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Special Technology Spotlight

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SoACE Session Descriptions

Sunday, 12/10/2017

5:00 PM - 6:30 PM

Title: Best Practices with Your Job Database System

Topic: Technology

Geared Toward: Colleges and Employers

Description:

Are you curious about how to establish best practices with your current job database system? The Technology Knowledge Group invites members to learn about best practices and implementations with their current job database systems. Session participants will break off into specialized groups with representatives from Handshake, GradLeaders, 12Twenty, Purple Briefcase and Symplicity, as well as SoACE members who have established best practices using these platforms, and like-minded members seeking to learn more.

Learning Objective(s):

- Participants will learn about best practices and implementations with their job database systems
- Participants will have the opportunity to communicate with representatives from GradLeaders, 12Twenty, Purple Briefcase and Symplicity

Presenter(s):

- Sally Perez-Ramos, St. Edward's University/Technology Knowledge Group
- Peter Thorsett, University of South Florida
- Ashley Graham Phipps, Wake Forest University
- Laura Kalb, Trinity University
- Kim Muller, West Texas A&M University
- Sharon Herrera, Texas A&M University – Corpus Christi
- David Sargeant, Clemson University

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: Diversity at Work: Leveraging Alumni & Corporate Partnership for Professional Development

Topic: Diversity and Inclusion

Geared Toward: Colleges and Employers

Description:

The Center for Career Development at Davidson College, in partnership with Red Ventures, Wells Fargo Securities, and the EPG Group, hosted the Emerging Professionals Career Summit with nearly 100 of the nation's top African-American & Hispanic/Latino undergraduates. The weekend showcased the transformative power of the liberal arts in a changing professional landscape. Representing 35 colleges & universities, students engaged in professional development workshops, mock interviews, and industry panels with employer/alumni partners.

Learning Objective(s):

- Participants of this session will learn: cultural implications that affect the career development of underrepresented college students.
- Participants will learn: ways to effectively develop campus community, alumni, and employer partnerships to support diverse & inclusive programs and resources for students.
- Participants will learn: ideas for creative program implementation within their own campus community.

Presenter(s):

- Tiffany Tate, Davidson College

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: Employer development vs. employer relations? To be or not to be (or maybe it should read 'How can you be or not be,'). .
.that is the question!

Topic: Employer Relations

Geared Toward: Colleges

Description:

With career offices facing budget constraints and staffing resources, how can employer development be done while there are struggles to just manage existing employer relationships (their wants, needs and sometimes demands)? Get tips from a 21-year employer relations professional who has been a "one-woman shop" to now a member of an 8-member employer relations team. This will be an open forum and attendees are asked to bring at least one tip to share.

Learning Objective(s):

- To share how the move from a transactional approach to a partnership one has benefited employer development and retention while strengthening relations
- To provide outside the box ideas for enhancing employer development and improving employer relations
- To offer some easy to implement, standardized protocols for working with established relationships

Presenter(s):

- Dana Hutchens, Wake Forest University

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: Implementing a High-Touch Career Coaching Model

Topic: Administration Assessment and Data Analytics Career Advising/Counseling

Geared Toward: Colleges

Description:

In higher education, high-tech versus high-touch has emerged as a hot topic. Due to the need to balance such interactions, UWF's Career Services office inquired, "How can we leverage technology to increase face-to-face student interactions and ensure these interactions help students obtain gainful employment?" A formal follow-up procedure was established in 2015. Since then, appointments and reported student success stories have increased. This presentation explores the entire process from conception to assessment strategies/performance indicators.

Learning Objective(s):

- Attendees will be able to understand the steps necessary to implement a high-touch career coaching model.
- Attendees will be able to identify methods for assessing the effectiveness of a high-touch career coaching model.

Presenter(s):

- Sarah Fox, University of West Florida
- Timothy Moore, University of West Florida

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: HireACane Academy: Strengthening Campus, Employer, and Student Engagement

Topic: Employer & Employer Relations

Geared Toward: Colleges and Employers

Description:

The Toppel Career Center hosts an annual employer retreat, HireACane Academy, to strengthen campus, employer, and student engagement. Members of Toppel's Employer Engagement team will share program details and successes. Also a talent acquisition leader from MAXIMUS and past attendee will reveal how participation in the retreat allowed MAXIMUS to develop a strategic recruiting approach resulting in more student hires. Learn how to implement a similar program on your campus and strengthen partnerships across campus.

Learning Objective(s):

- Attendees will learn the key components to plan an employer retreat utilizing various stakeholders across your campus and community to provide professional development.
- Attendees will learn how to integrate faculty & students into the employer retreat in ways that deepen campus partnerships and provide insight into the student experience.

Presenter(s):

- Richard Combs, University of Miami - Toppel Career Center
- Kim Burr, University of Miami - Toppel Career Center
- David Ong, MAXIMUS

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: Advising: From Transactional to Transformational

Topic: Career Advising/Counseling

Geared Toward: Colleges

Description:

Learn how the career center partnered with the advising leadership at a large, public institution to transform the advising experience for students. As a result, advisors and career center staff collaborate to ensure that the model, which includes self-exploration, career-exploration and experience learning, is effectively delivered. Hear how the career center developed training modules to help equip advisors with the tools and knowledge necessary to infuse career advising into their practice.

