Michigan Tech Career Services
Corporate Advisory Board (CAB) Meeting Minutes
June 25-26, 2013

Board Members Present:
Harold J. Seppala – 3M Retired
John Gerrard – ArcelorMittal
Joe Nowosad – ArcelorMittal
Tyler Polson – Bemis Company
Kristin Kolodge – Chrysler Group
Troy Sarles – Cliffs Natural Resources
Julia Collick – Cliffs Natural Resources
Esmeralda Salinas – CN
Trisha Boehler – Continental AG
Jeff Lines – CONTROLTEC
Laura Bernett – Greenheck Fan Corp
Beth Brinkmann – Greenheck Fan Corp
Holly Nerat – Integrys Energy Group
Chris Strebel – Integrys Energy Group
Alyssa Gower – Jackson National Life
Rob Sweet – Jackson National Life
David Fick – Kent Corporation
Scott Natvig – Kent Corporation
Scott Williams – Kimberly – Clark Corp
Lynn Zopff - Cummins
Pete Marino – Denso
Bill Foy – Denso
John Dau - DTE
Kevin Christenson – Ford
Chad Esselink - Ford
Aaron Halonen – Ford
Matt Spruit – General Motors
Derrick Dyas – Gerdau Special Steel
Barb Nocella – Gerdau Special Steel
Jeremy Maes – Kohler
Krystal Gossen – Kohler
Randy Poirier – Mercury Marine
Paul Howland – Michigan Economic Development Corp
Sarah Maday – Nexteer Automotive
Dave Davolt – Nucor Steel
Jeff Rogers – Nucor Steel
Marie Guillot – Schlumberger
E.B. Hakkinen – Target Corporation
Steven Abolafia – Union Pacific

Student Panel Present:
Brittany Frost – Chemical Engineering, 2015
Corinne Green – Biomedical Engineering, 2013
Courtney Rickard – Electrical Engineering, 2015
Chandrika Abhang – Mechanical Engineering, 2014
Daniel Parent – Electrical Engineering, 2014
Andrew Webb – Computer & Electrical Engineering, 2015
Briana Tucker – Communication, Culture & Media, 2014
Julian Agbeke – Computer Science, 2015

A. Welcome- Jim Turnquist, Director of Career Services
   a. Spring Career Fair
      i. Weather closed school
      ii. Great attendance
         1. Career Fair
         2. Interviews
   b. Career Services Partners
      i. 43 currently
      ii. Making a difference with their support
      iii. Special thank you
1. Bechtel for annual $10,000 contribution
2. Interview Room Sponsors
3. Corporate Visits

B. John Lehman, VP of Enrollment Services Presentation
   a. Enrollment Plans
      i. PowerPoint presentation available on our website at
         http://www.mtu.edu/career/employers/advisory-board/2013/

C. Dr. Athena Trentin, Director, Global Talent Retention Initiative of Michigan (GTRI) Presentation
   a. PowerPoint presentation available on our website at
      http://www.mtu.edu/career/employers/advisory-board/2013/

D. Universum Report

E. Thank you to Alumni Relations for breakfast and break hospitality

F. Dr. Bruce Seely, Dean, College of Sciences & Arts, Presentation
   a. Technological key
      i. Everything has to be comfortable under technological banner
      ii. Need to expand awareness of opportunities in this college
      iii. Michigan Tech must pursue health related activities
      iv. Must give attention to environmental sustainability
      v. Working to prepare students in Nanotechnology
      vi. Blurring of boundaries is challenge
         1. For universities and employers
      vii. Stress on communication
      viii. Moving in a variety of ways to adjust and adapt programs
   b. Exploring new programs
      i. General Masters in Bioinformatics
      ii. Certification program- Math
      iii. Statistics
      iv. Theatre-Technical
      v. Kinesiology & Integrated Physiology
      vi. Doctor of Physical Therapy Program
   c. Career Fair dominated by companies seeking engineering/business students
      i. Dr. Seely would like some feedback for broadening understanding of other majors
      ii. Dr. Seely and Dr. Jason Carter will be putting together a Health Career Fair
   d. PowerPoint presentation available on our website at
      http://www.mtu.edu/career/employers/advisory-board/2013/

G. Dr. Wayne Pennington, Interim Dean, College of Engineering
   a. Michigan Tech’s size makes it easier for Deans and Management to collaborate
   b. Michigan Tech Enrollment
      i. 20% Women
      ii. 3% Under Represented Minorities
iii. Masters enrollment is growing
iv. PhD enrollment growing
v. Masters will be necessary within engineering
c. Students have to communicate
   i. Michigan Tech is looking to incorporate more communication and global literacy within courses
d. Immediate Changes
   i. Mining Engineering will be returning
   ii. Biomedical Engineering new to curriculum
   iii. Computer Education is being evaluated
e. Discussion Points
   i. Undergraduate Programs
   ii. Masters Programs- coursework only
   iii. Accelerated MS Programs
   iv. Internships and Co-ops
   v. Senior Design and Enterprise
f. PowerPoint presentation available at our website at http://www.mtu.edu/career/employers/advisory-board/2013/

