

Metropolitan State University
Alumni Association Board Meeting
November 30, 2021, 5:30-7 p.m. Via Zoom

Board members attending: Brittanie Aune, Amanda Clark, Samuel Farrand, Deidra Isaac, Thulani Jwacu, Thomas Krueger, Annie Mueller, Fidelis Odozi, Scott Pilgram, Ryan Ringwelski, Shahbaz Shah, Nancy Uden, Shanasha Whitson

Board members not attending: Fowsiya Dahir, Salman Mian

Staff attendees: Kristine Hansen, Noriko Ramberg

Guests: Bill Baldus, LaBarre Spence

Nancy Uden convened the meeting at 5:32 p.m.

Career Readiness Project by Bill Baldus, Director of Career Center:

Baldus, director of the Career Center, and LaBarre Spence, Career Readiness Coordinator, were invited to the meeting to present the career-related initiative they are currently working on and to discuss how the Alumni Board can work in partnership with them.

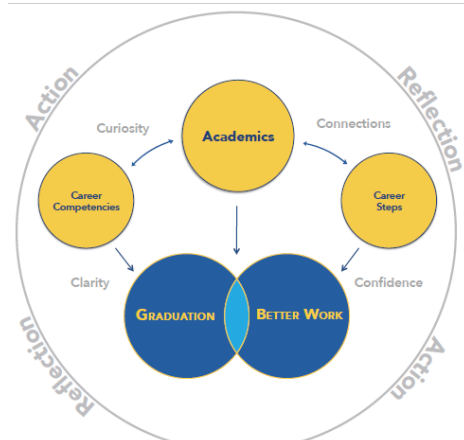
Overview

As a part of redefining the career services, Baldus and his team were introduced to the emerging idea of a career readiness approach—a different way of delivering career education on college campuses—that resonated with the mission of Metro State.

The Career Readiness Project strives to weave career education throughout the Metro State students' educational journey. The framework provides a way for faculty, advisors and students to reflect on how coursework can help students understand their educational experience and prepare them for professional journeys.

The definition of career readiness = a mastery of the 10 core career competencies:

- Professional communication
- Critical thinking and problem solving
- Ethical decision making
- Innovation and creativity
- Leadership and followership
- Teamwork and collaboration
- Cultural agility, inclusion and anti-racism
- Community engagement
- Digital literacy
- Continuous learning and career management



By implementing the project, faculty and staff are actively able to guide students to develop curiosity, connections, clarity of actions and confidence, and to take actions by reflecting on what they learned through the guidance of career development journey—from matriculation to graduation. The project team feels it is a more equitable way to provide the career education that our students desperately need.

Baldus showed the video the Career Readiness project group made that encapsulates the project:

<https://youtu.be/Xv-Nd6DAXYU> (5 min. 14 sec.)

Alumni Board's commitment to support the project

- Continue to provide formal and informal network connections for students and alumni by offering career speaking events with panels
- Facilitate informational interviews, help them boost confidence and empower them by becoming resources
- Create a greater affinity with students and alumni by supporting their career launch and building a solid foundation of a life-long affiliation with the university.

Alumni Board's actions and goals per small group discussion

- All agreed that it is vital to have a board representative in the current Career Readiness Project group.
- The Board's focus is alumni—we should think about how to leverage this project for people who have already missed this opportunity.
- Identify the missing opportunities that the Board has not yet considered, and discuss ways to fill in the gaps until the start of the project launch
- Focus on faculty who are willing and ready to welcome alumni in their classrooms to talk about not only necessary skills but also social networking and capital development as well.
- Continue to design resources to create measurable, long-lasting, multifaceted relationships with existing and future Metro State alumni.
- Leverage the project framework into mentorship, networking, career discussions.
- Overhaul the alumni web page to have a more robust content to market our product and services.

Kristine Hansen and Spence are exploring a mentoring platform called *People Grove* which allows both students and alumni to create profiles to match mentors and mentees based on preferred criteria. Updates to follow.

Committee updates:

Career Resources Committee report by Sam Farrand

- The committee aligned on the structure and operating mechanisms and agreed to fill out the 3-year road map, project management template, and consistently leverage and ensure accountability.
- The committee completed the group charter by co-creating the ground rules.
- The committee will define a project management plan and define timelines and accountability in their December meeting.

Membership Committee report by Ryan Ringwelski

- The introduction of *Hubspot*

- *Hubspot* is a CRM designed for people to interact with their contacts/prospects/vendors/clients. It allows the committee to map out a board recruitment journey. It also allows the committee to interact with prospects without using personal email addresses.
- Committee members to schedule a tutorial with Shahbaz Shah.

Fundraising Committee report by Brittanie Aune

Give to the Max Day results

- Total amount raised—\$33,585 (\$13,225 by individual donors; \$10,306 by the Foundation and Alumni Board matches; \$10,000 challenge match by Bob and Diana Carter)
- 118 total donors (13 of them were new donors—7 of them were alumni)
- 56 out of 118 were alumni
- Fundraising Committee will write handwritten thank-you notes to GTMD donors.

Events/Communications Committee report by Fidelis Odozi

- Salman Mian has taken the responsibility of the chair for the Events-side of the committee.
- Odozi is the chair for the Communications-side of the committee.
- Odozi would like to brainstorm with others to identify the communications needs for all other committees and incorporate that in the committee's strategic planning.
- An alum who is an employee at Minneapolis Convention Center would like to join the committee; more updates to come.

Motion to adjourn the meeting moved by Odozi, seconded by Annie Mueller, and the motion passed by a unanimous vote. The meeting was adjourned at 7:00 p.m.

Respectfully submitted,
Noriko Ramberg, Office Coordinator