Learning Objective(s):

- As a result of attending this session, participants will understand methods of collaboration between career centers and academic advising centers at their institutions to better serve students.
- As a result of attending this session, participants will learn a holistic model of academic advising that integrates self-exploration, career exploration, experience learning and engaged academic planning.

Presenter(s):

- Stephanie Kit, University of Tennessee Center for Career Development
- Missy Parker, University of Tennessee Arts and Sciences Advising Services
- Ruth Darling, University of Tennessee Academic Affairs

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: Considering Switching Systems? Evaluating, Implementing & Launching New Career Services Software

Topic: Technology

Geared Toward: Colleges

Description:

Is the prospect of switching career services platforms overwhelming? Acknowledging that no-one-system fits all, we'll share a framework to help institutions determine the best fit for their needs, culture and resources by walking through the phases of decision, evaluation, selection, implementation, operation and celebration. Topics include defining goals/outcomes, factors to consider, auditing current/desired functionality, resource allocation, managing partners, task tracking, communication/marketing and training. This presentation is "vendor neutral", and focuses on process/project and change management.

Learning Objective(s):

- Participants will learn about the many phases involved in making a career services platform system change: DECISION, EVALUATION, SELECTION, IMPLEMENTATION, OPERATION and CELEBRATION.
- Participants will walk away with examples of several tangible tools to be used in this process/project management such as committee structure, evaluation rubrics, task tracking mechanisms, etc.
- Participants will consider opportunities for leveraging a new system for deeper engagement and collaboration with campus partners.

Presenter(s):

- Vicki Hamby, University of South Carolina
- Erica Lake, University of South Carolina

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: The Ethics of Internships: Case Studies for Internship Coordinators

Topic: Experiential Education

Geared Toward: Colleges and Employers

Description:

Internship coordinators in higher education often face ethical dilemmas involving students, mentors, and/or internship sites. This session will provide an opportunity for internship professionals to discuss case studies in a collaborative environment, using past situations from Clemson's on campus internship program, attendee's experiences, and theoretical circumstances as examples. The session is ideal for internship coordinators and employers looking for an interactive session experience or other professionals seeking to learn about ethical dilemmas within internships.

Learning Objective(s):

- Analytical skills as related to the resolution of ethical issues and situations that may arise in college student internship experiences.

Presenter(s):

- Jenna Tucker, Clemson University

SoACE Session Descriptions

Monday, 12/11/2017

10:30 AM - 11:30 AM

Title: Applying the NACE Principles for Ethical Professional Practice

Topic: Administration, Assessment and Data Analytics, Career Advising/Counseling, Diversity and Inclusion, Employer, Employer Relations, Experiential Education, Technology, Two-Year Colleges

Geared Toward: Colleges and Employers

Description:

Join college and employer SoACE members for an engaging session that includes analysis of the revised NACE Principles for Ethical Professional Practice and opportunities for participants to share how they are applying the new ethical framework in developing related policies and protocols within their respective organizations. Learn how the revised Principles can inform your policy development and how others are managing issues and challenges, along with information about available resources.

Learning Objective(s):

- Participants will better understand the context and methodology of the Principles revision process.
- Participants will be better able to apply a new ethical framework in the development of policies and protocols for their respective organizations.
- Participants will be able to identify available resources supporting the revised Principles.

Presenter(s):

- Norma Guerra Gaier, Texas State University
- Sam Ratcliffe, Virginia Military Institute

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: The Few But Not Forgotten: Preparing the College Black Male for Career Readiness

Topic: Diversity and Inclusion

Geared Toward: Colleges

Description:

Although African-American males comprise of a small percentage of enrolled college students, their presence on every campus cannot be ignored - many of who are student athletes. In this session, we will engage each other on what it means to create a community where Black male students can thrive in their career journey. Learn best practices from colleagues regarding the need to engage and assist Black male students as they prepare for work experience.

Learning Objective(s):

- Create an environment that encourages Black male student to become more familiar with the tools and resources necessary to search for a job or internship.
- Support Black male in exploring the world of work through exposure to various initiatives and experiences.
- Learn the benefits of engaging Black male students in activities that empower them to create their own opportunities.

Presenter(s):

- Cheryl Hicks, Wake Forest University

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: Leading Without a Leader: Going Beyond Just "Holding Down the Fort"

Topic: Administration, Staff and professional development

Geared Toward: Colleges and Employers

Description:

We will explore how UCS at UNC-CH managed to thrive, despite being without a Director for over a year and a half. Rather than remaining static, the team rallied together and helped move the office forward by creating new policies, implementing staffing and platform changes, and increasing morale, all while serving more students than in previous years. So why, in the absence of a formal leader, do some offices thrive while others seem to struggle?

Learning Objective(s):

- Participants will learn how different campuses address director level searches
- Participants will learn effective ways to keep staff engaged while in the absence of a director
- Participants will learn best practices regarding managing up, making decisions, and increasing credibility when tasked with taking on director-level responsibilities.

