

Strategic Goal #4: Improve Student Career Preparation

October 25, 2013 SC203

Attending: Co-leaders Dawna Perez and Chuck Phair, members Ashley Bragger, John Sabbagh, Paula Richards, Mike Markham, Deb LaValley, Karletty Medina, Lindsey Mayo, Deborah Regan, Andrea McPherson-Mesa, Pat Morrow, and Megan Shea

UPDATES

Advisory Board Summit: One hundred and sixty people attended the Advisory Board Summit, including members of Goal Team 4. A demo of NACElink was set up for employers to view. Ashley passed out cards asking for employers to partner with NECC in various ways. During dinner, each table was asked to discuss what NECC does really well, along with areas that we might look to enhance. A lot of helpful feedback was provided particularly surrounding the work of Goal Team 4 and the need to prepare students on soft skills and professionalism.

NACElink: Dawna and Ashley have been going through system training, set up, and customization. Ashley is working with MARCOM to brand the site. Our next step is to formulate a communication plan to get the word out to employers, students, and faculty. The system will have a soft launch at the end of November where employers who are already in touch with Ashley, will be invited to create an account and post jobs. To assist with the launch of NACElink, the following suggestions were made:

1. Advertise NACElink on the new electronic signage
2. Set up a meeting with Maureen O'Leary to help with the marketing efforts
3. Advertise with Dina Brown's New Student Orientation
4. Schedule a time to attend division meetings to show the faculty (Chuck, Judy, and Mary)
5. Once the system is live, conduct training on NACElink for members of the goal team. After training is complete, members can go to classes to show students how to use.

Within NACElink, there will be a Multimedia Resource Guide. Members of Goal Team 4 will help to create these guides. The guides are meant to be short, easy to read, and to provide helpful hints to the user. Members of the team volunteered and the Quick Guides must be prepared for the team's December meeting, if not before. Ashley will provide the team with resources from Andrea regarding web accessibility and content development. The Quick Guides can be submitted to Ashley and Dawna, who will provide standardized formatting. Helpful You Tube videos are welcomed, as well. Quick Guide assignments are as follows:

- Andrea will check with Nathan about Social Media
- Deb LaValley – Sample Resumes
- Deborah Regan – Interviewing
- Lindsey – Networking
- Paula - Value of Service
- John S. - Resume Writing
- John S. – Cover Letters
- Ashley – Internships

Workshops: The spring workshop scheduling meeting was a success. Most of the spring workshops have been scheduled, but we are waiting on room confirmations. The master workshop schedule will be

available at the end of November to faculty and staff. The workshops will be added to NACElink in December and will be available for students to register at the time of posting. The team discussed the need to make more faculty and students aware of the workshops that are available. It was suggested that Ashley attend the Dean's meetings on Thursdays to talk about the workshops. Deb LaValley will send the information to Ashley. So far we have received very positive feedback about the workshops and the workshops have been very well attended.

In the spring semester, workshops will remain posted on the Career Services webpage and on the NECC Events Calendar. However, there will be a change in how students will register. When they go onto the site to register, the link will send them to a log-on page for NACElink. Students will have to create an account (one time) and RSVP to the workshops they wish to attend via the system. NACElink will manage and limits placed on attendance and will also maintain a wait list.

Community engagement: The community engagement subcommittee identified and invited 21 faculty and staff who all are involved in coordinating community engagement activities for students. Of this identified group, a few people were able to attend. The group had a good initial conversation and agreed on moving forward, working together, and bringing more people into the conversation. The goal of this committee is to bring all stakeholders together and to develop a holistic approach to preparing students for the workforce and to be civic-minded in the community. This subcommittee is coming together at a crucial time, particularly because of the Vision Project and the grant work in Paula's division designed to bring people together for Civic Engagement. Paula and Silvia hope to recruit people from these two projects to be a part of the subcommittee's work.

Megan noted that this group should also discuss ways to help students make these experiences and the skills they develop relevant for their resumes. This is particularly important since youth unemployment is at an all-time high. Therefore, looking for volunteer and other opportunities for experience will be very important. We need to remind students to collect these experiences. We also discussed that once Service Learning is established in a class, we need to have some sort of transcript notation. They are working to develop criteria. Paula mentioned that a Service Learning Faculty Fellow Program is being developed and that the faculty who implement it will have this noted in the course description. That way, if students are interested in becoming involved, they can see this note and sign up for those course.

Internships.com: The group unanimously decided that we would not use this free service. Having this, as well as NACElink, would be too confusing for the students. Also, it would be too difficult for the college to monitor. The college needs to be careful in advertising internships, especially those that are unpaid. Unpaid internships need to follow certain criteria. By supporting a system that could potentially advertise unpaid internships, there could be a potential liability for the school. Dawna will let Melba know about our decision.

Other: November 18th each Goal Team is required to report out for about 5 minutes at the All College Assembly. Also, progress reports are due in November.

NEXT STEPS

- **Ashley** will contact Sharon McDermot about attending one of the Dean's meetings in December to discuss NACElink and college and career readiness workshops.
- **Ashley** will set up a meeting with Maureen O'Leary about launching NACElink, will discuss with Dina about new student orientation, and will contact Chuck, Judy, and Mary about attending division meetings once NACElink is live to show them the system.

- **Ashley** will conduct trainings on NACELink for the team so that members can go into classrooms to show students the system.
- **Ashley** will send Andrea's guides on web content development and web accessibility to those team members who are working to create quick guides.
- **Team members** who volunteered to develop individual quick guides will create and send them to Ashley and Dawna by the team's December meeting.
- **Dawna** will let Melba know about the team's decision regarding Internships.com
- **Ashley** will have Beth Donovan post the minutes to Strategic Plan webpage
<http://facstaff.necc.mass.edu/vision-and-planning-initiatives/strategic-planning/strategic-goals-2012-2015/goal-4-improve-student-career-preparation/>

Our next meeting is November 22th from 9:00 – 10:30 in SC203