Motion to approve meeting minutes from last week’s meeting: Approved

Career Development Center (Julia Montier-Ball)
- 2013-2014
  - Provided programming that benefit over 13,728 students, employers, and alumni
  - Served over 1,268 students through one-on-one career coaching
  - Served over 1,000 students and alumni
- HireUC (formerly Recruit-a-Cat)
  - CDC and UC Partners provided over 3,700 co-curricular internships, full-time, and part-time jobs
  - You can look for employers or employers can search through profiles
- CDC employs 8 graduate students and 3 undergraduate students
  - Has had interns in the past – if interested, visit the CDC
- Annually host jobs for international students in collaboration w/ UC Worldfest
- Has over 100 career resources “On time and online”
  - Career & skill assessments
  - Walk-in-resume critiques – no appointment necessary, major specific
  - Occupational database
  - Job search assistance - HireUC
  - CareerSpots Videos
  - Optimal Resume – help to build your resume, can look at “CDC approved” resumes categorized by majors
  - InterviewStream – online interview practice
  - GoingGlobal
- Advises and supports the ADVANCE Student Leadership Organization in implementing its mission, including annual events:
  - Executive & Corporate Advisory Board Meetings
  - Networking Reception – usually held the night before the major career fairs
  - Corporate Excursion
  - Leadership Retreat
  - Annual Meeting
- CDC coordinates UCSPAN the Career Services and Programs Advisory Network that brings together over 20 UC partners involved in career-related services to engage in cross-university communication, providing a more seamless experience for students – HireUC
• Maintains key relationships with current and established new employers to expand career opportunities for UC students
• 143 on-campus recruiting schedules = over 700 interviews
• Collaborates w/
  o The engineering Tribunal
  o Lindner Student Action Team
  o Lindner Career Services
  o ProPEL
• Career Fair
  o 7,125 students met 621 companies
• Education Career Fair
  o 125 UC students + 356 education majors from Ohio schools networked and interviewed
• Part-time job fair
  o First couple of weeks of Fall Semester
  o 1,000 students and 50+ employers annually
  o 86% of students indicated they developed 1-5 potential leads for jobs as a result
• Jobs 4UC Grads – “Last Chance Career Fair”
  o Provided unemployed graduating seniors extra job search support
  o 68 companies to hire UC grads
• CDC Teaches
  o 160 students enroll annually in Career Decision Making course
    ▪ 93.3% of students indicate they will declare a major and remain in school as a result of this course
  o Career Development for A&S course- adaptable for all majors, interactive, smaller classes
    ▪ 90.7% of students said they were prepared to conduct a more effective job search as a result of this course
  o PD II course is mandatory for Engineering majors
• Guest Speaker Program
  o 45 presentations made on all 3 campuses
  o CDC responds to the growing number of guest speaking requests from students, faculty, and the broader community
  o 500+ learning communities
• REDI ‘Cats Program
  o CDC’s Intensive Interview Prep Program trains students to be readily enabled during interviews
  o Two pre and post F2F mock interviews
  o Several instructional videos
  o Important for candidates to set themselves apart from others w/ the same major
  o UC students must be at the top of their game
  o Required in PDII courses
  o 1,000 + REDI ‘Cats interviews to date
• Annual Destination Survey
  o CDC compiles the Destination Report which details the post-graduate outcomes of UC students offering a snapshot of their progress during their initial transition from College to Career
  o Highlights from 2013 survey
    ▪ Over 73% of students accepted full-time employment in the state of Ohio
    ▪ 79% were “Occupied” six months after graduation – families, military, peace corps (not actively seeking a job)

Trademarks and Licensing (Marty Ludwig)
• Protects the use of the UC logo including the C-paw, the bearcat eyes, UC colors, words and sayings relating to the university, the bearcat
• Handles sponsorships
• IMG College has the rights to everything UC Athletics
  o Agency contract with UC – bought certain inventories to UC brand
  o Has to go through the Athletic Director and Trademarks & Licensing
• Collegiate Licensing Company – help us manage the licensing process
• Gives approvals for on-campus photography and filming, sponsorships, and branded products
• Some UC marks are registered – full strength of the Sherman Act
• Some UC marks are registered internationally – China, Saudi Arabia, Egypt
• 268 licenses
• 438 product categories
• 15 distribution channels
• 210 retail locations
• 550 License requests
• 5,200 Designs
• Hard to police amongst all the student groups and outside organizations
  o Utilize social media
• Retailers offering UC brands expands just north of Lexington, all the way to Toledo, a little east of Cleveland, and even a few retailers in Columbus
• About $860,000 last year in gross income off of the UC brand
• Knights Apparel is the exclusive provider for Men’s, women’s, and children’s fleece and t-shirts
  o Elevated royalty rates – about 12%
  o Bottom line minimum for royalty rates
  o Knights Apparel can now invest in the growth of UC brand
• #hottestcollegeinamerica has been submitted for registration
• Most licensees are reviewed quarterly
• Requires factories/companies making and selling the UC brand to follow labor codes
• Adidas contract ends next June (2015)
  o They provide us with uniforms and pay us cash to use them for our uniforms
- We get 3 jersey options for Men and Women’s basketball and football, we also receive shoes
  - UC is in Adidas’ top 12 – allows us to receive many benefits
  - Coach Huggins had a close relationship w/ Nike,
  - Nike’s offer was no where near Adidas’ once Coach Huggins left
  - Adidas is the second largest in the world for athletic apparel – Under Armour is growing