



Career Center

Annual Report

2018-2019



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Letter from the Director

Bill Baldus

Colleagues,

So much has happened last year that it's challenging to distill it all into one report. Instead, I collected the highlights for you to showcase some of our work and the exciting developments across campus. Our strategic visioning efforts in 2017 and 2018 are paying off. We are working toward an exciting new vision for what career development could look like at Metropolitan State and how the Career Center can serve as a catalyst.

In a Lumina Foundation study on college decisions, the top reasons students decide to go to college: are 1) To improve their employment opportunities; 2) To make more money; and 3) To get a good job. In fact, seven out of ten students described each of these items as very important. I would say this is particularly true for our low-income, first generation students.

By building more career development into our students' everyday classroom experience, we will make more explicit how it relates to their next career step – whatever that may be – and increase

their level of hope. With a clearer career vision will come increased retention. With increased retention, we will have an impact on our graduates' Related Employment rate, the Twin Cities racial employment disparity, and Metropolitan State's Social Mobility ranking. By addressing this core expectation we have an opportunity to make a mark and position us as a leader in the region, state, and nationally.

To do this, we need to think bigger when it comes to our students' career aspirations. We need to think beyond the current state and way of doing things when it comes to career development. In the Career Center, we have identified a transformative idea that can significantly advance the university's vision: the Career Readiness Initiative. This new model provides an innovative solution that could have a significant impact with relatively little investment. In this document, you will see that a number of our top 10 accomplishments have given this Initiative momentum. It has been a university community effort and we are excited to share our successes here.

Thank you for reading – enjoy!

“Career services are a natural evolution of focus for the student success movement. If we abandon low-income or first-generation students at graduation with a poorly designed handoff between college to career, we risk failing to deliver on the full promise of higher education.”

Dr. Bridget Burns, executive director, University Innovation Alliance



2015 College Decisions Survey: Deciding to Go to College:
<https://www.luminafoundation.org/files/resources/deciding-to-go-to-college.pdf>

Career Center

Vision: Students from all backgrounds will have the mindset, know-how, skills, and opportunities to achieve their academic, career, and related life goals.

Language is important. We changed our name from Career Services a few years ago to better reflect our role and how we want students to perceive us and their own career development. While “Career Services” is transactional and has connotations of having something done for you, the Career Center is a place for resources, networking, career education, and support. Rather than “place” people in jobs, we educate, coach, guide, mentor, and connect.

Our mission aligns with our institution’s: we provide career education to help students live meaningful, purposeful, successful lives while building economically sustainable careers and lifetime employability.

Visit: www.metrostate.edu/career; **Call:** 651.793.1528; **Email:** career.center@metrostate.edu



Staff Profiles

Keng Vang, Student Office Assistant



A few words about my work: I love working in the Career Center and assisting students. As a student myself I can relate to what other students are going through every day and try to provide them with the best help that they can get from us in the Career Center.

What's the best career advice anyone has given you? Do not be afraid to step out of your comfort zone and try new things in life.

Marisa Kelly, Office Manager

A few words about my work: One of my favorite things about working in the Career Center is assisting students. Each one has an inspiring story to share. It's a great feeling when a student attends one of our events and stops by the Career Center later to share their positive experience.

What's the best career advice anyone has given you? Don't be afraid to shine. Network, network, network!



Jim Poole, Employer Relations Manager

Professional Association Leadership: Current President, Minnesota Education Job Fair Association

A few words about my work: Career Center's mission is to ensure that "Students from all backgrounds have the mindset, know-how, skills, and opportunities to achieve their academic, career, and related life goals." My operation is to create opportunities for students and alumni to bring their mind-set, know-how, and skills to actual employers. To do this, I develop relationships with employers, create events with employers for students, and communicate with students about the employers and events. I'm responsible for marketing and managing our events and employers in Handshake, and reporting on our results.



What's the best career advice anyone has given you? "Be not afraid. You have the right. You are worth it. I believe in you."

