



G2U

GOVERNMENT-TO-UNIVERSITY NETWORK in Kansas City

Kansas City G2U Steering Committee Agenda

Thursday, December 8, 2022 – 3:00 – 4:30 p.m.

Zoom Meeting – Login Instructions Below

Times are tentative and subject to change

3:00 p.m.	Welcome and Introductions	Government Co-Chair Teri Casey Human Resources Director, City of Kansas City, MO University Co-Chair Carolyn McKnight Senior Director of Community Engagement and Business Development, University of Kansas
3:05 p.m.	Project Updates <ul style="list-style-type: none">Regional Career ExpoRegional Data AcademyJobs AggregatorLevelUpGov	Lauren Palmer, MARC Amanda Graor, MARC Paul Bushore, MARC Peter Morrissey, The Volcker Alliance
3:40 p.m.	Review of Talent Connections Grant Project Plan (Attachment 1 – Project Plan)	Lauren Palmer, MARC Work Group Members
4:20 p.m.	Next Steps for a G2U Regional Coalition Summit in 2023	Carolyn McKnight
4:30 p.m.	Adjourn	Teri Casey and Carolyn McKnight

Next Meeting – TBD – March/April 2023

ZOOM LOGIN INSTRUCTIONS

Address: <https://marc-kc.zoom.us/j/3511588112?pwd=a2ZGSW9OaIF6VW5EQjAvejhsS3JUQT09>

Meeting ID: 351-158-8112

Passcode: 779277

Audio:

- **Dial Toll-Free**
 - 877 853 5247 US Toll-free
 - 888 788 0099 US Toll-free
- **One tap mobile**
 - +18778535247,,3511588112#
 - +18887880099,,3511588112#

**Project Plan – G2U Talent Connections Grant
Kansas City G2U – December 2022**

PROJECT OVERVIEW

Kansas City G2U will create a toolkit to help public employers to better understand and succeed at on-campus talent recruitment. The audience includes college career services professionals and public sector human resources professionals and hiring managers (local, state, and federal government within the greater Kansas City region). Hiring managers include anyone with influence over hiring decisions, and they may not view themselves as recruiters or have recruiting skills.

The toolkit will be designed to juxtapose common misconceptions or missed opportunities for both government employers (i.e., how to successfully connect with college students) and career services professionals (i.e., how to help students connect with government careers and navigate public sector hiring). It will emphasize roles and contact information for key partners in both government and higher education. The toolkit will be an online resource layered with in-person and/or on-demand training and promotion. Topics may include and not be limited to:

- The basics of building an early talent pipeline (career exploration to internship to career)
- The ideal process for connecting employers with students
- Who and how to connect with government employers
- Who and how to connect with campus (faculty, social media, career services, etc.)
- Resources and connections (Handshake, Simplicity and other on-campus tools)
- Understanding the unique requirements of public sector recruiting (background checks, merit-based hiring, residency requirements, etc.)
- Winning with culture – promoting values of organizations that people want to join
- Profiles of regional colleges and the programs they offer

The work will be led by a task force of government and university partners that reports to the G2U Steering Committee. The task force will conduct personal outreach to engage participation from the region's post-secondary network of 17 institutions, with initial emphasis on G2U's partner colleges and universities:

- Haskell Indian Nations University
- Kansas State University – Olathe
- Metropolitan Community College*
- Park University
- Rockhurst University*
- University of Central Missouri*
- University of Kansas*
- University of Missouri - Columbia
- University of Missouri – Kansas City*
- Western Governors University

*Denotes current or prior engagement with the G2U Talent Connections grant task force.

OBJECTIVES

- Foster and strengthen relationships between public sector employers and career services professionals.
- Improve campus-based public sector recruitment in partnership with career services.

- Improve marketing and brand awareness for college students about public sector employment; embrace a public service brand that serves multiple employers.
- Increase the capacity of public sector employers to compete with the private sector in talent recruiting.
- Help government employers create more student-centric hiring processes that are responsive to how students approach their careers.
- Increase the understanding of career services professionals about public sector careers so they are knowledgeable to help students connect with government employers.
- Improve the pathways for students from underrepresented groups to enter careers in public service to increase diversity in the public sector.

