

## **CCSA Notes: November 15, 2013, University of Denver, Ritchie Center**

### **Submitted by Ann Herrmann**

#### **Welcome & Opening Remarks:**

MaryMichael welcomed everyone. 86 people registered for the conference.

Ann Jones: Thanked the committee for helping with the planning. Some new members to CCSA: Johnson & Wales and Colorado Heights University.

#### **Each institution introduced themselves and shared announcements/new or best practices:**

DU Int Studies: Serve 150 students. Rolled out internship module (Simplicity). Curriculum development – 2 year program. Assessing learning outcomes.

CU Denver – Sarah Trzeciak is Interim Director. One vacancy career counselor open soon. They are mapping out interactions with students – to improve customer service.

CSU: Held their first employer advisory bd meeting. Discussing how to offer career services 24/7 – online workshops – short & focused. Funding from MPACE – tech team working on portal.

Adams State: Just hired a new graduate student.

DU: Hire Daniels Campaign. Working on an All CO Business Career Fair (CU, CSU, DU & others). Assistant Dir position open.

CC: Doing workshops with supervisors in student employment to talk to students about prof dev. Excel for business, public speaking, etc. Hiring new coach focused on first year experience. Focusing on gathering data.

Colorado Heights: Used to be Loretto Heights, Regis, Teikyo. International business school. 500 students from 57 countries. She started the career center from ground up. Online career services course. Mandatory req for graduation.

CCU: Binder for first year experience. Holistic. Checklist for every year of college – career dev, acad dev, spiritual dev.

Metro: Cheryl Bates is helping with emp rel in a temporary role. The full time position will be posted soon. Funding for liaison to school of business – they are almost done with that search. Increasing services to veterans – program helping veteran students to connect military to civil – through non-profits.

CU Boulder: Grant from family to admin SQ for all first year students. Buff Pro – packages all of our offerings online or thru workshops, events, meet with counselor, employer involvement. 80 students enrolled, soft launch. Will roll out in a grander way in spring. Peer Career Advisor 9 – including a doctoral student in Engineering. Computer Science student created online major card sort.

CU Denver: Experiential Learning Center – 2 grad interns have allowed them to expand services. Workshops on prof dev – incl on LinkedIn. Support group for interns. They are also doing site visits with interns – make emp rel contact.

UNC: CAS review. First gen population – developing curriculum for first gen students. Based on possible selves. Focused on retention rate.

Johnson & Wales: Turning 100 years old this year. 4 campuses. Staff of 4. 1 Career services position – open now. Adding a liberal arts degree. 80-90% of students need to do internships.

Regis: 4 year curriculum for student athletes. Rewarding them for working off campus, volunteering, etc. 3 years now – grows 30% each year. Voluntary program. Sophomore Exp program – also voluntary – engage in sophomore relevant conversations around career – service component – mentoring program. Strategic planning process – experiential learning – several initiatives related to career dev. Career Education course – required – for undergrads. Designed after Xavier Univ in Ohio.

DU: Veterans coordinator – doesn't work exclusively in CS. Modeled after CSU. Liberal Arts students don't articulate skills well – increased use of CS. Baseline study to see who is doing what in experiential educ. Brought students together to create marketing project for little town in Italy – project funded by a parent – all majors – learned to work together. Alumni Career Services Conference at DU this summer in July.

Wyoming: Strategic plan to hire new president – resigned yesterday after 4 months on the job. Moving to CSO software, in conjunction with Business. New relationship with Engineering. Business: endowment funded. Will implement career peer program. Want to implement sophomore program.

### **Student Panel:**

Coordinated & facilitated by Karen Metzger Adducci: What is working? What isn't working?

Students: Sam Estenson (DU), Molly Diamond (Regis), Ricardo Roca (Metro), Valencia Hill Wilson (CU Denver), Elisa Hernandez (CCU).

### **When you think about CS, what first comes to mind?**

I think of Tivoli and offices within Tivoli.

I think of a place that I can go to, majors that go with careers – anything that will help me get to my career.

