CDN Diversity Committee

Academic Year: 2011 - 2012 (Spring Annual Update)

Committee Members
Amy Bowe, Chris Buckley (co-chair), Heidi Perman (co-chair), Katy Hinz, Cathy Kipper, Beth Lory, Leah Milojevic, Sara Nagel Newberg, Jeannie Stumne, Mackenzie Sullivan

Committee Purpose
The Career Development Network's Diversity Committee works to engage students from diverse and underrepresented backgrounds in career development, planning, and opportunities. We will accomplish this by combining the efforts of stakeholders across the University of Minnesota Twin Cities campus.

Accomplishments
- Launched the CDN Diversity & Inclusion Recognition Program.
  - Created guidelines and procedures for program participation at the individual and office level.
  - Created participant materials including forms (commitment, completion, etc), activity lists, and evaluations.
  - Developed a Moodle site to host access to program materials, submit documentation, and communicate with program participants.
  - Organized three brown bag discussions to give participants an opportunity to discuss diversity related topics and grow their multicultural understanding.
  - Developed ways to recognize individual and office participants at CDN’s Summer Retreat.
- Facilitated a U of M Job Fair prep workshop for the MCAE student ambassadors group disabled.
- Collaborated with MCAE and INROADS to promote opportunities within INROADS and use of career services.
- Advocated for clarity around U of M Job Fair fee waiver policy and helped to disseminate the official language that was created to student services professionals on campus.
- Conducted outreach on behalf of U of M Career Services at an event for Asian American high school students.
- Staffed a table representing campus wide Career Services at MCAE’s Multicultural Kickoff.
- Staffed a table representing U of M Career Services at the Diversity Networking & Scholarship Fair and the Equity & Diversity Breakfast on November 16, 2011.

Goals for 2012-2013 Academic Year
- Continue to develop and implement the CDN Diversity & Inclusion Recognition Program to provide staff with the opportunity for growth in the area of multicultural competence.
- Continue to conduct outreach and serve as a resource for the campus’ diversity related career services needs.
- Reevaluate the needs of diverse student populations on campus and strategize on the best way to serve all students.

Budget Request
- The committee requests $600 to cover expenses for the Diversity & Inclusion Recognition Program, to provide snacks at event programming and IDI administration for staff.
University of Minnesota Job and Internship Fair

**Academic Year:** 2011-2012

**Event Committee Members**
- Co-Chairs: Gary Donovan, Paul Timmins, Julie Westlund
- Student Marketing Committee Members: Shari Black, Liz Hruska, Anissa Lightner, Angie Soderberg
  (committee chair), Maggie Szarkowitz, Paul Timmins
- Employer Marketing Committee Members: Noro Andriamanalina, Don Cavalier, Gary Donovan
  (committee chair), Mary Gallet, Becky Hall, Sharon Heron, Darren Kaltved, Barb Laporte, Beth Lory, Angie Soderberg, Mark Sorenson-Wagner, Meaghan VanderSanden
- Volunteer Coordinators: Emily Loudon, Julie Westlund
- Online Student Registration Coordinators: Becky Kavajecz, Maggie Szarkowitz
- Cardswipe Setup/Data People: Sean Burns, Kendrick Erickson, Lisa Murphy Filhart
- Graphic Designer: Nicole Bundy
- Event Planner and General Guru: LuAnn Rice

**Event Purpose**
General job and internship fair for all undergraduate students, graduate students, and recent (from the last 3 years) alumni of the University of Minnesota.

**Event Evaluation and Narrative**
1,837 job seekers and 212 employers attended the fair.

Full evaluation information (including job seeker demographics, a list of employers in attendance, job seeker evaluations, and employer evaluations) was distributed at the Job Fair Recap meeting on 4/24/2012. Copies are available from Paul Timmins.

**Recommendations**
Next year’s fair will be on Friday, February 22, 2013 at the Minneapolis Convention Center. All the feedback from this spring’s Recap Meeting (coordinated for CDN and other interested parties on April 24, 2012) will be discussed by the co-chairs this summer and implemented as possible.

**Budget Request**
No budget request will be made.
Graduate and Professional Student Committee (GPSC)

Academic Year: 2011-12

Committee Members: Noro Andriamanalina, Ilene Alexander, Sarah Covert, Alisa Eland, Darren Kaltved, Maggie Kubak, Barb Laporte, Jane O’Brien, Lynne Schuman, Angela Soderberg, Yuki Tokuji

[This is a self-directed committee with no one presently acting as chair]

Committee Purpose: To promote the career development of graduate and professional students at the University of Minnesota by identifying career-related issues and developing collaborative responses.