Bill Baldus, Director

Professional Association Leadership: Just completed term as President, Minnesota College and University Career Services Association

A few words about my work: My life's work is helping students find their life's work. It is an honor to walk with our students and alumni in their career journeys. Our students are depending on us to help them define and reach their career aspirations. This is incredibly important, challenging, and rewarding work—I love it.

What's the best career advice anyone has given you? Probably when my brother-in-law coached me through an important interview. He encouraged me to shift my mindset in a way that really helped me see myself as the perfect fit for that position.



Career Success Story

Sarita Kelly, Vikings Blogger



Name: Sarita Kelly

Major: Professional Communication

Career Path: Sports Writer

Graduation: anticipated May 2020

Advice: Do not wait to get started taking career steps, but use your time here to get started. Also, other students are a huge part of your professional network.

The Story: Sarita Kelly started out studying Early Childhood Education, then switched to Professional Communication. Her story is exciting since she found her first writing lead from another student and that experience eventually led to her now writing for the Daily Norseman, one of the Minnesota Vikings blogs. Her interest in being a sports writer was sparked here at Metro State and she is not waiting until graduation to start her career—she is already on her way!



Podcast

<https://www.youtube.com/watch?v=pHVheZERtUM&feature=youtu.be>



Testimonial

https://www.dropbox.com/s/lqk3q68313ulaxc/Sarita_Draft_v3.mov?dl=0

Reinventing Your Career with 3M + Path Forward Plan

In June and July, the Career Center fashioned a solution that would be broad across colleges, and deep with in each, with minimal management needed.

We did this by focusing on relationships between named faculty and having 3M assign relationships from their scientists, engineers, and managers to collaborate as they saw fit during the school year. That solution, presented as the “Path Forward” proposal, was delivered on Aug. 1, 2018. One highlight of the proposal was METR 110: Reinventing Your Career with 3M as a corporate partner.

The course provided students with a structure for thinking about the world of work and a process for defining next steps in pursuing their career interests. The class was part job search support and part mechanics of a productive search. Students had opportunities to create experiments to learn more about their career niche and connect with professionals one-on-one who are working in their field interest. We made sure everyone had their marketing tools in order: resume, cover letters,

and an online presence through LinkedIn. Toastmasters delivered their SpeechCraft training, so we had a course within a course to help students with public speaking skills to handle everything from introducing themselves to fielding interview questions.

The “3M twist” meant an emphasis on 3M work culture, company research, and learning about their hiring practices. 3Mers gave a number of guest lectures: what it’s like to work at the company, what they look for in candidates, and how to best prepare for an interview. We took a tour of 3M’s world headquarters and met with 3M partners and alumni. The class ended with their staffing agency partners, Volt Workforce Solutions (including Samia, a current student!), and our 3M partners conducting mock interviews and we celebrated with a party for all who participated in the course. See the 3M Innovative Partnership video!

<https://vimeo.com/318088905>



Student feedback:

This course exceeded my expectations and I was excited about it to begin with. I wasn't expecting Toastmasters to come in so that was a bonus.

Appreciated the personal connections to 3M, the degree to which my fellow students were engaged, and the energy and confidence generated by the class. Very much enjoyed it!

The course does exactly what it stands for and that is helping students find a better career path. It really steers students on how to network and apply or search for jobs that they are interested in. The instructor is simply amazing at directing and teaching this course.

I liked that the instructor was very creative in finding resources and ways to help us. He was very energetic and created a very nice environment where we could learn and have fun at the same time.



Successful MN Cyber Career Expo, Diversity, Government and Nonprofit, and Education Fairs

In addition to our usual trio of Job Fairs (Diversity Networking and Job Fair, Government and Nonprofit, and Education), the Career Center coordinated a first-ever MN Cyber Career Expo last summer.

