

Mi-ACE Board Meeting Minutes

October 8, 2007

This was a telephone conference call meeting hosted by Quicken Loans. Participating members included: Annmarie Post (Aquinas College), Jim Turnquist (Michigan Technological University), Angela Niemiec (Quicken Loans), Theresa Weaver (Lake Superior State University), Kristy Daigh (Northwestern Michigan College), Yvonne Langley (Baker College – Allen Park), Ginger Lange (Grand Valley State University) and Barbara J. Jones (Eastern Michigan University).

Minutes: June minutes were corrected to add Yvonne Langley as a co-chair for Region II. August minutes were changed to correctly spell Jim Turnquist last name. Minutes for both the June business meeting (Traverse City – annual conference) and the August meeting were approved with changes.

Treasurer's Report: Ginger shared that our balance is \$12,256.44 minus \$1100.00 we owed for the virtual fair = \$11,156.44. Report moved for approval by Barbara Jones and seconded by Kristy Daigh. Report accepted as presented.

Membership: Kristy Daigh reported that we have sixty (60) members registered to date for 2007-2008. Approximately 36 people that joined last year have not yet registered for this year. Kristy will follow-up with these people and encourage them to register right away. She has already made major headway in cleaning up the original MI-ACE membership list which had not been overhauled in several years. In phoning prospective members, Kristy learned through her telephone calls that several people mentioned they received conference material too late in the year. By the time we received conference materials, their yearly budgets were already spent or committed. The annual conference was viewed as an incentive for them to join MI-ACE. After discussion, the board agreed to advertise the event earlier in the year.

Employer Memberships: Angela Niemiec (Quicken Loans) will now replace Nicole Colpitts who has taken a new job and is no longer with Quicken Loans. Angela will draft suggestions for the brochure targeting the benefits of membership with MI-ACE to employers. She will email these suggestions to the board for review. Barbara will then take the final draft and include it in the current brochure. Kristy will talk with John Frick (Northern Michigan U.) and have him include this section on the web site. It was agreed that participating universities and colleges should be listed together with their respective regions.

Graduate Student Memberships: Kristy Daigh will design a flyer for use by graduate students who wish to join MI-ACE. Kristy will email this flyer to the board for review. We then can post the flyer in our own campus offices.

Regional Representatives and Activities: Dana Hebreard (Grand Valley State University) took a new job and resigned. Julia Sherlock, Region III (Central Michigan University) also resigned.

Region I: Theresa Weaver (Lake Superior State University) indicated that members in this region are in preliminary stages of talking about an event. As of right now, they are considering a round-table discussion program.

Region II: This group will be helping with the annual conference near Kalamazoo. This region is located east of Lansing.

Region III: We need to find a new regional rep for this area. Ginger Lange will contact Mary Keiser and Kristy Smith to determine their interest.

Directors' Meeting: Jim Turnquist and Annmarie Post shared information on upcoming meeting of state Career Service directors. Jim talked with Mike Erwin (former MI-ACE president and then Director of CSC at EMU). Jim received an email list of the directors and an overview of past history as to how things worked in the past. Annmarie indicated the next meeting will be hosted by Central Michigan University on one of the following three dates: November 8th, 14th or 16th. She is waiting to hear from the directors as to which date they are available (Recruiting Trends conference in Chicago November 15) and will proceed from there.

Michigan Collegiate Job Fair: Barbara Jones (Eastern Michigan University) indicated MCJF is November 2 at the Burton Manor in Livonia. 102 companies are currently registered. Since MCJF donates \$2,000/year to MI-ACE, the board discussed ways we could help promote the event to both students and career service administrators as our contribution to the event. The following board members already have the MCJF link on their respective web sites: Yvonne, Theresa, Kristy, Annmarie, Ginger and Jim. Annmarie agreed to include the information on upcoming emails she will send out to prospective MI-ACE members.

Virtual Job Fairs: Ingrid Kroeger (Madonna University) as reported by Annmarie tried several times to reach Bob Thomas (retired CSC director for Oakland U.) Bob was the chairperson for the virtual job fairs in the past. The cost for the virtual jobs fairs is approximately \$2,000.00/year. Employer registration fees do not cover the cost of this program. Ingrid will keep trying to reach Bob to determine his level of interest in the project and projected costs. MI-Ace board will need to revisit this topic to determine what, if any action we want to take with regards to these fairs.