H. Student Panel
a. Top things students want out of a career- Work/Life Balance
   i. Culture-with social media/social living
   ii. Would like to incorporate work life with social life
   iii. See the opportunity to be themself at work
   iv. Work with others who they like to be around/personal fit
   v. Want to like their work so much that they want to bring it home because they enjoy it and its amazing
b. What would attract you to a company and how do companies attract you
   i. Hands on experience
   ii. Being a partner with Career Services, seeing logo on campus and personal experiences like Nucor helping with resumes
   iii. People hire people, so being able to talk with recruiters personally
   iv. Have events on campus that make companies stand out
   v. Letting them know what programs companies have to offer
   vi. Being able to see companies finished products
   vii. Awareness of what day to day activities will look like
   viii. Sustainability-what projects are companies working on now and in the future
   ix. Keeping connected during the school year after internship
      1. Would like to remain involved with the company
c. What turns you off at the Career Fair
   i. Recruiters sitting down
   ii. Body language/attitude
   iii. Being treated poorly due to major
iv. Arms crossed and speaking to coworkers
d. Who would you rather speak to at the Career Fair: experienced leader, 1st year hire or co-op student
   i. If looking for fulltime, the 1st year hire, but if looking for a co-op would rather speak to a co-op student
   ii. Would like to speak to the 1st year to see how they fit and what they like
   iii. Can relate to other students and it is easier to speak to co-op student
e. What are the top 3 things you consider in an offer
   i. Besides the offer, they want projects that they find interesting and they want to be appreciated
   ii. Being able to move around within a company
       1. Different areas where they can branch out if they see fit
   iii. People- who you are working with makes a difference
   iv. Projects that interest them
   v. If they can move up in the company
   vi. Communication is key
f. Who do you confide in when looking at accepting an offer
   i. Peers
   ii. Advisor/Professor
g. Geographic location
   i. Offer a place to stay if it is far away
   ii. Some sort of guidance for housing
   iii. Let them know what is in the area
   iv. Some type of packet with housing information and what the town has to offer
   v. Any type of contact with someone their age who can promote company
h. How soon before graduation would you consider accepting an offer
   i. Companies should do interviews right after the Career Fair
   ii. Held to deadlines from other companies, so the earlier companies make offers the better
   iii. Punctuality is on companies side
i. Would you make a decision regarding fulltime position as a junior
   i. It would be difficult at that age
   ii. Would love to accept a job junior year
   iii. Would be nice if companies let students know when is the best time to start looking for a fulltime position
   iv. It would be nice to be offered a job as a junior, but at the same time it would be hard because they change their mind so many times before graduation
j. How important is the location in which you are placed
   i. Really want a big city, but if dream job could adapt to any location
   ii. Would go anywhere for the right job
   iii. Location does not matter
   iv. Look for what the job is and not where it is located
v. It is more about the people, not the area
vi. They will make it work if it is a job they love
vii. Location is very important for fulltime employment, would want to be able to see themselves there in 5 years

k. How important is a company’s website when you are researching them and what do you want to see on it
   i. Breakdown of each department and what they do
      1. An email address for each department
   ii. HuskyJOBS
      1. Be as specific as possible for each job posting, so students know what they will be doing

l. When you click a direct link to a company, what is the first thing you want to see
   i. Past Co-op information
   ii. What the company is hiring: fulltime, internship, or co-op
   iii. Students want to know what your job looks like

m. How valuable would a video be that shows testimonials of employees
   i. It would be good if kept believable, show the good and bad
   ii. Let them know who interned at your company so they can speak with them

n. Business Etiquette- How prepared do you think you are and what would you like to see from companies to help you prepare
   i. Think they are very prepared
   ii. Companies could help those who have not interned or worked in professional setting with training
   iii. Could incorporate business etiquette into orientation

O. Once you have seen the sales pitch on a company’s website, do you Google other websites
   i. Look up customer side of product and what ratings are
   ii. Don’t look at websites, would rather speak to others
   iii. Value the opinions of faculty and staff on campus