Career Center had been tasked with hosting a MN Cyber Career Expo to introduce employers to MN Cyber Academy graduates, Metro State's own Computer Science and Cyber Security students and alumni, students and alumni from other Minnesota State programs, and qualified veterans referred by Minnesota's Department of Employment and Economic Development (DEED).

MN Cyber Career Expo featured employers:

Metropolitan Council

Ameriprise Financial

Mayo Clinic

U.S. Bank

Protocol 46

RSM US LLP

3M

Experis

Xcel Energy

Target Corporation

UnitedHealth Group

Minnesota IT (MN IT)

Azule Staffing, LLC

Talent Software Services

Diversant, LLC

Idemia

2018 Job Fair Participants:

Here are some of the 46 employers who participated

3M

Andersen Windows and Doors

City of Minneapolis

Dakota County

General Mills

Metropolitan Council

Minnesota Department of Transportation

Securian Financial

Target Corporation

TCF Bank

Travelers



A 3 minute video showcasing our students at last year's fair

<https://www.youtube.com/watch?v=j0WBkvEeaSI&t=0s&index=11&list=PLpW4wbYhK1oPiyyplj9xXpHoBp75jOtqg>



This year we had 157 Metropolitan State students and alumni attend this special event.

Paul Timmins' Fall Career Readiness Think Tank co-sponsored by CLA and CFD



In November, Paul Timmins presented at our fall Think Tank: Nurturing a Career Readiness Culture. The University of Minnesota's College of Liberal Arts (CLA) has made career development a top priority and, in the process, become a national leader with their Career Readiness Initiative. Key to our initial Career Readiness efforts has been a collaboration with CLA at the U of M that has given us a different model to visualize. Their guidance has been an inspiration for us and sparked our imagination and thinking around career education.

Career Readiness means students can articulate and demonstrate how their college education prepares them for their future career. In a nutshell, the career readiness goal is not to change what's taught, but to help students understand how it matters to what happens in their life after graduation. What we are trying to do is infuse career development into the classroom so that it is built into students' college experience rather than tacked on as an optional component if time permits. If done right, a culture of career readiness

could be a hallmark of a Metropolitan State University education and ongoing career management could be what keep our alumni returning to campus and giving back to their professional community. Drawing on our career competencies and career steps, we could weave at least one career component into every course, creating a common language and building career readiness directly into their academic work.

Feedback from an audience of more than 60 people that included six deans, and 12 faculty members.

Do you think our students would benefit from a Career Readiness initiative?

100% said YES

How important do you think it is for us to do this here at Metro State?

93% said FAIRLY/4 to VERY/5

- 1 Let's do it. It is needed sooner than later. I suggest his workbook be circulated internally to all faculty and advisors!
- 2 Though I am from the College of Management, I think a Career Readiness initiative for ALL Metro students would be extremely valuable and "right on point" in terms of supporting the "ask" from the legislature in terms of providing funding for the Minnesota State campuses.
- 3 My concern is how to inform faculty about this approach to career readiness and how to get them to implement it in the classroom. This would seem to me to be a matter of culture change and a slow and gradual process. While getting faculty to consider and incorporate this approach, it may also be worthwhile to approach students directly, and to craft an instrument to help with this, to encourage them to think carefully and in an organized way about what they've done in the classroom and how it relates to career readiness.



Growing Employer Relationships

One of the most exciting things happening in the Career Center is the number of growing relationships with companies and organizations who want to become working partners with Metropolitan State University. These include—but are not limited to—Securian, Target, US Bank, 3M, and the State of Minnesota. The Career Center often provides an initial entryway for outside organizations so we try to facilitate as many relationships and connections across campus as possible.

One way that we are building these employer relationships is by inviting them to campus for a Career Info session.

