

MAC3  
(Metroplex Area Consortium of Career Centers)  
7 January 2009

MAC3 met at TCU and new President Francynne Maynard opened the meeting at 1:00 pm, welcoming everyone and introducing Allison Delicati, from the UNT Career Center. Allison presented the Best Practices portion of the meeting with an overview of a workshop for nonprofit employers that UNT offered on their campus. An interesting thing she noted was the presence on their website of short videos by nonprofits in the area that are unable to attend career fairs—this gives students access to information about the organizations.

**Business Meeting:**

**Minutes:** Janie Shipman—Minutes of the December 2008 meeting were approved as written, with none objecting.

**Finances:** Melissa Yip—Melissa presented the financial report: starting balance was \$1199.16, income was \$10.00, expenses were \$833.45, and ending balance as of 12/31/2008 was \$465.71. The financial report was approved with none objecting. Melissa will be sending out 2009 dues invoices to member schools, with the deadline for payment being March 31.

**SOACE:** Kimshi Hickman gave an overview of the SOACE conference in December 2008. SOACE is looking for volunteers, and it is from local and regional leadership pools like MAC3 and SOACE that NACE's leadership focus lies, so Kimshi encouraged all of us to consider membership in SOACE as well as MAC3.

The **TxACE** organizers have completed one survey to assess willingness to establish a Texas Consortium, and will conduct one more before proceeding. So far responses have been favorable, the main concern being that TxACE would be competition against SOACE. TxACE leaders will be addressing the fact that this would not be competition against SOACE.

**Committees:** Francynne Maynard—Francynne reported that the Executive Board had held a strategic planning meeting and has set 4 goals for this year: continuation of professional development, community-building within the membership, revenue generation, and increasing networking opportunities with employers, possibly involving area chambers of commerce and SHRMS.

MAC3 members will each choose a committee of interest and participate on a committee. Committees will actually meet during breakout sessions at each MAC3 meeting, giving them a chance to work together without having to call extra meetings. There will be no named chairpersons: the goals for this new approach are to improve committee function, to encourage each committee member to be an active participant, and to help people get to know each other and the other schools better. There will be one Executive Board member acting as liaison on each committee, but that person will not act as chair. One other person from each committee will give a verbal report to the membership after the breakout sessions.

The four committees and their function are:

Professional Development: focus on speakers and programs and choose schools to provide best practices for each meeting, starting with the February meeting; community development (like icebreakers) activities for each meeting; a social component for additional membership activities.

Website Committee: focus on development and implementation of the MAC3 website; marketing strategies for MAC3; publicity and possibly a newsletter.

Employer Relations: strengthening MAC3 presence with area employers; continue development and implementation of the MAC3 CSO job board; develop and activate the Employer Advisory Board.

Membership: focus on recruiting new schools as members; revise By-Laws as needed; determine future directions for MAC3.

Before the committee breakouts, Francynne asked for comments. Patsy Caropresi referred to a NACE article about maintaining employer relationships in a down economy; Dan Naegli suggested developing a relationship with SHRMS; Gina Maloy mentioned a career workshop TCC had done for people who had been laid off.

### **Committee Reports:**

#### **Professional Development:**

Best Practices: the committee broke the list of active institutions into 3 groups of nine and numbered them one to nine. From the three groups, they selected three institutions to provide a 10-minute presentation of their Best Practices—or, they could collaborate and present one 30-minute presentation. Monthly assignments were given to each institution and Kimshi Hickman will confirm all by email.

**The Best Practices schedule for 2009 is shown at the end of these minutes.**

Generation of Revenue: committee members suggested we do Drive-In Workshops, seminars, and half-day conferences to generate revenue.

Social events: members suggested visiting institutions that were long distance; in addition, we discussed building a budget and submitting it to the Board for consideration to fund social events.

#### **Employer Relations:**

The committee covered these items in discussion:

- Going ahead with the job board and using that when talking with recruiters about the advantages of using MAC3
- The formation of an employer advisory board, using our campus recruiting contacts to form this board
- Using this committee to have speakers come and speak to the consortium
- Maybe holding some kind of drive-in workshops/day conferences

**Membership:**

The committee discussed several topics:

- The possibilities for making member institutions more knowledgeable about the strengths/specialties of each, including little-known tidbits about each. Recommend that at each meeting the presenters of best practices provide attendees with information about their institution, highlighting successful departments, historical and current facts, acceptance rates to professional degree programs, pass rates on CPA exam, etc.
- Ways to provide member institutions and potential institution members incentives to continue to be a part of or join MAC3. Consider additional benefits of membership – for example, provide more resources on our website that would only be available to members.

**Website Committee:**

The website committee proposed the idea of having two distinct sections of the website, one public (for employer viewing) and one private (password protected, for members-only viewing).

**Public:**

- MAC3 Mission Statement
- Members (Directory containing representatives' names and contact information, brief student population information and link to university website/career services available)
- MAC3 By-laws
- Contact us/Board member information

**Private (password protected)**

- Calendar of Events (MAC3 events, career fairs, workshops, etc.)
- Photo Directory of members
- Archived Meeting Minutes and Agendas
- Financial Reports
- Dues Information/List of dues owed

The committee would also like to revisit the logo/design of the website to see if further changes would enhance the aesthetic. Changes would only be made with MAC3 member approval.

**Announcements:**

Cliff Garinn: reminded us that our own Cheri Butler is a nominee for President-Elect of NCDA and that elections are now in progress. If you are a member of NCDA, please go to the website (or mail in, if you have your ballot) and vote! Cheri's bio is on the website and in the NCDA magazine that just came out.

Kimshi Hickman: TCU has 2 Associate Director positions open and the job descriptions are posted on the TCU HR website.

The meeting adjourned at 2:30 for a tour of the TCU Career Services new facility.

### **Best Practices:**

February – Collin College – Central Park Campus; Dallas Baptist University; TCC South  
March – Collin College – Preston Ridge; Midwestern State Univ.; TCC Southeast  
April – Collin College – Spring Creek; Northwood University; TCU  
May – Eastfield College; Paul Quinn College; TCU Graduate Career Services Center  
August – Brookhaven College; SMU; Texas Wesleyan Univ.  
September – El Centro; Southwestern Assemblies of God; Texas Woman's Univ.  
October – Mountain View; Tarleton State; UNT  
November – North Lake College; TCC NE; UTA  
December – Richland College; TCC NW; UTD

### **Upcoming Meetings:**

February 4, 2009 – Employer visit and business meeting: **Northwestern Mutual  
Financial Network** (Fort Worth)

March 4, 2009 – Business meeting: **The University of Texas at Dallas**

April 1, 2009 – Employer tour/visit (to be announced) and business meeting

May 6, 2009 – Business meeting: **Eastfield College**, Room S-100