

MAC3
(Metroplex Area Consortium of Career Centers)
6 May 2009

MAC3 met on May 6, 2009, at 10:00 AM at Eastfield College for a morning professional development program and the afternoon business meeting. Patsy Caropresi welcomed MAC3 and gave us an overview of the college, its student population, its programs, and some of its plans for the future. We met in the new Learning Studios Building, which is the first “green” building on the campus.

Francynne Maynard thanked Eastfield College for hosting the meeting. She introduced Mac McLain, Director of the Major Gifts Program at Texas Wesleyan University, who gave the morning program about staying positive in the current economic times. Following his presentation, lunch was served, catered by Jason’s Deli.

Business Meeting:

The business meeting opened at 1:00 with welcome by Francynne Maynard and introductions all around. Patsy Caropresi led the icebreaker activity.

Best Practices:

Brynndah Hicks-Turnbo provided an overview and video presentation about Eastfield Career Services’ successful “Black Tie Tuesday” event, which gives students their own 15 minutes of fame and a walk on the red carpet. This plays off a survey which suggested students ages 18-24 want to be famous. The gala event brings students into the career center in a very fun way and results in increased student appointments, requests for assessments, and recognition for the career center.

Vanessa Yosten and Leslie Seydler from TCU highlighted their visual tools for students, *The Job Book* and *Offers on the Board*. *The Job Book* is a compilation of past and present interns and a listing of graduates and where they are now. The book and listings are continuously updated. *Offers on the Board* is a bulletin board display of open or upcoming internship offers. Both tools inspire and motivate students and encourage networking.

Minutes: Janie Shipman—Minutes of the April 2009 meeting were approved as written, with none objecting.

Finances: Melissa Yip—Melissa reported that only 3 schools have not yet paid their membership dues. Francynne thanked all the schools that have paid on time.

Melissa reported beginning balance of \$2618.08 with expenditures of \$62.00 and an ending balance of \$2556.08 on 04/30/2009. Expenses for the May meeting/lunch are still to be paid. The finance report was approved and accepted by unanimous vote.

New Business:

Alumni Career Fair: A vote was taken on whether to pursue the idea of having a central career fair for our alums that are scattered throughout the Metroplex. The advantage would be that MAC3 institutions would all be working together to benefit all of our alumni with one event. This passed with 19 votes in favor, 1 vote against, and 5 abstentions.

A committee was formed, including Cheri Butler, Sarah Ward, and Nakoya Moss; the committee will gather information and report back to MAC3 at the August, 2009 meeting with recommendations. They will explore options, venues, number of employers, charges, and marketing ideas. There were two more possible members to the committee, but their names had not been verified at this meeting.

Old Business:

Employer Relations Coordinator Executive Board position:

This new board position would be tasked with developing a MAC3 employer database independent of any member schools' employer lists. The challenge will be to do this without getting into competition with our own campuses. Francienne encouraged MAC3 members to volunteer for this position. A "job description" for the position is being developed and will be emailed to MAC3 members.

Membership Requests:

Tarrant County College new Trinity River Campus: LouAnn Schultze has requested membership in MAC3. The vote was unanimous to accept this campus for membership.

Midwestern State University is requesting membership for their Region IX-P16 Council which is a MWSU entity that represents 39 school districts in the Wichita Falls area. Melissa Yip is the new career counselor with the group. The vote to accept the council as a member was tabled until the August meeting, pending clarification of the wording in the By-laws regarding the name of eligible member institutions.

Discussion about event planning at our campuses yielded these ideas about what helps make an event successful:

- Collaboration with faculty and with other program units on campus for planning and promotion
- Having faculty sponsors for student organizations
- Using media that works for student populations (LinkedIn, Facebook, Twitter, blogs)
- Sending postcards announcing the event to students' home addresses
- In the month prior, hold several small lead-in events
- Get department heads and faculty involved in marketing strategies
- Have one person collecting all the relevant data and maintaining the database using Excel, etc

What different approaches are we using in this economy?

- Recruiting employers earlier
- Thanking employers for coming to previous job/career fairs
- Utilizing a new/different venue
- Facebook API
- Twitter –tweets link back to Career Center pages, articles, event sites

Committee Breakout Sessions:

Bylaws: reviewing bylaws for membership requirements and wording—tabled until August meeting

Employer Relations: working on ways to present MAC3 to employers as a resource for accessing students and graduates

Website: has a new design; calendar of events still not working but Vanessa is in discussion with Network Solutions to resolve the problem; the committee needs member career center websites URLs to put in the website (Vanessa will send an email request); will be developing a MAC3 mission statement for review at the August meeting before placing it on the website

Professional Development: for best practices, Erin will email schools to remind them when it is their turn to present; four people have volunteered for the next meetings:

- August 5—Lessica Lewis
- September 2—Caryn Statman
- October 7—Terry Silva
- November 4—Leslie Seydler

Best Practices:

August – Brookhaven College; SMU; Texas Wesleyan University

September – El Centro; Southwestern Assemblies of God; Texas Woman's University

October – Mountain View; Tarleton State; UNT

November – North Lake College; TCC NE; UTA

December – Richland College; TCC NW; UTD

Announcements:

Texas Woman's University will be looking for 3 new staff members and is waiting for approval before posting the positions

UTA will be posting jobs for a new admin person and an Employer Relations Specialist

Congratulations to Cheri Butler, who starts her term as President-Elect of the National Career Development Association at the national meeting this summer

Congratulations to Elaine Stewart on achieving Master Practitioner Certification for the MBTI

Upcoming Meetings:

August 5, 2009—University of Texas at Arlington at 10:00 AM

September 2, 2009—Boy Scouts of America at 1:00 PM

October 7, 2009—University of North Texas at 1:00 PM

November 4, 2009—Girls Incorporated at 1:00 PM

No meetings in June and July

This meeting adjourned at 3:00 PM, followed by a tour of the Eastfield Career Services Office.