

CCSA, 2012 Fall meeting; Minutes

Minutes: taken and typed by Ann Jones, President-Elect

8:30am –

Welcome by Jeremy Podany, new Career Services director at CSU; and by Lucinda Van Inwagen, CSU, current CCSA President.

Collected group was asked to give introductions of their staff members in attendance and for one member of each attending institution to answer one of the following questions if possible:

- a) Biggest challenge their staff faced this year
- b) A new initiative to be implemented in the coming year
- c) Description of a program for enhancement – seeking suggestions

- 1) Leslie Bishop - U. of CO-Denver Career Center;
- 2) Michelle Gjerde - CSU-Pueblo;
- 3) Bridgette Coble - Metro State U. of Denver; challenge of implementing a new college name and a new assistant director; might take on student employment and wanted some suggestions of how other colleges currently handle this program.
- 4) Linda Faucheux - U. of CO-Boulder; Advising-first year advisor initiative; A&S College
- 5) Richard DelliVeneri - Regis University; Personnel changes, Sophomore education, Student Services, mentor/guide sophomores through college.
- 6) Renee Welch – UNC; required for-credit internship initiative – seeking input from others.
- 7) Carol Trejos – CO Christian University; new building.
- 8) Pamela O'Grady – CSU; transitioning with new director (Jeremy Podany, relocated from Indiana, came in July 2012). Work is underway to form new career services partnerships with the College of Business office. Lucinda indicated that the whole Career Services office will move into a different space yet to be determined; the Lowry Student Center will be off-line for 18 months beginning May 2013.
- 9) Sue Hinkin - U. of Denver; Liberal Arts Advantage initiative; Undergrad Career Center for Daniels Business Center. Challenge of decentralized; measure and assess learning outcomes.
- 10) Melissa Holland – Naropa University; Expand services (alumni) to on-line to include job searching and other programs.
- 11) Jo Chytka – U. of Wyoming; 8% budget cut/hiring freeze; she is current Interim Registrar; building of the new Gateway Center for involvement with Foundation, Alumni Relations, and freshman admission programs. Held a workshop for international students on employment information.
- 12) Diane Kull – Colorado Mesa U.; Accreditation with Engineering; partnership with CU-Boulder; added a new employee
- 13) Patricia Dommer – Ft. Lewis College, School of Business;

Finished introductions by 9:10am

9:45am –

Data Done Your Way: Accountability, Practice, and Trends in Career Services Assessment

- a) virtual presentation by Amy Feder and Jennie Gambach from Hire One (formerly Campus Labs, formerly Student Voice).
- b) Started with definition of assessment: what, when, how to get information, how to address key findings, etc.
- c) Provided strategies for intentional planning to get data we seek for assessment
- d) Showed examples of best practices and trends from other schools

- e) Showed example from OSU-Oregon: Statement of goals, Statement of Outcomes, Assessment methods, implementation, results, decisions. Utah State U.; UNC Chapel Hill and how they tagged to a strategic plan; U. of Delaware for co-curricular mapping and learning outcomes.
- f) Provided components of learning outcomes: A-audience, who does the outcome pertain to; B-behavior, what do you expect the audience to know or be able to do; C-condition, under what conditions will the learning occur; D-degree, how much did they learn
- g) Outcome Writing – 3M's
 - i. Meaningful – how does outcome support the departments message
 - ii. Manageable – what is needed to foster the achievement of the outcome? Is the outcome realistic
 - iii. Measurable – how will you know
- h) Assessment tools; think outside of surveys such as rubrics, mobile data collection or QR codes, handouts, # in attendance, etc.
- i) Ways to get assessment results out to audience: PR campaign, assessment awards, roadshows, websites, periodic emails to staff, “yearbook” in annual report, short term templates. Map out events and the sources used to gather data
- j) Employment assessment: have lunches to ask them questions on how to improve services then provide the questions with the answers to audiences; use existing data sources from NACE Student Survey, Job Outlook Survey, Internship Co-Op Survey
- k) Can contact either if having questions: Amy – afeder@campuslabs.com; Jennie – jqambach@campuslabs.com For webinars, go to www.campuslabs.com.

Done by 10:30am – break until 10:45am

10:45am – Facilitated Working Break-out Sessions – bring ideas, best practices, current challenges

Breakout / Focus Groups were:

- 1) Students – Learning Outcomes and measure of success at graduation
- 2) Employers – Employer satisfaction with career services and students
- 3) Institution – Where your school is now, possible future challenges of assessment, student learning outcomes, and accountability. Brainstorming best practices on telling your departments story.
- 4)

11:45am - Groups report on highlights of work group session: see attached Breakout Session Notes that were taken in each of the break-out sessions.

12:00noon – 1:30pm - Lunch and networking at Academic Village on campus

1:30pm-1:45pm – Tour of CSU Career Center

2:00-3:00pm Employer Panel - Employer Recruiting, Technology and Social Media Success

- 1) Bridgett Bustos – Deloitte – Diversity Recruiting/Retention. Three fold approach: culture, people, ideas. Deloitte University for technology and ideas. All about ideas: DeloitteUniversity.com
- 2) Jeremy Mullett – City Year, Denver: recruit 17-24yr olds for inner city schools. They use real-time marketing through Twitter, flyers, bracelets, etc. #makebetterhappen and they tweet what they are doing in schools as they are doing it.
- 3) Justin Cross – Otterbox – Recruiter and LinkedIn expert. Uses LinkedIn for employment needs; searches for candidates.

Lucinda: question – How do they benchmark success? What does measurement look like?

