**MINUTES**  
CCSA Annual Fall Meeting  
Hosted by the University of Colorado, Boulder Career Center  
November 14, 2014

**Welcome:** Ann Hermann, CCSA President  
Ice Breaker: Dylan Mark   
Speaker Introduction: Lisa Severy

**Keynote Speaker**: Farouk Dey, Associate Vice-Provost for Student Affairs and Executive Director of Career Services, Stanford University (INFP)

* Future Trends in College Career Services (I)
  + The future of career services in the changing landscape of higher education is under scrutiny as never before. Our models must be reviewed and opportunities for productive transformation abound. We are entering the “perfect storm” for Career Services.
  + Issues include the widening gap between college and career, government initiatives such as Gainful Employment and the College Score Card, parent expectations, economic concerns and the value/ ROI of a college education are all front and center.
  + Review of the career development past (see attached handout)—vocational bureaus (1900-20), teacher vocational guidance (1920-40), placement offices (1940-70), counseling model (1970-90), counseling, employer relations & networking (1990-2010), models now developing focus on employability and facilitating meaningful connections between employers and grads (2010-30).
  + Every transition builds on older models, change cycles every 20-30 years.
  + KEY: facilitating opportunities for employers, students, and other stakeholders to connect.
  + Discussion of Stanford example of Career Connections : Vision 2020 (see handout)
  + First destination data/outcomes. Are we measuring the right outcomes?
  + Use of net promoter Score (NPS) –Awareness, Engagement, Reputation
  + Paradigm shift in career services: Reactive-Proactive-Interactive-Hyperactive (see handout)
* Leading Change in College Career Services (II) *“To lead change you must initiate it, not just embrace it.”*
  + Create an Ecosystem, not just a place.
  + Reinvent and ask for resources to lead and initiative change.
  + Job Fair makeovers as networking meet-ups
  + Elevate the position
    - job titles are advancing in level: Associate VP, Associate Provost.
    - Need for quicker, more direct reporting lines.
    - Career Centers must have a

seat at the table!

* Raising Resources—benchmark schools, build the case, and pursue resources. Career services hot topic among alumni and parents.
* Reinvent the Staff (see *Changing Face of College Career Services Staff*, Dey and Cruzvergara, 2014)
  + More customized, specialized
  + Interconnecting ecosystems, collaboration & coordination is core
  + Get rid of centralized/decentralized mind-set
  + Career Services as an idea not a place—career catalysts
  + Never abandon 1-on-1 meetings but that is no longer the core. It’s building connections, helping students design their lives
* Tell your Story! A marketing/branding manager is critical.
* Reinvent Technology
  + Career Services CRM (our tech tools do not live up to our aspirations)
  + Social media/interaction component
  + Open API
  + Logging in rather than seeing an advisor much more common
* Strategic Planning as part of the University
  + Most important learning takes place outside the classroom
  + Creation of a guiding coalition
  + In the business of creating opportunities for connection
* Assemble the right team who believe in the Vision
  + Just get it started, it will evolve--encourage staff not to lose faith in the process during the initial “messy” period
  + Some will come onboard, others may not
  + Need empathy for those involved in change
  + Aspiring to greatness means embracing chaos sometimes!
  + Enjoy the journey
* Leading Change
  + Don’t make changes for at least 90 days—listening tour is important (see *The First 90 Days* by Michael Watkins)
  + Let the vision develop (see *Leading Change* by John Kolter) yet maintain a sense of urgency
  + Have a 6-month retreat with stakeholders
  + Design thinking—design your life
  + Look to identify low-hanging fruit for short-term wins
  + Anchor your approach in the new culture, new name and new brand. Example—no more workshops, just “meet-ups.” Use current networking nomenclature.
  + Landscape analysis at 180 days.
  + Move quickly because the window of opportunity doesn’t stay open forever.
* The Stanford Model: Career Connections VISION   
  See details at 2020https://studentaffairs.stanford.edu/cdc/contact/vision2020
  + Building the case
  + Began with staff of 15 including 12 counselors, 5 admin/other
  + In 2014 staff of 35
    - See Stanford Career Services org chart: <https://studentaffairs.stanford.edu/sites/default/files/studentaffairs/files/sa-org-chart-november-2014.pdf>
  + Career Communities
  + Career Catalysts
  + Career Ventures

**Lunch and tours of the campus and/or Recreation Center**

**Business Meeting**  
Old Business  
Guest Policy: Guests are welcome to attend if they are sponsored by a CCSA member, and are either currently engaged in the career development field or planning to enter the field ( i.e. new professional, career transition, retired member). Regular members receive preference for any meetings or events with a limited number of participation slots. Lisa Severy moved to accept, seconded by Sue Hinkin. The proposal was approved.

Treasurers Report (Mary Michael Hawkins)   
Ann Jones moved to approve the budget report, Lisa Severy seconded. The report was approved.

New Business—Location of Spring CCSA Conference (CSU selected, May 8, 2015)   
Lightening Round Announcements  
MPACE Employer visits (Entrepreneurs/Craft Breweries), May 7, 2015. Information will be forthcoming.

**Functional Group Meetings**

* Directors (Sue Hinkin)
* Employer Relations (Brent Thompson)
* Career Counselors (Carolyn Sommers & Amy Schuster)
* Internships (Dylan Mark)
* Technology (Lydia Ross)
* Marketing (Molly Brandimere)

**Career Research & Analytics Panel Presentation**  
Facilitator: Jon Schlesinger, CU Boulder  
Panelists:  
Bridgette Coble, Metro State University of Denver  
Barbara Richardson, CSU  
Kevin Glavin, CU, Boulder   
Sue Hinkin, DU  
Renee Welch, UNC   
Lin Sherman, CO School of Mines

**Closing Remarks and Performance** by the men’s *a capella* choral group, the CU Buffoons.