Accomplishments (Spring 2012):
1. Planned and presented career workshop series during the last week of March on: Searching for Jobs in a Changing World (academic and non-academic) – 266 students attended; CV/Résumé Building and Formatting for Academia and Industry - 255 students attended; and Effective Interviewing for Academia and Industry - 86 students attended (registration was capped to accommodate mock interviewing). Provided follow-up sessions for international students after the job search and interview workshops. Summary of the evaluations is available upon request. Note: the number of students who registered to attend was much higher than actually attended.
2. On March 30, we offered a Prep Session for the Career Networking Breakfast. About 74 students registered for the Prep Session. Summary of evaluations available upon request.
3. Provided resources to all of the registered students by creating the career week website.
4. Planned and implemented the Career Networking Breakfast for postdoctoral researchers, advanced graduate students, and recent alumni on Friday, April 13, 2012 at the University Hotel. 344 students attended the event, with 79 employers represented. This event was sponsored by the Career Development Network Graduate and Professional Student Committee, the Graduate School, Office of the Vice President for Research, Office of Business Relations, Postdoctoral Association, Association of Multicultural Scientists (AMS), and Council of Graduate Students (COGS). Summary of evaluations attached.
5. The Graduate School subscribed to and launched a new resource for PhD students who may be seeking careers either inside or outside academia. It is called Versatile PhD, and currently is mainly for humanists and social scientists, BUT, starting July 1, 2013, will be as applicable to STEM disciplines as to humanities and social science.

Potential Goals (2012-2013): Thank you to Darren Kaltved for suggestions 1-3!
1. Include Versatile PhD into service delivery / resources for graduate and professional degree seeking students.
2. Develop a sub-committee specifically tasked with leading the Career Networking Breakfast and / or Career Week.
3. Recruit participants from other college career offices who serve graduate and doctoral students (i.e. College of Science and Engineering, College of Biological Sciences, Law School) regarding their active involvement and support for future events.
4. Discuss idea of offering Networking Event in conjunction with Job and Internship Fair.

Budget Request:
We submit a request for $500 to help defray anticipated higher costs for the Networking Event.
U of MN Career Networking Breakfast
Friday, April 13, 2012, 9:00 - 11:30 a.m., University Hotel Minneapolis

Attendee Evaluation—Summary

<table>
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<th>Total number of evaluations: 169</th>
<th>How was event length?</th>
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<td>Master’s: 72</td>
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<td>Just right: 157</td>
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<td>Too long: 6</td>
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<td>Alum: 9</td>
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<td>Other: 2</td>
<td></td>
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<tr>
<td>JD: 1</td>
<td></td>
</tr>
</tbody>
</table>

How did you prepare for the event?

| Attended workshops (not specified) | 38 |
| Job Search workshop                | 37 |
| CV/Résumé workshop                | 71 (42%) |
| Interview workshop                | 22 |
| International session              | 11 |
| Prep-session                       | 24 |
| **Researched companies**           | **95 (56%)** |
| Elevator speech                   | 61 (36%) |
| Brought résumé                    | 120 (71%) |
| Brought business card             | 43 |

The event helped enhance networking skills

| Agree | 121 (72%) |
| Disagree | 9 |
| Neither | 24 |
| Strongly Agree | 13 |
| Strongly Disagree | 1 |
| No response | 1 |

I’ve made connections for for future job search

| Agree | 103 (61%) |
| Disagree | 16 |
| Neither | 24 |
| Strongly Agree | 26 |
| Strongly Disagree | 0 |

Will follow up with at least one employer

| Agree | 102 (60%) |
| Disagree | 8 |
| Neither | 8 |
| Strongly Agree | 51 |
| Strongly Disagree | 0 |

Overall experience

| Excellent | 27 |
| Good | 101 (60%) |
| Poor | 5 |
| Fair | 36 |
Most useful part of event
Access to employers
Breakfast/food
Diverse types of employers (variety and breadth)
Opportunity to network and learn about companies
Prep-Session
Information about employers

How to improve?
More companies in various fields (humanities, soft science, education, higher ed, etc.)
Description of each company in addition to website
Visible layout, larger venue
Tables for attendees

Employer Evaluation—Summary

Number of evaluations: 44

Event length
Just right 41
Too long 3

How well prepared were attendees? (1-10; 1= poor, 10= outstanding)
34 employers rated 7 – 10 (72%)
10 employers rated 3 - 6

