**Michigan Tech Career Services**

**Corporate Advisory Board (CAB) Meeting Minutes**

**Tuesday, June 26-27, 2012**

**Board Members Present:**

**ArcelorMittal** - John Gerrard

**ArcelorMittal** - Joe Nowosad

**Bechtel Corporation** - Alan Parker

**Bemis Company** - Tyler Polson

**Caterpillar Inc.** - Britta Jost

**Chrysler** - Kristin Kolodge

**CN-Canadian National Railway** - Allan Rothwell

**CN-Canadian National Railway** - Esmeralda Salinas

**Continental** - Ken Daining

**Continental** - Trisha Boehler

**Cummins** - Lynn Zopff

**Dematic** - Jeff Lines

**Denso** - Pete Marino

**DTE** - John Dau

**FM Global** - Bob Turnquist

**Ford Motor** - Chad Esselink

**GE Aviation** - Jason Mack

**General Motors Company** - Matthew Spruit

**Grain Processing Corporation** - Scott Natvig

**Grain Processing Corporation** - Perry Helmer (Purdue Student)

**Greenheck Fan Corporation** - Kathy Drengler

**Greenheck Fan Corporation** - Laura DuChateau

**Harman** - Gary Soule

**Integrys Energy Group** - Holly Nerat

**Integrys Energy Group** - Chris Strebel

**Jackson National Life** - Gary Rudnicki

**Jackson National Life** - Jeff Borton

**John Deere** - Kristen Ballheim

**Kent Corporation** – David Fick

**Kimberly Clark Corporation** - Scott L Williams

**Kohler** - Jeremy Maes

**Mercury Marine** - Randy Poirier

**Michigan Dept of Natural Resources** - Cheryl Farhat

**Michigan Economic Dev. Corp** - Paul Howland

**MTU Alumni/Career Services Volunteer** – Hal Seppala

**Nexteer Automotive** - Sarah Maday

**Nucor** - Jesse McElroy

**Nucor** - Dave Davolt

**Nucor** – Tyson Bugis

**Schlumberger** - Marie Guillot

**Toyota** - Amanda Knapp

**Toyota** - Maha Nofal

**United States Steel Corporation**- Kenneth B Wing

**Student Panel Present:**

**Emily Jensen –** Management Info Systems, Operations & Systems Mgmt. **Kathryn Cornelius** – Marketing

**Tony Tomasi** – BS Mechanical Eng. /MBA. **Andrew Drees** – Electrical Eng.

**Megan Farrish** – Mechanical Eng. **Sean Mackey** – Mechanical Eng.

1. Welcome – Jim Turnquist, Director of Career Services.

1. Announcement of Rita Smith and Jeff Kangas retirement.
2. Thank you from Career Services to our partners. Without your contributions we could not help our students.
3. Special thank you to Bechtel and their yearly donation of $10,000.
4. Special thank you to Nucor Steel for their donation of $10,000.
5. Bechtel and Nucor have become sponsors of interview space in the Career Services office.

2. John Lehman, VP of Enrollment Services, Presentation

1. Thank you all for your contributions to MTU.
2. Introduction of Rachel, 2008 graduate in Chemistry, Enrollment Services
3. Over view of MTU Enrollment Services
4. PowerPoint presentation available on our website at [www.career.mtu.edu/employers/CAB/2012](http://www.career.mtu.edu/employers/CAB/2012)

3. A year in Review 2011-2012 – Jim Turnquist, Director-Career Services

1. University Report 2012
   1. A copy is available on our website at [www.career.mtu.edu/employers/CAB/2012](http://www.career.mtu.edu/employers/CAB/2012)
2. PowerPoint presentation available on our website at [www.career.mtu.edu/employers/CAB/2012](http://www.career.mtu.edu/employers/CAB/2012)
3. Tools you can use when recruiting
4. Guidebooks, students are utilizing our guidebook for career fairs
5. Students like information sessions
6. Volunteering at Career Services workshops gets your company name on campus and it’s another opportunity to meet with students
7. We have seen an increase in our students participating in Co-Ops.
   1. You can find a copy of the Co-op Report on <http://www.career.mtu.edu/coop/annual_reports.php/11-12pdf>
8. NACElink will be changing to HuskyJobs
   * 1. Mass e-mails are sent to students regarding job postings on Huskyjobs
     2. More students are applying for jobs
     3. Career Services has seen a substantial increase in foot traffic and phone calls with students needing career advising.