Events Calendar:

Sept. 10	3M BT/IT Career Info session
Oct. 17	Prep Session for Allina Info session with Resume Review
Oct. 24	Allina Health Career Info session
Jan. 30	Travelers Career Info session
Feb. 19	Kipsu Career Info session for Entrepreneurial Leadership Rotation Program
Feb. 26	Target Tech Internships Info session
Feb. 28	Public Sector Employers with Five Governments' Recruiters Info session

While we hosted a number of outstanding Info sessions last year, our Public Sector event generated a great deal of interest. City, county, and state government agencies employ 40,000 in the Twin Cities. Co-sponsored by the College of Community Studies and Public Affairs, we hosted our first Public Sector Career Info session with a cross section of employer partners.

Our Partners:

Scott Vargo, Workforce Development coordinator, Hennepin County
Deb Krueger, City of Minneapolis
Nou Chang, City of Saint Paul
Noelana (Noey) Gates, Ramsey County
Jessica Damm, Hennepin County
Tricia Meyer, Minnesota Department of Human Services (DHS)

We'd love to have relationships with the following employers; let us know if you have contacts!

Ecolab
Medtronic
Best Buy
Cargill

65 students attended the event.
We are planning another round with the same employers for October 2019.



Fun Fact: City, county, and state governments employ 40,000 people in the Twin Cities.



Faculty Brown Bag Followed by Spring Faculty Conference Session

In February, we lined up an exceptional faculty panel from across the university, who shared their ideas and practices for developing career readiness for our students. The “Brown Bag” event was co-sponsored by the Center for Faculty Development and went swimmingly: Simple Practices to Promote Career Readiness in Your Classes.

Panelists included faculty from the College of Sciences, College of Management, and College of Liberal Arts

The above panel reconvened and added Bill Baldus and Angela Bowlus for a stimulating breakout session at the Spring Faculty Conference. There were 17 audience members with great questions and interest.

Session Abstract

Especially for our underserved student populations (first generation, low income and new immigrant students), making the transition to a “career” does not just happen magically. Busy earning the degree and balancing their lives, most students put off important career development tasks until after graduation and, left to their own devices, can flounder dramatically and suffer needlessly.

By integrating Career Readiness learning into their courses, Faculty can help students be more ready for career transitions by the time they graduate. A faculty panel will provide ideas and their classroom experiences of preparing students to better manage their careers and job searches.

By discussing the connection between a college education and the “world of work” and how to get to where a student wants to be professionally, we are fostering an inclusive climate for our students who are keenly interested in learning more about that world and their place in it.

Feedback:

Fabulous!

Excellent exchange of ideas! Recommend holding this roundtable again in the future.

Loved the session—outstanding!

Bill and Angela did a great job. Right strategy.

Excellent panel, relevant info, and great handouts!

U of M CLA Faculty Workshop Co-sponsored by CLA

Also co-sponsored by CLA and the Center for Faculty Development, this spring workshop was facilitated by a multi-disciplinary team of seven U of M faculty led by Dr. Amy Lee, director of Faculty Engagement and Undergraduate Career Readiness, who shared examples of the ways they incorporate Career Readiness into their practices.



<https://www.linkedin.com/pulse/can-humanities-become-haven-career-readiness-minnesota-george-anders/>

Target Tech Recruited 11 Students for Special “Metro Only” Spring Internship

Target Technology interviewed 25 CSci/MIS students, extended offers to 13 and took on 11 students for a special Metro State spring internship program. Their CIO asked one of their leaders to share about the Metro State spring internship and introduce the interns at Target’s “All Tech” meeting (3000 global team members!) Along with connections to Target Retail and Target Guest Reliability, the Target relationship is growing quickly and has a great deal of potential.



Full-time positions were offered to all 11 interns and they all accepted!



<https://pulse.target.com/2019/10/mining-for-local-tech-talent-with-an-intern-program-that-works-for-them/>

Fairview Health Services Apprenticeship Program

Fairview Health has been involved in the Minnesota Department of Labor and Industry’s Minnesota Apprenticeship Initiative and 14 Metro State students, from the College of Nursing and Health Sciences have participated. We proposed to Fairview to replicate their success with IT students and hope to launch a pilot program starting in the near future.