Liked most about event
Attendance and variety of fields
Helpful hosts
Well organized
Location and breakfast
Networking
Prepared students

Improvements
Students should do more research, hand shake, eye contact
List field of study on attendee’s name tag
Some employers wanted better locations for their table and bigger venue

Will attend next year
Yes 33 (75%)
No 2
Maybe 9

Will hire someone from event if there is opening
Yes 32 (72%)
No 6
Not hiring authority 6

Overall experience
Excellent 10
Good 28 (67%)
Fair 5
Poor 1
International Student Workgroup
Academic Year: 2011-2012

Committee Members
Maggie Kubak (Lead), Xiaoji Zhang, Yuki Tokuji, Mackenzie Sullivan, Toni Gabielli

Committee Purpose
- Develop career resources and programming for international students
- Develop career resources and training material for staff
- Serve as the CDN contact for international student initiatives and events

Accomplishments
- Developed Student and Staff Resource Lists (soon to be on career.umn.edu)
- Created CPT and OPT Tip Sheets for career counselors and advisors
- Coordinated UofM promotion of HireBigTen+ Virtual International Career Fair, March 27-29:
  - 26 registered employers
  - 165 U of M students/ alums; 3,679 total student/alumni participants (4,746 total registrants)
- Created, marketed, delivered U of M Job Fair Prep Session, 2/16/12: 48 students attended (61 registered). Thanks to 11 volunteers (critiqued elevator speeches).
- Presented, Marketing Your International Experience, Minnesota International Student Association (MISA) Career Workshop as part of International Student Week, April 18 (n=25)

Goals
- Continue to hold International Student Career Fair Prep workshop
- Better understand students’ experiences of networking, and locating and applying for CPT experiences by surveying them at the time of CPT approval (we expect to follow-up with these students later about their OPT and H1B visa experiences).
- Better understand employers reasons and practices of sponsoring H1B visas or not. Possibly collaborate with Employer Relations Committee on this.
- Connect with the U-wide international liaison group for info and collaboration.

Budget Request
$50 for food for job fair prep session.
Government & Non-profit Career Fair

Academic Year: 2011-2012

Event Committee Members
Chair, Kristin Underwood, Minnesota State University - Mankato
Past Chair & Student Group Liaison, Maggie Kubak, UMN-TC
Facilities, Lu Ann Rice, The Odyssey Group and Joyce Halverson, UMN-TC
Secretary, Lauren Kavan, Hamline University
Employer Coordinator, DeAnna Goddard, Winona State University
Student Information Session Coordinator, Bill Baldus, Metro State University
Volunteer Coordinator, Bobbi Murphy, St. Cloud State University
Treasurer, Ed Stubblefield, St. Benedict Registrar. Lu Ann Rice, The Odyssey Group
Web Editor, Mary Emanuelson, Macalester
Ex-Officio, Melissa Wilson, UW-River Falls
Other Ad-Hoc committee members included David Holliday, Martha Krohn, and Lynne Schuman (these ad-hock members were especially helpful as we added non-profit organizations to our event)

Event Purpose
To plan and host the annual MCUCSA Government & Non-profit Career Fair through which undergraduate/graduate students and alumni of MCUCSA colleges and universities connect with both government and non-profit organizations/employers.

Event Highlights
Event was held on Friday, October 21, 2011. Location was the Great Hall in Coffman Union
Excellent turn-out of students and employers this year!
Student attendance = 755 (compared to 685 in 2010)
Employer attendance = 73 (compared to 46 in 2010, but we added non-profits this year!)
Break-out Sessions = 208 students attended 6 sessions

Budget Request
$500 is being requested of CDN. Because we have renamed the event (due to the addition of non-profits), we need to produce large laminated signs for sandwich boards and large posters for departmental offices. In addition, we order 8.5 x 11 inch flyers and quarter sheets for distribution to students. Once the laminated signs are produced, we hope to just make “patches” in the future. That should reduce our budget request for the following year…

Note: this request reflects costs associated with marketing to U of M - TC students only. The actual costs for event administration are covered by MCUCSA and my employer registration fees.

Future Dates
For Fall 2012 – the date is Friday, October 26, 2012
For Fall 2013 – the date is Monday, October 28, 2013
Employer Marketing Committee

Academic Year & Semester: Spring 2012

Committee Members:
Becky Hall (Chair), Meaghan VanderSanden, Sara Nagel Newberg, Maggie Manteuffel, Emily Loudon, Angie Soderberg

Committee Purpose:
This committee focuses on development of an annual plan for Communications and Marketing to better communicate to employers about the partnering and collaboration opportunities with career services at the University of Minnesota. We use existing marketing tools, and work to develop additional marketing tools and approaches as necessary.

