



New Mexico Consortium of Career Educators & Employers (NMC²E²)

May 29, 2020 10:45AM – 4:00 PM

Virtual Meeting on Zoom

In attendance:

- Michael Voegerl, President, NMT
- Tristine Hayward, Secretary, NMT
- Sarah Millburn, President-Elect, Job Corps
- Jill Bishop, Treasurer, SJC
- Alison Flack, Membership Chair
- Susan Larsen, ENMU
- Kashlee Valle, SJC
- Stacey Cooley, CNM
- Mechelle Crazy Thunder, SIPI
- Tawna Harrison, SIPI
- Tranquilino Hurtado, NMHU
- Janine Sohler, WNMU
- Cecelia Cometsevah, SIPI
- Karen Gomez, IAIA
- Charles Lehman
- Bill Byhower, NMSU
- Keith HItz, UNM
- Sarah Clawson, UNM-V
- Victoria Kirikos, UNM
- Roseanne Bensley, NMSU
- Craig Thompson, UTEP
- Selena Hardy, CNM
- Trey Savage, USDA Forest Service
- Wendy Gillman, ENMU
- Fidel Trujillo, USDA Forest Service
- Shawn Tillman, USDA Forest Service
- Nick Zweig, UTEP
- Heriberto Garcia, UTEP
- Jeannett Fierro, UTEP

Start Time: 11:02 AM

Welcome and Introductions: Michael Voegerl

Elections:

- Position Nomination
 - President-Elect
 - Nomination: Sarah Clawson
 - For: 18
 - Against: 0
 - Abstaining: 1
 - Treasurer
 - Nomination: Jill Bishop
 - For: 15
 - Against: 0
 - Abstaining: 4
 - Secretary
 - Nomination: Victoria Kirikos
 - For: 14
 - Nomination: Mechelle CrazyThunder
 - For: 2
 - Abstaining: 2

2020-2021 Board Members:

President: Sarah Millburn

President Elect: Sarah Clawson
Treasurer: Jill Bishop
Secretary: Victoria Kirikos
Membership/Marketing Chair: Alison Fuller

Message from our incoming President, Sarah Millburn with Job Corps

- Looking forward to working with everyone and the opportunity to work with each other.
- Goal is to create resources that will be helpful in the career development industry and put them on the webpage.
- Build membership and encourage professional development.
- Create an awards program.
- Create best practices with informational interviews.
- Would like to use free webinars and other resources within the consortium and expand the services offered within this program.
- Please reach out to say hi and chat about ideas!

uConnect Presentation from David Kozhuk:

- Contact info: gouconnect.com or @ugouconnect or david@gouconnect.com
- Been around for 7 years.
- Uconnect is the first ever all-in-one virtual career center. Integrates and consolidates resources and services to simplify access.
- Creates curated communities- digital spaces aligned to identities, affinities, academics, career goals, etc. Uses automated emails as well.
- Mobilizes the community. No downloads, apps needed. Everything is visible and accessible to students, parents, staff, mentors, alumni.
- Students also want to know what else they are getting from their tuition.
- 99% of students surveyed said they want help from career services right now (Handshake survey done in March).
- Engagement is tracked for each resource on a single dashboard to see analytics and reporting. With SSO can track individual users.
- Example school: <https://careerconnections.twu.edu>. Saw increases in all areas including session duration.
- Visit gouconnect.com/tour and use promo code NMCCEE to be entered to win a gift card to a local restaurant or food delivery provider of your choice.
- Can help small schools as well by consolidating other tools offered from academic departments and promoting opportunities and events and also control the brand and voice. Can feature resources and employers.
- Alleviates the need to have IT update the website. All tools would be in our back end.

Group Discussion on current events and their impact:

- What is the one thing bugging you that keeps you up at night?
 - SIPI- being able to proctor (remotely) a lot of tests for adult learning in a short period of time to prepare for a grant. How do we better prepare throughout the upcoming year with no funding and utilizing all available resources to meet student needs. Lots of planning needed.
 - NMT- making sure to ask students what they need as they do not sit in on faculty/staff meetings. Need to survey students but they do not like them, but we need to hear the students voices.
 - SJC- wanting to plan, but we do not know what is coming so we need to take things as they are and plan month by month instead of for the fall.
 - NMHU- wait and see for right now. Do not want to plan for what might not happen. Leaving NMHU in July so a lot of unknowns with an unknown successor.