4. Student panel

1. What draws a student to a particular company?
2. What a company has to offer
3. How interesting the job is and an environment that is not stressful
4. Social interaction
5. What kind of work experience you will receive, real world experience
6. The interaction with a recruiter sets the tone for the company
7. Recruiter making you feel comfortable, giving you the time of day
8. Where do students gather most of their information regarding a company?
   1. Other students work experience
   2. Word of mouth from other students is huge
   3. Company website
9. What would motivate you to take a fulltime position after a co-op?
10. Avoid mundane tasks
11. Social Interaction with others
12. Given a task such as research, etc. that makes you a part of the company
13. What attracts you to a company at the career fair?
14. Show what you do, hands on displays
15. Positive interaction with the company
16. Fresh recruiters, excited to be speaking to the student
17. What motivates you to attend an info session?
18. Food
19. Presentation
20. Open house for questions
21. Literature regarding company
22. Speak about current projects that are going on
23. Handout company cards
24. Give some technical details
25. What attracted you to Michigan Technological University?
26. Both parents were from Michigan
27. Attended Summer Youth Programs
28. Fell in love with the campus, it feels like home
29. By chance applied, was accepted and fell in love with the campus
30. Personalized engineering and wanted to stay home to keep the cost low
31. Wanted to attend a school with a good reputation with hands on experience
32. What does work life balance mean?
33. A sense of family
34. Making life part of your work and work part of your life
35. Being rewarded for long hours, not just a pat on the back when you did a good job, but rather a bonus that reflects in your pay or vacation time
36. Able to bring your family to the office
37. Leave work at work and enjoy your home life
38. How do you feel about an international assignment?
39. It wouldn’t bother me but it depends on the student
40. Personally I would love an international assignment especially early in my career
41. Could be positive

i. How would you feel about being hired into a program not a position?

1. Program sounds like a great opportunity
2. Would help you to figure out what you are interested in
3. How do you select which company you will visit at the career fair?
4. I research the companies with logos or names that pop out
5. Companies with diverse recruiters, those who work on different projects
6. If you have a relaxing environment that is less intimidating
7. Evening with Industries
8. 2-3 weeks before career fair visit campus this would allow students to research your company ahead of time
9. I gravitate towards companies where I can see myself working 10 – 20 years from now
10. How can we better educate students about our company?
11. Explain what your company is about
12. Let us know what is available to us
13. Use real projects when talking about your company
14. Try to present in a class
15. Senior Design / Enterprise Program - do you think they are worth doing?
16. If you do real projects they are good
17. Students receive jobs from companies they work with
18. What is the best way to approach a company to speak to a group?
19. Work through Career Services
20. Set this up in advance so companies can work this into their campus visits
21. Career Services is a great bridge
22. Most companies would be happy to advise if they know about it in advance
23. Make sure you have enough students
24. Piggyback, it is easier to do this if the company is already coming to campus
25. Video Technology
26. I would not like a virtual interview over a handshake
27. Virtual could give you the opportunity to interact with others in the corporation, CEO, Vice President, etc.
28. Who makes the hiring decision? You are a recruiter for a reason
29. Logistics I can see but it gives me a sense it would not be personable
30. Video over phone I can see but face to face is important, facial expression, etc.
31. Who will be helping when making a decision on where to work?
32. Friends, Parents but in the end it will be my choice
33. Speak to someone who is working or has worked for a company to get real information
34. Parents and friends
35. Career Services and family
36. Speak to a peer who works with company
37. When applying to positions online you do not hear back from the company. How do I get around that?
38. Black hole
39. How pushy should one be
40. You cannot be too pushy if you are really interested
41. We get flooded with applications daily
42. Students just want an answer, some kind of communication so they can move on
43. This has been an issue for our students
44. Students are waiting on offers
45. If you don’t hear anything from a company you accept other offers.
46. If you push it looks like you are motivated to work for a company, this is good.
47. A follow up is great it lets us know you are interested

5. Presentation and tour of GLRC, Dr. David Reed, VP for Research & Mike Abbott, Director, GLRC Operations

6. Britta Jost, Caterpillar, Presentation and Q&A: Rotational On-Boarding Training Program

a. PowerPoint presentation available on our websites [www.career.mtu.edu/employers/CAB/2012](http://www.career.mtu.edu/employers/CAB/2012)

7. Dave Fick, Kent Corporation, Presentation Student Introduction and Q&A: Rotational Co-op Program

a. PowerPoint presentation available on our websites [www.career.mtu.edu/employers/CAB/2012](http://www.career.mtu.edu/employers/CAB/2012)

8. Dana Johnson, Supply Chain Operation Management Degree Program, Presentation

a. PowerPoint presentation available on our websites

[www.career.mtu.edu/employers/CAB/2012](http://www.career.mtu.edu/employers/CAB/2012)

