

MEETING OF THE CAREER SERVICES COUNCIL

10:00 AM MAY 6th, 2024

Oklahoma State Regents for Higher Education

1. Welcome and Introduction of Members and Guests: Cass Minx

- a. Attendees: Cass Minx, Lauren Pettigrew, Joel Dean (OSRHE); Stephanie Davison (SEOSU); Robin Huston (OU); Ronna Vanderslice (CU); Travis Lightsey Jr. (RSC); Mark Hays (TCC); Taylor Wilson (NEOSU); Kellie Ebert (OSU); Rendi McDowell (OSU A&M); Ally Wright (LU); Michael Widell (OSU-OKC); Brooklyn Luelf (MSC); Macey Goretska (RCC); Blane Newfield (CSC), Rachel Johnson (CASC), and Taylor Wilson (NWOSU).

2. Legislative Update: Joel Dean

- a. Joel Dean provided a legislative update for the council. Dean noted that the Oklahoma House has entered the budget phases of bills throughout the state. The appropriations chair of the House has recently changed, which will impede budget allocations. Dean said Governor Stitt has asked for a flat budget from state agencies. Due to changes, budget allocations might take longer than usual. Dean overviewed various bills that might impact universities throughout the state:
 - i. SB1302; adjusts the Oklahoma Promise qualifications to match graduation requirements. It also extends Oklahoma Promise applications to students in alternative custody arrangements, allowing them to remain eligible. This bill has been signed.
 - ii. SB1225; a differed maintenance bill that creates a revolving fund for OSRHE to support institution updates on property management and safety. This bill has been signed.
 - iii. SB1447; the COMPETE Act will create a separate office outside of the Oklahoma Department of Commerce that will support economic growth and expansion. This bill has been rejected, but has moved to the committee conferencing for changes.
 - iv. SB2017; the Enterprise Zone Act, which will require annual reporting of all commerce and employment results from various Enterprise Zone projects. This bill has been signed.

3. Career Services Council Policy Review: Cass Minx

- a. Cass Minx provided an overview of the current Career Services Council policy. She said that the council's mission is to share resources among career services across institutions to better serve students. Minx said that the council is vital to [OSRHE's Strategic Plan](#) and its effort to connect students to the workforce. Minx asked members to review the policy and asked if there was any feedback. No feedback or changes were made to the policy.

4. Tuition Assistance Benefit Survey: Lauren Pettigrew

- a. Lauren Pettigrew gave an overview of OSRHE's [Tuition Assistance Benefit page](#), which showcases employers that offer college tuition assistance to students in Oklahoma. Pettigrew noted this information is collected from employers via

survey. Pettigrew mentioned that OSRHE would be sharing a marketing package with social media content for institutions to customize and share at their discretion.

5. Internship Google Sheet: Cass Minx

- a. Minx and Pettigrew provided an outline of the [Career Service Council Work-Based Learning Info Spreadsheet](#) that was shared with members. Minx said the goal of this shared resource is to inventory internships shared with OSRHE for institutions to review and connect students. The shared sheet will be updated bi-weekly, and Minx encouraged members to send more opportunities that can be listed on this resource. Minx requested CSC members to review the work-based-learning opportunities and input their information and program details to connect students from their institution. OSRHE will share CSC contact information with employers.

6. Open Discussion:

a. Career Service-Sponsored Events

- i. Minx opened the floor for discussion. Minx asked if members had information to share on any recent career service-sponsored events. Travis Lightsey Jr. of Rose State College shared that he recently coordinated Rose State's spring career fair. Lightsey Jr. noted that RSC found great success in connecting students and community members to upcoming career events. Prior to the event, RSC held resume workshops, a career prep event, an introduction to Handshake event, and worked with the [RSC Raider Closet](#) to provide professional clothes to those who needed them. Lightsey Jr. also spoke about the recent Aerospace career fair. Tinker Airforce Base worked with Rose State to have a "one-stop shop" for interviews, screenings, and the entire hiring process at this event. Lightsey Jr. said this was highly effective for students, members of the community, and Tinker Airforce Base.

Robin Huston echoed Rose State's efforts and noted that OU holds similar events as well as monthly "Coffee with Employers," where students can meet with hiring organizations, resume workshops, and monthly professional headshots to students.

Stephanie Davison noted that QR codes were listed at an SEOSU Career Service event, boosting student engagement. She also discussed a recent event where she coordinated aviation resources for Aviation management students. She said this was a successful event that connected employers and students in various areas of aviation.

Macey Goretska spoke about hosting a career fair at Redlands Community College that partnered with the local high school and the community, which boosted engagement. She also shared with the council that her office created Bingo cards for their career fair that were handed out to

incentivize people to talk to businesses they might not typically speak with, which was a major success for both students and employers.

b. AI in Career Services

- i. Minx asked the council for their experience with AI in Career Services. Mark Hays of Tulsa Community College has recently partnered with a local startup called WriteSea that has created a product called [JobSearchGenius](#), which uses AI to help create cover letters, resumes, interviews, and a comprehensive job prep platform. Hays said that this product not only cuts down on time for TCC to assist students, but it also directly supports a local small business.

c. Job Board Usage and Data

Minx opened the floor for members to speak about job board usage at their university. Hays noted that TCC uses Handshake and that he feels the price point is favorable for the performance of the product. Minx asked if members have struggled with spam job postings. Hays said yes. Additionally, Hayes mentioned he would appreciate data given to colleges that use Handshakes in relation to employer engagement, which is not included.

