



**MCEEA Q2 2023 Membership Meeting Minutes**  
December 7<sup>th</sup>, 3 pm – 5 pm at Weber’s Inn, Harvest Room, Ann Arbor, MI

**In-person and Virtual Zoom**

**Attendees:** Joe Bamberger, Ian Caullay, Janna D’Amico, Korina Kasperek, Bill Stec, Sarah Sabo, Mary Jane Fallot, Jennifer Six, Lisa Larson, Francesca Cabeje (Intern), Tyler Gushiniere,

**Welcome – Joe Bamberger**

Call to Order and Welcome – Joe Bamberger

**Call for Approval of Q2 Membership Meeting Minutes – Janna D’Amico**

Everyone was asked to review the Q1 meeting minutes. Korina Kasperek made a motion to approve the Q1 minutes, Joe Bamberger seconded the motion. All in favor, minutes approved.

**President Update – Joe Bamberger**

Last quarter we made a switch in membership type based on the employers size and enrollment for schools, splitting 4-year and 2-year colleges. The organization was heavily weighted on education, working to grow employers.

Announcement, in 2024 we will have a partnership with the Michigan Chamber of Commerce. For any member of the chamber, they will have a free membership in MCEEA giving us access to roughly six thousand employers. We still have to recruit and market MCEEA to the employers.

This will be a model to follow going into subsequent years with other chambers, associations and groups to try and increase membership. The chamber will do an email blast, anytime the chamber gets a new member, we will be listed under the perks of the membership. For any existing members who are Michigan Chamber members, we will not be refunding anyone who has paid. Any new renewals that take place will be free if they are members. There will be a box for new members to check that they are Michigan Chamber members and we can verify.

Bill Stec commented the goal has always been to grow employers. This will be a phenomenal opportunity to grow employers.

**President-Elect and Regions Update – Korina Kasperek**

Francesca Cabeje is an intern with Michigan State and will be supporting MCEEA this spring. Francesca will be working on our social media and marketing campaigns. Her focus is on membership drive and web marketing communications.

In the same vein of engaging with students, we have a couple of Davenport student teams working on marketing initiatives and that has been passed on to Francesca. There is also a group at U of M Dearborn students working on a project plan timeline and scope for the documentation of conference

planning. The intent is to have an instructional document so someone new coming in can see what steps are needed to plan a conference.

Last Lunch and Learn for January is live on the website and registration is open. Email will be going out as well to our member and contact list.

### **Region Updates/Introductions – Joe Bamberger**

- Region 3 – Tyler Gushiniere
  - Region 4 – Lisa Larson
  - Region 1 – Vacant
  - Region 2 – Vacant
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- Tyler Gushiniere - No updates, just learning now and will have updates at the next meeting.
  - Lisa Larson - Just started so do not have updates at this time.
  - Joe Bamberger- Update for Region 1 – he has reached out to a couple of venues up North for next fall's quarterly meeting to get pricing options. More information to come.

### **Treasurer Report - Shelley Lowe**

Not present

### **VP of Higher Education – Mary Jane Fallot**

Survey responses came back from 7 different colleges and 1 community college. There were 5 questions to help us get feedback on programming and areas we need to address moving forward.

Question Summary:

- Job Fair feedback - schools are hosting in-person fairs but the numbers are all over as far as how many they are holding and student attendance.
- What can MCEEA do to help colleges with employers – overall there were really good suggestions from people as far as targeted topics that we can work on moving forward. Suggested topics like getting more big-name employers, working with employers as it relates to disabilities, industry trends, a contact list for all members, a list of CRM as a starting point, and employers who would host job shadowing experiences for students.
- New issues or obstacles – no new obstacles, topics were increasing student participation, what works in-person and virtual, helping with international students, etc.
- Specific topics respondents would like to see from MCEEA – AI and Chat GBT in the job search and employer engagement, best practices, engaging new employers, programming to assist students with disabilities, career centers favorite resources, engaging more community colleges, etc.
- What are we not paying attention to as an organization – Some said we were doing a nice job, giving more networking time to catch up and engage with the group, employer-led workshops that students could engage with, professional development, etc.

Notes moving forward – 2024 another survey will go out more specifically on job fair cost and dates. This will help us see what is working across the state. Reminder to engage MCEEA employers to be part of our events.

Anyone who wants to see the results of the survey can contact Joe.

### **Employers Update – Bill Stec**

We are all ambassadors for MCEEA always be the soapbox for MCEEA. If you talk about your relationship with MCEEA, it may be a buy-in for someone to want to join. Comes down to relationship

building. Looking forward to seeing what will come with growth. Continue to brand MCEEA with every employer fair. Encouraged schools to send out emails and have flyers at events.

