



Strategic Goal # 4: Improve Student Career Preparation
November 12, 2014 Minutes

Attending: Chair; D. Perez, D. LaValley, A. (Bragger) Moore, D. Godin, M. Markham, L. Mayo, A. McPherson- Mesa, G. Moriarty, P Morrow, M. Penta, D. Regan

I. Graduation Week Networking Event (May. 14, 2015 5-7 p.m.)

- a. Solidify Subcommittee: Deb, Deborah R, Lindsey M, Ashley B, Karletty M., Sheila M., Mike M. are interested. Sheila has offered to do a linked-in workshop along the way. George helping coordinating some groups in the community and industry to the event. Some of the advisory boards. We will check to see if the commencement tent will be available to use for this event. TC103 A and B will still be reserved. **Addendum: the tent is not an option. TC is booked.**
- b. Mike Markham handed out the framework for a “Reverse Internship Fair” model that is done at Framingham State University. The reverse job fair is unlike other networking events as the students are set up at the tables and employers go around to the tables of the work they did. For example if they had engineering, graphics, liberal arts, those are the tables the employers would visit. Ms. Ross from FSU shared how to host this type of event. We would have to engage the students *to really be prepared* so they can put something together.
- c. Deb L. suggested to do a “Save the Date” postcard. Deb and Andrea will work on this once everything has been finalized. We should offer some type of light refreshments.

II. Progress in Liberal Arts Career Prep Conversation

- a. Individual faculty interviews
 - David has talked to Liberal Arts faculty. Two professors already and has set up two more meetings to brainstorm on the needs of their students.
 - getting students involved in political campaigns
 - letting students know what they could do beyond certain professions
 - help with getting summer jobs (researching and getting employer leads and then having students take the next step to contact employers and then help students get ready for the interview)
 - Career panel for all Liberal Arts students
 - Liberal Arts students need mentor - ideally alumni of NECC and close in age

- setting goals to achieve what they want, learning what is out there and setting specific goals to get there (guidance)
- taking additional steps to make students aware of the workshops we already have

b. Out of the box ideas

*Join effort of Student Passport (student activities –punch card to attend various events for students).

*Campus tap: (a local startup company an app that has been proposed. Since it is a start- up maybe they can help create an app for us. If we can help mold it, it could be something that complements NECCLink. Campus Tap Demo - student engagement, Mike P., Andrea, Deborah, Pat, Marcy, Paula, Dina, and Dawna, Cesar

*Awareness of workshops: making sure our students know about the workshops. Pat Morrow stated if it is not a requirement they would not want to go. Ashley has met with Marketing and is working on flyers and information on workshops. They are going to create a short hyperlink and QR code so students can pull information up on their phone. This is still in the works. Are we doing social media blast on workshops? Mike Penta states Nathan doesn't tweet everything on calendar, but if you tweet something and he is following you and it is NECC related he will retweet. Getting information and getting faculty to funnel information to students. Ashley said it is nice having Student Success Center on board with NECCLink as there is assistance on both campus for students. Other groups meeting with the Student Senate or getting the Observer to run a story on NECCLink as we have new students and will bring awareness to all the offerings. Student Senate can help get the word out as well.

* Orientation is 2 ½ hours long. Can we incorporate more of the NECCLink into orientation along with other initiatives we will put forward for career preparation. Dawna reported that the Student Engagement data shows that 80% of students coming to the orientation, but we are not getting as a high a proportion of Latino students for orientation as we should. Dawna mentioned there has been conversation with Bill about the potential of changing the format to an all-day thing in order to go more in-depth and keeping students on campus longer.

- Quick Guides in multi-media library: Upload Resume writing and cover letters on website. We need to integrate candid career videos as it is much more suited for the website. It gives another element to NECCLink.

III. **Candid Career Questions Answered**

- a. Budget planning: \$1250 to \$1500 for a school enrollment of 5000-10,000.
- b. Responses to Candid Career Questions:

The committee had a couple of questions for you:

1. How the log in is typically set up for students?

We provide two options. 1) A unique login link that will automatically log students into the website. 2) An advertisement that links to your schools login link. You can see both Option 1 & 2 on Auburn University website below. Therefore, students do not need a login or password. You can post this right on your homepage or put it behind a login/portal that the students already have access

to. http://www.auburn.edu/academic/provost/undergrad_studies/career/choose.html

2. Where is it usually placed on a college website? We don't have a Career Planning office, per se, but we do list some career related services: <http://www.necc.mass.edu/student-services/>

You could post the link or ad right on your career services homepage or as many pages as you think appropriate. <http://www.necc.mass.edu/student-services/career-services/>

3. How often do you add new careers and how likely are they to be careers that require only an Associate's Degree?

We add on average 1 new information interview a day. Last year we added 360 new interviews/careers. They come in waves. Fall is a very popular time for school alumni filming. There will be a lot of new videos on the website between now and January. You can request associate degrees to be added and we will work to add these. You can review our career list to see the number of associate related careers that are available now. I would say associate only is probably less than 25%. https://www.candidcareer.com/channel_filter.php?type=career

4. Is there a mechanism for us to organize or somehow highlight careers on the list that would be most appropriate for our students?

Yes, you can hand pick the videos that are in your advertisement as well as hand pick the videos that show up on your school accounts homepage of candid career. You also have access to all of our video embed codes that allow you to feature any video on your school websites if desired or presentations, etc.

5. Would it be possible to link Candid Careers to two or more places on our website?

Yes, you can link to your school account in as many locations as desired.

Deborah shared a snap shot of Parkland Community College. PCC indicated they haven't taken full advantage of Candid Careers, but signed up for another year. She said we should have a counter on how many are viewing it. The most viewed is not career but the "Getting Hired" section. Portland Community College in Oregon has candid career videos. They have a high number of students who transfer as they do not have a lot of AS degrees. For the optimum use of all that Candid Careers offers, we'd like to get professors on board to integrate it into their syllabus. This would work well with online students in particular. Portland Community College also has work- study jobs on the college resource page. Deborah will contact work-study coordinator.

College Success Seminar will become First Year Experience. There is an opportunity for another workshop, "How to Pick a Major?" To find out interactive way for a workshop and what the format will be is the Capstone Project that David G. will be working on.

IV . 2-5 year Overall Plan

a. Growth plan for Internships

Ashley is working on a plan that shows what our capacity is for growth with current personnel and how we could grow the program carefully. The subcommittee is looking at course name change and a more general internship course that could be adopted by other departments.

b. Career Prep innovations

Contact online students about NECCLink
IT ticket for list of students who are online or push out the link through Blackboard in a similar way that evaluations are pushed out online learning page - Andrea to check there is a link to NECCLink Minh Le

Andrea to look at putting Work Study opportunity link on the NECCLink page
Deborah - use Work Study students as a pilot for workshops, getting them prepared and on campus experience.

Target General Studies as a pilot group with Career Decision Making - they are going to be transitioned out of that degree; and focus on Liberal Arts.

c. Budget Needs: – NECCLink., Networking event, Campus Tap, Candid Career. Other events: Speakers we may want to have and Additional panels.

— What more is needed in Ashley' s area? We need people, resources and orientation expansion.

** We need to look at time, people, resources to target, NECCLink and other workshops.

Adjourned 1:35