Presenter(s):

- Sue Harbour, University of North Carolina at Chapel Hill
- Jeff Sackaroff, University of North Carolina at Chapel Hill

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: Transforming Recruitment: Developing Active Employer Relations and Recruitment Strategies

Topic: Employer Employer Relations

Geared Toward: Colleges and Employers

Description:

Employer Relations units cultivate meaningful relationships both in and outside institutions. Therefore, it is important to craft a strategic, year-long operations and success plan for both career centers and employers. This session is designed to educate both professionals and employers about designing a collaborative plan to maximize student and employer success and ultimately apply best practices for employer relations. Attendees will learn the strategies FSU implemented to successfully increase employer engagement on their campus.

Learning Objective(s):

- Learn the successes, challenges and tips in facilitating a successful year-long employer relations or recruitment plan.
- Process and apply key theory and practice for employer relations or recruiting.

Presenter(s):

- V'Rhaniku Haynes, Florida State University

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: Points for Good Behavior: How to Get Beneath Surface Level in Interviews

Topic: Employer

Geared Toward: Employers

Description:

Feel like you are just getting surface level, canned answers out of your behavioral interviews? What if there was a way to add some structure and creativity yet still get the insight from a behavioral interview? We will discuss how we have implemented a new behavioral case interview that digs into the candidate's passion, thought process, leadership skills, communication and much more all in an interactive, fun way!

Learning Objective(s):

- This session is to challenge employers to rethink the way behavioral interviews are conducted. The goal is to remove the canned answer responses that we are used to receiving and engage the candidate to think on their feet while still providing insight to the typical behavioral traits sought after in an interview.
- We will engage the audience to walk through the new behavioral case interview and stop along the way to talk through the purpose and value add of this structure.

Presenter(s):

- Carrie Gray, Red Ventures
- Jackie Fortune, Red Ventures

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: Career center leadership: Practical ideas and techniques for new (and not so new) directors

Topic: Administration

Geared Toward: Colleges

Description:

Moving into the role of a director is an exciting time, but it can also present significant challenges given the current spotlight on career services. Based on a 3-year tenure as director, the presenter will share a model to assess an organization's capacity for change, a new national resource on innovation and leadership, and several day-to-day practical techniques. Participants will also have an opportunity to share their own unique leadership challenges and brainstorm potential solutions.

Learning Objective(s):

- Session participants will be able to describe an organizational maturity model and how that can be applied to leadership challenges.
- Session participants will be able to identify a national leadership resource contributed to by thought leaders in the career arena
- Session participants will be able to describe several practical leadership techniques related to crafting a shared mission and vision, facilitating an "action meeting", using technology and data to maximize time, and collaborating with campus partners.

Presenter(s):

- Elizabeth Boggs, Stetson University

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: CLaSSSy - Career Labs for Second Semester Seniors

Topic: Career Advising/Counseling

Geared Toward: Colleges

Description:

Rice University piloted Career Labs for Second Semester Seniors (CLaSSSy) in the spring of 2017 as a way to address the anxiety and inertia some graduating students face about their job searches. Though all the content in the CLaSSSy workshops is also available in our traditional workshops, we structured CLaSSSy to be interactive, with hands-on labs where small groups of students are able to practice and prepare their job search strategies.

Learning Objective(s):

- Participants will learn about a program to support the job search efforts of second semester seniors.
- Participants will consider how to make workshops more interactive.

Presenter(s):

- Ann McAdam Griffin, Rice University

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: Developing a Bridge of Successful Strategies in Serving Non-Traditional/Adult Students and Alumni Populations

Topic: Career Advising/Counseling

Geared Toward: Colleges

Description:

When offering career counseling services, each student presents his or her own unique challenges; however, when working with non-traditional/adult students or alumni, many of those individuals share characteristics that lend themselves to taking a different approach than when counseling traditional undergraduate students. Come learn about strategies, techniques, and processes designed to allow career counseling staff to support and guide this population in a way that addresses their specific needs as non-traditional/adult students or alumni.

Learning Objective(s):

- To introduce participants to successful practices in career coaching targeted towards non-traditional/adult student and alumni populations
- To learn how to communicate and engage this specialized population in a more effective and compassionate manner
- To provide further understanding of the challenges faced by this specialized population

Presenter(s):

- Sally Perez-Ramos, St. Edward's University
- Ronnie Garcia, University of Texas - Rio Grande Valley
- Alex Smith, St. Edward's University

SoACE Session Descriptions

Monday, 12/11/2017

1:15 PM - 2:15 PM

Title: Co-op Student Mentoring and Organizational Commitment: Research in Progress

Topic: Experiential Education

Geared Toward: Colleges and Employers

Description:

This presentation will review practices gathered from scholarly research regarding the mentoring of co-op students. We will discuss both formal (pre-arranged) and informal (spontaneous) mentoring practices as well as the potential for these mentoring practices to influence student satisfaction and organizational commitment. While the focus of this study is on co-op students, much of the material presented here is useful for mentoring in any setting.