ROLES AND RESPONSIBILITIES

Partner	Role
The Volcker Alliance	Connection to other Talent Connection Grant projects; technical assistance; pipeline to national G2U contacts and resources
MARC	Grant administration; project facilitation; staff support; research & analysis
G2U Talent Connections Grant Work Group	Project leadership and facilitation; data collection and content development; partner engagement and outreach
G2U Steering Committee	Strategic direction and oversight

SCHEDULE

See attached project Gantt chart

BUDGET

REVENUES	
G2U Talent Connection Grant	\$20,000
In-Kind (MARC and other partners)	\$10,000
Total	\$30,000
EXPENSES	
Personnel (MARC administration and public affairs)	\$18,500
Personnel (in-kind – partners and volunteer network)	\$10,000
Supplies and Meeting Expenses	\$1,500
Total	\$30,000

PARKING LOT IDEAS – The G2U Talent Connections grant task force and G2U Steering Committee expressed strong interest in these concepts that are beyond the scope of this project but warrant further exploration as G2U resources become available.

- Think about a cooperative purchasing contract for a designated recruiting services to specialize in government (or specific sectors) and provide on-call support with continuity of relationships.
- Develop a subscription-based service to give government employers access to career fairs and other recruiting events across multiple campuses.

Strengthen Relationships Between Government Employers and Higher Education Career Services Offices

Kansas City Government-2-University (G2U)

Project Start:

Display Week:

TASK	PROGRESS	START	END	Jan 16, 2023							Jan 23, 2023							Jan 30, 2023							Feb 6, 2023							Feb 13, 2023							Feb 20, 2023							Feb 27, 2023							Mar 6, 2023						
				M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Phase 1 - Engagement and Project Scoping																																																											
Conduct personal outreach to G2U partners to identify career services and government contacts for task force or engagement	0%	1/16/23	1/30/23	■							■																																																
Create and administer a survey for key contacts to diagnose problems in the status quo; review examples to design ideal survey	0%	1/30/23	2/14/23								■							■																																									
Conduct two focus groups with survey participants to gather additional input; review examples to facilitate ideal agendas	0%	2/15/23	3/8/23															■							■							■																											
Review input collected and outline the toolkit chapters and topics; capturing key questions - What would be modified? What tools we can develop?	0%	3/9/23	3/17/23																																				■							■													
Phase 2 - Data Collection & Content Development																																																											
Assign topics to task force small groups	0%	3/20/23	3/24/23																																																								
Develop an outline/rubric for site visits - organize site visits based on chapter topics	0%	3/27/23	4/3/23																																																								
Conduct 3-5 site visits at government employers to gather toolkit content - include student leaders	0%	4/3/23	4/28/23																																																								
Conduct 3-5 site visits at universities/colleges to gather toolkit content - include student leaders	0%	4/3/23	4/28/23																																																								
G2U Steering Committee Update	0%	4/27/23	5/3/23																																																								
Phase 3 - Writing and Design																																																											
Determine length and format of the toolkit		4/27/23	5/12/23																																																								
Task force small groups draft section content		5/12/23	6/9/23																																																								
Circulate draft section content to G2U partners for additional input		6/12/23	6/16/23																																																								
MARC Public Affairs creates an initial draft		6/16/23	7/7/23																																																								
Editing of toolkit with task force; prioritize rollout of sections		7/7/23	7/28/23																																																								
Phase 4- Marketing																																																											
G2U Steering Committee Update		7/24/22	7/28/22																																																								
Announce toolkit in G2U news		8/20/23	8/31/23																																																								
Embrace partner opportunities to socialize the toolkit or available sections (i.e. UMKC Early Talent Summit, career fairs)		7/20/23	9/30/23																																																								
Feature the toolkit in the program for the 2023 G2U Regional Coalition convening		9/1/23	9/30/23																																																								
Conduct a webinar for government employers based on toolkit themes		10/1/23	10/31/23																																																								
Conduct a webinar for career services offices based on toolkit themes		10/1/23	10/31/23																																																								