### **MCEEA 2024 Conference Update – Bill Stec**

The State conference is 6 months away; we book these 18 months out. The call for proposals is live now. The 16 selected will get \$100 off the registration for the conference. Speakers should register for the conference but not pay until they know they have been selected to be a speaker. The early bird rate will be honored as long as the registration is before March 1<sup>st</sup>.

We have 17 people overall on the conference committee, a mix of employers and Higher Ed, and four of those individuals are on the call for proposal committee (Bill and Jessica are not on the committee for selection of proposals.)

QR code is live to register for the live conference, there is no virtual option. Registration cost for early bird members is \$225, non-members \$325 rates go up from there as the conference gets closer. Rates are on the website.

Lisa Fernandez will be our keynote speaker. She will be speaking about her success as an athlete and what she is doing with college athletes both on and off the field. It will be a Q&A style. Rocket Central will be on stage with her to get the conversation going. There will be a second speaker yet to be announced for Friday.

#### **Sponsorship Updates:**

Platinum level is sold out – Enterprise and Rocket Central

Gold level – Handshake and 12twenty

Silver level – Central Michigan University and Michigan State University

Bronze level – Davenport University, Kettering University, and Yeo & Yeo

Left is Gold level at \$3,000, Silver level, and Bronze level

New this year, sponsors will be given a benefit perk to promote their organization.

We want to start branding this now. There will be new entertainment; Wednesday, June 19 there will be early bird networking at the Lansing Lugnuts (no game). Possible access to the field for networking, dinner if possible, or backyard games. Thursday, June 20<sup>th</sup> will be the first day of the conference with the award lunch theatre show and networking reception. Friday, June 21<sup>st</sup> will be a keynote speaker and closing ceremony with special entertainment.

Breakout sessions are on Thursday and Friday; everyone will be able to attend 4 breakout sessions, two keynote speakers. SHERM and HCI credit are available. The goal is 200 for attendance. Feel free to market and be ambassadors for the organization.

### **MCEEA 2025 Conference Update – Joe Bamberger**

Conference proposals are out to several vendors in West Michigan due on December 15<sup>th</sup>. Planning site visits throughout January. Final proposals will be due January 2<sup>nd</sup> with venue selection by March 1, 2024. Once a location is selected, Joe will start working on committees. Anyone interested in getting involved can let Joe know.

### **2026 Conference Update, Past-President – Ian Caullay:**

Many from the e-board went to the Destination Michigan event in Okemos, MI on November 1<sup>st</sup> to look at vendors for future conferences. We have 5 or 6 selected and have sent the RFP for quotes. Stay tuned for updates. Looking to spring to visit locations.

We have been doing the Athlete fairs; an initiative Joe started over a year ago for the colleges around the state, Oakland University's fair will be on January 30<sup>th</sup> from 6 to 8 pm.

Lastly, Oakland has a Career and Life Design Coach position open that will be posted to the MCEEA job board. As a reminder for members, any openings can go to the site.

### **Scorecard Review and Discussion – Korina Kasperek**

Sent the scorecard to everyone at the meeting. As of today, we measure the membership. Shows active members, new or pending members, or those that have lapsed. Since measuring in September the list has been stagnant. We hope that we will start seeing the numbers change as we go into next year for the conference. We have several people that have lapsed. The intern will be working on the scorecard. Onsite events have been held quarterly and virtual Lunch and Learns are offered in hopes of driving up membership and engagement.

Holiday mixer, we have 34 for Thursday night and 43 for Friday morning. We are seeing a spike by offering the training the following morning.

Advertisement for January virtual Lunch and Learn is on the website. Taking the lead on upcoming Lunch and Learns:

February – Joe

March – Q3 event, Jessica

April – Shelley

May – Korian

June- Conference

The marketing and communication team has increased emails going out; however, we are offering the monthly lunch and learns that were not offered before. The emails have had 323 opened on average and 86 clicks. DE&I had one event back in November currently tracking.

Tracking conference sponsors that have paid, signed up, and registered.

As of now, MCEEA has two affinity partnerships.

Other: Joe will reach out to MISHRM and Ian will reach out to OakMac SHRM

### **Announcements:**

Wednesday, April 10<sup>th</sup> Michigan HR Day. If anyone wants to attend, let Bill know.

The awards committee has been moved under the conference committee, a sub-committee for awards. Tomorrow's session; Professional Development, Emotional Intelligence Facilitated by Vikki Shelton, DTE Energy.

### **Vacancies – Joe Bamberger**

VP of Equity and Inclusion

Region 1 & 2

Membership Chair

Membership Committee positions

Job descriptions have been created if anyone wants to learn more.

ADJOURNED