Accomplishments:
Submitted questions to 2011 Employer Survey committee.

Set a plan to market to and meet new employers at least one or two times at given events throughout the year.

August 11, 2011, MNACE Reverse Career Fair
- 28 companies, with 51 employers in attendance
- 25 other schools attended
- Brought employer-focused GoldPASS banner and a reworked U of MN summary fact sheet as handouts.
- Conducted survey using iPads to gather data on effective marketing techniques.

Agreed to meet on at least a semi-regular basis (once per semester), and serve more as a working committee, instead of an on-going committee.

Members attended Office for Business Relations meetings throughout the year to gauge how / if to partner with that office as it reshapes its focus.

Goals:
For the 2012-2013, the group will explore the following goals:
- Review data from 2011 Employer and MNACE Reverse Career Fair surveys
- Develop tabletop signage focused on employer needs – “Hire a U Grad”, explore with Employer Relations committee and CDN Board.
- Table at 1 or 2 trade shows (i.e. “Business After Hours”, September; Small Business Association).
- Explore sponsorship levels and opportunities at 1 or 2 conferences (MnACE or TC-SHRM).

Budget Needs:
For FY 2013, this committee will require additional funding. We aim to table at least two events, and possibly sponsor at up to two conferences. We will also create a table-top banner, which will require funding. We will have more specific data regarding expected costs when the CDN budget request form is sent out. In the meantime, a preliminary estimated request is $1000.
Employer Survey Committee

Academic Year: 2011-2012

Committee Members
Brook Blahnik, Becky Hall, Beth Lory, Heidi Perman (Chair), Jerry Rinehart, Mark Sorenson-Wagner

Purpose
Survey employers to gather baseline information on employer expectation of career services, their view on our students job search skills and to identify the skills, qualities and experiences they most value when hiring.

Accomplishments
- Survey was completed summer 2011
- Data for the survey was made available to CDN and the campus community online: http://career.umn.edu/employer_survey.html
- The committee compared the data to previous years and made note of highlights for the CDN Winter retreat.
- One employer was awarded a free table at the U of M Job and Internship Fair.

Work in Process/Goals
The committee’s work is done for this cycle. The committee will not meet again for 2-3 years when it is decided to re-run the employer survey.

Budget Request
No budget request for the upcoming academic year.
Road Map to Recruiting Document

Academic Year: 2011-2012

Event Committee Members
Sheron Heron, Becky Hall, Michael Mensinga, Meaghan VanderSanden, Anissa Lightner, Beth Lory, Emily Cronk, Jane Vega, Angie Soderberg, Maggie Manteuffel

Event Purpose
The purpose of creating the Road Map to Recruiting document is to have one resource that can be used by all career services centers in their work with employers. It serves as a resource for employers navigating the recruiting system/process at the University.

Event Evaluation and Narrative
The handout has been used numerous times as a resource for employers. For example, it was included in the Employer Registration packets for the U of M Job fair, and it has been distributed to employers during Business Development meetings so as to facilitate building recruiting relationships across the University.

Recommendations
We recommend the document continues to be used, and updated as necessary

Budget Request
$500
The cost to print copies for the Employer Registration packets was $150. If we choose to use printed copies in the future, additional funds will need to be identified.
Programming Committee (PC)

Academic Year:
- Fall 2011—Spring 2012 (for this report)

Committee Members
- Scott Simpson, Health Careers Center, Co-Chair
- Katie Selby, Carlson Undergraduate Business Career Center, Co-Chair
- Tara Albaugh, Carlson Undergraduate Business Career Center
- Whitney Moore, Career Center for Science and Engineering

Committee Purpose
The main responsibility of the PC is to plan the program portion of the Career Development Network (CDN) meetings. We also plan and host one to two annual retreat meetings, (Winter and Summer) which provide longer programming and networking opportunities for members. The PC also schedules or promotes optional career development opportunities on campus outside of our CDN meetings.