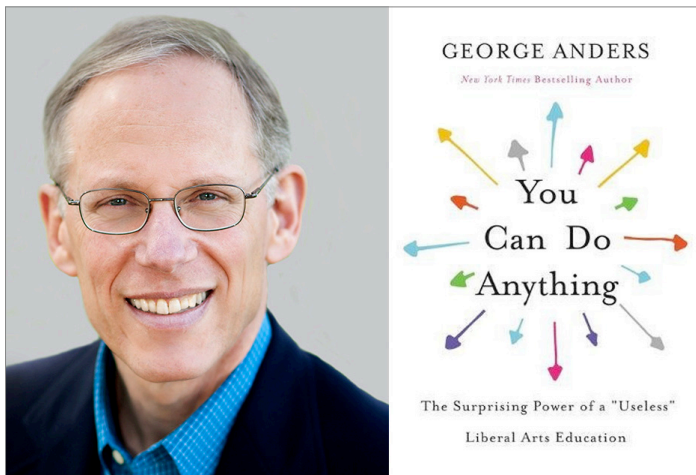


Fairview Health Services has partnered with Metropolitan State University by providing student clinical experiences, paid internships and permanent job opportunities through the C3Fellows program. In addition, Fairview Health has been involved in the Minnesota Department of Labor and Industry’s Minnesota Apprenticeship Initiative and 14 employees who are Metro State students from the College of Nursing and Health Sciences have participated. There are also potential future opportunities to replicate this program in other disciplines.



Career Ideas Festival with George Anders

You Can Do Anything



Together with the College of Liberal Arts, the Career Center hosted its third annual Career Ideas Festival featuring George Anders. 136 attended the event itself, 7 CLA students had lunch with Anders, and a number of administrators met with him. The audience included students, alumni, and colleagues from the University of Minnesota, St. Thomas, the two year schools, DEED, and a number of employers.

Anders wrote about his reflections on the visit in this LinkedIn article that sparked powerful testimony from 199 alumni:



At this campus, students' average age is 31. Their stories are inspiring.
<https://www.linkedin.com/pulse/campus-students-average-age-31-stories-inspiring-george-anders/>



George Anders luncheon at 2019 Career Ideas Festival
<https://www.metrostate.edu/news/george-anders-luncheon-at-2019-career>

Thank you to IT Services for recording the full event.



The panel joining George Anders on stage at 45:45 into the video:
<https://www.youtube.com/watch?v=BdYgWmtjadI&feature=youtu.be>

Looking Back, Looking Ahead: What Do Our Students Really Need?

During the course of the year, an employer asked us what we thought our students most needed in the way of career and professional development. This simple question got me thinking and wrestling with possible responses. One morning it came to me in the form of the 5 E's:

Exposure: our underserved student populations are here in the hope that education will set them on a path to a better future including career opportunities that will lead to a higher quality of life. If a student does not have a wide range of professional world reference points, they are at an incredible disadvantage in a highly competitive marketplace. Our students will be in a better position to make informed decisions and clarify next steps if they can see and experience a variety of work settings.

Experience: too many of our students lack real world experiences that would allow them to talk about how they are prepared for their next career chapter: internships, professional association involvement, student organization leadership, volunteer experiences, informational interviews, mentoring and job shadowing should all be part of their “professional mix” of experience to highlight in their resume and LinkedIn profile and to articulate in conversation with their expanding networks.

Engagement: we need to cultivate a career development mindset in our students. If next career steps are not being discussed in detail during class, students will assume that everyone else has it figured out and will wait until there is more time after graduation to work on their career transition. Students need to learn about how to leverage their college education to gain better work. This includes taking ownership of their career growth and professional trajectory, ideally while they are here in order to take full advantage of the support and

opportunities that a college campus offers. Active career engagement should be a central component of the college experience at Metropolitan State.

