Michigan Tech Career Services
Corporate Advisory Board (CAB) Meeting Minutes
April 14-15, 2015

Board Members Present:

ArcelorMittal – Morgan Hewitt
ArcelorMittal - Joe Nowosad
Caterpillar Inc. - Britta Jost
Caterpillar Inc. – Jerry Nuese
Caterpillar Inc. – Peter Chang
Caterpillar Inc. – Teresa Schissler-Boichot
Chrysler – Jennifer Shute
Ford Motor Company – Daniel Madrid
Ford Motor Company – Cynthia Watson
Ford Motor Company – William Frantz
General Motors Company – Chris Morgan
Gerdau – Jesse Gelbaugh
Gerdau – Barbara Nocella
Greenheck – Laura Bernett
Greenheck – Beth Brinkmann
Integrys Energy Group - Holly Nerat
Integrys Energy Group - Chris Strebel
Jackson – Rob Sweet
Kimberly Clark Corporation - Scott L Williams
Marathon Petroleum – Erik Lehmann
Marathon Petroleum – Jocelyn Hicks
Mercury Marine – Joy Mueller
Michigan Dept of Natural Resources - Cheryl Farhat
Nexteer Automotive - Sarah Maday
Nucor Steel – Max Rebottaro
Nucor Steel – Jeff Rogers
Nucor Steel – Ryan Green
Oshkosh Corp. – Nate Paul
Oshkosh Corp. – Chris Masini
Systems Control- David Rowe
Systems Control- Cole Smith
Target – EB Hakkinen
Target – Nick Jacques
The Dow Chemical Company- Wilmer Lidke
Michigan Technological University Career Services-
Steve Patchin – Director
James Desrochers – Associate Director for Employer Relations
Julie Way – Assistant Director of Career Development Education
Kirsti Arko – Assistant Director of Experiential Learning & Career Development
Gina Goudge – Manager of Business Operations and Student Employment
Shelley Farrey – Coordinator – Career Development & Corporate Event Promotion
Adam Griffis – Office Assistant, On-campus Recruiting and Employer Relations
Tuesday, April 14

Student Panel Present:
Undergraduate Student Government and Graduate Student Government
Shashank Barkur Lakshmikanth         Sara Alian
Huanxin (Jessie) Zhang        Muraleekrishan Menon
Mayra Sanchez Gonzalez

1. Welcome – Steve Patchin, Director of Career Services
   a. Past CAB Meetings- Topics of Concern
      a. Late Spring Career Fair
      b. Classes during Career Fair
      c. Student preparation for Interviewing
      d. Name Badges- Majors
   b. What’s New in 2015
      a. Website
      b. Student Career Guidebook
      c. Communication Plan
      d. Handshake
      e. Career Ambassadors
      f. New Partner model
      g. CareerFEST
      h. Annual Calendar
      i. RAM iPad initiative
      j. Event attendance tracking
   c. Goal of this CAB Meeting
      a. Identify collaborative opportunities with our corporate partners to engage our students in multiple ways, providing them experiences that will allow them to find their fit and share their value effectively.

2. Presentations from Departments across campus, please refer to the PowerPoint presentation available on our website at http://www.mtu.edu/career/employers/partner/2015/

3. Who MTU Students Are- Ian Repp- Director of University Marketing and Communications
   a. Brand Research- Image and Identity Perception Study
4. Campus Involvement- Joel Isaacson, Associate Athletic Director for External Relations
   a. The Tech Athletic Program
   b. Total Student Attendance Per Sport
   c. PowerPoint presentation available on our website at http://www.mtu.edu/career/employers/partner/2015/

5. Campus Involvement- Cody Kangas, Director of Center of Pre-College Outreach
   a. Key Challenges
   b. SYP Highlights
   c. Partnership Opportunities
   d. PowerPoint presentation available on our website at http://www.mtu.edu/career/employers/partner/2015/

6. Michigan Tech in 2035- President Glen Mroz
   a. Campus forum regarding state of Michigan Technological University synopsis

7. Campus Involvement- Kellie Raffaelli, Director for Center for Diversity & Inclusion
   a. What our work looks like
   b. History and Heritage Events
   c. Cultural Awareness Initiatives
      a. Safe Place Program
   d. Research- Based Initiates
   e. Professional Organizations
   f. Women’s Organizations
   g. Support Services for Students
   h. Sponsorship Matters
   i. PowerPoint presentation available on our website at http://www.mtu.edu/career/employers/partner/2015/

8. Campus Involvement- Lorelle Meadows, Dean of Pavlis Honor College
   a. PowerPoint presentation available on our website at http://www.mtu.edu/career/employers/partner/2015/

9. Campus Involvement- Joe Cooper/Jessie Stapleton, Student Activities
   a. PowerPoint presentation available on our website at http://www.mtu.edu/career/employers/partner/2015/

10. Group Debrief- Identifying Trends among Students
    a. Looking for graduate students and it’s important to articulate that to the student groups
b. how to reach them, problems/solutions

c. Students like to be engaged in technical sessions

d. Timing is important, scheduling is crucial

11. Presentations from Career Service Staff please refer to the PowerPoint presentation available on our website at http://www.mtu.edu/career/employers/partner/2015/

12. Industry Days- Jim Desrochers And Shelley Farrey


15. Programs to prepare our students to “Tell their Story”- Julia Way


Wednesday, April 15

17. “Connecting the Dots”

a. CSSA revisited

   a. Balance rollover

   b. Base benefit in each level

   c. Will more partners dilute the value of being a partner?

   d. EIE – not working: companies will default to SWE dinner

      a. Format difficult

      b. Add logos to flyers

      c. Sunday vs Monday?

      d. Better visibility of what other companies are doing when

      e. Planning ahead is good to better collaborate with other departments

b. Alumni

   a. Add’l networking and/or recruiting at alumni events

   b. Ian

      a. Diversity – what are we doing to get more diverse students on campus? What are we doing to foster and retain them?

   d. Student Activities

      a. K-Day – is that TOO much in their space?

         a. Steve: soft sell.

            • Personal contact/stories -- connection

            • Hands-on experiences
• Not a hard sell

e. CDI
   a. Safe Place training for corporations
      a. Do on campus – day before/day after Career Fair

f. Pavlis
   a. Change to the enterprise program?
   b. Need to educate teams about what the “Honors College” means – not a traditional honors college
   c. Something to designate those graduating with honors and higher GPA
   d. “honor’s college” or “leadership college?” etc...

g. Industry Days
   a. Technology day – Target, Ford, Jackson, DOW
   b. Company involvement in planning – collaboration
   c. Individual contact with partners to see where they fit
   d. Partners’-only directory for cross-company communication

h. Career Fair/Fest
   a. More details re: attendance tracking

i. Re-negging
   a. Interviews & offers all routed through the school? Formalize policies with repercussions
   b. Career Services help draft responses to decline an accepted offer

18. Develop a 5-year vision of Career Services/ Corporate Partnership that won’t be shared with anyone besides Career Services. This is to give an idea of where you see yourself as Corporate Partners within the next five years.

19. Engineering activity with Mind Trekkers
   a. This activity was created by Destination Imagination. Corporate reps were given the task of building and designing an aqueduct with given supplies