be a lifetime learner. Everything is changing. Don't stop learning. Live a healthy life because it helps you when things just happen. Set goals—what is your next finish line? Helps you not flounder.

Question & Answers

Q – We sometimes come up with great ideas that fail. How do go about moving from things that don't work to things that do work?

A – Keep trying. Be more creative with fewer resources. Expand your team—use faculty and others.

Q-What are the messages that will resonate with the traditional aged college student?

A-Students do care about careers. They are on the edge of their chairs when the instructor talks about

Q-Can you talk about the difference between the terms marketing and advertising?

A-Advertising is a function of marketing. It is a tactical item within the entire marketing strategy. The marketing concept should permeate throughout the whole organization.

Q- Can you explain how you see the pharmaceutical and bio tech industry in Colorado?

A-We have a few solid companies in CO. They often sell quickly to make profit.

Breakout CCSA groups and reports

Directors	Talked about ways of minimizing the time it takes to conduct resume critiques. Some have expanded walk in appointments, others have used software to help students create better resumes. Mymajors.com is a free website that helps students choose a major. Expanded services for a nominal fee. Discussion of whether we should be in the business of job postings. Also discussed the term “placement” and how we all feel about that. Small group will get together this summer to discuss further.
Counselors	Talked about the question about how many appointments do you take per week and a discussion about drop in hours. Minimum is 20 hours per week for some folks, Boulder has looked at who likes certain things and giving more of those responsibilities are theirs. Discussed online appointments, which is a new trend. Boulder is starting a trial period with this over the summer. Discussed using CSO to help with scheduling online appointments. Trends—offices are seeing students who are graduating who are not interested in looking for a job until August. Discussed why students are choosing to wait and how a counselor can respond. Felonies and criminal backgrounds and suggestions for resources for counselors. Counselors are burned out with resume reviews and looked at new ways to minimizing the amount of these. Discussed the development of a career services student group that is a national organization that sponsors student involvement in career services.
Employer Relations –	Trends with career fairs. Mixed reviews with student attendance, but still struggle with employer participation. Expect to see that change in the upcoming years. Campus interviews have been down. DU had a great non-profit government career fair. Discussion about online career fairs. School of Mines has had success with this. They had 60 companies participate. Used CSO to manage the fair. A little labor intensive to set up. Event led to more employers interested in campus interviews. Free to the employers. Talked about companies who are suspect. All in agreement to not let these types of organizations come to campus. Talked about Delta Epsilon Iota, the national student group and how their involvement might be a helpful addition to career services. Also talked about advisory boards of faculty and employers and how they’ve been helpful.
Internships –	Talked about terminology and defining things clearly so that others don’t get confused. Also discussed risk management and how to manage situations. Discussed time commitments required for internships and coop and what is reasonable for a student. Discussed internships.net, EIT and other places to learn more about internships. UCD’s ELC has done amazing work in this area, has been a great resource.
Alumni Career Fair	Group will decide on how to handle any profit made.

Business Meeting

Treasurer's Report

We currently have \$3300 that does not include any of the expenses from this meeting. We are in good shaped. Motion made to approve the minutes , seconded. Minutes were approved

Website/Linked In/Google Groups

Website needs updating. Jan is longer available. CCSA is currently for employers and for the membership. One idea has been to develop a separate place for employers and ingroup interaction. A Yahoo group has been set up. It has a description of the organization and a calendar feature where we can post all of our career events. This could also serve as our listserve because you can post messages on it. Everyone would need to set up their own account for this to work. The site also has a document section where files can be stored. Anytime someone posts a discussion on the site it gets sent out to the members email account. Can set up the account for everyone to join or you can limit who has access.

A Linked in group has also been set up. This could be where employers can log in and communicate with us. This does not have the calendar feature and does not permit for private internal communication. Discussion can happen on Linked In as well. Employers would not be able to see the event calendar. We would have to create a document on events and post it to the Linked In site. Not sure if employers have ever really used the website to access this information.