Accomplishments
The PC continued to meet the broad range of informational and developmental needs of CDN members by offering programming on a wide variety of professional and personal topics. Our goal is to deliver programming suggestions to meet the majority of CDN members’ professional/personal development needs. Moreover, the PC initiated the work established in 2010-2011 of re-structuring future CDN meetings, by strategically reducing the number of CDN meetings, creating more networking/social activities, and delivering programs that favored more group-based discussion and less reliance on individual speaker presentations. Additionally, the CDN meetings regularly attracted an average of 25 U of MN staff to each Meeting (40 at January Retreat).

Fall 2011
- Oct. Happy Hour Kick-off to the new school year @ Preston’s Pub
- Nov. CDN Meeting: Roundtable Discussions: Coaching Discouraged Job Seekers, Employer Relations Best Practices, The Infamous Technology Topic

Winter 2012
- Jan. – CDN Winter Retreat: A Conversation with Employers

Spring 2012
- March – CDN Meeting: Workplace Professionalism: How do we teach students how to work?
- April – CDN Meeting: Goldpass Best Practices for Job Seekers
- May – Wrapping up the School Year – Happy Hour

Summer 2012
- June – Summer Retreat: Strengths: Best Practices and More
- Summer Webinar Program
Goals

- Continue to provide high quality programming that better enables our CDN membership to share best practices and membership expertise while at the same time allowing members to capitalize on social/networking opportunities.

- Continue to get CDN member input prior to meetings to help PC focus their programming.

- Continue to recruit new committee members.

- 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’s from their experiences. (And as appropriate, publish conference/training notes/presentations on www.career.umn.edu)

Winter Retreat: 1K (food and any external speakers)  
Summer Retreat: 1K (food and any external speakers)  
Food for other programming and speakers: $500  
Webinars: $500  
Total: $3000
You’ve Graduated, What Now?

Date
May 23, 2012
Science Teaching and Student Services Building
9:00 a.m. -3:30 p.m.

Event Committee Members
Katie Selby, Undergraduate Business Career Center (Co-chair)
Emily Loudon, CLA Career Services (Co-chair)
Paul Zheng, Career and Internship Services
Whitney Moore, Career Center for Science and Engineering
Jeannie Stumne, CEHD Career Services
Becky Hall, Office of Student Affairs

Event Purpose
This annual event is a collaboration among all of the undergraduate career offices on the Twin Cities campus at the University of Minnesota. “You’ve Graduated, What Now?” is a full-day event for undergraduate seniors who graduate between December 2011 and August 2012. It is a one-day intensive job search event that helps students formulate a job search action plan and provides them with resources and tools to be successful in their job search.

The day concludes with a networking activity for students and employers. It provides students with an opportunity to practice their networking skills and gain valuable feedback from employers. Judy Zimmer was the keynote presenter for the afternoon portion of the event. She delivered her presentation, “Ready, Set, Launch Your Career” which included information on elevator speeches, LinkedIn, and networking as well as facilitated networking.

Event Summary
What Now 2012 student attendance by career center:
Student Attendance: 74 recent graduates (82 registered)
College of Liberal Arts: 49
College of Education and Human Development: 6
Carlson School of Management: 0 (1 registered)
Career and Internship Services: 1
Career Center for Science and Engineering: 18
Organizations Represented (21 employer contacts):
Aerotek, Boom Lab, Brewer Sports International, College Possible, GradStaff, Minnesota Timberwolves, Playworks Twin Cities, State of MN Attorney General’s Office, Target Headquarters, Target Stores, Target Distribution, Thrivent Financial for Lutherans, Wells Fargo, WhereToLive.com

Evaluation (see full evaluation summary attached)
We received 48 student evaluations, *some highlights*...

**SD = Strongly Disagree   D = Disagree   A = Agree   SA = Strongly Agree**

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<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
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<tr>
<td>Was this a helpful event with useful content?</td>
<td>48</td>
<td>0</td>
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<tr>
<td>Overall, do you now feel more prepared for your job search?</td>
<td>46</td>
<td>2</td>
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<tr>
<td>Was there time to ask questions if you had them?</td>
<td>47</td>
<td>1</td>
</tr>
<tr>
<td>Have you previously used your college career services office?</td>
<td>31</td>
<td>17</td>
</tr>
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</table>

| I gained new ideas to use in my job search.                             | 0   | 1  | 24  | 23  |
| I have identified concrete next steps for my job search.               | 0   | 1  | 24  | 23  |
| I have a greater understanding of interviewing.                         | 1   | 7  | 24  | 16  |
| I know how to communicate my skills on a resume.                       | 0   | 4  | 29  | 14  |
| I am more confident in knowing what employers want.                    | 0   | 4  | 23  | 21  |
| I understand the value of networking.                                  | 0   | 1  | 14  | 33  |
| I feel more confident in my networking skills.                         | 0   | 7  | 26  | 14  |
| I am aware of U of M career services options for alumni.               | 0   | 7  | 22  | 20  |
| Overall this event has been a valuable use of my time.                 | 0   | 1  | 24  | 23  |
Budget