I think about direction. Joint collaboration between student & counselor. Student has to want to come in. Counselor provide direction, help discern what they want to do.

Partnership – next steps, don't know what we're getting into.

Academic Advising that also takes place. Guiding coursework and structuring majors & degrees. Start with academics.

Scholarship & career is a good partnership. Students don't know where the office is until they're forced to.

### **Reason why you first time you came into the office:**

Sam: Academic Advising – to structure my own degree. Someone helped me draft a resume.

Elisa: Freshman year.

Ricardo: SQ – very helpful. Gave me something to look forward to.

Molly: freshman seminar class. Advisor came in and told us about CS. Showed pictures of students who did internships.

Shelle put me on a path and helped me plan everything out.

### **Would you be more inclined to go to CS or events, if faculty brought up career dev in the classroom?**

Molly: I think CS should work with the faculty to talk with students about what they can accomplish. Make CS required.

Valencia: freshman year seminar required workshops to attend.

Elisa: Create a mentorship with faculty – how to get internships & jobs. Idea of what the next steps are.

Sam: Academic advisors help with coursework, Incorporate careers within those meetings.

### **Did any of you come to school with work exp?**

Sam: internship with biomed organization. Was able to talk about research. Took a year off and did exchange program before DU. Year of catering.

Elisa: very little exp in workforce. Volunteered quite a bit.

Ricardo: very little exp before college. Store manager for Wahoo's.

Valencia: worked at Chucky Cheese.

Molly: nanny, worked in merchandise shop in San Diego.

**Do you think that your school is preparing you to succeed in the world of work?**

Molly: yes, it depends on the major. Accounting & finance – easier. Regis harder to work in the Big 4. Not all of them come to Regis.

Valencia: I definitely think my school is preparing me. It's part of my duty to step out and use resources available to me.

Ricardo: MSU has given me the resources. It's up to me to take the step. They provide encouragement, example SQ, to see what I was good at, take a step forward.

Elisa: help move up the ladder freshman year to senior year. Participate in internships encouraged. Opens up several doors.

Sam: definitely DU gaining lib arts education. That's broadened my skill set. Study Abroad culture huge part of preparing students for experience. I have felt very prepared in terms of capability. Connections through CS and Alumni – vital for students. I had an alumni mentor, and we've stayed in touch.

**Does DU have a structured mentoring alumni program?**

Yes – students can apply for an alumni mentor. Offer career & life advice. Big source of encouragement. He made it all seem very real & attainable. Another voice telling you what career counselors are saying every day. Schools should focus on this.

CCU doesn't have an alumni relations program.

Not sure about Metro. Not that I know of. I would benefit a lot.

Valencia: we do have an alumni relations office – but not directly involved with CS.

Regis – I don't think we have anything like that.

Sam's Mom is Dir of Alumni Rel at St. Olaf – so he understands very well how important this is. Engage alumni & parents in various cities. Called City Treks.

**Can you provide examples of services that your career services office can offer that they don't already offer?**

Sam - DU: alumni connection within the office.

Elisa – CCU: internship reception – internships around Lakewood & Denver. Good idea of where can start looking for opportunities.

Ricardo - Metro: better communication throughout campus. I have no idea about the different services offered at each campus.

Valencia CU Denver: do something more with alumni.

Molly: Regis – do marketing geared towards freshmen & internships. Put juniors & seniors in photos/posters show the freshmen & sophomores about internships. I was on a picture – and I still get students who stop me and ask about it. Makes it more real.

2<sup>nd</sup> idea: vocational aspect to CS – discernment – how you can help others. How you can feel fulfilled in our careers.

Sam: Out of the IT office, CS & Alumni should be at the forefront of requesting DU email for life. We don't do this at DU.

Tailor your promotions as internship development / opportunities. Students know they should be thinking about it.

They're not ready to hear about "career." But they are ready to think about internships.

**Re: Communication – how will you hear our message?**

Posters/facebook events – you get 50 a week, stop looking at them. Peer to peer is still the best way. It's really difficult.

