Members Present: Paul Timmins, Angie Schmidt Whitney, Meaghan Stein, Valerie Castillo, Peyton Owens, Heidi Perman, Sara Nagel Newberg

General Goals for the Committee:

1) Ensure staff attendance at the Allerton Conference and the 2 annual meetings held at MWACE and the Recruiting Trends Conference.
   a. Ensure CDN annual budget request includes this as a budget line
   b. Ensure at least 1 staff member from the University attends, but ideally get a group to go to increase visibility and increase our voice.

2) Develop a plan to significantly increase marketing for the Big 10 student events to increase participation by University of Minnesota Students.

3) Consider if the University of Minnesota would like to host the Allerton Conference and if yes, take the lead in planning the event.

Immediate Project: Market April 13 Career Fair
- Angie will investigate if we can pull a list of U of M students from Illinois, Indiana and Wisconsin so we can target marketing to those students.
- Flyers are expected from the Big 10 group – SPCCC & CCLC has systems in place to post these around campus.
- Heidi will send the information to CDN again and remind them to advertise to their students.

Long Term Goals/Ideas
How can we help address the expense (transportation/hotel) involved for students to attend these events?
- Meaghan will investigate what scholarship money might already exist that students can apply to. An email to AAN may generate ideas.
- Peyton will investigate if some of the connections through athletics would be open to sponsoring a bus. We could have students submit a deposit they get back when they show up for the bus.
- Could we Target companies that hire both here and in Chicago? Or those in Chicago wanting our students?
- Paul will investigate if the proceeds from the University of Minnesota Job Fair could be used for students form any campus to apply for grants to attend other career events around the country.

Additional Ideas:
- Create a web site with lodging, transportation and other information on it so that it is easier for students to attend.
- Use the connections held by athletics to get reduced hotel rates in Chicago.
- Make this a scholarship program with full funding that 5 students receive each year to attend this event with staff in attendance to guide and support. In return, they help promote, write an article etc.
- Partner with other offices such as MCAE, CCSE Connection, Athletics to target donors who may want to fund a project like this, to serve as a selection committee etc.
- Val will connect with the appropriate group in CCSE to share this idea
- Heidi will contact Carlson since they do something similar to this with Company Site visits to each coast to investigate how it works.
- Sara will mention this concept to Jerry to see if any donors/partners come to mine.

Committee Leadership:
Paul has interest in focusing on the Big 10 meetings aspect of the committee, but less so on the student events side. Heidi has interest on strategic promotion of the events. They agreed to co-chair the committee with these emphasis areas.

Next Meeting:
Wednesday, March 28th
9:00-10:00am
Bierman

Possible agenda items:
- Updates on “homework”
- April 13th career fair check in
- Develop the idea of the scholarship program, what that would look like so we could potentially bring the idea to others for support.