Career Development Network Goals  
2007-2008

Increase Collaboration and Communication Among Career Offices  
Coordinator: All CDN Membership  
As student traffic increases in career offices and more demands are placed on the Career Development Network as well as career services offices, it is essential that we collaborate when possible to reduce duplication of efforts. In addition, collaboration and coordination of career services on campus allows us to provide better service to staff, students and employers.  
- Continue to refine GoldPASS – a hallmark effort of collaboration  
- Identify ways career offices can streamline on campus recruiting efforts  
- Collaborate in regards to career events, orientations and fairs when possible  
- Continue to create online workshops that can be used across offices  
- Career directors will begin to meet quarterly to promote this goal

Strategic Positioning Follow Up  
Coordinator: Heidi Perman/Becky Hall  
The Career Development Network will stay connected with the strategic plan implementation to ensure career services concerns are included in future decisions and discussions so that we can help the University of Minnesota achieve its goal of becoming one of the top three public research institutions in the world.  
- Invite Laura Coffin Koch to CDN Board Meeting and possibly a future CDN General Meeting  
- Monitor Strategic Positioning action committee creation and ask for CDN representation where appropriate  
- Heidi Perman and Becky Hall will continue to sit on strategic positioning-related advisory committees and work groups  
- Improve communication with undergraduate student services work group  
- Sub goals will further develop as the implementation process becomes more clear

Become More Visible In the University, State and Nation  
Coordinator: Becky Hall  
The Career Offices at the University of Minnesota are conducting great work that is innovative and collaborative. The Career Development Network would like to encourage career staff members to conduct more presentations and submit more papers for conferences to gain greater visibility as well help the University of Minnesota achieve its goal of becoming one of the top three public research institutions in the world.  
- Create a list of state, regional and national conferences where CDN members could present and remind membership of deadlines for proposals  
- Develop nomination forms where CDN members can nominate one another and encourage submission  
- Create a list of CDN members who have presented or been published over the past year  
- Publicly acknowledge those career members who have conducted presentations as part of our semi-annual summary

Big 10 Involvement  
Coordinator: TBD  
The Big 10 career consortium hosts events that may be of interest to our students and networking conferences that may benefit career staff professionally. These events are also an opportunity for the University of Minnesota’s talented students and career staff to be more visible at a national level.
- Support CDN representation at the Big 10 Career Conference
- Support CDN representation at Midwest Association of Colleges and Employers annual conference – including Big 10 Career Consortium Planning Meeting
- Support CDN representation at Recruiting Trends Conference – including Big 10 Career Consortium Planning Meeting
- Develop scholarship to end students and career staff to Diversity on LaSalle Street event – business related event

**Build Relationship with Academic and Corporate Relations Center (ACRC)**
Coordinator: Mark Sorenson-Wagner/Becky Hall

The Academic and Corporate Relations Center (ACRC) has a mission to enhance the ability of the world-wide business community to connect and collaborate with the University of Minnesota's rich lodes of expertise, technology, and talent. As an office that discusses recruiting activity with companies and organizations, CDN will build a mutually beneficial relationship with ACRC.

- Schedule meeting with Mark Sorenson-Wagner, Becky Hall, Craig Swan, Jerry Rinehart, Dick Sommerstad, Tim Mulcahy
- Bring ACRC back to CDN to broadly discuss their purpose and their relationship to recruiting activities

**Graduate Tracking Survey**
Coordinator: TBD

The Graduate Tracking Survey administered out of Jerry Rinehart’s office reaches across the University of Minnesota system to identify students’ career-related activities following graduation. CDN members have provided content for the survey and continue to provide follow-up communications to increase response rate.

- Continue to provide feedback for enhancements to the survey
- Provide support for follow-up communications

**Academic Advising Network Collaborations**
Coordinator: Mark Sorenson-Wagner

Enhance relationship for collaborations and improved communication between CDN and AAN. As the connection between academic advising and career services continues to remain a hot topic in our field, CDN continues to look for possible areas for shared resources and professional development

- Identify a CDN member as a liaison to AAN – will attend monthly meetings
- Invite AAN to identify a liaison to CDN
- Seek opportunities to sponsor shared professional development opportunities

**Discussion of Outcome Assessment**
Coordinator: TBD

Outcomes assessment continues to be an important issue in careers services. CDN would like to benchmark assessment programs across career services offices and identify possible areas for standardizing/sharing processes.

- Reestablish CDN Assessment Committee
- Bring together representation from all career offices for feasibility discussion around shared assessment efforts