Encouragement: a key concern that underlies many students' career-related struggles and hopes is to help them see their own potential. As confidence from their classroom experiences and campus interactions grows, so should clarity about professional goals and taking next steps to reach them. However, there is an element of trust that this will “all work out.” We need to be good stewards of that trust and offer encouragement and hope along the journey. The difference between a student staying the course and dropping out can be a few words of encouragement. Full institutional support of their career dreams would be the best show of support we can offer.

Equity: the Twin Cities metro area is worst among the nation's 50 largest in terms of the racial unemployment gap. With more than 50 percent students of color, we need to take an active role in reducing this racial employment disparity. In the 2017 Social Mobility Index (SMI), Metropolitan State University was ranked 78 of 1,363 institutions across the country. A high SMI ranking means that a college is contributing in a responsible way to solving the dangerous problem of economic immobility in our country. We can do more: our students need opportunities to catch up in the world of work – they cannot do it alone – they need the support of our university village.

“We believe that equity is the path to shared prosperity, and we are working with partners to transform the nation's economic paradigm into one that is driven by equity. In an equitable economy, low-income people and people of color would have real pathways to escape poverty, enter the middle class, and contribute to growth and democracy.”

- Angela Glover Blackwell (Policy Link 2014)

Looking ahead to the upcoming school year, we are anticipating another year of growth taking significant steps toward our vision.

A few great speakers are coming this year are sure to be highlights. We are planning on Chris Taylor, the State of Minnesota's new Chief Inclusion Officer, delivering our fall Career Think Tank. Then a few months later, we have our keynote speaker, Dr. Tia McNair, vice president, Office of Diversity, Equity, and Student Success, Association of American Colleges and Universities, for the 4th Annual Career Ideas Festival in March. Her talk will focus on the intersection of student success, career development, and social mobility.

While we are making progress and feel good about our direction, we need a greater sense of urgency about this work because our students and their families are depending on us. Our students are entrusting us to help them tap their full potential and make a transition to a meaningful, economically sustainable careers. Even with a small staff, we have an innovative idea to help the university build on its national reputation for innovative student-centered programs.

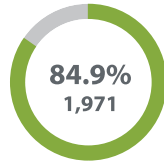
Recap of Significant Career Center Events:

Thursday, Sept. 6	2018 DNJF Alumni Relations Job Fair Prep Session
Monday, Sept. 10	3M BT/IT Career Infosession
Wednesday, Sept. 12	2018 Diversity Networking Job Fair
Friday, Oct. 19	Government and Nonprofit Career Fair
Wednesday, Oct. 17	Prep Session for Allina Infosession with Resume Review
Wednesday, Oct. 24	Allina Health Care Infosession
Monday, Nov. 5	Think Tank: Nurturing a Career Readiness Culture presentation by Paul Timmins
Tuesday, Jan. 8	Presentation to Advising Forum on How to Use Career Product Cards
Wednesday, Jan. 30	Travelers Career Infosession
Friday, Feb. 1	Begin "Resume Drop-In" Marketing Campaign
Tuesday, Feb. 5	Career Advising: Educational Experiences for Resume Building–Bill and Kara Branyon present
Friday, Feb. 15	CFD Faculty Panel on "Career Readiness in Curriculum"
Tuesday, Feb. 19	Kipsu Career Infosession for Entrepreneurial Leadership Rotation Program
Saturday, Feb. 23	Grad Expo
Tuesday, Feb. 26	Target Tech Internships Infosession
Thursday, Feb. 28	Public Sector Employers with Five Governments' Recruiters Infosession
Tuesday, March 5	Career Advising: Incorporating Career Exploration into the Educational Plan–Bill and Kara Branyon presented
Saturday, March 16	Spring Faculty Conference–Bill, Angela Bowlus, and faculty panel presented
Friday, March 29	Career Ideas Festival: George Anders
Tuesday, April 2	Career Advising: Teaching Students Job Search Strategies - Thinking Outside the Internet Box–Bill and Kara Branyon presented
Friday, April 5	U of M CLA Faculty Workshop co-sponsored by CLA
Wednesday, April 10	Minnesota Education Job Fair at Convention Center
Thursday, April 18	2019 Law Enforcement Opportunities Career Fair
Thursday, June 13	MCUCSA talk: The Career Readiness Framework: a Big Idea from a Little Office–Bill presented
June 17-21	Hosted statewide Strengths Coaching Certification program with Gallup