Learning Objective(s):

- Understand how co-op students experience mentoring during work terms.
- Analyze formal and informal mentoring with regard to organizational commitment and student satisfaction.

Presenter(s):

- Charlie Wilder, Mississippi State University

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Finding the Hidden Gem: A Collaborative Approach Between Career Services and Employers for Building a Talent Pipeline

Topic: Employer

Geared Toward: Colleges and Employers

Description:

Employers and career services professionals must come together to share knowledge, resources and experience to build an effective program of searching for new talent. This presentation will feature both a career services advisor and employer/recruiter as they discuss their collaborative approach to establishing an effective strategy for locating and hiring entry level candidates that "fit" both the employer's needs and the student's skills and strengths.

Learning Objective(s):

- Best practices for how employers and career services professionals should collaborate in designing step-by-step actions for building a job description to increase response rate of qualified students.
- Demonstrate techniques utilized by employers and career services professionals to yield a successful job search while creating a platform for increased campus visibility.
- Provide a check list of criteria for reviewing and vetting job postings to ensure the posting reflects a strategic approach for the search.

Presenter(s):

- Bruce Howard, Texas State University
- Glenn Errhalt, Randolph-Brooks Federal Credit Union

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Get Full and Be Fulfilled: A Food Truck Rodeo With A Career Twist

Topic: Administration Assessment and Data Analytics Career Advising/Counseling

Geared Toward: Colleges and Employers

Description:

In a time when it is increasingly difficult to capture students' attention, career professionals are challenged think differently about ways to stand out and engage, while also introducing them to the NACE Career Readiness competencies. UNC â€ˆ Chapel Hill created a Food Truck Rodeo to increase awareness of career services resources. This session will cover how the idea was developed, executed and marketed under an assessment plan that advanced the program in its second year.

Learning Objective(s):

- Participants will become familiar with how one university used an innovative approach to engage students in career development activities.
- Participants will learn how data was used to tell the story of an event and drive the program's evolution in future years
- Participants will be challenged to think creatively about the ways they engage with students on their own campuses.

Presenter(s):

- Mary Rosage, University of North Carolina - Chapel Hill
- Sheena Jacobs, UNC Chapel Hill
- Jonathan Adams, UNC Chapel Hill

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Champions and Challenges: Developing Employability Skills in Individuals with Ability Differences or on the Autism Spectrum

Topic: Career Advising/Counseling Diversity and Inclusion Employer

Geared Toward: Colleges and Employers

Description:

This session will provide career professionals and employers understanding of ways to support and integrate individuals with special needs (particularly those on the Autism Spectrum) into the workplace. For Career Services professionals, strategies for working with individuals with differences, supporting their career development, and ultimately, their needs in the workplace will all be discussed. For employers, ways of integrated individuals with differences into the work force will be presented and discussed.

Learning Objective(s):

- Participants will learn about specific challenges individuals with ability differences face
- Participants will learn benchmark strategies to assist these individuals in planning for careers
- Participants will learn some tools to assist these individuals in developing employability skills, including multiple on-line resources.

Presenter(s):

- Kate Robbins, Texas State University
- Mason Murphy, Texas State University

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Discussions from a 60-Plus School Competency Symposium

Topic: Institution-wide integration of career competencies

Geared Toward: Colleges

Description:

Competency development is an essential part of student success for life after graduation. On May 24-25, 2017, Clemson University and The University of Tampa co-hosted a "Strategies for Institutional-wide Competency Development" Symposium. 180 campus reps and employers from over 60 organizations attended to discuss how they are infusing intentional student learning mapped to competencies into the campus-wide curriculum and co-curriculum. This session is an open discussion for Symposium participants and non-participants to continue the conversation.

Learning Objective(s):

- Participants will be able to identify at what level their institution resides compared to other institutions as it related to competency integration on campus.
- Participants will have a better understanding of the methods and challenges being utilized to integrate competencies into campus-wide, curriculum and co-curriculum activities.
- Participants will develop a network with other professionals also pursuing competency integration on their campuses.

Presenter(s):

- Troy Nunamaker, Clemson University
- Kristin Walker, Clemson University
- Neil Burton, Clemson University
- Dave Sargent, Clemson University
- Tim Harding, University of Tampa

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Life After the Game: Reinventing the Student-Athlete Career Development Experience

Topic: Career Advising/Counseling

Geared Toward: Colleges

Description:

How do you reach student-athletes who aren't interested in "life after the game?" Why would coaches partner with the career development office? Do career development offices and athletic departments have shared interests? Learn how the OPCD collaborated with the Athletic Department resulted in recognition by the NCAA and ESPN. This robust collaboration now includes career development, faculty, coaches, athletic directors, and others. As a result of this partnership, nearly 100% of student-athletes have been reached.

Learning Objective(s):

- Describe the key elements of a successful collaboration between a career office and an athletic department.
- Determine which parts of your athletic department you can partner with and how to begin that relationship.