Daniels has tapped into something that has really created pride within college – have your own newsletter, comm.

System can be important.

Ricardo: The fact that Molly was presented to her peers – provides a better path for freshmen & sophomores.

Valencia: many students don't use their .edu address. Required course to take based on career dev / internships.

Molly: have an app with a To do list, events, something tailored to major, what steps to take each month. Carlton College just designed a new website for career networking, user friendly. It's catchy. Simple. A lot of areas to explore. If there are ways to streamline technical tools – important. 3 different logins to use – I don't want another website to log in to.

### **Word "Career" – what kind of emotional response that comes up? Other ways to rephrase it?**

Experience, development, networking, exploration, path, drive. Not – this is the hiring process for these firms.

Finding your calling. Finding your voice.

Think long term and in the future. Maybe focus on something more short term. Right now.

Career is very long term & scary. Think of it as a canvas to draw on /paint. Use words that don't mean this huge long commitment.

Valencia: I also think long term. I'm going to do this for the rest of my life. Tap into their personality – and how to apply to their career.

Molly: New beginning. It doesn't have to be forever. It's about you getting your foot in the door, implementing what you're interested in at school in real life.

Sam: Canvases and careers. Have fun with it. What is your canvas for finding your passion? Let them do laser tag, and oh by the way.....something career-related.

Ricardo: Alumni willing to give back.

### **What messages are you getting from parents about careers, jobs, etc?**

Ricardo: not a lot. Don't do what I do. Keep working hard, and work harder.

Sam: I am fortunate to have a parent in this field. Networking is key – relationships – make them rich and tangible. Take all the resources avail to you. Pressure to find a job that pays well, that will allow me to move up quickly. Explore your options, have fun. Expectation is that you fill find a paying position.

Elisa: parents are encouraging about do what you love. But underlying pressure to find a job. That's the next step after graduation.

Valencia: depends on where you come from, background. I am one of 5, the only one in college. You're going to be the one. Stay on top of it. Go to class, network with people.

Molly: Our parents' generation – if you got a BA degree, now it's like a high school diploma. Expectations are higher now. My parents said to take advantage of every opportunity. Be realistic. You need to support yourself. After college you're on your own. I want to make them proud. They sacrificed so much for me.

### **Did your parents encourage you to seek out CS as you entered college?**

Sam: Parents want to focus on career junior & senior year – when students want to do their own thing. Parents should encourage students to explore, pursue passion, etc. during their freshman and sophomore years – so that students can go in at that time, so not so high pressure. This will motivate them to use CS when they need to find a job.

Elisa: my parents didn't go to college. Send parents info about CS. Let them know about what is expected in the 4 years.

Ricardo: my parents didn't go to college. Communicate every year.

Valencia: I agree with everyone. Communicate every year. Parents can relay info to the student.

Sam: Give parents a checklist of things their students should do. It's spring of sophomore year, have you done this?

### **Perception of your first job:**

Sam: have had 3 interviews. One or two years before I see any significant promotions.

Elisa: I'm imagining 2 years. One year strong foundation. 2<sup>nd</sup> year just working and gaining experience.

Ricardo: In my case, it's hard. I've been working on campus – shifts interests.

Valencia: A year or year & half. You might not know exactly what you want to do. But by the time one year is up, you'll know.

Molly: Accounting structured – I'll be working with E&Y. If you work hard, you generally go with the progression. Manager within 5 years. Mentor. You gotta start somewhere and pay your dues.

The audience broke into smaller groups (assigned numbers) to discuss the students' responses.

11:45 – Introduction to the Carillon. Ruth Prochnow coordinated.

**Tour of Carillon: Carol Jenkling Lens – Carillonneur – has worked at DU for 4 years.** Installed in 1999 at DU. 95 steps to get up. Played from a keyboard. Bell is from the Netherlands. Bronze. Top 10 in the world.

### **Business Meeting**

Old Business: Minutes from last year's meeting. Any comments?

