

Minnesota Education Job Fair Association Meeting

Friday, November 19, 2010

University of Minnesota, Minneapolis, MN

Present: Janet Pribyl, UMD; Margie Giaquie, Bemidji State University; Tina Wagner, St. Kate's; Bill Baldus, Metro State; Diann Lloyd Dennis, Northwestern; Jeannie Stumne, CEHD – U of M; Sarah Covert, CEHD – U of M; Kristin Underwood, Mankato; Christine Dornbusch, Mankato; Lauren Kavan, Hamline; Ed Stubblefield, St. Ben's/St. John's; Sarah Harstad, Bethany Lutheran College; Julie Westlund, UMD; Janine Papenfuss, Concordia – St. Paul; Kelly Meyer, Concordia – MHD; Cindy Norberg, MSU Moorhead; Gary Donovan, U of M – Morris; Cynthia Favre, Gustavus Adolphus; Tali Sanderson, Bethel; Dave Broza, Bethel; Lori Kraus, St. Thomas; Raschel Rask, St. Olaf; Michelle Schmitz, SCSU; Dina Morrison, The College of St. Scholastica; Carrie Taylor Kemp, The College of St. Scholastica; Mary Anderson, The College of St. Scholastica, Shiela Riesacher, Southwest Minnesota State University

Call to Order, Welcome and Introductions:

Cynthia Favre, Chair called the meeting to order at 2:00 p.m.

1) Approval of Minutes from Summer Meeting:

- Julie Westlund requested a clarification regarding the decision not to subsidize the MEJFA chair to attend the AACE conference. It was decided that this would be true for the 2010-2011 academic year, but funding may be provided in future years.
- There was also one correction to the minutes to change the Fair date to 2011 rather than 2010.
- Diann Lloyd-Dennis moved to approve the minutes with the correction noted above. Kelly Meyer seconded. **Passed**

2) Fair Committee Reports:

The 2011 Minnesota Education Job Fair will take place on Monday, April 11 at the Minneapolis Convention Center.

Treasurer's Report – Ed Stubblefield

- Ed passed out a new summer report that corrected the previous addition error, indicated the price for water bottles, and separated out the cost of facilities and catering. Diann Lloyd Dennis inquired whether any districts are delinquent in paying their fees, and if so how delinquent are they. Ed explained that LuAnn is very good at following up with schools to get their registration fees. Sheila Risacher noted that LuAnn has a collection agency which she can use if necessary. Dave Broza motioned to accept the Treasurer's Report. Raschel Rask seconded. **Passed**
- Ed also passed out the LandIt! Expense Report. Julie Westlund inquired why it looked like there were no expenses for 2008 or 2009. Ed looked into it and noted that the first check to CSO was written on 10/08/07 for \$3000 for the 2008 fiscal year. In 07-08 we changed fiscal years so the 2009 check was written on 06/25/08. Gary Donovan motioned to accept the LandIt! Expense Report. Margie Giaquie seconded. **Passed**
- Ed also explained where things are at with the appeal to the IRS. MEJFA was facing a potential fine of \$3000 because it did not file reports in a timely manner. The appeal was accepted and we are in good standing with the IRS. The organization only had to pay a fee to the CPA who helped file the appeal.

Marketing and Facilities – Kristin Underwood

- Kristin announced that marketing materials have been completed. They are all on online, and should be on the MCUCSA website under the Education Fair (NOT on the Education fair site).
- Facility arrangements are also complete. The fair will be back at the Minneapolis Convention Center in 2011.
- Rather than a large printed brochure, employers will receive a postcard to save on printing and mailing costs. The full brochure will be available online.
- The hotel for the fair will be the Hilton. The rate is \$85 per night. Those who are interested in making a reservation need only indicate they are with the Minnesota Education Job Fair when making reservations. The deadline to make reservations at the discounted rate is March 15, 2011.