Presenter(s):

- Patrick Sullivan, Wake Forest University
- Heidi Robinson, Wake Forest University
- Ashley Wechter, Wake Forest University Athletic Department

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Implementing Webinars to Meet Career Development Needs of University Students

Topic: Assessment and Data Analytics Career Advising/Counseling Diversity and InclusionTechnology

Geared Toward: Colleges and Employers

Description:

Thinking about developing webinars to enhance the resources available to your students and alumni? Learn about the challenges, pitfalls, and triumphs of a successful webinar development program from the Texas Tech University Career Center. Gain specific information about the nuts and bolts of starting webinars, learn about targeted programming, and understand the opportunities that webinars present.

Learning Objective(s):

- Gain information about the nuts and bolts of how the TTU Career Center developed the webinars and uses the analytics provided by the webinar software
- Learn about programming geared to targeted audiences
- Acquire an understanding of challenges and successes in developing a new resource

Presenter(s):

- Donna Srader, Texas Tech University Career Center
- Ashley Penner, Texas Tech University Career Center
- Toni Krebbs, Texas Tech University Career Center

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Transition to Handshake: Lessons Learned

Topic: Administration Career Advising/CounselingEmployer Relations

Geared Toward: Colleges

Description:

The Florida State University Career Center is here to help you as you transition or decide whether to transition to Handshake. We will share lessons learned from our Spring-Summer 2017 transition—things we wish we would have known, opportunities, challenges, and tips and suggestions for those considering the transition or currently transitioning.

Learning Objective(s):

- By attending this presentation, you will be able to learn/evaluate the "do's and don'ts" of creating a Handshake transition task-force and establishing a transition plan .
- By attending this presentation, you will be able to learn/evaluate how to effectively communicate with your career center staff throughout the transition process.
- By attending this presentation, you will be able to learn/evaluate how to utilize Handshake to meet a holistic Career Services service model.

Presenter(s):

- Jami Lynn Cook, Florida State University
- Christine Martin, Florida State University

SoACE Session Descriptions

Tuesday, 12/12/2017

8:30 AM - 9:30 AM

Title: Internships: How Faculty Partnerships and a Centralized Model Support a Growing University Internship Program

Topic: Administration, Experiential Education

Geared Toward: Colleges

Description:

As the value of institutional internship programs continues to grow, it is imperative to establish a program strategy and implementation process that works for your students, employer partners, administration, faculty, and staff. Presenters will share best practices that have helped to accommodate and strengthen a growing internship program through faculty partnerships and a centralized university internship model.

Learning Objective(s):

- Attendees will be able to identify a minimum of 2 strategies to partner with faculty members to support your institution's experiential education goals
- Attendees will be able to identify a minimum of 2 strategies to transition your internship program from a decentralized model to a centralized internship program

Presenter(s):

- Mark Colvenbach, The University of Tampa
- Kelly Allgeier, The University of Tampa

SoACE Session Descriptions

Tuesday, 12/12/2017

9:30 AM - 10:30 AM

Title: Transitioning from Student to Professional: Helping Student Veterans Succeed

Topic: Career Advising/Counseling, Employer, Employer Relations

Geared Toward: Colleges and Employers

Description:

How can career advisors/counselors help translate military experience to better showcase students for success; and hear from an employer about why and how can employers best engage with student veterans as new potential employees? Come learn practical tools in order to better aid your veteran students in the transition from student to professional.

Learning Objective(s):

- Discuss how to integrate military hiring into a strategic hiring process
- Learn key points for recruiters and hiring managers to better understand military candidates and their skillsets
- Demonstrate how to guide student veterans through the process of career-discovery and also how to showcase their experiences; and demonstrate how to translate military experiences and skills within resumes / interviews

Presenter(s):

- Ross Wood, Texas State University/Career Services
- Kevin Owens, Verizon Wireless

SoACE Session Descriptions

Tuesday, 12/12/2017

9:30 AM - 10:30 AM

Title: Career development doesn't end at graduation.....How to start an alumni career services program

Topic: Career Advising/Counseling, Diversity and Inclusion, Employer Relations

Geared Toward: Colleges

Description:

Are you at the early stages of developing an alumni career services program at your school? Hear how the University of Tennessee Alumni Association began their program 5 years ago that serves over 370,000 alumni among their 4 campuses. Learn the key considerations in starting a program, how to involve stakeholders, where to begin, and what services to offer.

Learning Objective(s):

- Attendees will learn how UT created, executed, and continue to serve their alumni through a comprehensive alumni career services program.

Presenter(s):

- Andrew Hart, University of Tennessee

SoACE Session Descriptions

Tuesday, 12/12/2017

9:30 AM - 10:30 AM

Title: Smokey's Closet: An Innovative Approach to Assisting with Career-Readiness and Access for Students

Topic: Diversity and Inclusion

Geared Toward: Colleges

Description:

Smokey's Closet is an initiative coordinated by the UTK Center for Career Development and the Student Government Association. Smokey's Closet provides students with free professional clothes that can be worn to interviews, career fairs, and in professional work settings. This presentation will cover the planning and implementation of our professional clothing closet the past two years including utilizing corporate partnerships, creating experiential-learning opportunities for current and incoming students, and increasing access for disadvantaged student populations.

