

MCUCSA Summer 2008 Business Meeting

Thursday, June 12, 2008
1:00 - 2:30 pm

University of Minnesota Duluth
Duluth, MN

Members Present: Mary Anderson, Kim Betz, Dave Broza, Christopher Buckley, Sarah Covert, Vicki Decker, Andy Ditlevson, Gary Donovan, Becky Durham, Cynthia Favre, Beth Feine, Margie Giauque, Becky Hall, Mary Harlander-Locke, Jenny Hegland, Darren Kaltved, Lauren Kavan, Brad Kmoch, Barb Larsen, Deenna Latus, Diann Lloyd-Dennis, Jessica Mueller, Bobbi Murphy, Sara Nagel Newberg, Janet Pribyl, Cathy Richards, Megan Rivera, Sonja Rue, Michelle Schmitz, Cliff Schutte, Mark Sorenson-Wagner, Pat Smith, Mary Jo Starkson, Ed Stubblefield, Jeff Stucco, Chelsie Sturm, Diana Sukut, Don Talbert, Jay Thoreson, Addie Turkowski, Tina Wagner, Julie Westlund, Sue Zurn.

Call to Order, Welcome and Introductions.

Approval of Spring Business Meeting Minutes, Thursday, May 1, 2008.

Don T. moved to approve minutes, Diana S. seconded. Motion passed.

Treasurer's Report

Michelle S. questioned the fee for new checks. Ed S. answered that as a "business" we've always had to pay for checks. Cliff S. moved to accept the treasurer's report, Margie G. seconded. Motion passed.

Committee Reports

Programming Committee - Michelle S.

- The committee is considering Scott Brown, now at Colgate (Darren K.'s mentor) on "Career Offices as Retail Spaces." Possible dates are October 23 or November 7.
- The committee would like ideas for future programs.
- Darren K. requested new members for the committee.
- Does MCUCSA want to continue joint meetings and/or programming with MNACE? It was suggested that it is a good to have the programming committees from both groups stay in touch, especially if we want to bring in "heavy hitters" for programs, and to do joint ventures when it seems appropriate.

Benchmarking and Research Committee - Gary D. (for Heidi H. who is in Germany)

- The benchmarking project is completed – contact Mark S-W. if you need the data.
- The committee is moving this year into looking at learner outcomes for career services. It is difficult to find instruments that measure learner outcomes for career services.
- Julie W. is attending a conference in July in TN that addresses the issues and will be able to tell us more after that.
- An article dealing with assessing career services was handed out.
- The committee hopes to have an overall assessment plan by this fall. They would like to be able to identify what should be measured by career services offices and then identify of create instruments – questions will be how to calibrate them and report the results.
- St. John's had a consultant in and may share the info in relation to career services.
- It was suggested that MCUCSA may want more time at the fall meeting to work with and share the information.

LandIt! Marketing Committee – Gary D.

- As of May 31, 2008, we are up by 2000 registered students and 200 employers with 535 active jobs and 170 active internships.
- The committee has spent \$4000 for postage, labels, postcards and labor to generate more teaching opportunities from last August and prior to the Ed Fair this year.
- The committee had planned to do a mailing to more non-education related employers but hasn't yet.
- It was suggested that monthly tracking of new employers with a break down of education and non-education employers would be good.
- Margie G. reported that since they've been using CSO and downloading LandIt! openings that their student and employer numbers have increased incredibly.
- Margie G. is hosting a users group training for CSO at Bemidji July 23 and 24. She handed out an agenda. North Dakota and Wisconsin users are invited as well as Minnesota. There will be a discussion of an "Upper Midwest Consortium" of users.
- It was noted that CSO and Monstertrak have partnered.

Public Relations Committee – Deenna L.

