

Career Development Alliance Meeting Minutes
UC CHICKAMAUGA RM
May 14, 2019
8:45am-10:00am

Members attending:

Bryan Bulmer, Bengt Carlson, Donna Cooper, Chris Cunningham, Julie David, Jena Doolittle, Rebecca Dragoo, Crystal Edenfield, Marc Holcomb, Daniel Grzesik, Irene Hillman, Stacie Grisham, Rob Liddell, Chuck Nalley, Sumer Patterson, Will Walker,

Call to Order: Rob Liddell called the meeting to order at 8:55am

Review of Minutes from April 9th meeting: motion made to approve the minutes by Chris Cunningham and seconded by Donna Cooper. Motion carried by unanimous vote

Handshake Marketing discussion:

Employer Engagement discussion:

Expand our reach

- Location: Chattanooga, Nashville, Atlanta, Memphis, Knoxville/Oakridge, Houston, Charlotte, Birmingham, Huntsville
- Industries: Manufacturing (auto, robotics, process flow, etc), Healthcare, Marketing/Communications/, Non-Profit (Small business month? November Sat after Black Friday) (Good starting job)
- Employers such as Apple, Microsoft, National Labs in town, bigger companies use specific universities as pipeline

Is Handshake pushed more in certain colleges?

- Erica Holmes will be here soon-new arts and science success center director (HUB)
- A need to diversify employer base w/i Handshake to eliminate disconnect (e.g. psy, political science) Mindset that 'Handshake all business oriented'.
- 'Beef up' Handshake to include variety. Grow in-service sector and hospitality.
- Capability to filter results by major. Powerful research tool. Not a placement service.

Sophomore Institute-Crystal Edenfield

- Institute on Sophomore Student Success at University of South Carolina: Crystal, Julie David, Danny Grzesik, Irene Hillman, Rob Liddell, Josh McPhatter
- Sophomore Success-formal conversations. What do we want to see as a campus to support these efforts?
- 'Soph slump' –how do we end this?
 - Grow mentorship program
 - Passion and purpose aligned with career paths
 - Strive not just survive
 - Inventory of what we are doing now and review data we currently have
 - Fall 2020 something more formal and pilot in the spring
 - Rollins College of Business— Piloted a Soph Experiences class of 13 students in FA18 (FYE style for a Soph class)
 - Support outside of classroom in addition to Learning Communities
 - Professional development series
 - Instill sense of belonging

- Large portion do not live on campus. Is this the reason they do not belong? worth bringing in res life? Do they live in location walkable of campus? How many days on campus? Involvement outside of the classroom? We are normalizing the 'choosing UTC' experience. Sophomore classification credit wise but not curriculum wise. Developmental programming available?

Chrystal will chair a Soph Success Committee to invite input, effort, availability to add to this initiative.

CECS Technology Symposium-Julie David

2nd annual CECS Tech Symposium, held on 4/18 at the Chattanooga Public Library. More than 100 projects presented including: Small, unmanned aerial vehicles to combat malaria, a concrete canoe, a jumbo Connect 4 game for people with disabilities and a "smart" dog house. A mobile parking application called "Open Spots" that allows UTC students and faculty to find available parking spots in a certain lot on campus from their smart phones won the top award from The Company Lab. 20+ Industry partners volunteered as judges. Tonia's team created the app used by judges to submit scores.

Rebranding of UCS: Center for Career and Leadership Development

Career Development-Donna Cooper

Prof Development -Marc Holcomb

Leadership- Daniel Grzesik

Employers Relations-Rob Liddell (for now)

Observations: Center for Professional Education-would be a good fit for this group. Similar programming (test prep, assessments). Student focused/employer focused. Synergies but not conversations at this point. (Assessment information will be attached)

Guest Speaker: Will Walker, Aramark

- Will Walker: Aramark, UTC dining services. New branding. Mocs dining adding mocking bird to logo. Branding vehicles. Catering. 270,000 Employees in 22 countries, healthcare tech, culinary, facilities, uniform services, marketing team, HR, finance, engineers, dietician, project management. Expand reach and make students more aware of opportunities through Handshake postings. Get communication out regarding the positions available. Skills gained: teamwork, leadership, flexibility, time management, on-campus, interdependence roles on campus
- Good starting salary for first job
- 80 student employees, goal for next year is 120
- New manager over POD locations. Some opportunities to remain employed over the summer if interested.
- Employees build relationship with students-good opp to spread the word about open positions
- Social Media. Success Stories. Quotes in job descriptions. Educate early on how structure of organizations and movement operates.

New Business

(Chuck Naley)1st Destination survey – training June 12th 10-11:30 library comp lab, 13th 1-2:30pm

- How to access students who may not have completed
- How to contact students and enter response for those students. FERPA certification required. In addition to MOCS email, alumni emails 3mos, 6mos, 9mos, 12 mos and 18mos email campaign

2019 NASPA conferences concurrent tracks: Closing the achievement gap, student success of 1st generation students, student financial wellness,

- UTC was one of 1st forward institution. 2019 inaugural peer cohort.
- Irene: Student athlete job shadow: TVA, Enterprise, UNUM. 10 students. Goal to increase to 20 next year.
-

Introductions:

Jena Doolittle—CASA Center for Academic Support and Advisement. Academic exploration.

Stacie: Implementation UT promise; come to UTC under \$50kincome, community service and mentorship committee meeting. Document all community service happening on campus.

- Call to Adjourn 10:07am

Future Meetings: CANCELED June 11th, UC Chickamauga Room, 8:45am – 10:00am
Tuesday, July 9th, UC Chickamauga Room, 8:45am – 10:00am