Learning Objective(s):

- Audience members will increase awareness of the disparities that exist for students from economically disadvantaged backgrounds and how professional clothing closets assist in addressing those students' needs.
- Audience members will identify the resources necessary to form a successful clothing closet.

Presenter(s):

- Bree Shepard, University of Tennessee
- Cole Burns, University of Tennessee

SoACE Session Descriptions

Tuesday, 12/12/2017

9:30 AM - 10:30 AM

Title: Getting Real: Creating Scalable Programs for Under-served Industry Groups

Topic: Administration, Career Advising/Counseling, Employer Relations, Experiential Education, Technology

Geared Toward: Colleges and Employers

Description:

Emerging trends in our field have been encouraging us to create experiences where students are learning by "doing." In this presentation, we will introduce the NACADA model used at Kansas State to evaluate campus climate, understand new campus-wide objectives, and create scalable career-focused events. Join us for an exciting conversation about what can happen when you leverage your organization's climate, get real about the capacity of your resources, and take the leap with new tech.

Learning Objective(s):

- Explore a framework for creating a scalable, community-focused, industry-specific career event.
- Learn about a new tech platform for program management.
- Understand emerging research associated with using co-curricular programs to develop transferable skills.

Presenter(s):

- Ashley Motley, Kansas State University Career Center
- Dana Nordyke, Kansas State University Career Center

SoACE Session Descriptions

Tuesday, 12/12/2017

9:30 AM - 10:30 AM

Title: Appreciative Education: Applying this Method in as a Recruiting tool for employers

Topic: Career Advising/Counseling, Employer, Employer Relations

Geared Toward: Colleges and Employers

Description:

Does every career fair feel the same? Do you want to improve the quality of your interactions on campus? Your role can be so much more than just working career fairs, interviewing, and providing information sessions. In this session, we will review the phases of appreciative education, providing tangible tips for you to use during your recruiting efforts to not only attract the best talent, but also to help retain them.

Learning Objective(s):

- Participants will examine the six phases of appreciative education.
- Participants will relate their work with students to each of the six phases.
- Participants will create at least one goal for the next six months to apply at least one phase of appreciative education.

Presenter(s):

- Katie Beach, Virginia Tech Career and Professional Development
- Claire Childress, Virginia Tech Career and Professional Development

SoACE Session Descriptions

Tuesday, 12/12/2017

9:30 AM - 10:30 AM

Title: Helicopter Parents: Effects on the Transition of Millennial Emerging Adults from College to Career

Topic: Career Advising/Counseling

Geared Toward: Colleges and Employers

Description:

Despite the popularity of issues regarding helicopter parents, limited research has been conducted concerning the effects of helicopter parents on the transition of millennial, emerging adults from college to career. This session will present the findings of a dissertation study examining the impact of strong parental attachment on students' development of NACE career competencies and progression in emerging adulthood. Attendees will discuss best practices for career services and employment regarding parental involvement and student development.

Learning Objective(s):

- Understand the transferable/soft skills development of millennial, emerging adults in relation to parental involvement.
- Understand the periods of emerging adulthood and the impact of parental involvement on the progression to adulthood.
- Determine best practices for handling parental involvement on campus and in the workplace to ensure student development for career readiness and job preparation.

Presenter(s):

- Lyn Riggsby-Gonzalez, Columbus State University

SoACE Session Descriptions

Tuesday, 12/12/2017

3:00 PM - 4:00 PM

Title: Best Practices for Helping Students and Alumni, with Criminal Records, in their Job Search and with Interviewing Skills

Topic: Career Advising/Counseling, Diversity and Inclusion

Geared Toward: Colleges

Description:

This session will review career counseling best practices in working with this unique population and how to best prepare them for obstacles in their job search and interviews and how to best navigate through those obstacles to obtain a successful result of gainful employment. This session will utilize lecture style presentation, group work via case study facilitation and a guided facilitated discussion with session attendees to better assess best-practices nation-wide.

Learning Objective(s):

- Participants will identify and create strategies to help individuals, with criminal records, find employment.

Presenter(s):

- Dionne Davila Granados, The University of Texas at San Antonio
- Veronica Rodriguez, University of Texas at San Antonio

SoACE Session Descriptions

Tuesday, 12/12/2017

3:00 PM - 4:00 PM

Title: Diversity & Inclusion: Programming for Students Recovering from Addiction or Who Identify as LGBTQ

Topic: Diversity and Inclusion

Geared Toward: Colleges and Employers

Description:

The goal of the workshop is to teach best practices in collaborating and programming with departments that serve students recovering from addiction or who identify as LGBTQ.