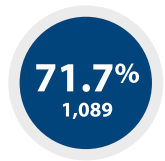
Life After Metro—Where Do Our Alumni Go?

Status of Graduates within One Year of Graduation Includes All Programs

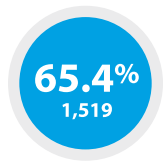
2016-2017
Total Number
of Graduates
2,323



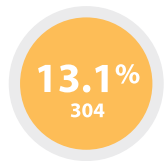
Number of graduates who responded to the survey



Currently in Related Employment
Graduates who reported finding employment related to their field of study.

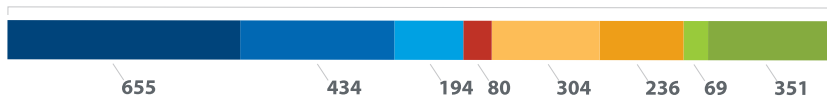


Available for Related Employment
Includes related employment full time and part time, unrelated seeking related and looking for work.

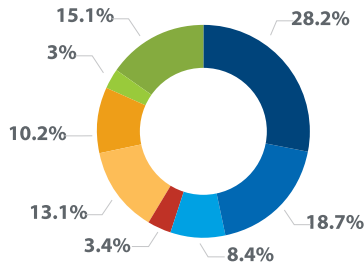


Continuing Education
Can include some graduates who also reported employment but indicated that continuing education was their preferred classification.

By Number:



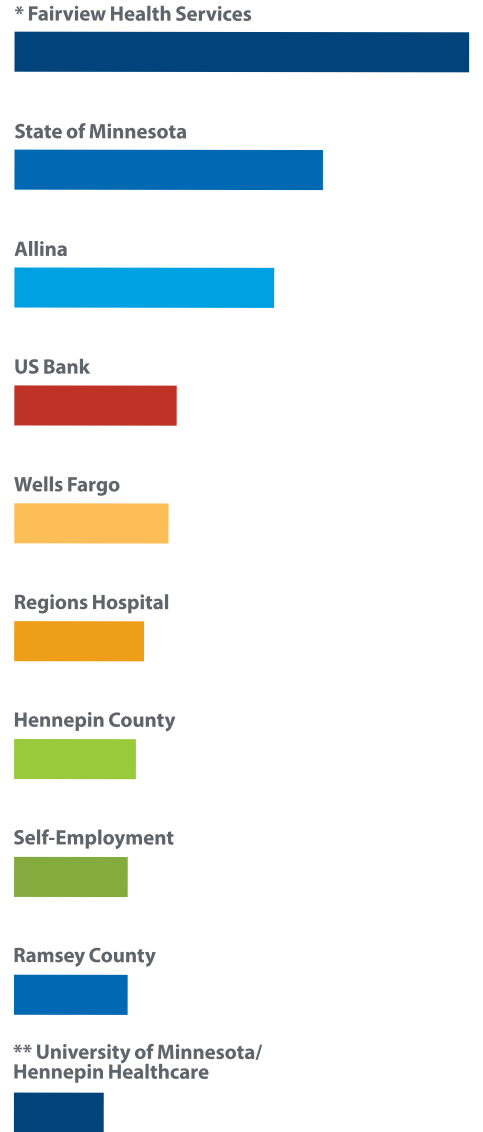
By Percentage:



Key:

- Related Employment Full-time
- Related Employment Part-time
- Unrelated Employment Seeking Related
- Unrelated Employment Not Seeking Related
- Continuing Education
- Available for Work but Unemployed
- Unavailable for Employment
- Status Unknown

Top 10 Employers of Our Graduates



* Includes HealthEast Care System
** Tied for tenth place

Career Center Data Annual Report: July 1 2018 through and June 30, 2019



New employers
approved in Handshake

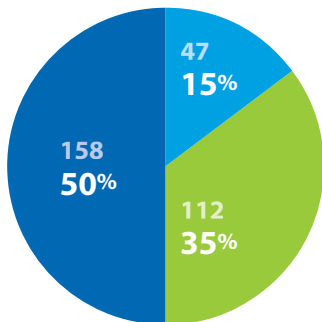
1863



Total number of
employers

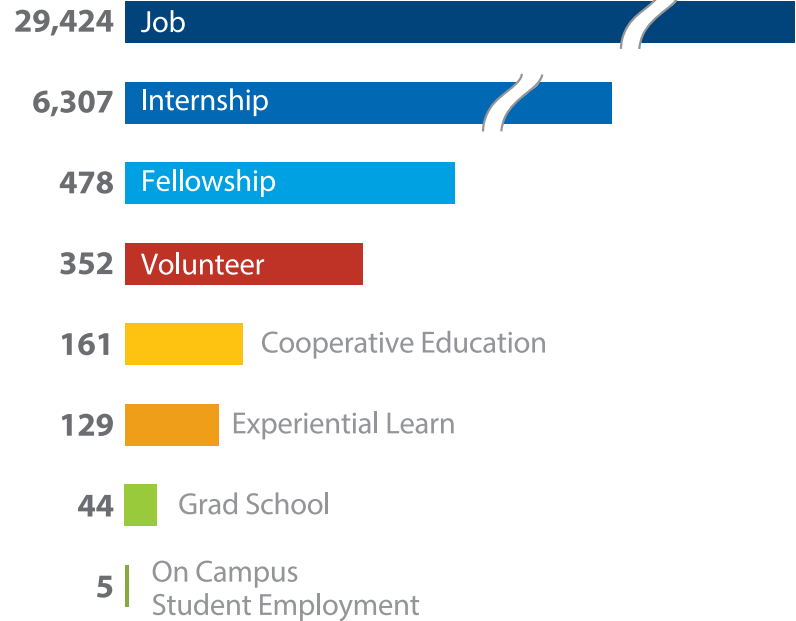
10,500

Career Counseling Appointments



- Current Students
- Alumni
- Prospective Students

Student Job Postings by Job Type



Focus Activity



Candid Career Activity



**Prospective
Students**

47



**LinkedIn
Group**

810



**Resume
Drop-In Sessions**

182

Thank You

We are able to extend our reach through our Career Center Work Groups. Thank you to all the Academic Advising staff who participated in our Career Advising training series—we are in the process of forming an Academic Advising Work Group. A big thank you to the following work groups for their valuable time and efforts this year:

Office Managers

College of Liberal Arts, Donna Colborn
College Community Studies and
Public Affairs, Cynthia Urista
College of Individualized Studies, Mary Wright
College of Management, Michelle Krone
College of Science, Lucy Peterson
School of Urban Education, Lupe Sanchez
College of Nursing and Health
Sciences, Laurie Landwehr
Library and Information Services, Susan Honsvall

Faculty

College of Community Studies and Public
Affairs, Meghan Coleman and Kevin Spading
College of Individualized Studies, Richard Bohannon
College of Liberal Arts, Becky Omdahl
College of Management, Denise Williams
College of Sciences, Virginia Card and Rikki Wagstrom
Library and Information Services, Ruth Zietlow
School of Law Enforcement and
Criminal Justice, Susan Hilal
School of Nursing and Health Sciences, Brenda
Merrill and Deb Matthias-Anderson
School of Urban Education, Eric Fotsch

