Drexel Family Association (DFA) Meeting Minutes
May 16, 2018

Attendees: Dr. MacKenzie Luke, Executive Director of Student Life; Ian Sladen, Vice President of Cooperative Education and Career Development; Lisa Daughen, DFA Chair; Karen Napolitano, Denise Armentani, Tracey Morgado, Gretchen Griesmer, Noreen McAneny, Kuzonza Barnes, Sue Peckman, Dr. Stephanie Robinson, Lesley Mazzilli, Patty Gallagher (by phone)

MacKenzie welcomed everyone and introduced Ian Sladen, Vice President, Cooperative Education and Career Development.

Ian has been with Drexel University for 19 years, starting off in the LeBow College of Business as the assistant dean of the undergraduate program, where he focused on increasing enrollment and improving student retention. He then served as the associate dean of the Close School of Entrepreneurship where he spearheaded the effort to achieve national ranking (now 25th in the country). He moved into his new role five months ago.

The Steinbright Career Development Center is made up of coop advisors (who also manage employer relationships), career services staff, and faculty dedicated to teaching the Coop 101 courses. The coop program at Drexel will be celebrating its 100th year in 2020. They are proud to have a 98% placement rate of students in coops.

In his new role, Ian is focused on bringing Steinbright to the next level in coop education:

- Looking forward to industry trends and making sure our coops are changing with those trends, “changing at the rate of industry.”
- Developing a better pipeline for students into companies that are household names, rebalancing their employer portfolio.
- Analyzing the data they collect from students and employers and farming that back to faculty to continuously redesign the curriculum. To achieve a market-driven curriculum, they really need to be doing this every six months.

Ian has the full support of Randy Deike, Senior Vice President of Enrollment Management. He has met with half of the deans so far and there are some “early adopters” that are already responding to the data provided.

Ian shared some general data for coops:

- There are 3 rounds of coop selections:
  - 45% are placed in round A
  - 40% are placed in round B (some new positions posted)
  - 13% are placed in round C
- Paid versus Unpaid coops:
  - 81% are paid
  - 19% unpaid, mostly in the humanities/social sciences, Westphal, Education, International students
- International Coops: 200 – 225 students a year. This is an area where Drexel wants to grow.
  They need monetary investment to make it worth a student’s while (versus taking a paid coop).

Lisa Daughen recognized retiring council members and thanked them for their service: Karen Napolitano and Sue Peckman.
Lisa requested feedback from the Admitted Students Day activities in April. Suggestions included:

- Making sure slide decks are reviewed and updated with correct/complete/consistent information each year, such as the mile radius to be released from your housing contract. Also, add that you need proof of insurance to opt out of university plan by a certain date.
- Some of the good selling points of coop education need to be mentioned, like you can take credits while on coop.

MacKenzie requested volunteers to work at graduation on Friday, June 15th. Dinner will be served and assignments given on-site. Please e-mail MacKenzie at mml94@drexel.edu if you can work. Volunteers are welcome to stay for the ceremony and speaker, M. Night Shyamalan.

Next Meeting: August 22nd @ 6:00pm