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<td>Employer Parking (anticipated)</td>
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<td>Speaker, Judy Zimmer</td>
<td>$500</td>
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<td><strong>Total</strong></td>
<td><strong>$1645.70</strong></td>
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**Recommendations**

The committee would like to recommend that ‘You’ve Graduated, What Now?’ continue as an annual CDN event with some revision to the current format. Recommended revisions include: evaluating the length of the event, focusing on networking/LinkedIn/connecting with employers, eliminating morning workshops, and evaluating the timing of the event, among others. The 2012 event committee members will remain on the committee for the 2013 planning and revision. The committee also recommends revisiting the event’s future after the 2013 event. Chair/Co-Chairs for 2013 will be Katie Selby (CSOM) and Emily Loudon (CLA).

We will continue to look to CDN to volunteer to help staff the event. It was a great value to have CDN staff members available to assist throughout the day.

We would recommend using the Science Teaching and Student Services building again for this event (there are no fees associated with this space). Capacity is 126.

Moving forward we’d like to request annual funding of $1,000 from CDN to support this event. We will continue to charge students a fee, but the costs associated with this event are not covered by the student fees.
Exploring Interests and Majors 2012

Event Committee Members
Chris Buckley (CLA Career), Sara Cokl (LAC), Susan Leblanc (CAPE), Whitney Moore (CCSE), Megan Schmidt (CLA advising), Phoebee Smith (CBS Advising), Maryanne Williams (CLA advising)

Event Purpose

- Event purpose
  o Provide undecided/undeclared undergraduate students with a unique, interactive, and personalized opportunity to explore their academic options.
  o Promote some University involvement opportunities and resources to students.

- Event description
  o Students take a brief (5 minutes) interest inventory which is interpreted by a counselor.
  o From their inventory discussions, students are directed to large general interest category tables (coded by RIASEC themes) that correlate with U of M – TC majors.
  o Staff work at RIASEC information tables and campus involvement tables, and discuss RIASEC coded majors with students, referring them to appropriate next steps for further investigation.

Event Evaluation and Narrative

- 64 students attended the event; 24 students responded to the online feedback survey. Attendance was down significantly again from last year. A snow storm the night before is one possible reason for the low attendance.
- Student feedback was largely positive.
- Adviser/counselor staffing levels were excellent and represented a wide diversity of U offices.

1) Did you find this event useful?
   Yes—22
   No—2

2) What did you like best about the event?
   Talking with U staff—7
   Learning about majors—7
   Learning about LAC opportunities—8
   Involvement/Resources—2
   Other—0

3) Why did you attend the event?
   Undecided/undeclared—17
   Career Interest Inventory—5
   Major change—6
   Campus involvement—1
   Graduate in four years—4
   International opportunities—1
   Other—1

4) Do you plan to graduate in four years?
   Yes—13
   No—4
   Maybe—7

5) How did you hear about the event?
   Flyer—6
   CLACS listserv/email—1
   U Publication/Newsletter—6
   Advisor/Class instructor—8
   CCLC Calendar/newsletter—0
   Friend—0
   Event website—1
   Another office—0
   Portal—1
   Parent—0
   Other—3
# Budget

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<td>University Catering</td>
<td>Bagels, fruit, beverages for volunteers on day-of event</td>
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</tr>
<tr>
<td>Davanni’s</td>
<td>Pizza and salad lunch for volunteers on day of event</td>
<td>$108.82</td>
</tr>
<tr>
<td>Target</td>
<td>Gift card drawing for students who completed online event evaluation</td>
<td>$40.00</td>
</tr>
<tr>
<td>U of M Bookstores</td>
<td>Balloons for day-of event decoration</td>
<td>$36.59</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$1472.32</td>
</tr>
</tbody>
</table>

Total Amount Budgeted for Event – $1700.00
Total Amount Spent – $1472.32
Budget request for 2013 – $1700.00

**Recommendations**

Attendance at the event was down significantly this year for the second consecutive year. The committee will redouble its efforts in student marketing next year to ensure that the problem is not awareness. If attendance continues to flag, then the committee will reexamine the event’s purpose and scale and look to make more significant changes based on its conclusions.