A. Welcome by Jim Turnquist
B. Introductions
C. Thank you to companies for being Partners
   a. Helps us to provide services to students
D. Special Thank You’s
   a. DTE Energy- Learning Center
   b. Nucor Lab & Partnership Donation
   c. Dematic- became Gold Partner
   d. Interview Suite Sponsors
E. Highlights of Career Services
F. John Lehman, Associate Vice President for Enrollment, Marketing and Communications
   a. In charge of “Talent Acquisition”
   b. Number of students graduating high school is shrinking
   c. Michigan Tech’s enrollment has held steady
      i. Caliber of students has climbed
   d. Welcome Center
      i. 100% donor funded
   e. Center for Student Success
      i. Purpose to decrease number of students who drop out after first year
      ii. Increase number of students who graduate within six years
      iii. Local students tend to not stay for multiple years
   f. 83% average retention rate
      i. We are at 87% currently
   g. Plateau tuition instituted
      i. 12-18 credits
      ii. Incentivized them to take more credit hours
         i. After 2 semesters, students who took more credits had better GPA’s
   h. Differential Tuition
      i. Charge juniors and seniors higher
         i. Using lab and working with professors
      ii. Looking at charging differential rates by majors
         i. Price the past point for some majors
   i. Female student enrollment
      i. Goal of 35% by 2020
         i. Slowly increasing
         ii. In 2005-505 females
         iii. This past fall 2013-714 females
      ii. 26% engineers
   j. Minority enrollment has increased
      i. At 5.4% in 2005
      ii. Almost 7% now
k. Developed Honors College
l. Student Satisfaction Survey
   i. Our students are satisfied with Career Services overall
m. Corporate Relations Staff
   i. Here to help as well
n. Feedback from Corporations to Administration
   i. 25.1 average ACT score to 26.7 average
   ii. 60% of students from Michigan
   iii. How does our placement rate compare to other universities?
      a. 75% response rate
      b. Industry as a whole has not developed a standard
      c. 11\textsuperscript{th} in nation for average starting salary
      d. Diversity – 26% of undergrads are females
         i. Not all engineering
   iv. Students come to MTU for solid academics, impressive faculty, size, location and ability to get a job
   v. 11% of students overall are legacy students
G. Feedback from Companies on Majors
   a. Titles of Majors may affect recruiting
   b. Real Opportunities to make non-traditional
      i. App Development
      ii. Incorporate training to develop students for today’s market
      i. Attract people based on what industry is working on
      iii. Students can identify and go into high tech world
   c. How do you seek out other schools to recruit at
      i. Research online
      ii. Keyword search
      ii. Schools might not pop out on radar based on what the call their majors
   i. Offer programs
      i. Potentially online as alternative education
   d. Instant Recognition for companies by degree name
      i. Degree Specialization
      i. But group together as related majors
   e. Companies have to show accredited degree to hire students
      i. Michigan Tech will never enroll or graduate a student with unaccredited degree
   f. Faculty at Tech are in key turnover stage
      i. Expect 45% turnover in the next 5-7 years
      i. Faculty retiring
      ii. Research is increasing
      i. Adds to undergraduate experience
   g. Are there too many offerings for majors?
      i. Our prospective students typically have major in mind
      ii. We have very few students enrolled in undeclared programs
   h. What are we doing at high school level to engage students?
i. 150 female high school students on campus this week
   i. Getting young women interested in engineering and computer science programs
      a. We typically enroll 40% of these students
   ii. Women in Computer Science program
   iii. MindTrekkers program
      i. Travels around the country
      ii. Geared at younger students
      iii. Promoting STEM fields
i. Would Board members give feedback on potential majors/titles?
   i. Board members agreed to giving feedback

