

## **MEETING OF THE CAREER SERVICES COUNCIL**

**10:00 AM March 3<sup>rd</sup>, 2025**

**Oklahoma State Regents for Higher Education**

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

- a. Attendees: Cass Minx, Lucia Dickinson (OSRHE); Stephanie Davison (SEOSU); Robin Huston (OU); Travis Lightsey Jr. (RSC); Mark Hays (TCC); Taylor Wilson (NWOSU); Michael Widell (OSUOKC); Angela Sliger (ECU); Mckenzie Goldsby (EOSC); Lindsay Berry (UCO); Sydney Dacus (USAO & RCC); Payton Lahmeyer (RSU); Emily Efird (CSC); Whitney Alvis (RSC); Mackenzie Anderson (OPSU); Jake Murphy (OSUIT); Jerrett Phillips (RSU); Ashley Bagwell (SSC)

### **2. Overview of Career Services and Introductions: Dr. Cass Minx**

- a. According to Dr. Minx, Career Services Council launched in May of 2023 and the purpose of the Career Services Council is to just join with career services professionals from each of our institutions and share best practices. All our institutions are in different spaces. Dr. Minx mentioned that prior to starting the Career Services, OSHRE had the Economic Development Council, which is still active today. The purpose of the Economic Development Council is really to be a strategic partner to the community, whereas Career Services is more focused on the student space.

### **3. Introduction of Dr. Lucia Dickinson and New Format**

- a. Joined the Regents workforce and economic development team four months ago. Dr. Dickinson expressed excitement about new ideas and collaboration within career services. She shared that goals include enhancing career services through collaboration and innovation. Dr. Lucia Dickinson also introduced the new CSC Meeting Format which will include a presentation and breakout rooms by institution type (two-year vs. four-year) to facilitate more targeted discussions.

### **4. Breakout Rooms**

- a. 4-year Institutions

**Q: What are your foundational career services that are provided at your institution? What are the most accessed by your students?**

A: RSU Jarrett Phillips - RSU is enhancing student career preparation with resume reviews, mock interviews, and advanced programming. To support these efforts, Peyton's role has been elevated to full-time due to increasing workload. Additionally, RSU has partnered with VMOCK, an AI-driven platform that gamifies resume reviews and mock interviews, helping students navigate job market challenges early. Emphasizing the importance of early engagement, the initiative aims to ensure students are well-prepared before graduation.

A: OU Robin Huston- is expanding career support through one-on-one appointments and daily drop-in hours, following a "Career Everywhere" model to integrate career services across the university. In April, a Career Everywhere Symposium will be held for faculty and staff. Handshake remains the primary tool for student engagement, and professional headshots are offered using the Iris Air technology. Additionally, a Canvas resource site is in development, and the "Coffee with the Career Advisor" campaign encourages career advisors to connect with faculty over coffee.

A: Stephanie Davison and Angela Sliger both brought up Digital Business Card on apps such as <https://blinq.me/> OR <https://popl.co/> .

A: NWOSU Taylor Wilson - working to secure direct internships with companies interested in partnering with Northwestern. While Handshake provides various opportunities, the focus is on creating direct connections. Department chairs will have access to a shared folder with internship listings, enabling them to share relevant opportunities with their students.

A: OSRHE Cass Minx – shared that Rose State is creating a working group with faculty for internship pairings.

A: SE Stephanie Davison - - partnering with local employers, many of whom are university alumni, to host dedicated career days. These events will feature workshops tailored to specific disciplines such as criminal justice and finance, along with mock interviews and resume reviews. Employers will provide students with industry-specific advice and guidance to enhance their job readiness.

A: UCO Lindsay Berry - actively working to increase its presence in classrooms and student spaces through presentations and workshops. The goal is to engage students earlier in their academic journey, providing career guidance and resources where they are most accessible. Bringing back Major Quest.

A: USAO Sydney Dacus: hosted the Love Your Resume event in conjunction with Valentines Day, pairing students with faculty and staff members in their fields for resume feedback. Additionally, the Career Connections event used a speed-dating format to connect students with local employers, providing networking opportunities and career insights.

**Q: What are additional layers of support that you all think students need to successfully transition from institution to workforce, whether that be resources or support that an institution can provide or support that employers can provide. What are some successful ways to kind of bridge that gap between graduation and workforce?**

**A:** RSU Jerrett Phillips gathering insights from employers and industry groups to better understand what they seek in new college graduates. This information will help tailor career services, workshops, and resources to better prepare students for the job market.

Response from Cass Minx- She can show you in this in the lightcast presentation. She suggested that the best thing they can do is make sure that their job descriptions are up to date. She shared that institutions can type in a company, an academic program, a specific occupation, a job title and look at the job posting analytics for any set area, any set region.

