

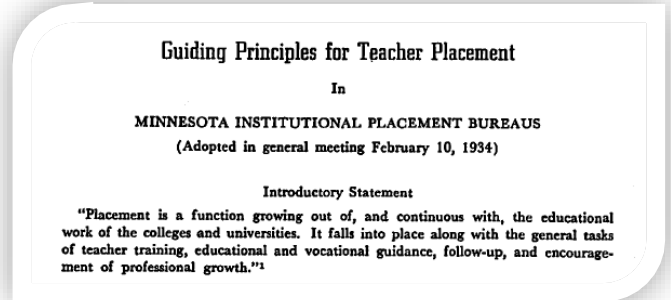


Minnesota College & University Career Services Association (MCUCSA)

History

Written by MCUCSA Archivist Pam Weller, Minnesota State University, Mankato Career Development Center Director in 2024

- The organization today known as MCUCSA was created in 1933 at the fall Minnesota Education Association meeting by the placement bureau directors of higher education institutions and the director of the State Teacher Employment Bureau. The organization was deemed the Minnesota Institutional Teacher Placement Association (MITPA). At that time, only colleges/universities in Minnesota that produced teacher candidates were allowed to be members of the organization.



- In 1971 MITPA began conducting a comprehensive annual “Minnesota Teacher Supply & Placement” survey of both school district hiring officials and higher education institutions. Survey results were compiled into a detailed report that was published and distributed to various stakeholders in Minnesota. This project continued to be a significant contribution of the organization for more than 20 years, ending in approximately 1995.



- From the inception of MITPA until the mid-1990’s, a primary function of career services departments was the processing of official, college/university sealed “credential files” for teacher candidates which were required for application to all teaching positions. Career/placement offices acted in an official capacity for the college/university by sending these files directly to K-12 hiring officials for each position an education candidate applied for. The files included student teacher evaluations, letters of recommendation, and official transcripts. This meant processing thousands of credential files annually, and for many career services units this was a significant income generator to support office operations. In approximately 1995, school districts began to accept “working credentials” provided directly by the candidate. In 1996, the organization formed a “credentials task force” to explore the issue and make recommendations for the future and in 1998-1999, colleges and universities began to eliminate credential files completely.
- For many years, the organization produced a shared annual Graduate & Professional School Days calendar/brochure that included dates and information on individual campus events that focused on obtaining education beyond the bachelor’s degree. This brochure was used as a promotional tool that was sent to graduate schools in Minnesota and beyond. In approximately 2003, the print brochure was discontinued, and for a period of time the information was provided on the organization’s website.
- The Minnesota Education Job Fair was initiated by the organization in 1987. The event was held at the St. Paul Civic Center for many years before transitioning to the Minneapolis Convention Center where it was held until 2022. The 2023 event was held at the University of Minnesota’s Huntington Bank Stadium and following the event MEJFA members voted to take a hiatus for 2024 due to consistently low student attendance. Noteworthy is the fact that Minnesota Education Job Fair proceeds contributed a significant level of funding to the organization’s programming costs and dollars to subsidize MCUCSA summer meeting attendance for participating members.



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- In 1990, the organization became more representative of general career planning and placement by extending membership to all four-year colleges and universities in Minnesota and was renamed the “Minnesota College & University Placement Association” (MCUPA).
- In 1990-1991, based on the advice of attorneys “because of the profit and liability from the Education Fair”, the organization (MCUPA) submitted Articles of Incorporation to the State of Minnesota to become a non-profit organization. The organization officially became incorporated with the State of Minnesota on June 24, 1991. In Article II of these Articles of Incorporation, the below was stated as the “purpose” of the organization. Note that while the language for this purpose has been revised slightly over time as a part of the organization’s Constitution, the concepts and much of the original language remain the same. As a frame of reference, this same section with revisions approved by membership in 2022 is included at the end of this document.*



The purpose of MCUPA shall be to enhance and promote the concept of career planning and placement as an integral part of the educational process and to undertake activities designed to assist employers of college graduates to meet their personnel needs. These activities shall include but not be limited to:

- *fostering cooperation among career planning and placement officials in the four-year colleges and universities of Minnesota.*
 - *encouraging research on topics relative to career choice, selection of personnel and career development of individuals interested in professional positions, supply and demand studies and other matters relevant to career planning and placement.*
 - *Developing and sharing information regarding the operation of career planning and placement offices in institutions preparing personnel for professional positions.*
 - *encouraging the use of placement offices by employing officials and candidates.*
 - *promoting high professional standards among persons and associations engaged in career planning, placement, recruitment, and the selection of staff.*
- In the spring of 1990, the organization voted to form an awards committee “to define exceptional service to the MCUPA organization and identify those people who should be honored”. MCUPA’s first set of awards were presented at the 1991 summer meeting.
 - As the operations of career services offices moved from a “placement” approach to a more intentional educational approach, the organization became the Minnesota College and University Career Services Association (MCUCSA) in 1999.
 - Prior to the availability of career management systems such as Handshake and Symplicity and after several years of discussion, the organization passed a motion in the late 1990’s to create three shared job vacancy websites called JobPost, EdPost, and InternPost. These sites were marketed heavily to employers in all fields to reach students and graduates at all MCUCSA colleges and universities through one posting rather than sending job vacancies to each campus individually. St. Cloud State University generously agreed to maintain the sites until 2005 when the MCUCSA LandIt! consortium job listing site was implemented as an alternative. The EdPost site continues to exist as an effort of St. Cloud State University in 2024 as a resource for school districts to post jobs to teacher candidates.





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- At the fall 2001 meeting, a motion was passed to split the current organization into two separate organizations, the Minnesota Education Job Fair (MEJFA) and the Minnesota College and University Career Services Organization (MCUCSA).
- Following about three years of discussion and planning, the MCUCSA website was launched in approximately 2000.
- The MCUCSA listserv began in approximately 2003 and was initially administered and maintained by St. Cloud State University. In 2013, the listserv transitioned to Google and is now maintained by the organization.
- The organization conducted its first consortium Government Job & Internship Fair in 2004.
- After significant discussion and debate, in 2005 the organization voted to establish an online consortium job listing site called LandIt. Considerable funding for the project was provided by the Minnesota Education Job Fair Association and a \$100 fee was paid annually by each MCUCSA campus. A part-time Consortium Coordinator was hired by the organization to run the site which launched in the summer of 2006. In 2007 nearly 2,500 employers and 7,500 students/alumni used the system. LandIt continued to function until 2014.
- Due to restrictions imposed by the COVID-19 pandemic, the fall 2020, spring 2021, summer 2021, fall 2021 and spring 2022 meetings were all held virtually using Zoom.



*2022 MCUCSA Constitution

Article IV PURPOSE

The purpose of MCUCSA shall be to enhance and promote the concept of career planning and employment services as an integral part of the higher educational process. To achieve this purpose, MCUCSA will:

- *Foster collaboration among career development professionals in the nonprofit, four-year colleges, and universities in Minnesota.*
- *Encourage research relative to career and professional development, benchmarking, and other matters relevant to career planning and employment services.*
- *Develop and share information and best practices of higher education career centers.*
- *Promote professional standards among career development professionals and offices.*
- *Promote efficiency, cost-effectiveness, and professionalism of higher education career centers.*
- *Provide opportunities for career development professionals to grow personally and professionally to prepare them for the future.*
- *Collaborate across educational systems to promote career-related opportunities to students and/or alumni.*