H. Handshake
   a. Started from students attending our Student Advisory Board
      i. Feedback from students saying Symplicity (HuskyJOBS) software not intuitive
   b. Handshake is “fire hose” of information
      i. Finding the signal in the noise
   c. Spoke to universities, employers and students
      i. Find out what they like, what they would want, etc.
   d. Feedback from companies during Career Fair
   e. Assembled & grew team to 12 currently
   f. Shift in way employers recruit
      i. Companies struggle to brand themselves on campus
   g. Demo of software
      i. Built with mobile use in mind
      ii. Pushing content to students that’s relevant to them
      iii. Career Services can identify students who may need help
      iv. Career Plans for students
         i. 4 year checklist for students what they should be doing
      v. Employers can learn about events on campus that students want employers to attend
      vi. Employers get majors recommended to them
      vii. Career Services and employers can interact
      viii. Employers can save templates of interview schedules
   ix. Integrates with Facebook, Twitter and LinkedIn
x. Thank you to Michigan Tech Career Services
   i. Instrumental in Process
xi. Questions/Feedback
   i. 15 universities coming on board
   ii. Interest is phenomenal
   iii. Companies would like list of universities that will be using HandShake
   iv. Focus now is on building product
   v. Employers can build profile on site externally from Career Services
   vi. Have not been live at a university yet
      a. Deploying at 5 universities this week
vii. Do not want to sell company
   a. Want to make difference in peers lives
viii. Long term do want to offer more to companies
ix. Bulk of profit would come from Career Services
   a. Always free for students
x. How will students become aware?
   a. Student ambassadors
   b. Through Career Services
   c. Employers/Career Services use
      i. Students will have to use it
xi. Idea is that system will learn what you would want to see
   a. Only getting content that is relevant to you

I. Co-op Program Presentation
   a. Co-op at Michigan Tech is for academic credit
      i. Receive grade for co-op
   b. There is academic part to co-op
      i. They reflect on experience and it solidifies learning
   c. Forced survey
      i. Based on Likert Scale
         i. 38 questions and space for written comments
      ii. Results discussed
      iii. Students want to contribute and do actual work
      iv. Students would like social interaction with peers
   v. Employer Feedback
      i. Having a mentor that is an alumni from co-op’s university is helpful
   vi. Overall, students satisfied
      i. Location and social life matter
      ii. Work makes huge impact
vii. FERPA prevents giving individualized data
      i. If less than 10 students, information cannot be given

   d. Employer Questions/Comments
      i. How is co-op program exposed to students (promotion/marketed?)
         i. Seminars for students to discuss co-op program
         ii. Word of Mouth on campus
         iii. Talking to departments
      ii. Students commented to employers that departments are discouraging co-ops
         i. Telling students jobs are there when they graduate
      iii. Has Co-op participation increased/decreased?
         i. Increased recently as students see value or need to be enrolled
         ii. Co-op enrollment has went up and down over the years
         iii. Some students are staying at employer for longer period of time
      iv. Other than HuskyJOBS, is there any other place Career Services lists co-op positions?
         i. They are all listed in HuskyJOBS
J. Dan Fuhrmann, Professor & Chair – Department of Electrical & Computer Engineering

a. Proud of what we do at Michigan Tech
   i. Unique and distinctive

b. Faculty profile for department
   i. Roughly 30 faculty members

c. Students in department
   i. Fall 2013
      i. Roughly 600 undergrads
      ii. 186 MS
      iii. 68 PhD

d. Requirements for majors

e. Teaching Laboratories
   i. Important to specify individual skills

f. Strong Enterprise & Senior Design Programs

g. Undergraduate Enrollment
   i. Historically more electrical engineers than computer engineers
      i. This may change as computer engineering field grows

h. Push to put graduate power & energy courses online

i. MS Program Enrollment has grown tremendously
   i. Bulk is full pay international students who are interested in power & energy

j. Research
   i. Journal Publications have steadily increased
   ii. Research Expenditures is down
   iii. Faculty Research discussed

k. Initiatives
   i. Alliance for Computing, Information and Automation
   ii. Joint Efforts with Mechanical Engineering
   iii. Computational Sensing
   iv. Electric and Hybrid Electric Vehicles
   v. Industrial Control Systems
      i. Nucor donated $255,000 for named undergraduate Industrial Control Systems Laboratory

l. Questions/Feedback
   i. Areas are becoming blended
      i. Big role for simulation and embedded control systems
   ii. Alliance idea is great
      i. Continue between electrical engineering and computer science
      ii. Positions at companies are blurring the lines between majors
   iii. How can companies get updates on initiatives?
      i. Will be on chair to write reports and disseminate to university
         a. Career Services can send to companies
   iv. Have they considered adding major/minor in controls/powers?
      i. Would like to add concentration
Tuesday afternoon