I. Corporate Round Table Discussions
   a. Corporate Branding
      i. Work directly with Career Services
      ii. Sponsor programs to get name on campus
      iii. Have co-op students be ambassadors on campus
      iv. Build relationships with students through direct interaction
      v. Take student internships or co-ops out to dinner
         1. Have them bring a friend
      vi. Send welcome package to new hires
      vii. More opportunities with student panels
      viii. Demo of projects at Career Fair and Information Sessions
         1. Students do not always know what a company does
      ix. Work with student organizations
x. Word of mouth from one student to another
xi. Relationship building with faculty
xii. Bigger companies are finding that they have to do more branding on campus
xiii. Having different time slots for each company for info sessions
xiv. Colored name tags at Career Fair for students so they can identify their major

b. Internships
i. Internships are a large degree of their hiring
ii. Executive interaction with interns
iii. Pizza Friday
iv. Help them with interview skills
v. Provide students with housing
vi. Provide YMCA membership
vii. Mentorship for students
viii. Alumni Days while interns are there
ix. End of summer picnics
x. Field Camp - where Schlumberger has students come to their plant for one week and shadow recruiters
xi. Draft picks for interns when doing full-time hiring

c. Recruiting and Hiring Processes/Metrics/Timing
i. Some companies have very strict GPA
ii. Some are flexible when it comes to GPA

d. Unprepared students
i. Honest feedback
   1. get your resume in order and/or GPA up
ii. Unprepared is undesirable
iii. A little advice goes a long way
iv. Companies and Career Services are there to help
v. Students seem to be unprepared in formal interviews
vi. Resumes are well done, but they cannot speak about what is on their resume – wonder who wrote it
vii. Students seem to not be able to handle the behavioral interview questions
viii. MTU students need to really work on formal interviewing
ix. They are well prepared at the Career Fair but are really bombing the interviews
x. Students are losing the job because they cannot articulate what they have done in the past
xi. If a student is not prepared for an interview and cannot answer behavioral questions there is not much companies can do
xii. Companies come up to help with Resume Blitz but Career Services also does Mock Interviews where we would appreciate help from company representatives

e. On-Boarding/Retention/Training Programs
i. Some companies have formal training programs while others are very informal
ii. Provide social network to co-ops to get them connected both at work and after work

f. Evaluations
   i. When evaluating a new employee, it can be devastating to hear there is room for improvement
   ii. All people need to hear they have room for improvement
   iii. Don’t see a generation problem on evaluations, it is more person to person

J. Dr. Max Seel, Provost and Vice President of Academic Affairs
   a. Overview of University facts and figures
   b. Michigan Tech is staying on top of technology for both undergraduates and graduates
      i. With 2 big donations, we are adding a Student Success Center
   c. Plateau Tuition
      i. Michigan Tech will be going back to plateau tuition
   d. Rate your Professor Survey
      i. Survey very subjective
      ii. Does not show accurate information
      iii. Top 10 University professors to score low were engineering schools and military due to rigorous courses offered at these Universities
   e. Business Inside and World Report Rankings for placement rate and salaries
      i. Michigan Tech strives to be in the Top 100 to 500 US Universities
      ii. Michigan Tech was ranked in the Top 25 for underrated universities
      iii. Michigan Tech was also ranked in the Top 100 as a very good engineering school
      iv. Since 2007, University Marketing and Communications have been working to get success stories out nationally
   f. Tracking patents
      i. Michigan Tech does not track our graduates patents
         1. Great idea for future measuring
   g. Career Fair
      i. Is the University considering canceling classes or enforcing a no testing the day of or on days that follow Career Fair
         1. Dr. Seel will continue to address this issue
      ii. Career Fair dates
         1. Made after Athletics schedule
            a. Work in progress
         2. It is hard to get recruiters to travel on holidays, especially newer employees with less vacation time
   h. ACT scores
      i. U of M has a much higher ACT score
         1. Due to reputation
         2. Bigger application pool deeper field to choose from
         3. Michigan Tech Acceptance rate is 2nd highest in Michigan

K. Feedback from CAB members on meeting
a. Deans Presentations
   i. Enjoyed
   ii. Thought it could be scheduled for after breakout sessions
b. GTRI
   i. Thought it was very one-sided
   ii. Selling it hard
   iii. They have no influence on corporate policy
   iv. Felt speaker was misinformed and did not have whole story
   v. Thought this could be a breakout session for those interested
c. Student Panel
   i. More valuable than Deans’ presentations
   ii. Want more time with students
   iii. Have students ask them questions
   iv. Break into 2 groups
   v. Companies could bring their interns
   vi. Have students in breakout sessions and follow-up
   vii. Would like background information on students serving on the panel
d. Break Out Sessions
   i. Did not know they were supposed to follow list of questions
   ii. Thought it should be longer
   iii. Would like someone to take more in depth notes
      1. Felt they lost a lot of good information that was discussed
      2. Career Services could gather all groups notes together and send to group
   iv. Would like it earlier in the day
   v. Have more of a networking session in the morning
   vi. Break out by what majors companies are recruiting, by the size of a company and by industry
e. Suggestions/Feedback
   i. Poll Companies for Future CAB ideas/ top 3 issues
   ii. Would like a “What’s 2013 for MTU Summary”
      1. What big things is Michigan Tech doing this year in terms of change
   iii. Thought first day was much more one-directional
      1. Felt like it was a sales pitch by faculty
      2. Thought corporations would be providing advice
   iv. Asked Career Services to be mindful of Interviewing facilities
   v. Focus on Behavioral Interview Skills and Communication with students
      1. Companies reported that students are impressive with their Career Fair networking skills, but then they are not meeting expectations in interviews. Some gave that feedback directly to students
      2. They are also giving that feedback to faculty
         a. Students need to “be able to tell story”
3. Tech students struggle
   a. Communication skills
   b. Students at other universities interview better
   c. Less prepared for interviews here
   d. Struggle with taking what’s on resume and communicating it during interview
   e. They are similar across the board with other students when it comes to on-site and 2nd interviews
   f. They have lack of presence in the interview

