Career Development Network Goals
2008-2009

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.

- Concrete goals will be developed once administration responds to the recommendations of the Student Services Advisory Council
- CDN and the CDN board will continue to assist with this process and be prepared to actively participate in implementation of these recommendations

Become More Visible Within the Career Development and Higher Education Fields Throughout the 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 encourages career staff members to conduct more presentations (especially at conferences) and to submit more papers for publication to gain greater visibility and recognition. This, in turn, helps the University of Minnesota achieve its goal of becoming a top public research institution.

- 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: Big 10 Committee
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 a Business Community Outreach Plan
Coordinator: Becky Hall
- Build Relationship with Academic and Corporate Relations Center (ACRC)
- Bring together campus representatives to form Employer Communications Committee to
develop campus-wide marketing materials and a marketing plan

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.
  - Work to meet college and career services offices’ needs through added questions to the
    survey
  - Begin development of the 5 year out survey

Committee Goals

Communication Committee
- Complete Spring 2008 semi-annual report for CDN.
- Outreach to graduate students in Counseling and Student Personnel Psychology and
  Educational Policy and Administration.
- Identify targeted outreach group for 2008-2009 and make initial contacts.
- Continue with ongoing efforts (welcoming, internal communications efforts, outreach to
  University units).
- Update CDN email distribution list.
- Make editing and updating recommendations for CDN website.

Diversity Committee
- First of all, our committee needs to decide where to focus its attention in the coming
  year. What does it mean that we’re the “Diversity” committee? We will be meeting in
  early July to work on solidifying our mission, and the, our goals for the year.
- One possibility: During the spring, we had discussed trying to participate in the
  Diversity Business Careers Forum again this fall, to actively participate in the spring
  events (Diversity in Communication and Diversity in the Law), and to coordinate a Twin
  Cities-based event in the spring. In the long run, it would be ideal to charge employers
to participate in the Twin Cities event, and to use the funds to support participation in
the Chicago events.

Employer Survey Committee
- Administer surveys: Part 1 (blending of Part 1 & 3 from 05/06) will be sent to employers
  in June. Part 2 will be sent to employers in July. Deadline for employer completion will
  be August 2008
- Summary will be complied later summer and early fall.
- Goal to increase respondents by offering incentives - gift card and free table at career
  fair

Graduate and Professional Student Committee
- Continue to identify career-related programs and resources to initiate, continue, and
  promote throughout campus including Graduate Student Portal
- Work to better integrate the Graduate and Professional Student Career Fair into the
  UMN Job and Internship Fair for 2009 through participation on the Employer and
Marketing committees, including partnership with the Academic and Corporate Relations Center

- Complete update of the online Graduate Career Guide

**Professional Development Committee**

- Continue to provide high quality programming and attract expert speakers from both on and off University campuses
- Continue to get CDN member input prior to meetings to help speakers focus their presentations
- Work with CDN’s AAN liaison to discuss collaboration on programming in order to maximize resources and development opportunities for both CDN and AAN.
- Include more CDN programming presentations/handouts or meeting information on the website for those who were not able to attend monthly meetings/retreats.
- Strengthen evaluation questions to encourage CDN members to think more broadly about future CDN topics/programming, while also providing feedback on existing programs.
- Continue to retain and attract new CDN members, and ensure that members stay current with important trends and information related to career development so that we can best serve our students and other key audiences.
- Broaden the professional development goal by requesting that CDN members who attend conferences or trainings report back at future CDN meetings the highlights or key learning components from their experiences. (And as appropriate, publish conference/training notes/presentations on www.career.umn.edu)

**AAN Liaison**

- Continue to attend all AAN Board Meetings and all AAN Professional Development Seminars
- Collaborate to create one joint Professional Development Seminar/Workshop for both CDN and AAN members
- Look into sponsoring another webinar or training session for both CDN and AAN members