Learning Objective(s):

- Teach best practices in collaborating with departments that serve students recovering from addiction or who identify as LGBTQ
- Career Service professionals will be able to identify strategies to collaborate with diverse campus partners for future programming

Presenter(s):

- Donah Justice, University of Houston Career Services
- Tiffany Bitting, University of Houston Career Services

SoACE Session Descriptions

Tuesday, 12/12/2017

3:00 PM - 4:00 PM

Title: First and Second-Year Students: Building a Bridge to Early Career Engagement

Topic: Career Advising/Counseling

Geared Toward: Colleges

Description:

This session will utilize a panel of first and second-year career advisors from different institutions to discuss best practices that can be applied to increase the engagement of first and second-year students in career exploration and development in order to impact long-term student success. It will provide participants with tangible strategies that they can implement at their own institutions. Participants will be able to ask specific questions of panel members throughout the session.

Learning Objective(s):

- Identify the need for early student engagement with career services
- Determine best practices when engaging first and second-year students
- Develop strategies to implement early engagement programming and practices on their own campuses

Presenter(s):

- Paige Hellman, Texas A&M University
- Amy Thompson, Texas A&M University
- Kelly O'Shaughnessy, The College of William & Mary
- Brittney Jackson, Rhodes College
- Andrew Kohls, Kansas State University

SoACE Session Descriptions

Tuesday, 12/12/2017

3:00 PM - 4:00 PM

Title: Bridging transitions from exploration to graduation with career readiness and assessment in the classroom

Topic: Career Advising/Counseling, Course assessment

Geared Toward: Colleges

Description:

What happens when career competencies and assessment serve as a bridge for career exploration and implementation in the classroom? Learn how the UNC Chapel Hill's Career Services integrated the NACE Career Readiness Competencies and assessment with their two career professional development courses that assist students in the career exploration and planning processes, using Pinterest, blogging, Instagram, and StrengthsFinder. Participants will engage in a curriculum mapping activity to develop foundational assessment skills.

Learning Objective(s):

- Participants will be able to recognize how to incorporate career readiness into career exploration and career planning.
- Participants will be able to identify how to use assessment within a career related course.
- Participants will be able to prepare a curriculum map when developing career readiness content.

Presenter(s):

- Tamara Taylor, University of North Carolina at Chapel Hill
- Christy Dunston, University of North Carolina at Chapel Hill

SoACE Session Descriptions

Tuesday, 12/12/2017

3:00 PM - 4:00 PM

Title: Building Employment Brand for Entry-Level Talent Acquisition

Topic: Employer Employer Relations

Geared Toward: Employers

Description:

NACE paves the way in developing strategies and best practices that guide employers when recruiting college talent. To provide support and insight, this session will draw on employer recruiting benchmarks from more 700+ employers and student survey data on career-related expectations and preferences from more than 20,000 students. Presenters will address fast-paced changes in the talent acquisition landscape; building sustainable recruitment strategies for entry-level talent; and understanding what attracts entry-level talent to an employment brand.

Learning Objective(s):

- Understanding of candidate preferences and behaviors in the job search process
- Strategies for early talent identification attraction
- Awareness of strategic and practical ideas for building an employment brand

Presenter(s):

- Matthew Brink, National Association of Colleges and Employers
- Norma Guerra Gaier, Texas State University / NACE President Elect

SoACE Session Descriptions

Tuesday, 12/12/2017

3:00 PM - 4:00 PM

Title: The Gig Economy: What Is It and How Can We Prepare Students for Entrepreneurial Career Paths?

Topic: Career Advising/Counseling, Experiential Education

Geared Toward: Colleges

Description:

According to the #NACE 2021 Report, gig-based employment will be commonplace by 2021, and students must be prepared with the knowledge, skills and resilience to thrive in a gig-based job market. In this session, we will explore and define the career center's role in preparing students for the gig economy. You will leave with actionable strategies and resources you can use to help students pursuing creative and entrepreneurial careers achieve their goals.

Learning Objective(s):

- Gain an understanding of the gig economy based on current literature as well as interviews with entrepreneurial and creative professionals, defining the knowledge and skills students need to be successful in the gig economy.
- Discover best practices for coaching students pursuing creative and/or gig based professions.
- Learn about the planning and executing of innovative programming for students pursuing entrepreneurial and creative careers.

Presenter(s):

- Leslie Poynter, University of Tennessee- Knoxville
- Rachel Walden, Belmont University

SoACE Session Descriptions

Tuesday, 12/12/2017

3:00 PM - 4:00 PM

Title: Creating Tomorrow's Career Center Leaders

Topic: Administration, Career Advising/Counseling, Diversity and Inclusion, Employer Relations, Two-Year Colleges

Geared Toward: Colleges

Description:

Learn how the University of Georgia Career Center created and implemented a 3-year career consultant leadership program to recruit and transform entry-level new hires into career services leaders. This program includes professional and leadership development, skill development, and mentoring. Session attendees will learn about the history of the program, its current structure, and reflections nearly two years after implementation. Attendees will leave with ideas to create a similar program in their offices, given existing resources.

Learning Objective(s):

- Learn how the University of Georgia Career Center created and implemented a 3-year leadership and professional development program for new career center staff members.
- Identify opportunities to recruit and retain new career center staff members by creating a similar program, given current resources.
- Hear pros and cons about the program from current program participant and member of leadership team.