vi. Career Services Interviewer’s Report
   1. We would like to handle electronically through HuskyJOBS
   2. Staff can see results and use it to communicate with students
   3. Some companies have issues filling them out
      a. More paperwork to fill out and no time to do it
      b. Legal department concerns

vii. Companies would like to be able to get feedback from students and/or Career Services on their recruiters
   1. Students do not like to be recognized for comments
   2. Suggested that companies need to meet students halfway
   3. Students shy
   4. Need to feel welcomed
   5. Companies would hope peers would pass on info about their recruiters, as well
      a. Concern that students who do not get hired might exaggerate or elaborate

f. Other Issues
   i. Companies feel departments are not doing anything about their suggestions
      1. Would like to get closer to Dean’s
         a. Perhaps in breakout sessions
   ii. Would like to touch base with faculty
      1. Only the ‘people at the top’ can change anything
   iii. Tests during week of Career Fair
      1. Feel like entire effort lost on both sides
      2. This is an on-going issue
      3. Companies do not understand why this is an issue
      4. Tenured faculty
         a. They have the right to set up their own agenda/schedule
      5. Companies stated this is not an issue at other Universities
      6. Suggested that they send emails/letters to academic departments and/or university administration
      7. Objective of going to college is to get a job
      8. Suggested that companies ‘backing down’ from recruiting here might get attention

iv. Identifying Majors at Career Fair
   1. Color coding on name badges
   2. Michigan Tech has so many majors
      a. Color code for each college
b. Lump similar majors together – challenge in “like majors” perspective

3. Career Fair Registration
   a. Similar majors are listed together on registration form
   b. Changes can be made prior to the Guidebook being printed

4. Companies still want students to be able to write major on name tag

5. Suggested that this is the opportunity for students to present themselves

v. International Students and/or Students with majors not being sought
   1. Students and company reps get frustrated
   2. Companies feel they are wasting everyone’s time
   3. Students need to have expectations
   4. International Students
      a. Refer to online hiring region website
      b. Growing population of majors companies are hiring for are international students
      c. Suggestions to drive domestic student growth
         i. Scholarships
         ii. STEM education activities

5. Masters students do not have hands-on experience
   a. No hands on experience
   b. Bachelor levels receive this in SAE, BAHA, etc.

6. Marketplace Information Sessions
   i. Shortened meeting timeline makes it like another Career Fair
   ii. Thought it might become watered down
      a. Students could confuse companies
   iii. Has to be a balance for companies
      a. Adds more time on their travel
   iv. Students would not have to run around campus
      a. Can stay in one information session if they choose
      b. Expect to get more students in “one-stop-shop” format
         i. Companies come weeks after Career Fair and still don't get a good student turnout

v. We would advertise heavily
vi. Smaller companies might need to do this in order to reach students
vii. Some companies would support Monday night but not Sunday
viii. Offer potentially as a perk to Partners only
      a. Possibly a disclaimer to other companies
         i. Recommend they do not hold an information session at this time
ix. Some companies did not like the idea of having to repeat their info session multiple times

6. Data
   i. Felt like student panel was small and carefully chosen sample size
   ii. Would like survey sent to masses
   iii. Student panel speak on answers
   iv. Universum report has good information
   v. Possibly get NACE survey
vi. Would like data on Mid-West
i. Co-op Program
   i. Orientation manual discussed
      a. Tentative stages
      b. Students would be more prepared to work for companies
   ii. Compile Student Data
      a. Data for Students and Employers
      b. Show strengths and weaknesses
   iii. Looking at moving Co-op course online
   iv. Company stated they think co-op number is low
      1. Many students do as internship
      2. We do not have all intern data
      a. Would like companies to report their co-ops to us
   v. Companies would like to be able to comment on Academic Curriculum
j. Suggestion to rate agenda CAB was given
k. Wrap-up
   i. Thank you to everyone for coming and for support
   ii. Helps us to serve students
   iii. Please consider helping at our Resume Blitz’s, Mock Interviews and Seminars
during fall Career Development activities before the Career Fair