BB: technology is supplemental to engagement

JM: # of appointments through career services, Twitter is personal touch because people can see their peers tweeting. Measure by feedback.

JS: Consumer space – “show me the \$\$\$” - challenge managers to be their own recruiter.

Question – Why Twitter and not FB?

JM: Research done on east coast, Twitter is big there; not as big here. It is instant

Scot: question – Top things students need to do or not do, on LinkedIn?

JC: be specific in capturing their skills. If people are not on LI, it is a big mistake.

BB: spell out words, You not U...Use appropriate grammar, punctuation marks, etc.: slang is not OK in her world.

Question: Advice to give to students to position themselves better

JM: hashtag tells what is going. Students should check out #, don't be arrogant.

Question: Advice to students on "Presentation of Self"

BB: Deloitte delivers service to top 250 companies in the world. Candidates must be TOP NOTCH always; even on FaceBook. No slippers; students are young professionals and they should present themselves as one. Stop thinking of self as student but as a professional who isn't getting paid yet.

JC: he doesn't go after FaceBook really but, he might look onto peoples accounts to see what they are saying.

JM: wants students to express to him how City Year will help in their future. He doesn't really look at social media sites but he does expect role-model behavior.

Mary Michael: What are they looking for on LinkedIn?

JC: outgoing, engaged outside of work, he hires people-not resumes.

Jeremy: question....from their perspective, how would they answer this question (It would be great if career centers would do....) or (It is great when career centers do.....)

BB: speak (to students) from informed perspective about industries. Student need to know what industry(ies) is/are in their future area.

JM: career decisions are easy if students know what they want to do. Loves it when career centers re-tweet his information.

JC: engage

Michael D.: question – More apt to go after candidates himself or, would prefer if candidates hunt him down?

JC: Always needs good people; looks at all.

Will L.I. make resume obsolete?

JC: NO! sees the need for more career fairs

Jennifer V: question – How does he reach students through L.I.

JC: tell them to connect with as many people as possible. He limits some of his own contact info.

Ended at 2:55

3:15-4:00pm Career Services and University use of Technology and Social Media to reach students –panel

- 1) Summer Shaffer, CSU Career Center – always seeking new ways to reach audience. Has a Student Advisory Committee. Has Student Ambassadors, did a social media survey. Stated using Twitter – currently has more employers than students but getting more all the time. Pinterest – new user of this site.
- 2) Helena Barrera, U. of Denver – using FaceBook with close to 1000 Fans, not using Twitter, some use of LI Alumni Group, Pinterest and plans to use a campus wide Career Services Board in the near future. Philosophy is that social media isn't just a fad, it is about community and it should have the same rules. Still have/need a personal connection. Uses surveys and posters. On FB does a "Job of The Day", Internship Friday, and has info graphics.
- 3) Roderik N. Saleh Alvarado, U. of CO-Boulder – Does marketing; promotes presence and brand. Twitter, FB, LI. Posts jobs & internships daily. For FB updates, searches web for relative content – Forbes, Fortune, etc. and host these on website also. Gets about 10 requests a day on LI.

Question – How do they keep taking pulse of students?

SS: student staff – ask them questions routinely. Ask students who use the services. “Live” in the community they are serving; read student publications and see what students are writing.

Corey: question – Fan Pages – paid

HB: sometimes they pay for things but most of the time not.

SS: just depend upon Peer-to-Peer marketing mostly.

Lucinda: question – Where does video fit in?

HB: uses some videos from YouTube; Candid Careers, People talking about their story. Get students involved.

RA: for videos-story telling is good. Comes down to budget – costs time and money. Source videos and use ones other have made.

SS: Not using video right now

Deborah: question-What are your best practice with FB & Twitter

RA: Extract interesting jobs from Career Buff and feather them on FB; goal is to try and entice students to Career Buffs.

Ended 4:00pm

4:00pm – Business Meeting

Treasurer’s Report - \$4,500 in the account: Peg made motion to accept, Cory seconded: Report Passed.

Lucinda: Proposal to increase yearly membership dues – haven’t had increase in over 10yrs. Suggested that institutions with 5 members or less keep dues at \$50/yr and with those institutions with 6 or more members, raise yearly dues to \$100. Roseann Wagner asked - # of members participating? (?) and Lucinda indicated it was “However “you” as an institution want to define your numbers. Reason to raise the dues is just to make sure and keep the account in the black.

Richard D. asked about the by-laws and how “Membership Institutional” was defined. Some discussion followed on if two institutional groups (from one college?) could split the cost: one pay \$50, the other pay \$50. Will revisit this next meeting; Spring 2013.

Spring meeting, 2013: want to keep cost down as best as possible.

Explored Glenwood Spring, CO hotel – bad contract, puts CCSA at risk...also added travel costs, fees, expenses, etc. Decided not to go with this hotel. Decision was to talk with a couple of Denver schools to see if they wanted / could host the meeting. Either DU or Metro perhaps...the dates of the meeting are currently scheduled to be May 16 & 17, 2013.

Renee Welch: asked why to have a two-day meeting that includes an overnight. Discussion ensued about the spring meeting including speakers and more learning opportunities.

Helena B. indicted she thought there was value to having dinner together the night before; liked the social time with colleagues.

Pat: also indicated the networking session the evening prior to meeting was valuable.

Discussion came about to offer a \$200 stipend to offset travel costs if institutions needed it. Richard D. felt this might be appropriate because people in Denver save lots of \$\$ by having meetings in the Denver area.

Michael D. brought up topic of having a CSO Consortium of folks and this was asked to put on the agenda for the spring meeting.

Lucinda moved to end the meeting: Sue H. seconded...Meeting ended at 4:45pm.