9. Corporate Round Table

a. Recruiting ideas/challenges

1. Information Sessions were low for how we advertised
2. We had no problems with our Information Session. Career Services helped us out and we had a great turnout
3. We went through Career Services and had our information session at an odd time and it was well attended
4. A few years back Kimberly Clark sponsored movie for students and handed out boxes of Kleenex with Winter Carnival pictures on it.
5. Getting on campus earlier
6. Helping out Career Services with education programs like resume blitz, mock interviews etc. will get your company name out on campus
7. Getting to MTU campus multiple times is hard for many of us, recruiting is not our only job
8. Greenheck Fan uses a student ambassador program. Co-Op student’s talk about our company around campus and help during career fair, this program has been very successful.
9. GM has used Co-ops to speak at information sessions and this has really helped
10. We have our Co-Op students stand in the hall before and after our info sessions
11. During the career fair to have one night with several information sessions going on at the same time that would allow students to go from one info session to the next
12. I like this idea but it could end up making us do our presentation multiple times
13. Personality testing, does anyone use this?
    1. Yes, it helps us to fit the student into a position that fits them
    2. You cannot use personality testing to put someone into a position
    3. If someone is an introvert they need a job where they can recharge their batteries
    4. People can grow and adapt to a position
    5. Because of these testing we have looked over a lot of talented candidates and have lost students
14. I would really like to know what students on campus think of our company
    1. Career Services sends out a survey after career fair but we do not ask them what they think of the companies. Is this something the companies would like to see? It might not always be pleasant to hear.
    2. The only way we can get better is by hearing the good and the bad
    3. Yes, we would like to hear what the students think
    4. Career Services could collect feedback and send it to the appropriate company
    5. Integrys uses the feedback from Co-Ops and this has worked out for them
15. Career Fair hours
    1. Career Fair is long and we do not see traffic after 5:00pm
    2. The time of Career Fair should be revisited
    3. Word of mouth, students hear that companies are shutting down at 5:00pm so other students don’t bother to come.
    4. Companies do not care for the time
    5. How about 11-5pm instead of 11-6pm? Many of us have dinner plans and would like to get out earlier
    6. Career Services has tried everything and want to accommodate the student and the employer

**Wednesday, June 27**

10. Welcome and Introduction of Dr. Max Seel, Provost and Vice President of Academic Affairs

1. Thanked the Advisory Board for helping MTU and our students
2. Dr. Seel provided an overview of the University facts and figures
3. We have to cut cost
4. Our future is in residential campus, we will not pursue online courses
5. Our main focus will be research, you need research to be a technology school
6. MTU will be adding Mining
7. MTU is joining resources with Central Michigan to have an accredited Physical Therapy program
8. Companies are looking for computer science students
9. We are seeing a shortage of computer science students
10. Parents have concerns that computer science positions are being outsourced, but this is not the case

iii. Preview Day might be a good time to speak to parents regarding computer science

1. Career Fair
2. Students are having exams, classes, etc during career fair and the cannot interview with companies
3. We really would like students to have better access during career fair

11. Wrap-up meeting

a. Thank you FM Global for dinner and thank you to John Lehman and Enrolment Services for their gift

b. Corporate Advisory Board Feedback

i. Quality over Quantity and you hit it right on with every subject

ii. The roundtable with companies and the student panel (great opportunity to share)

* + - 1. Would like to see more time with student panel and roundtable
      2. More time with roundtable and less presentations
      3. Smaller groups of roundtable
      4. Could have paper in binders for notes
      5. Power Points available for CAB members
      6. Send the presentations out before the CAB meeting

c. Would you like to meet with department heads?

i. Maybe a panel of department heads to ask questions

ii. After speaking to the panel we could have smaller breakout sessions

d. Our flow for the CAB meeting was how are you going to get to students and how can we help you out?

i. Instead of using Career Services funds for CAB meeting maybe some of the companies could help and sponsor the CAB meeting to help them cut cost?

ii. It would be nice to make the evening before the CAB meeting part of the agenda with a company sponsoring this event. It gives the companies a chance to meet with one another in an informal setting.

iii. Would like an updated list with names and numbers of the corporate advisory board

e. What is the percentage of students that get internships & co-ops?

i. This information is recorded in the co-op annual report but it is not a true count. Students are not obligated to report internships.

ii. Companies could send this information to Career Services

f. What is Career Services doing that you like?

i. Everything, Career Services is very accommodating

ii. Career Services team work is outstanding

iii. Every employee is outstanding

g Hiring practice

1. Our company uses co-op and internships as a feeder program so we cannot hire international students. We spend a lot of our time explain this during career fair.
2. We have the same problem and the students are going from recruiter to recruiter
3. We have one recruiter designated to speak with international students
4. It cost a company to sponsor an international around $6,000 to $10,000
5. Companies are afraid they will not retain the international student after sponsoring them.
6. We are not sure legally what questions we can or cannot ask.
   * + 1. Webinar covering this issue would be helpful
       2. International hiring webinar