

**Minutes**  
**HireBig10+ Fall Meeting**  
**MW-ACE Recruiting Trends Conference**  
**Thursday, November 16, 2006**  
**3:00 pm – 5:00 pm**  
**Holiday Inn Chicago Mart Plaza**  
**Mark Beaubien Room—16<sup>th</sup> Floor**

**Attendees:**

**Sandy Arnn, Steve Schroeder, Jamie Marsh, Matt Nelson, (The University of Wisconsin)**  
**Wesley Thorne, Jeff Jenkins (Northwestern University)**  
**Mark Brostoff, Dick McGarvey ( Indiana University)**  
**Keri Pipkins, Katie Kennealy, Lois Meerdink, Sarah Zehr (University of Illinois Urbana-Champaign)**  
**Kerin Borland, (The University of Michigan)**  
**Pam Park-Curry (The Ohio State University)**  
**Carol Stier, Kelley Bishop (Michigan State)**  
**Pat Garrot (Purdue)**  
**Marthe Druska, (University of Chicago)**  
**Allan Boettger, (The University of Iowa)**  
**Cathy Dufour (Penn State-Phone)**

**I. Introductions**

Nearly all schools reported an increase in activity, numbers of postings, on-campus interviews and the like.

**II. Review of spring meeting minutes (Cleveland)**

Spring 2006 minutes passed without change.

**III. Treasurer's Report**

Total Fair Profit Spring '05 of \$22,442.60

Balance in Big 10+ account =	\$38,374.56
Remainder in UC account =	\$ 7,257.50
Total:	\$45,632.06

**a. New position**

Events and Program Coordinator Position will be funded \$20,000 each year for the next 2 years. Person will have 60% responsibilities for big 10 + events. Position will be based at UC.

**IV. Diversity Events**

**a. Purpose and philosophy of events**

- Career Exploration events, Applications for all events will be available following Thanksgiving break.

- **Some discussion of definition of diversity marketing on each campus to diverse populations while not limiting the program to only students of color.**
- **In communication of the intent of the program to companies and organizations we will continue to market the event as having a diversity focus.**
- **Registrations will be revised to have students select their areas of interest rather than companies of interest to facilitate more advance registration and marketing as well as ease of student assignments.**

- b. **Diversity on LaSalle Street (2/2/07)**
- c. **Diversity in Communications (2/16/07)**
- d. **Diversity in the Law (2/23/07)**

**V. Indiana Sports Federation proposal update**

- **March of 2008 is the target date for this event**
- **General consensus is that we should encourage more of a Sports and Sports/marketing event associated with the Tournament.**
- **We would not be supportive of a traditional career fair, we do that already**
- **Possible workshops, job shadowing or programming associated with major event production/ What would the registration process be?**

**VI. Hire Big10+ Spring Career Fair (4/13/07)**

**Many companies have asked about registering already!**

**a. Pricing**

- **Much discussion led to the following decision:**
- **\$450 for Profit, \$200 Government, \$50 non-profit/limit of 7 without exec. Team approval**

**b. Sponsorship**

- **Sponsorships will be available at 3 levels**
- **\$2,000, \$1,500, \$1,000**
- **Level of sponsorship will determine logo size and placement.**
- **Future planning will discuss additional sponsors for food, transportation, etc...**

**c. Registration process**

- **Registration will be available from a link that will be able to be posted from all of our sites and billing will go through the U of Chicago.**
- **We will not require companies/organizations to pay prior to confirmation.**
- **Registration date and sponsorship level will determine table location**

**d. Staffing**

- Please have staff attending fair contact Marthe by late February if possible so that staff assignments can be made.

## **VII. Consortium Communication**

### **a. List serve**

- Allan will begin updating the addresses in the list serve in December
- If you are not on it and would like to be please email [allan-boettger@uiowa.edu](mailto:allan-boettger@uiowa.edu)

### **b. Website update**

Content is in the process of being developed for [hirebig10+.com](http://hirebig10+.com) and [.org](http://hirebig10+.org).  
Forward ideas to [sschroeder@bus.wisc.edu](mailto:sschroeder@bus.wisc.edu)

### **c. University contacts**

Please begin to think about one person on your campus who could be the emergency contact.

## **VIII. Best Practices**

- Retreat with employer advisory boards
- Adding a parent section to your career center website
- Career tube
- Pod casting
- More discussion in the spring!

## **IX. New Business**

- Looking at a collective purchasing agreement for many of the things that we use already like Vault, Wet Feet, Going global. Some discussion about forming a small group to begin talking about this.
- Considering a Big 10 + video about our events to be able to market in a variety of ways. (Michigan state video production is all over this!)