Presenter(s):

- Bethany Mills, University of Georgia
- Brittany Smith, University of Georgia Career Center

SoACE Session Descriptions

Wednesday, 12/13/2017

8:15 AM - 9:15 AM

Title: Connect, Collaborate, Create Change: Engaging Diverse Student Populations as Career Services Professionals

Topic: Diversity and Inclusion

Geared Toward: Colleges

Description:

As career service professionals, it is crucial to serve the needs of our diverse student populations to ensure their success. The UGA Career Center does so in three primary ways: collaborating with campus partners, providing programming that connects these students with employers, and creating resources to engage these populations. Come to this session to learn how we do this for first generation, Greek life, LGBTQ, multicultural, athletes, veterans and women students and students with disabilities.

Learning Objective(s):

- How to collaborate with campus partners to provide career support for diverse student populations
- How to effectively provide programming for diverse student populations as it related to their career
- Examples of resources and marketing materials that engage diverse student populations

Presenter(s):

- Samantha Meyer, UGA Career Center
- Shayna Smith, UGA Career Center

SoACE Session Descriptions

Wednesday, 12/13/2017

8:15 AM - 9:15 AM

Title: The ISS Model: A Collaborative Approach to Student Success

Topic: Career Advising/Counseling

Geared Toward: Colleges

Description:

An integrated approach to student services creates multiple checkpoints to ensure students are receiving the services and support necessary to be successful. This referral loop and three pronged support system consists of academic advisors, career coaches, and program champions. Through this alignment, strategic support planning and case management take place, ensuring consistent support from team members and service areas resulting in embedded accountability for the student and a supportive environment that promotes student success.

Learning Objective(s):

- Identify the need for student service entities to eliminate working in silos.
- Report the best practices of collaboration between academic advising, career services, and academic departments. The design, development, and implantation of the ISS model will be presented to participants.
- Evaluate student success outcomes through case studies and student input. Case studies and student success stories will highlight the impact of the ISS Model. Future assessment and evaluation plans will be introduced.

Presenter(s):

- Liesl Reiners Schutt, Auburn University, Office of Professional and Career Development, Harbert College of Business
- Erica Stallings, Florida State University, Career Center

SoACE Session Descriptions

Wednesday, 12/13/2017

8:15 AM - 9:15 AM

Title: Career Peer Panel: A look at how career centers leverage student talent to deliver services

Topic: Administration, Career Advising/Counseling

Geared Toward: Colleges

Description:

Career Peer programs have started to become an integral part of career centers everywhere. It's a viable solution to meet the increasing demands of career services today. Every career center leverages their student talent differently; Building their programs around budget, personnel, and departmental deliverables. If you are looking to start a Career Peer program or are interested in learning about others, come hear from UCF, FSU, USF and others within the SoACE community.

Learning Objective(s):

- Learn about various university career services' Career Peer program models within the SoACE community and identify a variety of ways to leverage student talent and recruit for a Career Peer program
- Recall responsibilities that are assigned to Career Peer students-employees/volunteers/ambassadors at varying institutions
- Distinguish potential benefits and obstacles that are associated with creating a Career Peer program and evaluate components of the presented content to consider campus adaptations, based on their career center's budget, personnel, and departmental delive

Presenter(s):

- Shauna Strickler, University of Central Florida
- Jennifer Utroska, University of South Florida
- Yisell Cirion, Florida International University

SoACE Session Descriptions

Wednesday, 12/13/2017

8:15 AM - 9:15 AM

Title: Connecting Career Readiness Across the Campus Using Badges

Topic: Experiential Education, Technology

Geared Toward: Colleges

Description:

We've all heard: "career readiness is everyone's responsibility!" But how do we get everyone on board? And when we do, how do we help students connect these programs to life after graduation? This session explores a career readiness badging program pilot implementation, using NACE's Career Readiness Competencies. We'll look at strategies for building relationships across campus, plans for supporting 47,000 students using existing and free technologies, and how we'll market it to students and employers.

Learning Objective(s):

- Participants will understand how to select and build key relationships across campus when implementing a career readiness badging program.
- Participants will understand how to use technologies to manage and scale a career readiness badging program.

Presenter(s):

- Peter Thorsett, University of South Florida
- Lynn Chisholm, University of South Florida

SoACE Session Descriptions

Wednesday, 12/13/2017

8:15 AM - 9:15 AM

Title: Pre-law Advising: How to Better Reach and Advise Pre-law Undergraduate Students

Topic: Career Advising/Counseling

Geared Toward: Colleges

Description:

With law school applications back on the rise nation-wide, pre-law advising for undergraduate students is more important than ever. Come learn about how the Career and Professional Development office at St. Edward's University built a pre-law advising program from the ground up, to better serve pre-law students. This presentation will cover the creation of the program, including obstacles faced, challenges overcome, successes, and shortcomings, as well as basic tenets of pre-law advising in general.

Learning Objective(s):

- To learn how to develop a program to provide objective, standardized information and guidance to pre-law students
- To gain insight into common issues/questions posed by pre-law undergraduate students

Presenter(s):

- Alex Smith, St. Edward's University