

**Collegiate Career Services Association of Colorado and Wyoming**  
**Spring Meeting – May 17 & 18, 2012**  
**University of Wyoming**

**Welcome and Introductions:**

Welcome by CCSA President -Michael Deragisch

Overview of the meeting

Thank you to Ann Jones and conference planning committee

Tight agenda – 2 day conference in 1 ½ day

Consider yourself and others for officer nominations- Vice President/President Elect, Treasurer and Technology Manager

Dinner count for tonight

Next Spring meeting date/location – suggest to defer to determine date for fall to include Western Slope CCSA members not present

**School updates and reports – 3 questions**

1. Will your School believe you have done them a positive service in 2011-2012, and why in 1000 words or less.
2. What is the best on-campus relationship you have with a department outside of Career Services?
3. What problem did you solve for an academic department on your campus that you never encountered before?

Lin Sherman – Department School of Mines

Relationships with Academic departments

Presented Professional Development Program to senior design class - working through the departments

Chemical Engineering – undergrad research program

Physics – working into curriculum – 4 weeks for professional development program

Bridgette Coble – Metro State College Denver of Colorado

Collaborative effort that will become an annual event U-CD and CCD ‘Landing Your Dream Job’

Very collaborative – campus-wide initiative . Full day conference with breakout students – 150 students attended

Scot Sanders – Colorado State University

13,500 touches with students

Program Highlights:

3 things – 6 students Mock Interview Program

Mock interview Program – 250 interviews

WRP- 4 students found full time

32 events over 6,300 students

Shane Smith – University of Colorado Boulder

Department of the Year Award

Safe Zone designation for GLBTQ

Richard DelliVeneri– Regis University

Solving problem -Health professions

Issue – ‘What is happening to graduates’ collection of info – help with data gathering

Future careers in nursing - world of nursing is changing – panel high level alumni in healthcare to discuss landscape changing. More opportunities will be outside of hospitals – number of large corps developing in-house care.

Kristen Brown – UNC

Hoping to hire 3 people

Strengthened Relationships – College of Education. Opportunities increased by 10%

Problems solved for academic department – College of Business

New requirement: must have an internship – hired a cost shared/split the position between Monfort College of Business and Career Services. Result – between 200-300 students placed in internships

Cindy Hyman – University of Denver

11 people from DU present at meeting– 4 new staff members!

Relationship with other department - Parents Council

Group of Parents – Career Advisory Committee have parents help educate students on the importance of Career Services. Just starting program so will share results next year.

Jo Chytka– University of Wyoming

Welcome to our campus!

Directions to College of Business

New Clean Energy building

Emerging partnership: Foundation and Alumni Association – Corporate relations person to raise funds for New facility to include space for on campus recruiting – ballroom, free space fall 2014

Michael Deragisch – move up agenda of Dee Funkhouser to 9:30 AM to allow more time for keynote Deb Chereck to arrive.

Ann Jones – RSVP numbers for dinner

### **Labor Market Trends and Information to Facilitate Student Success**

Keynote: Dee Funkhouser, Training and Outreach, State of Colorado, Department of Labor & Employment

Loves sharing Labor Market Info with career services staff and spreading the word and the power about what Labor Market info can do- share with the people

Worked in Career Services - Pikes Peak Community College

Colorado Dept of Labor and Employment - 30 other people/26 are economists statisticians

Part of the challenge to sharing the story on labor market trends - regions are hard to define – as they are defined differently – Federally vs. State.

How to bring this together

Refer to Packet

Industry Employment and Wages

Occupation Employment and Wages

Demand for Workers

Labor Trends - 2 years and 10 years

Current and Future

Economic Outlook

Need 5% growth to get back to where we were before the recession

Growth in 2012 forecast 1.8-2.3%

Quarter 1, 2012 GDP came in 2.2%

Non- Farm Jobs

Still 5 mm jobs behind

Construction & manufacturing greatest job losses  
Construction is coming back but loss experienced workers – have gone elsewhere  
Manu – up 500K since 2012  
Really good  
Not a driver industry in WY but is in Colorado  
Smaller losses in Retail Info, financial Activities, Professional and Business Services

**Highlight Tip** – Education category: private schools, services – Higher ed is government  
Graduating Pays – bookmark data will be useful

WY – bootcamp for teaching about labor market – respond to data

**TIP: Work with your Workforce Development office to access LMI 101 online**

Unemployment Rate U3: Levels 1 -6 anyone who is unemployed over 16 who is looking for work and available for work- if not looking not considered unemployed – not in prison or institutionalized

U6 is the actual rate

Underemployed is a problem – no standard definition hard to look at

Mountain States – 8.1%

3 industries that loss 7% of jobs in WY

Regional Employment Growth – Ag jobs are not counted because they come and go/seasonal