Who was involved in reviewing the CSO Consortium? Michael Deragisch communicated with a few schools who had questions about the Consortium – and got those items squared away. Jobs are flowing thru the Consortium. It's continuing – not in huge numbers though. Michael thinks folks should communicate on an as needed basis. When we select a new tech czar – dotted line responsibility for the consortium.

LinkedIn is the tool we're using to communicate with the CCSA group. Membership changes often, so if you're not involved yet, go in and join. Sarah Senter left her tech position that kept the LinkedIn group going, so the new tech person will be in charge of the LinkedIn communication. Needs to be a full time person.

Minutes – Lindsay Day moved to approve the minutes. Lincoln Frager approved.

Budget: MaryMichael Treasurer report– when we coordinate these meetings, we look at all expenses (food, gifts, etc.), registration covers most of them. We changed banks because Wells Fargo wouldn't give us a credit card. Moved to First Bank. \$6,000 balance. Thanks everyone for paying their dues.

No discussion or questions.

Motion to approve: Lucinda Van Inwagen motioned to accept the Treasurer's report. Sue Hinkin seconded.

Passed.

Ann mentioned that newer professionals don't know who is on the Board. Lucinda Van Inwagen is Past Pres. Ann Jones is current Pres. MaryMichael Hawkins is Treasurer. Ann Herrmann is Pres-Elect, and Sue Hinken is Pres Elect Elect.

The May 2014 meeting will be at Regis: May 15 & 16. Regis is excited to show us new space for the conference. Full day on Thurs, half day on Friday. Last meeting we did a poll, majority wanted 1.5 days. Will do more programming.

Jodi Schneiderman– mentioned site visits for May 14 – in combination with MPACE. Let her know ideas/companies you want to visit.

Your presentations are appreciated. Use the opportunity to practice your presentation skills. Call for programs will go out. We are seeking a balance of employer relations and counselor topics. Be thinking about topics. First time this year to do a break-out – we got several proposals. We want to grow our professionals. Safe audience to practice a new program. In May, we'll have 1.5 days to do a combined presentation & a break-out. Will send out call for proposals in Jan

or Feb. We're also seeking ideas for keynotes. We have resources to bring someone in, most likely local. For example – last year, we flew in Deb Cherek and Justin Flinnerty.

Michael Deragisch said to use this group & conference to bounce ideas off each other. Don't wait for conferences to communicate with each other. We need this organization to thrive.

### **New Business**

Website: Review committee will update the content. Last time it was looked at – Sarah updated the minutes & membership. It needs to be updated. Eddie Venegas said he indicated interest last time, but never got an email about it. Kim Bauer agreed to take the tech role. Others who will help with the website: Katie Huber, Lydia Ross, Mary Michael, and Rebecca Ellis. They will review the website, and will make some recommendations in May.

Kim Bauer will manage the LinkedIn group, and will upload the minutes.

Vote: Kim elected

Who asked about doing a community college committee? We think it was Wendy Winter Searcy? We want to be mindful of content for conferences – include someone from a community college on the planning of the conference to make sure we are engaging this audience.

Job listings – please post on LinkedIn.

Lucinda: Direct email seems to work best.

Motion to end the meeting: Katie Flint. Lindsay Day seconded.

### **Next program: Ethical Dilemmas**

Katie Flint – Senior Assoc Dir Employer Relations at CSU – Ethics within Recruiting practices.

Handout: 9 Components of Ethical Decision Making Models. Discussed scenarios in groups.

Break.

**Program A: Passing the Torch – Best Practices for Hosting Counseling Interns. Lesley Bishop & Ellen Hinckley – CU Denver**

**Program B: What Has Happened to the “Counseling” in Career Counseling? Linda Faucheux & Sandi Rosewell – CU Boulder**

After the afternoon program session, the group returned and Ann asked if folks were interested in breaking into groups by functional area. The directors group and employer relations group convened. Others networked and/or left early to attend the MPACE networking event.



Group Feedback:





