CDN Big Ten Committee
Meeting Minutes
August 29, 2007

Members Present: Peyton Owens, Sara Nagel Newberg, Val Castillo, Paul Timmins (notetaker), Jeannie Stumne

1. Marketing
   a. A peer adviser in CLA had created a quarter-sheet handout. We discussed modifications, especially adding a little detail on the reverse side of the handout. Paul or Angie will work to make these modifications and will circulate the final versions via e-mail and at the CDN meeting next week.
   b. Sara will see if her graphic designer can modify the full-page flyer.
   c. Sara has composed an e-mail description of the event to be circulated around campus. We reviewed it and made a few suggestions. EVERYONE: Please take one last look at the application pages (distributed by Sara) to make sure that they are all set to go. They pretty much should be.
   d. Heidi: Could you please send the URL for the event out to everyone?
   e. We reviewed the marketing plan that Heidi had composed. People committed to the following tasks:
      a. We aren’t going to request an e-mail to all undergraduates
      b. Sara will e-mail CDN, and Paul will e-mail AAN
      c. Sara will explore whether we can target GoldPASS users; could we send a description to those interested in business who are from Chicago?
      d. Heidi will forward our e-mail to the leaders of multicultural student orgs, to MCAE, and to other multicultural staff
      e. Sara will coordinate flyering on the St. Paul campus
      f. Paul will coordinate flyering on the east and west bank
      g. Paul and/or Sara will bring handouts to distribute at the 9/6 CDN meeting
      h. Peyton will forward our flyer to his contact in Residence Life; she will distribute to CAs
      i. Heidi will work to get our flyer attached to career fair packets for fairs coordinated by the St. Paul Campus Career Center and CSOM.
      j. All around the table agreed to try to distribute quarter-sheets to advisers in their colleges
      k. We decided that we wouldn’t pursue a banner to post centrally on campus
      l. We decided to personally connect with key diversity contacts BY SEPTEMBER 14 to solicit their support and to ask for their help in finding applicants. We decided on:
         i. Victor Collins, MLK: Paul
         ii. Karl Lorenz, CFANS: Sara
         iii. Greg Sawyer, CEHD: Jeannie
         iv. Cathy Kipper and Sam Moore, APEXS: Val
         v. Vu Tran, MCAE: Sara
         vi. Patrick Troupe, MCAE: Jeannie
         vii. Bus Assn for Multicultural Students: Sara will explore
         viii. Catherine Johnson, CSOM: Sara
         ix. Morgan in CSOM career center: Paul
m. We decided that the “Recommendations for College Marketing” could be accomplished with the CDN e-mail message that Sara will send.

n. We will talk the event up at the CDN meeting on Sept. 5, including all to encourage 5 students to apply

2. Application Review

Meaghan reports that 10/8 from 2-4 p.m. works for everyone she’s heard back from, so please hold that time on your calendars. Jeannie will be trying to identify a substitute rep from CEHD. Peyton will check on whether we can use a room in Bierman.

3. Pre-Departure Meeting

We only briefly talked about the pre-departure meeting, but it seems that we’ll want to hold meetings with all selected participants during the week of October 15-19. We may want to schedule two separate meetings on two days – and we should be ready to assist students who can’t attend at those times. These meetings will help us solidify students’ commitments (and get $50 from them). After them, we’ll need to purchase plane tickets. We should include information on the U of M code of conduct. We talked about the idea of including food with the meetings…possibly over lunch.

We might want to ask Morgan about what CSOM covers at pre-departure meetings of students going to site visits.

Val will coordinate the scheduling of the meetings.

4. Who is going to attend?

All should check their schedules. Val doesn’t think she could go. Heidi and Sara are presenting at the Recruiting Trends conference in Chicago, so they will be there but aren’t sure whether their schedules would permit them to travel with the students and volunteer at the event. Peyton and Paul will be checking their schedules. What about others?

5. Big Ten Consortium Meeting Update

Paul and Mark Sorenson Wagner attended the consortium meeting in Indianapolis. This event was discussed. We aren’t the only ones who have changed the event’s name for our own marketing purposes, and we aren’t the only ones who have created our own application.

We have been contacted by the group planning the job fair during the Big Ten men’s basketball tournament next spring; they’d like us to send ideas of employers who should be included. Our general consensus was that the Big Ten fair wouldn’t work if it was a re-creation of the fairs that we already do; it needs to be different. A sports-oriented theme seems appropriate; people suggested Gatorade, Nike, ESPN, etc. as
the types of organizations that might stand a chance of attracting some students. Paul will work with Heidi to deliver this feedback to the planners.

Next Meeting:

We would like to schedule another meeting to check in on marketing and to continue planning the pre-departure work. We have tentatively selected Th, 9/13 from 8:30-9:30 a.m.