K. Student panel
   a. Introduction by Jim
   b. Student self-introductions
   c. Single most important thing to attract you to a company?
      i. people -- know that it can get along with co-workers
         1. How can we communicate that to you?
            a. show examples of social interactions within the company
            b. recent alumni can better convey
   d. Would it be helpful to include recent alums/recent hires in interview process?
      i. Yes -- easy to relate to tech alums
      ii. Follow-up by connecting candidates with recent hires
   e. Info sessions -- what are students looking for?
      i. Some process to filter events that interest individual students
      ii. Overview / agenda available ahead of time
      iii. Bring something to the info session that’s not just a regurgitation of the website
      iv. One-on-one or small group discussions with recruiters specialized in specific disciplines
      v. 5-10 minute “online info session” -- YouTube video or just make slides from info session available online
   f. Impressions of employer info expo
      i. Good opportunity to make personal connections with more people -- good to make that network connection before career fair
         1. Best way to market to the students?
            a. mtu.edu
            b. Banners around campus of list of events
            c. Email is getting overwhelming -- personalized email from employers
   g. What do you hope to get from the interview process? What should the process be?
      i. Immediate response, passion
      ii. End of October is the latest students want to hear back
         1. Jim: if you don’t hear back from a company, what do you do?
            a. Start to wonder why they’re not calling
            b. Accept offer that’s made, not wait for something else
               i. Can students ask status of application?
                  1. Absolutely -- reach out to communicate what’s going on in terms of other offers
   h. Jim: where do you turn for advice re: whether to take an offer?
      i. Fellow students
      ii. Wherever it can get it -- as many as possible
      iii. Companies can help by providing contact with a recent hire
iv. Faculty with industry / discipline knowledge
i. What’s your experience with housing for internships / coops? How would you like it to be managed?
   i. Prefer the company to make arrangements
      1. Eases stress to not have to deal with local sublets and finding new housing for coops
      2. Would help if job location were listed @ career fair
j. Major turn-offs of recruiter interaction @ career fair
   i. “Apply online,” and nothing more
   ii. Like to get business card right off the bat -- hard to go back to get contact info
      1. Do you like the 60-sec “infomercial?”
         a. Yes, but make sure you’re pitching the correct recruiter
   iii. Nice to have “pre-contact” or “triage” recruiters in the crowd to steer students to the proper main recruiter
      1. Was told “not interested in freshmen.” Causes negative impression of company
k. What activities do you find beneficial outside of info sessions?
   i. Nucor dollars & cents -- board game interaction with company
   ii. Companies attending student organization meetings
l. Best way to get to know smart zone companies?
   i. Offer food -- not pizza
   ii. Communicate the fact you have a local office, if applicable
   iii. Reach out to applicable faculty -- connect with students to develop marketing plans
      1. Jim: raffle items to entice attendance @ info sessions
         a. More smaller items rather than one big ticket item
m. How important is it to visit company location prior to accepting an offer?
   i. If it’s paid for by the company, yes.
   ii. Seeing the atmosphere would be a big plus
      1. Virtual tour?
         a. Yes
      2. Jim: how does the prospect of travel time impact your decision?
         a. Not so much
         b. Have a close enough relationship with faculty -- usually -- to make it not such a big deal
   iii. Most important to actually see the environment
   iv. YouTube videos about the company’s projects, tours, etc… would be beneficial
   v. Would take reputation into account to temper any on-site opinion
   vi. Have mentor / potential co-worker reach out to coop applicant
      1. Would it benefit you to have the company bring you into a real project to see how we operate?
         a. Yes
Jim: most important to you in making a decision on job offer?
   i. Advancement opportunity
   ii. Location
   iii. Interest in current projects at the company
   iv. See the company is interested in invested in me -- education opportunities, travel, etc...
   v. Both professional and personal development
   vi. Culture at the company and opportunities to grow personally and professionally
   vii. Location
   viii. Rotational programs
   ix. International programs
   x. Opportunity to change locations
   xi. Projects and career growth
      1. Universum
         a. Work-life balance
         b. Security
         c. Serving greater good
         d. Intellectual challenge