1.5% growth

1% WY

Colorado 1.8%

Unemployment and Job Growth are not always inversely relationally proportional

Recessions tend to take longer to recover-

Undergoing structural change – Economists

MSA – Metropolitan Stats Area – 50,000 people or more

7 MSAs in Colorado and Wyoming

Greeley – growth in Oil and Gas

Boulder and Fort Collins doing well – CSU and CU job machines

Based on where people work – as of March 2012

Tend to attract younger population-

WY – Under 6%

CO – Fort Collins/up substantially 2000-2011

Grand Junction – beefed up

Wyoming – 2000-2011

Substantial job growth

Placement & looking toward industries for hidden job market

Year over year – March 2011 – March 2012

Trade transportation and utilities (retail/wholesale)

Bioscience growing in Colorado but have to look at overall growth in industry sector

**“Driver Industries in Colorado”**

- Information
- Manufacturing
- Business and professional services
- Leisure & Hospitality

**“Driver Industries in Wyoming”-**

- Mining Logging
- Trade
- Government

**Business Meeting – Michael Deragisch, President**

By-laws proposed changes – Committee led by Richard De worked hard and long

Fluid document – if you agree with 80% Yes

Information sent out between meeting so no further discussion required – members are asked to vote Yes or No - Ballots collected

**2011-2012 Budget Report –Mary Michael Hawkins, Treasurer**

Balance has been pretty steady – organization makes little money on our meetings

\$2200 revenue: major expenses related to

CASPA meetings

Fees associated with Deb's visit

Awards and other expenses

**Officer Nominations - Michael Deragisch**

For Vice President/President Elect: Ann Jones nominated by Lucinda Van Inwagen

Ann Jones leaves the room. All CCSA members present - Approved Ann Jones' nomination unanimously

**Technology Update – Technology Committee: Shane Smith, Sarah Senter, Adam Carpenter, Jan Behunek**

Deactivation of listserv –Moving to CCSA Group Linked in Communications page

New designed and tested website – <http://www.ccsa-cowy.org>

Adding new position – Technology Manager Officer Position

Shane Smith: Dawn of the internet listserv dates back to 1992

Adam Carpenter: Website features including calendar

Sarah Senter: CCSA group communications Page – taking listserv and yahoo group offline

As soon as new officer elected, Tech Manager will take over the transition and updates

Michael Deragisch: Timeline transition goal– mid July

Sarah Senter: Biggest piece of Technology Manager role will be communication

Jan Behunek: Calendar for job fairs, teacher fairs to coordinate, managed by Technology Officer

Web form to add info to website - being discussed but not available at this time

Shane Smith: CCSA LinkedIn Group

To find group: 'Collegiate Career Services Association of Colorado and Wyoming'. Restricted to CCSA members only. Easier to use. All the info on upcoming meetings – no more emails

Maintaining website: Part of job description Technology Manager

**Vote on the By-laws – Michael Deragisch**

32 approve to 2 so can go forward to Technology Manager position

Technology Manager skills needed:

Adam: HTML skills – useful

**Technology Manager Nominations**

Adam nominates Sarah. Sarah nominates Adam

**Fall 2012 Conference Locations**

Bridgette Coble: Would like to host at Metro at some point after fall meeting

Lucinda Van Inwagen: Suggests CSU, it's been a number of years since CSU hosted. May 2013 Lory

Student Center remodel will take LSC offline for at least 18 months. CSU approved. Date selected -

November 16. Voted on and approved by CCSA members present

**Spring 2013 Meeting Locations**

DU suggested

Richard DelliVeneri - Beaver Creek that would allow more centrally located – neutral location  
Durango – long long way from most schools  
Michael - Centrally located venue  
Does not cost the school including parking LCD  
Suggested Spring 2013 – neutral mountain locations  
Breckenridge , Keystone, Glenwood Springs, Redstone, Aspen  
Michael Deragisch: Send out Survey Monkey after meeting – about preferred dates and locations

**2012 Salt Lake City MPACE Sponsorship Opportunities** – Lucinda Van Inwagen  
Mountain North Summer Brewery Tour

**Technology Manager Voting Results**  
Sarah Senter elected as Technology Manager

**Redefining Placement and How Populations Drive “Placement –**  
Deb Chereck, Director Career Services, University of Oregon facilitator to lead discussion on Thursday  
Continuation on Friday through panel and working breakouts:  
Panel – Deb Chereck, Director University of Oregon, Jo Chytka, Director University of Wyoming, Ann Malen, Former Director Colorado State University

## **STUDENTS**

Problem:

- Expectations
  - Of course there will be a job for me when I graduate
  - It will be easy and well paid
  - You will provide the connections and do the work
  - Students start too late and expect immediate gratification
- Lack of information
  - About themselves
  - About the world of work
  - About what we do
- Special populations
  - International students
  - Graduate students
  - Alumni
  - Non-traditional students
  - First generation students

Solutions:

- Jobs after graduation = communication problem with student and parent, address initially - parent newsletter, reinforce; national economic growth communicated to students
- Students start too late /don't listen
  - Readiness for work – they aren't ready to hear it
- Internship = engage early and all three years (freshman = service, sophomore = career exploration, junior = focused (national) internship and build our story around this theme
- Grads = web, Linked in, image, identify passion
- Commercials about what we do don't work, maybe national statistics

- Focus not on what we do but what the student gets out of it; exciting stuff or scare tactics
- Attach everything we say to a success story, degree, resume, network, internship = pieces of puzzle to success
- Data needs stories around it to make meaningful
- Communication overall
  - National statistics – how/what we do will help them
  - Get parents involved to reinforce message throughout
  - Attach everything to success stories, not just numbers
- Have to get the message out broadly, can't rely on just one route
- Video geared towards students – success stories
- Photos show it instead of tell it
- Engage parents in process – here's what you can do for our students
- Parent to parent advice on web
- Orientation – direct tasks for each year
- Lack of Info: Internships help learn about selves and world of work
  - Advantages of starting early
- Special Populations
  - Non-traditional students – grad students want traditional unpaid opportunities to pay, focus on skills; networking within industry
  - Maximize Linked in profile for distance learners
  - Panel to help international students understand job searching, inviting employers who do and do not hire international students; identify employers and focus on who is hiring international

## ADMINISTRATORS

Problem:

- Placement rates = Value of the degree and success of the institution
- Data/Accountability, actual numbers, outcomes
- Defining the term “placement”
- Rankings in the media
- Placement rate role in recruiting new students
- Federal regulations
- Fundraising

Solutions:

- Undercover Boss
  - Shadowing CS
  - Shadowing Events
- Clear/comprehensive method of disseminating employment outcomes
- “Mandatory” check out survey
- Ways to educate administration re: what we do
- Best practices/cooperation – all-campus efforts to share and collect data
- Top, like-minded administrators to promote CS
- Graduate survey results on website – drive questions to the site
- Admissions tour guide training re: “placement rate”
- Survey results to IR for checks and balances

- \*Info re: reality of actually becoming a “placement” office, i.e. caseload, time involvement
- Building relationships with alums via engagement for fundraising
- \*Create central database across campus departments and centers of outcomes data for all to see

## **PARENTS**

### **Problem:**

- ROI – what am I getting for tuition dollars; what kind of job will my student get worth the investment
- Getting their students engaged
- Placement rate = national publications historical placement rate – give me data that makes me confident my child will get a job
- Debt – too much
- Old placement model = paid tuition, student earned degree = job
- The “should” pressure

### **Solutions:**

- Parents included in session. Three-way communication:
  - Student, career services, parent >
  - Newsletters, emails, magazine, website
- Increase parent employers
- Find statistics that are current and relevant to promote with parents
  - Time communications for best result
- Encourage students to talk with parents
- Remind parents about their own career path; your students will also try many things.
- Student to student communication: blogs, videos
- Advertise statistics – what opportunities are available
- Orientation – talk to parents
  - Include student ambassadors
  - Include parent ambassadors
- Consistent follow up with parents
- Final thoughts:
  - Better parent page, add more relevant information
  - Include on website a forum for people in each group to post Q & A

## **EMPLOYERS**

### **Problem:**

- Employers want the best (perfect) candidate delivered to them in short order
- They (employers) don’t have a clue what we do
- We don’t prepare candidates well, or well enough (is it OUR responsibility?)
- Why has no one applied? This is the best company – we can teach ‘em!

## Solutions:

- How do you define “best and brightest”
  - Did you read your job description? Tell us what you want – clearly definition
- We need to teach University Recruiting – we are (will be) Consultants
- Do we need to control the application process?
- Students need a resume on system to be considered
  - How do we “engage” students to post resume?
- To help employers we need to better communicate the opportunities
  - To our students/alums – when promoting jobs on campus include a link to drive student applicants back to our system
  - Go to “other” dept advisory boards with employers to talk about Career Services
- Follow NACE
- Office goal is to prepare students to do job search
- They (the employers) know better than we do who the “best” employee (candidate) will be
- Questions to employer
  - Do you have any alums?
  - Do you sponsor a scholarship?
  - Student group presentation

## REDEFINING PLACEMENT FROM CAREER SERVICES VIEWPOINT:

### Attributes, descriptors, outcomes:

- Post-graduation outcomes
- Use of services – success within 6 months
- Education plus self reliance
- Success at graduation → 1 year → 5 years
- Self-placement
- Facilitation
- Provide professor connections & networking
- Guidance
- Relationship building
- Building confidence
- Polishing professional image
- Expanding awareness of options
- Helping them to make informed decisions
- Tool kit necessary to find employment
- Support & empowerment
- Reality check
- Try before you buy / test drive
- Building a personal brand
- Providing clarity
- Providing comfort w/o ambiguity
- Consultant
- Relevant
- First job leads to ... skills, experience
- Partnerships