Annual MI-ACE Conference 2008: Yvonne Langley (Baker College – Allen Park) indicated Joan Sullivan (Rochester College), had emailed potential locations to some of the board members. Yvonne and Joan are Region II representatives. Annmarie indicated she has asked Joan to reduce the number of potential sites to those who are available for our conference dates of June 5 and 6, 2008. Annmarie shared that she had attended a SHERM conference at the Radisson Plaza Hotel (Kalamazoo Center, Michigan) and it was well received although packed with approximately 700 conference attendees. She will contact SHERM to invite their members to our conference. Yvonne will contact Joan and together they will contact the Radisson for rental costs.

In discussing previous state-wide conferences, we estimate a ballpark number of 50 attendees and 30 hotel rooms. In one instance, 3 attendees shared one room to save costs.

Our 2008 conference dovetails with the MC-ICE Conference, both of which will be in the Kalamazoo area. The MI-ICE Conference ends (4:30 p.m.) as ours begins on June 5th.

Annmarie suggested the following time/agenda format for the 2008 conference:

Thursday, June 5th

Late p.m. wine tasting or golf outing

Networking before dinner (MI-ICE members could join us if interested)

Dinner (6:30 p.m.) followed by a keynote speaker at 7:15p.m.

June 6th – Friday:

Breakfast (8-9 a.m.)

Breakout sessions (9-10 and 10-11 a.m.)

General session (11 a.m.)

Business meeting (11 – 11:30 a.m.)

Luncheon

Employer panel (Yvonne) at 1:30
Closing

Suggested Topics for 2008 (7 programs were selected and they have an asterisk next to the item and the board member who will try to find the speaker(s):

1. Hard to Place Students
2. CSC Technology Review
3. **What Employers Really Want*** - Yvonne and Joan will contact variety of employers 4-6
4. Internships for International Students
5. Panel: Collaborations of Admissions, CSC, Disability Services, Alumni Relations, Academic Advising
6. Student Learning Outcomes
7. Career Services Center – Becoming Financially Autonomous
8. **CSC Outcomes/Assessment*** - Ginger will contact Linda Ekes at WMU as she has done this before.
9. Employer Cultivation and Development
10. **Google Presentation on How to Use Technology to Your Advantage (from a CSC and student viewpoint)*** – Barbara Jones will contact
11. **“What You Don’t Know About Assessments Can Hurt You”**, presented by Kerry R. Garman (Ohio). Annmarie will contact him for pricing and additional information.
12. **Student Panel:** * one from each of the following groups (co-op, internship, student organization leader, Alum, senior looking for a job) Angela Niemiec (Quicken Loans) has agreed to host this session.
13. **MBTi and How it Works for You*** – Kristy has offered to do this program
14. **Update on Lansing and Budgets (Newspaper writer in Kalamazoo).** Barbara has agreed to contact him to determine his interest and availability. This could be the keynote speaker.

Speaker Costs: After much discussion, the board agreed to see if we could get our speakers to donate their time/travel. Ginger mentioned that in previous years, many speakers indicated they did not need financial support as their companies paid for it. For those speakers who do need support, however, we agreed to comp a hotel room or a token honorarium. For college students speaking on the panel, we will offer gas money not mileage and lunch.

Joint 2008-2009 Conference with MC-ICE and MI-ACE: Brian Partee (Central Michigan University) is the conference coordinator for MI-ICE. We need to determine our representative. Barbara will ask Sarah Kersey Otto if she can serve as a co-chiar. Kristy has also volunteered to take a leadership role. This conference is slated for northern Michigan on June 3 and 4th, 2009.

Brochure Update: Barbara asked for suggestions for improving the brochure. Angela will write bullet points from the employers’ standpoint and send them to the board for review. Once agreed upon, Barbara will add them to the brochure in a pdf format.

Domain Name: Jim Turnquist talked with John Frick about our web site and getting a domain name. Jim suggested we use Google. He will set up a test case just for our board so we can try it out. There is no cost for a Google domain name. This would be a list server and not a web site.

Next Meeting: November 5, 2007 (Monday). Location to be determined. This may be a conference call. Annmarie will keep us posted.