Volunteer Staffing – Janet Pribyl

- Janet had no announcements with regard to staffing

Registrar – Cynthia Favre (for Luann Rice)

- Cynthia shared that Luann has implemented an Early Bird Registration Fee for school districts. Districts that register early will be charged \$300. After a certain date, they will be charged \$350.
- Although registration used to include lunch for 4 representatives per district, it will now include only 2 representatives. Each additional representative will be an extra \$25. Although this helps alleviate some of the food expenses, it will not entirely cover the cost.

3) Other Committee Reports:

Education Programming – Sarah Covert

- Sarah reported that the Education Programming committee has identified the MCUCSA summer meeting as the best time and place for education related programming for career services professionals. They are interested in developing a program to help us better understand the online application system for teachers.
- Sarah also reported that the committee is also planning to put more resources to help students and alumni prepare for the fair on the website. They would like to include a PowerPoint. Margie Giaquie said that there was a great article on the subject published by AAEE. She will see if she can get the article for the committee.
- The committee has been working on developed a statement of purpose for their work. Sarah shared the current draft that they had developed. Gary Donovan noted that MEJFA intentionally separated itself from MCUCSA years ago for number of reasons, and cautioned that the committee be careful when wording their statement so as not to re-connect the organizations and cause confusion. The committee agreed that they would revise the statement of purpose accordingly and share a new version at a later date.

Finance Committee – Mary Anderson

- Mary reported that many of the changes reported earlier by Cynthia for LuAnn were initiated by the Finance Committee in the interest of reducing expenses and increasing revenue for the 2011 Ed Fair. These changes have included instituting an early bird registration fee, reducing the number of employer lunches included in the registration, encouraging the Hospitality Committee to keep food costs to a minimum (and preferable strive for a 10% reduction in costs), reduce the reimbursement for summer meetings and eliminate the subsidy for the MEJFA chair to attend the AAEE conference in 2011.

- Mary also put forth a motion to give the Finance Committee the flexibility to negotiate rates to maximize both the liquidity of the \$80K in certificates that MEJFA retains and the return on investment of the total portfolio (\$95K). Gary Donovan seconded. **Passed**
- Cynthia Favre asked if the committee discussed the overall financial picture for MEJFA in light of the falling revenue. Mary reported that they discussed it, and they feel that they have a little bit of wiggle room since the current balance is approximately \$95K which is 15K more than the cost of a fair (approximately \$80K). Their opinion was not to react too quickly, to see how markets change in a couple of years before taking any major actions.

6) Old Business

LandIt!

- Ed Stubblefield noted that LandIt! is a huge issue for MEJFA, and that it is the biggest expense for the organization that does not generate any revenue. The organization has already committed to fund \$9000 for LandIt! this year. Janet Pribyl stated that we haven't signed any contracts for the year yet with CSO. Sheila Risacher mentioned that CSO forgot to send her a contract one year, and that we should check-in with the company to make sure there has not been an oversight. Janet Pribyl said she will contact them to see if there is any chance they would give us a cost break due to the organization's financial issues.
- In light of conversations within MCUCSA around whether or not to continue with LandIt!, Ed noted that we need to find out when it is possible to terminate the contract with CSO so we can plan accordingly if we decide to do so. We are currently paid through 06/30/11.
- Gary Donovan suggested that once Janet Pribyl and Ed Stubblefield determine the date at which CSO would need to know if we are terminating the contract, it would be helpful to have the Finance Committee meet to develop some scenarios for how keeping or eliminating LandIt! would affect the finances of MEJFA.

7) New Business

Employer Input in Office Reviews

- Cynthia Favre asked if other offices are being asked to conduct office reviews that require survey or input from employers. Margie Giaque was the only member present who said yes.

Highlights from the AAEE Conference

- Margie Giaque, Sarah Covert, and Diann Lloyd-Dennis shared some of the benefits of joining AAEE, including the Job Search Handbook for Educators publication that they release every year, excellent professional development, research on recruiting trends for educators, and opportunities for networking between career services professionals and educators. An institutional membership is under \$200. For more information, feel free to contact Margie Giaque.

Closing: Kelly Meyer motioned to adjourn. Margie Giaque seconded. The meeting adjourned at 3:00 p.m.

Minutes respectfully submitted by Lauren Kavan for Don Talbert, Secretary