

WI-ACE Town Hall Meeting Notes00000
Thursday, December 4, 2008

1. Why did you join WI-ACE?

- a. Networking
- b. Generating new ideas
- c. Wanted to be more involved in her profession (college).
- d. Was new to the profession (college).
- e. Wanted to network with colleges and employers.
- f. Heard about it, wanted to see what WI-ACE was all about. WI-ACE was also mandated at her previous place of business.
- g. Heard it was an intimate environment – camaraderie and closeness.
- h. To network with other colleges and businesses
- i. To finding out what schools are doing with students
- j. To find out what other businesses are doing
- k. Informal, casual way of connecting colleges and employers
- l. Employer relations
- m. Referral from colleague
- n. Learned through internship
- o. Previously involved in Virginia ACE and wanted to be involved in a similar group
- p. Colleagues told that it was a good thing to do for career development and networking

2. How should we grow?

- a. Open membership to colleges and employers from border states
- b. Webcast our keynote presentations to employers
- c. Send our newsletter to employers/schools who are not currently members
- d. WI-ACE link on school CSO sites for employers
- e. Obtain member lists from NACE (if they're willing to share) for marketing campaign
- f. More publicity around our conferences
- g. Re-evaluate our brochure. We put a lot of effort into producing it but rarely see it.
- h. Utilize LinkedIn to promote the organization
- i. Rebecca Stanonik said the biggest thing is how do you really get to people? She hadn't heard of WI-ACE before joining, only heard about it through Rich Marshall when they worked together. A lot of people don't even know WI-ACE is out there, unless someone they work with is familiar with the group.
- j. Mass mailings may work – but may be difficult if don't know who to target/mail to. Maybe access employer lists through Career Services?
- k. Look into Facebook/MySpace.
- l. Establish closer ties to SHRM – at State level, at local levels. Could possibly have a booth at the WI State SHRM Conference, could advertise on SHRM materials at state and/or local levels, and could ask local chapters to make announcements at chapter meetings, promoting WI-ACE.
- m. The cost of WI-ACE is cheap, this is a selling point.
- n. Provide literature to employers at college career fairs.
- o. Bring back the use of / distribute the WI-ACE table tents for career fairs.
- p. Link to WI-ACE from Career Services sites.
- q. Medical/healthcare sector seems to have low representation in WI-ACE. This is a huge industry, also a growing industry. Recruit more members from healthcare; also focus more on healthcare in break-outs.
- r. Utilize LinkedIn, issue reminders about it.
- s. Reach out to more employers at Job Fairs about WI-ACE and joining
- t. Train the membership committee on how to better network at Job Fairs
- u. Open to other states?
- v. Opening membership and encouraging participation to multiple members of colleges and employers...Spring Drive In, opportunity for college support staff to connect and network, for example
- w. Need more marketing – get the work out more; exhibits at SHRM events, college SHRM chapters

- x. Make WI-ACE business cards that would be available for members to distribute
- y. Make WI-ACE stickers to have available for nametags at career fairs
- z. Consider having an “external” communications link

3. What would you like to see happen between conferences?

- a. Upgrade website content to be a year-round resource:
 - 1. List contact information for new employers and schools
 - 2. Link to state employment data
 - 3. School employment survey data
 - 4. Hiring trends
 - 5. Salary info
 - 6. Post articles on employment trends, data, etc.
 - 7. Create blog
 - 8. Podcasts
 - 9. Video presentations
- b. Use features of LinkedIn group to continually share information, articles, ask questions, and promote the organization.
- c. Establish regional round-tables
- d. (This was an entire group announcement) Monthly “meet ups”, based on cities, regions, etc.
- e. Send out the newsletter more often, and make it shorter, quicker & easier to read.
- f. Better visual of how we are marketing WI-ACE and show referrals and connections how they are made on the website
- g. Local dinners and meetings for members at a regional level
- h. Monthly meet ups
- i. Use message board on LinkedIn
- j. Have a “leadership” seminar in between conferences or maybe have regional socials
- k. Brainstorming sessions
- l. utilize LinkedIn as a communication tool
- m. Have a way to email members; distribution lists as links for employers and colleges to email members

4. Would you be interested in attending a video or virtual conference instead of driving to a conference?

- a. Not instead of but in addition to. Regional meetings could be done this way.
- b. A virtual or video conference is good from a time-away standpoint, but you lose the networking. Maybe, as mentioned above, explore the “monthly meet ups”.
- c. A 1 hour webinar type session may be appropriate, but it really should be supplemental, and not replace the conferences.
- d. Maybe with session topics for regional meetings; otherwise no
- e. 2 full days for December conference
- f. Webcast of keynote presentation to entice employer participation
- g. Keynote presentation would be videoconference to potential employers
- h. Maybe a shorter 1-2 hour session in between conferences

5. If you were allowed to change one thing about the organization, what would it be?

- a. Simplify the conference registration process on the website. Allow credit card payment.
- b. Stronger ties to SHRM
- c. A two day conference rather than three.
- d. Make the break-out sessions more focused.
- e. Change the way “committee brainstorming” is handled over lunch. Seems confusing, maybe have a “non-committee table”, or a way for people to simply offer ideas vs. giving the impression they want to sign up for the committee.
- f. More information about member companies, maybe through short company briefings – 30 second update, etc.

- g. Feedback – group break-out sessions often seem to be focused on just internships in Finance/Accounting.
- h. (This was an entire group announcement) Look into a 2 day conference – maybe 9-5 Thursday, and end at 2 on Friday.
- i. Bingo could be way of finding out about other companies.
- j. “Passport bingo” – finding out about other people, they complete a section of your bingo card.
- k. Really liked the community outreach aspect this year of the food donation/monetary donation.
- l. Do we even need “green” give-aways, or should we consider donating this money to a good cause?
- m. Larger membership with bigger employer representation
- n. List of where and what city business and colleges are from
- o. Regional session held at conferences
- p. Utilize website more
- q. Have online payment option for conferences and events
- r. Use LinkedIn to market, ask questions, share information
- s. Leadership development opportunities
- t. Target groups such as SHRM and HRMA to get involved in WI-ACE
- u. Try to get more minority members – target minority employer groups (Hispanic Chamber of Commerce, etc.)
- v. More of a student presence as well. Both colleges and employers work with students and knowing their thoughts and getting their input is always valuable.
- w. Would like WI-ACE to be more efficient – need an event management software

Bell Ringing Moments

- **Monthly meet ups in different cities**
- **Region socials and break outs at conferences; also regional resources on the website**
- **Have companies and schools introduce who they are and what they do at sessions and events so you can get to know more members**