- UNM- unknown whether virtual or not in the fall so planning for both virtual and in person but events are all virtual. No classes in person in the fall, loss of personnel, budget cuts.
- UTEP- Doing the best they can right now working virtually. Got list from Chamber of Commerce for El Paso and sent them a list saying they are there and available. 3-4 day virtual fair in the fall. Keep in touch with students through email and Microsoft teams. Adapting.
- NMT- using Handshake for virtual fair in the fall as it will not cost more to use it
- CNM- John Hopkins is trying to take the word "virtual" out of the equation. Uses Simplicity but it would cost more to use their fair function. Recording chats and events to send out later so that they are there for students later when they want them. Trying to be face to face instead of chat boxes. Looking at Zoom/Facebook. Texts students. Round tables instead of employers talking at people.
- SJC- targeting employers with specific majors. More successful than inviting all students. Encouraging for students to have time with employers even if not hiring right now.
- SJC- trucking company is 100% remote recruiting already. Uses Craigs List. All online or over the phone. Adjust from industry that collapsed to different types and places so needed different work and workers and certifications. Benefited from being able to adapt quickly.
- UTEP- Blackboard for fairs in the fall. More challenging to reach out virtually.
- NMT- not having employers on campus means less money so it is a burden on our budget.
- UTEP- Are employers using their own platforms to host info sessions?
 - Kino- post them online
- WNMU- are fairs focused on schools or big ones? Experience with separate rooms for fairs?
 - NMT already specialized so no specific ones.
 - UNM has 7 fairs per year. Never done one online.
 - Selena- just experiment with things.
 - Craig- learn on the fly. There will be mistakes- learn from them. Use Blackboard because students use it and are familiar with it, but themselves have not done fairs with it.
- Upcoming dates for fairs:
 - UNM using Handshake on September 9-10 ish
 - NMT using Handshake on September 15 ish
 - NMSU on September 15-16
 - UTEP using Blackboard on September 17-18
- How to get students to attend? UNM- No posters and students are not there. Emailing and Handshake.
- ENMU- outreach with email, video chats, social media, and phone, but students do not check email and social media has not caught on. Has fairs with virtual corner so have been having hybrid as some employers do not have the recruitment budget to attend in person.
- How else to contact students? We make sure many employers are involved, but we need students to show up. Reach out from Academic departments? Letters from President?
 - SIPI- phone calls to be personal, having faculty mention things in class and encouragement from them.
 - ENMU- Giftcards from Dillard's for attending to start professional wardrobe
 - UTEP- emails, social media, liaison to each college, email target groups. Hit them where they live for the different pockets on campus. Peer career advisors. Staff and faculty. Freshman Orientation to get resumes and start logging in.
 - UTEP- converted content to digital including workshops for mini video series. Also, ones specific to each college. Posted on special virtual career fair page. Has to be visually appealing and quick and easy as students need things short and catchy. Students doing voiceovers. Social media has a much bigger presence with all that content.

- UTEP- Jr/Sr seminars have professional development requirement which helps with spreading the word. Offer teaching class for faculty members.
- UNM-V - Time is our friend. Will come later when they realize they need us. Will there be enough resources and content when that happens? More employers (even small ones) switching over to virtual so there will be more demand for us.
- NMT- take any content of ours to help you.
- CNM- teaching faculty to use our system.
 - NMT- teach some and word will get out. Used an incentive to get people there.
 - SJC- focus on how it helps them and their students. Offer to set it up for them.
- Reach out if you need help. We can help monitor virtual fair rooms.
- Job Corps- There is curricula on Work It Daily that would be beneficial for learning about virtual engagement.
- NMT has started using Discord which many students are familiar with.
- Let us use Microsoft Teams to talk further. Alison will invite us.

Business Meeting:

- Approve minutes of November meeting
 - Motion: Michael
 - Second: Sarah Clawson
 - Passed unanimously
- Next meeting: Hosted by SIPI (thank you!) in early December. Mechelle will look at the calendar.
- Treasurer's report
 - CD's mature in November. UTEP paid their membership. We still have scholarship funds for membership fees and travel for 2-year schools. Prorating for schools who pay late.
 - Approve report meeting
 - Motion: Michael
 - Second: Victoria
 - Passed unanimously
- Membership report
 - Numbers are up and many schools in NM and UTEP are members now. Virtual feature for meetings has been helpful towards this end. Will do a LinkedIn page.
- President's report
 - Looking forward to the next year. It will be interesting but will make us stronger and more up to date. Please help out extra where you can with students-clients-anyone. Had a great time as president during the term.
- Old business – none.
- Announcements – none.

Motion to end the meeting:

- Motion: Michael
 - Second: Keith
- Passed unanimously

End Time: 2:53 PM