- Deenna L., Beth F. and Joyce H. are on this committee.
- The committee wants to get more information from us – wants to identify media outlets we are currently using among other things.
- The committee is also looking at ways to recognize MCUCSA members who have made accomplishments with other groups and at ways to nominate MCUCSA members for recognition by other groups of which they may be members.
- The committee is also looking at the different job fairs put on by MCUCSA and the individual constituents and is looking at how to get the word out that we do them.
- They have also talked about a "Members Only" section of the website.
- Would also like to do a yearly or twice yearly public service announcement.
- The committee will have more details at the fall meeting.

Technology Committee – Janet P.

- Mike H. is the other member of the committee and a plea went out for other interested members to join. Contact Janet P. or Mike H. if you are interested.
- Information was requested before the meeting about how each MCUCSA school is promoting and using LandIt! Not everyone responded and so Janet P. will submit the results later, after trying to contact all the MCUCSA schools for the info.
- LandIt! advertising and promotional materials are available on the MCUCSA website. Anyone can download them and use them with employers and students.
- The committee, with the current MCUCSA president, Mark S-W., will advertise for and hire a replacement for April F. our current Administrator of the site. April F. would like to have someone to replace in place by September 1, 2008, as she would like to step down to pursue other things. The Odyssey Group has been mentioned as a possible candidate. The position pays \$15 an hour for about 10 hours a week.
- Andy D. asked if St. Cloud can shut down their MCUCSA listserv. It appears the new listserv housed at UMD is working so the answer was "yes."
- The committee will take on a proposal in the MCUCSA Long Range Plan that we review and update the MCUCSA and LandIt! websites.
- A list of committee memberships was passed out with the request that members update it so an accurate version can be put up on the website.
- Janet P. will be taking over administration of the MCUCSA website when Meaghan S. from the UofM Career Center for Science and Engineering, who has been doing it, leaves.

Multicultural Outreach/Diversity Committee – Sara N. N.

- Committee members include Sara N. N., Tina W., and Patti N.
- The committee passed out the brochure they have been working on to encourage students to go into our profession.
- MCUCSA members are encouraged to send it to programs at their schools that prepare students to do things similar to what we do.
- There will be a page on the MCUCSA website as well.

Long Range Planning Committee – Mark S-W.

- Mark S-W. shared the document the committee came up with for 2008-2011 and mentioned that it is a “fluid” document.
- The committee wanted to link concrete goals to this coming year.
- Vicki D. moved to support and accept the document and move forward with it, Cynthia F. seconded it. Motion passed.

Nominating Committee – Slate of Candidates

- Michelle S. was presented for the position of President Elect, Megan R. for the position of Secretary, and Ed S. to remain as Treasurer. Vicki D. moved to accept the slate of candidates as unopposed, Cliff S. seconded. Motion passed.

Events

Government Job & Internship Fair Committee – what is the process for determining membership of the committee? There is no formal process, just that all three groups of MCUCSA should have representation. The date this fall is Oct 24, 2008, at the UofM. Does LuAnn get a good rate for employers who stay at the hotel – is it the government rate? For the MCUCSA meeting, if it’s held on Oct 23, could we get a rate from the hotel? Darren K. said he would look into getting a rate at the Radisson.

Graduate and Professional School Days – Julie W. will collect information and dates from members and advertise them on the MCUCSA website.

New Business

Margie G. pointed out that a number of fairs no longer have bottled water – MNSCU, Ed Fair, and U of MN all did away with it, and it would be nice if everyone did. Reps from the Private Colleges Job Fair said they will look into it, too.

Future Meetings

Summer meeting 2009 will be June 10, 11, and 12 in Winona hosted by Winona State and St. Mary’s. Brochures were provided from the local convention and visitors bureau. Three hotels are available – Holiday Inn, Express Suites, and Holiday Inn Express. More specific information will come later.

Summer meeting 2010 will be in Bemidji hosted by Bemidji State. There is a new hotel in town, the Hampton Inn.

Summer meeting 2011. Ed was contacted by Arrowwood about our 2011 meeting. He is also wondering about Breezy Point again.

Diann L-D. moved to adjourn, Tina W. seconded. Motion passed. Meeting adjourned 2:35 pm.

Minutes respectfully submitted by Janet Pribyl.