Discussion – Is there something we could do with the CSO consortium? No one is really sure on this, but not everyone has CSO to access the consortium. Who would manage these two sites? Some discussion on having the President Elect responsible for this. Currently we have a DU staff member who manages the listserve. This would alleviate needing to have someone to do this. Maybe this is something we might try for a year and reevaluate later. Do we really need a site for employers? Can we just focus on creating our Yahoo group for this year?

Motion to launch a pilot of the Yahoo group site for CCSA members for one year and wait until Spring meeting to discuss an employer site. Motion seconded and passed. Decided to keep the listserve as a back up for now. When information gets posted we might send out an email to the listserv to notify them that something has been posted.

Discussion on creating a new position in the leadership team for a technology person. For one year we'd like to try this out. If it works then we'll consider changing the bylaws to create a new position. Motion was made to have Sarah Senter serve in this role for one year. Motion seconded and passed.

Bylaw and CCSA Constitution/Discussion of new CCSA members request

We have had a request from Westwood to join CCSA. They are a four year institution, for-profit institution. Also received a request from the Community College of Denver. They are a 2-year community college.

Discussion – Discussion expressed in having for-profit schools in our membership. Seems their focus is on placement. They don't have the career development background. Students have shared negative experiences about some of these proprietary schools. Their missions may not align with ours. Discussion about two-year colleges. Our bylaws state that this organization is for four-year institutions. If we opened membership up to community colleges our membership could double or triple. Many of us have articulation agreements with community colleges. Community colleges are also

where many degreed individuals go for retraining. What about hosting a one-time event where we invite community colleges. This might help us flesh out the relationship more. Is it feasible to bring the group together or should there be two separate groups? Let's include this on the Yahoo discussion. How about finding out if the community colleges are even interested? Or how about a survey monkey for our membership and drive folks to the Yahoo discussion board? CCD submitted a proposal for us to review. Plan to vote on this at our next meeting.

Bylaws require that any change be proposed to membership at least 10 days before a meeting and voted on during the meeting. Each individual member will have a vote. What is majority?

Fall Meeting 2010

Location will be CSU-Pueblo. If you have ideas for speakers, please let us know.

Alumni Career Fair

Twelve schools are planning this event for June 17th. For alumni with 3 or more years of experience. 56 employers are currently registered. Next step is to get alumni registered.

New Business

No new business.

Updates – DU has developed a statement on their website based on the recommendations from one of our Fall panelists who commented on the legal Monroe case. Subcommittee will meet this summer to review the bylaws. Jonne, Richard, Gregg, Catherine, Bridgette will serve on that committee.

Meeting Adjourned.

May 20

Move to open the meeting, seconded—meeting is open

Election of Officers

Nominations for President Elect

Michael Deragish - Yes

Paul Worthman -No

Tina Stack - No

Karen Metzger - No

Patti Roberts – No

Lucinda VanWeagan - Yes

Bryan Oruba – No

Shelly McClaine – No

Emily Frank – No

Lin Sherman – No

Michael Deraish is our new president elect.

Alexandra Hall Presentation (see attached slideset)

Economic Climate and Employment Outlook

The unemployment rate would have to move a full percentage point for the change to be significant. But the media and general public seems consumed by any little change in the unemployment rate.

Even though economists are expected to produce forecasts of the future labor market, it is really difficult to truly predict the direction of the economy. Major and unexpected events happen.

Economists will try to predict labor market trends, but people should focus more on choosing a career that supports their passion. It is helpful to know the general picture of one's chosen career in terms of what to expect.

Gross Domestic Product needs to grow before we can have job creation. The good news is that GDP is growing. But since we have lost jobs, it will take some time to just recover those jobs back. 2014/2015 is a reasonable expectation for when we may see job recovery.

The current recession was worse than the one in 2001. In this one, pretty much every industry has suffered. Starting to see signs that job growth is in the early stage of recovery. Unemployment rates are based on those who are actually looking for jobs. Many people have been discouraged and pulled out of the labor market altogether. When the job market gets better, they may feel encouraged to reenter the market which will again impact unemployment rates as the economy tries to absorb more job seekers.

One of the reasons job creation has not recovered is the lack of line of credit.

Close of meeting/Meeting Adjourned