Comment from Stephanie Davison- I did a one-on-one appointment with Allison last weekSpeaker 7 (29:31): She just gave me the top two or three things to be looking at where if a student came into the office, I could show them a little bit more in depth some of this stuff. But she also is going to come and give a presentation to our department chairs for each departments

Closing comment from Cass- State Regents has a contract with Lightcast, which includes consulting hours covered by the Regents. A list of individuals with access to Lightcast at your institution will be shared. Lightcast can assist with proposal and grant submissions, program development, program sunseting, partnerships, and streamlining processes. Monthly meetings will be held, and all stakeholders are welcome to attend. Workforce Commission recently created a new board as part of an executive order trying to create a strategic plan for the entire state to streamline workforce, therefore the entire state will be using soon.

b. 2-year Institutions

**Q: What are some must have career service that every 2 year insittuiton should provide? What are some success on your campus or failures?**

A: Jake Murphy (OSUIT) – Newer to his role but is open to new ideas and guidance. Resume and Cover letter focused at his institution.

A: Whitney Alvis (Rose)- Works with Travis Lightsey, rose has hosted industry sponsored career fairs and is now focusing their efforts on connecting with employers and starting an internship working group.

A: McKenzie Goldsby (EOSC)- feels as if she is starting from scratch. Focused on meeting with faculty advisors and students.

A: Emily Efird (Connors)- Brand new program, their focus and what seems to be working is focusing on local employers

A: Mark Hays (TCC)- has been actively working on getting student Labor Market Information into the hands of students and parents. He believes keeping faculty

informed is also extremely important. They recently started and internship academy.

A: Michael Widell- (OSUOKC) Student services, laying solid foundation, and integrating with other area across campus

**Q: How can we improve student engagement in careers services?**

A: Michael – focusing on non-traditional students, job readiness, and helping them understand the job market

A: Need to focus on first generation students so that they understand LMI and opportunities

**Lucia asked an additional question: How or where do we capture the Undecided students?**

A: Having career development or career services at club fairs or academic fairs

**Q: What trends do you see shaping the future of career services in higher education?**

A: need to be agile and listen to the needs and wants of employers

A: Ashley- Building Community within your community

A: Soft skills will become a bigger deal as students are changing and their ability to do some of these things properly like resign, send email, communication, etc

**5. LMI and Career Services Presentation- Job Posting Analytics: Dr. Cass Minx**

- a. Lightcast is a comprehensive labor market data system with sources including the US Census Bureau, Bureau of Labor Statistics, and educational data. The Regents have a one-year contract with Light Cast, expiring in September. Each institution has access to one free license. Light Cast can be used for business partner engagement, job posting analytics, academic program demand analysis, and institutional planning.
- b. Dr. Cass Minx demonstrated job posting analytics for nursing. She went over the analysis of job demand, employer competition, salary trends, and geographic job concentration and breakdown of education and experience requirements. She presented how to identify in-demand skills, including specialized, soft skills, and salary-boosting skills for career planning. She also dove into top companies hiring and common software skills required.
- c. Other potential uses for Career Services include: Assisting students in job searches and salary expectations, helping institutions align curriculum with labor market needs and using analytics for grant applications and program development.
- d. If you are interested in learning more about Lightcast or need additional training please contact Allison Henke. She is able to do tailored training sessions, one on one consultations, and group trainings.

## 6. May Training:

- Scheduled for May 21st at the State Regents office.
- Both Economic Development Council and Career Services will be present.
- Will be on day training from 9:00 am – 2:00 pm.
- Cass and Lucia are both working on securing training session speakers.

## 7. Events:

### **Job Fair, Muskogee, OK hosted by the Oklahoma Employment Security Commission**

Wednesday, March 5<sup>th</sup>, 10:00 am – 2:00 pm  
1717 S 32<sup>nd</sup> St., Muskogee, OK 74401

### **Federal Career Support Event hosted by Rose State Career Development Center**

March 10<sup>th</sup>, 9:00 am- 3:00 pm  
Jeanie Webb Student Union, 2<sup>nd</sup> Floor Ballroom  
1910 Hudiburg Dr., MWC, OK 73110

### **Power Up: Virtual Job & Networking Event for Energy & Utility Professionals**

Thu, 27 March, 2025 at 04:00 pm to Thu, 26 Jun, 2025 at 06:00 pm (CDT)

### **OKWHE Spring 2025 Luncheon**

Friday, March 28, 2025, 10:00 am - 1:00 pm  
Oklahoma Christian University  
2501 East Memorial Road  
Edmond, OK 73013

### **Ready, Set, Hired Job Fair – OKC hosted by the Oklahoma Employment Security Commission**

March 31, 2025, 10:00 AM - 03:00 PM  
OSU Oklahoma City Campus  
900 N Portland Ave  
Oklahoma City, OK 73107

### **National Association of Colleges and Employers**

NACE25 Philly | June 9 – 11, 2025  
NACE25 Virtual | June 25–26, 2025

### **2025 NASPA Conferences on Student Success in Higher Education**

June 27 - June 30, 2025, Denver, CO

## 8. Other Business

- a. No other business was discussed.

**9. Adjournment**

- a. Meeting adjourned.