L. Corporate round table
   a. What do students look for
      i. Expectations are naive / unrealistic
   b. Recruiting quotas -- diversity
      i. Minorities and diversity in majors
      ii. Women
         1. Target student orgs made up of diverse groups
      iii. Treat candidates equally -- regardless
      iv. Kohler: student ambassador -- build brand awareness on campus
         1. Greater access to students

M. Universum presentation

Wednesday morning:

A. Welcome
B. Dr. Les Cook, Vice President for Student Affairs & Advancement
   a. Thank you for coming
   b. Embarked on effort to revisit Strategic Plan
      i. Capital Campaign completed
         1. Resources have been scarce
         2. Continue to meet with alumni and donors
         3. Continue to move Michigan Tech forward
      ii. People
      iii. Distinctive Programs
1. Experience tech fee/outdoor adventure program
2. Reinforces the brand of Michigan Tech
   iv. Distinctive Education
   v. MindTrekkers
      1. Travel around country introducing students to STEM fields
   vi. Added new academic programs
   vii. Research Scholarship and Entrepreneurship
   viii. Graduate Student Growth
      1. Has been phenomenal
      2. More graduate student applications than undergraduate applications
   ix. Increase in Research Centers
   x. Revamped General Education
   xi. Fine Tuned Communication and Messaging to students
      1. Stayed central to our core
      2. Rebranded
      3. Invested in Social Media
   xii. Invested in students success
      1. Wahtera Student Success Center
   xiii. Infrastructure and Facilities
      1. Campus has transformed itself
   xiv. Strategic Plan developed for 2035
      1. Internationally Competitive Faculty
      2. Student Body goal of 8750
         i. 5750 for undergrads
         ii. 3000 grads
      3. Goal of 40% female
      4. Global Communication Skills
      5. Continue to be different to be competitive
         i. Distinctive and unique environment for students
         ii. Different from our peers
      6. Recognized Nationally & Internationally
      7. Self-Reliance from State Appropriations
      8. Year Round Calendar
   9. Positive things
      i. Budget on good ground
      ii. Enrollment
10. Michigan Tech set up to continue to do very well
    i. External review of Advancement & Fundraising
    ii. Life cycle of engagement
        i. Premise that every cycle of life is engagement with university
        iii. Awareness creates interest
            i. Very successful in their life
            ii. Want to give back to Michigan Tech
c. Questions/Feedback
   i. Engagement of Alumni
      1. Look at holistically
      2. Try to find a way to connect
      3. Young Alumni can help with engagement
         i. Open doors at their companies for co-ops, full-times
   ii. What is roadmap for lessening gap between academia and what students do in real world?
      1. Focus on blended learning model
      2. Students prefer to learn experientially/hands on
      3. Most lecture material broadcast
      4. Classroom is spent hands-on and working on group projects
      5. Initiatives on focusing on hands-on experiences
      6. Enrich Enterprise/Senior Design program
   iii. What is numbers now for women engineering?
      1. How are we attracting more to campus?
         i. 150 female high school students on campus this week for Women in Engineering
         ii. 26% females at Michigan Tech currently
      2. Recruiting programming geared towards female students
         i. Multi-faceted
      3. Women’s Leadership Institute
      4. Women in Computer Science
   iv. What percent of funding is from public funding?
      1. 16% of budget from state
      2. Other budget funding sources
         i. Tuition
         ii. Research Expenditures
         iii. Dollars from Tech Fund
            i. 82 million
      3. In 2035, would like 500 million endowment
   v. How can companies help university?
      1. Provide opportunities for co-ops & interns
      2. Willingness to hire full-time employees
      3. Donations
      4. Tell the Michigan Tech story
      5. Send young alumni to Career Fair
         i. Very impactful to current students to see what alumni can do

C. DTE Learning Center
   a. Walk in basis
   b. Enables us to help many more students
   c. Great way for coaches to learn leadership
   d. DTE has very long history with university
      i. Wanted to reestablish relationship with university
ii. Get a few things out of it
   1. Name recognition
iii. 100 Tech Alumni working there
   1. Students get to go through job hunting process
   2. Process easier and better for students
   3. Way to give back
e. Want to expand and grow
   i. Promoting heavily on campus
f. Thank you DTE for generosity