Stephanie Davison asked about platforms used to identify employers that host work-based learning opportunities. Minx noted that she would be happy to provide reports generated via Lightcast to determine employers in the institution's region that offer internships. Career Services can take advantage of that report to engage with employers they may not have partnerships with.

Minx noted that the Regents have partnered with [Lightcast](#) and are piloting licenses. She encouraged members to reach out if they are interested in this product.

Lightcast is a data warehouse, comprised of economic, labor market, demographic, education, and job posting data from numerous credible government and private-sector sources, which enables users to easily generate current and comprehensive datasets for regions across the United States. OSRHE has used Lightcast for over three years along with the Oklahoma Department of Commerce and has gained invaluable insights on Oklahoma's critical occupations, workforce gaps, and skill alignment between academic programs and Oklahoma employers.

Minx noted how institutions could benefit from the features and capabilities that Lightcast offers. Through the pilot program, participants will have the opportunity to explore how Lightcast can enhance

understanding of local and regional workforce trends, inform strategic planning and support decision-making unique to each institution.

Mark Hays notes that community colleges struggle with internships because most employers want juniors and seniors to apply for work-based learning, and community college students are underserved. Minx agreed and encouraged members to contact her if they would like data about their service area in relation to work-based learning.

7. 3-Minute Update:

- a. Minx asked members to provide a short update on current events at their institution.
- b. SEOSU: Stephanie Davison shared that SEOSU is working with local businesses to partner with students and connect on an alumni mentorship basis due to students spreading out across the US.
- c. OSRHE: Cass Minx spoke about a new council launched by the regents, the Business Employer and Advisory Council (BEAC). This council aims to improve employer alignment and improve the graduation to workforce pipeline. A summit in the spring of 2025 will allow businesses to connect with higher education. Minx said she would give the council more information about BEAC as updates become available.
- d. OU: Robin Huston said that the University of Oklahoma is currently working on gathering post-graduation data from students. OU recently launched GraduateOU, a free resource for students entering the job market to support their career growth.
- e. OSU-OKC: Michael Widell at Oklahoma State University-OKC spoke about a new team member in Career Services, D.J. Carter-Rodríguez, who will assist in assessing OSU-OKC transition programs to support students from higher ed to the workforce. OSU-OKC has worked with local career techs to understand what services students need as they transition to higher education after graduation. Widell is excited about his new team member and their effort to establish business-based relationships for students.
- f. TCC: Mark Hays spoke about Tulsa Community College's recent Sustainability Summit, which partnered with TCC's career services. This event had an impressive turnout from both businesses and students.
- g. RSC: Travis Lightsey Jr. discussed coordinating the ongoing rebrand with Rose State College's Career Development Center. He talked about making deliverables that are more applicable to students and meeting local community members' needs with their work. Lightsey Jr. noted that many aspects are needed to support a student's journey in the workforce.
- h. LU: Ally Wright of Langston discussed her recent efforts to coordinate career fairs. Their last fair hosted over 100 employers and garnered 600 students. While this has been a success for the university, it has been difficult to accommodate this large number of employers and students. She asked the council for guidance on this, as she would like ideas on accommodating large groups of students. Wright has also been working on deliverables for student organizations to create a

framework for job-specific workshops. She asked if members had any tips on bridging this gap.

- i. RCC: Macy Goretska spoke about Redland Community College's new staff addition to work with students for career needs. She is thankful for the council, as it has provided resources that she has utilized in this transition. RCC has been promoting applied science degrees paired with local technology centers. She is excited about these new degree offerings and will partner with local businesses that offer tuition assistance to those students working and earning these degrees.
- j. NWOSU: Taylor Wilson of Northwestern Oklahoma State University is working to boost student engagement at career fairs. She asked members what their scholarship criteria for students working with employers look like. Stephanie Davison said she would share her resources with Wilson. Wilson also asked how they navigate registration for employers to attend career fairs. Davison gave an outline of how Southeastern works with employers.
- k. CSC: Blane Newfield from Connors State College has recently joined the council and is currently working on allocating a guided pathway grant for CSC. He spoke about his efforts to increase staffing at CSC's career service and spoke about that experience, including working with local businesses to create work-based learning for students.
- l. MSC: Brooklyn Luelf of Murray State College discussed how the institution is navigating the closing of the Michelin Plant in Ardmore. She spoke about how the closing of this employer has created a surge in student interest, and she has been working with new students to get them enrolled in appropriate degree programs as the city and university work through this change.

8. September Agenda Items: Cass Minx

- a. Minx encourages members to complete this [logistics survey](#) to plan for the 2025 meeting schedule.

9. Events

- a. No events were discussed.

10. Other Business

- a. No other business was discussed.

11. Adjournment

- a. Meeting adjourned at 12:00 PM.