D. Recap of Meeting/Feedback
a. Spring Career Fair too late in the year
   i. Last week of January/first week of February
   ii. Later in February is disadvantage to our students
   iii. Closer to the other colleges Career Fairs would level the playing field
b. No classes during Career Fair
   i. Many exams also during Career Fair
   ii. Employers think it might help if they give unified voice to administration
c. Student Panel
   i. Excellent to hear their perspectives
   ii. Would be nice to hear from more students
d. More time for breakout groups
   i. Questions ahead of time
   ii. Each group have assigned questions to report back on to group
e. Hiring of International Students
   i. Government Issues
      1. Have to prove to federal government that no other domestic candidate is qualified
   ii. Company Policies
   iii. Whole system is designed for international students to come here to learn and take those skills back to their country
   iv. Internship program feeds full-time employee hiring pipeline
      1. Companies will never be able to hire candidate full-time because of regulations
   v. Opportunity to redirect international students to companies international hiring
   vi. Placement Agencies can hire on companies behalf
   vii. If they are willing to go abroad for a couple of years, they can come back to US with different type of Visa
   viii. Graduate Level Career Fair
   ix. Enterprise Program
      1. Students could get real-life experience
f. HandShake
   i. Not advantageous for company that is small and recruits at very few universities
   ii. Difficult to administer for companies that have different people responsible for different universities
iii. A lot of information in a short period of time
iv. Massively emphasize students aspect
   1. Career Services and employers pay for software
   2. Should refocus marketing to Career Services and employers
      i. Not students
v. IT people from universities will be presented to
vi. Look at having sales and business people on board
vii. Knowing who is still available would be great
viii. Focus on Communication/events piece first
ix. See more on what system would filter to students by friends activities
x. Needs to slow down when speaking
xi. Mentors prestigious
xii. What was the message of presentation
   1. Have an open house for employers during Career Fair week
   2. Have employers play with system and answer questions
xiii. If companies invest in product, is Michigan Tech going to convert to system
   1. Can we use concurrently with HuskyJOBS
xiv. Companies don’t see upside from recruiting aspect
xv. Benefit would be learning and maintaining relationships with students
xvi. When would it come into place at university
   1. Not in the fall
xvii. Training manual would be great
xviii. Demo site is mobile site not mobile app
   1. Skeptical on push notifications
   2. Would students go to site to register themselves
xix. Other schools skeptical as well
   1. Don’t know enough to make decision
xx. Feel free to communicate with Jim about any feedback
g. Universum
   i. Report is of value
      1. Some of the data didn’t jive with what companies have seen
      2. Full report will be available on website
         i. Send email when available
      3. Don’t want report read to them
         i. Raw data only
      4. Would like to continue to receive report
h. Meeting Agenda
   i. Have dinner Monday night
      1. Presentation from administration during dinner
   ii. Tuesday jam pack with breakout sessions
   iii. Vote on date
      1. Consensus that June is good time to hold
i. Employer Information Expo
   i. Was not clean rotation
ii. Did not see the volume they hoped for because of rotation
iii. Much smaller turnout than expected for larger companies
iv. Higher turnout for smaller companies
v. Should we continue?
   1. Give another shot in the fall
      i. Compare fall to winter
   2. More structured
      i. In room 25 minutes
      ii. 5 minute changeover
   3. Get everyone on one floor
   4. We limit it to partners
      i. Companies great with this!
      ii. We will advertise majorly
         i. Advantage for those participating
      iii. Timing issues discussed
j. Opportunity for Partners for Recognition
   i. Banners at Career Fair
      1. Companies like the idea
   ii. Run the risk of diluting advisory board by getting to big
      1. Pay to play
   iii. Isolate partners in one room
      1. Other companies in another room
      2. We have to spread partners around
         i. So students will go to all sites
   iv. Setting up September as Career Development Month
      1. Steel Days
      2. Petroleum Days
      3. Healthcare
      4. Automotive Days
      5. Resume Blitzs
      6. Interview Skills Week
      7. Seminars
      8. Please consider volunteering your time to help at events for students
v. Career Fair Cookout
   1. Opportunity for companies to be visible to students
   2. Limited to 5 companies
   3. Food attracts students
      i. 2 companies committed
E. Thank you
   a. Contributions appreciated wholeheartedly
   b. We like to hear from companies
      i. Feedback and suggestions appreciated