

Session Menu

Concurrent Session 1

Monday, December 3 | 10:30 AM – 11:30 AM

1. [#MomsToo: A Conversation about Choosing Motherhood While Pursuing a Student Affairs Career](#)
2. [Activating Opportunities for Rural Students and Employers](#)
3. [A Holistic Approach to Student Career Readiness](#)
4. [Hooked: Transforming employer engagement to effectively reach specialized populations](#)
5. [Engaging Military Students in a College Environment](#)
6. [“‘I’m just a plain old careers adviser”: The challenges of Professional Identity for Career Service Professionals”](#)
7. [We have to move? That's just peachy...Overcoming Obstacles When Making the Physical and Virtual Move](#)
8. [Tap Into Their Future: Innovative Career Programming For First Generational Graduates](#)

Concurrent Session 2

Monday, December 3 | 1:15 PM – 2:15 PM

1. [Applying the Cocurricular Career Connections Leadership Model \(C3\)](#)
2. [Collecting and Leveraging Data – From Staff Buy-in to Annual Reports, Television Screens and Everything in Between](#)
3. [Diversity Matters: Building Professional and Career Relationships](#)
4. [Gen Z Frenzy: Fostering Early Engagement In Career-Minded Activities for the Next Generation](#)
5. [Rainbow Road: LGBTQIA+ Student Success](#)
6. [Redesign, Reinvent...Revive...or Remove?](#)
7. [Value-based Recruitment – Are Employers and Students Searching for a Mutual Fit?](#)
8. [Time to Stop Wasting Time: A Guide to Managing Committee Work](#)

Concurrent Session 3

Tuesday, December 4 | 8:15 AM – 9:15 AM

1. [Women of Color Leading the Charge in Career Services](#)
2. [Discussions from a 90-Plus School Competency Symposium](#)
3. [Coaching International students through transitional times: A guide to advising international students and graduates](#)
4. [Transforming Skills Development with Micro-Credentials and Gaming](#)
5. ["Why are you so quiet?" Understanding how we see Introverts](#)
6. [Launching a Housing Initiative for Students](#)
7. [Unlocking LinkedIn's Hidden Power](#)

Concurrent Session 4

Tuesday, December 4 | 9:30 AM – 10:30 AM

1. [The Freshman Exchange Trip: Activating Early Career Exploration](#)
2. [Activating Federal Government Opportunities: Lead with the FIU Statewide Federal Government Conference Model](#)
3. [A Nudge in the Right Direction: Using short, targeted email "nudges" to prepare students for career fairs](#)
4. [Using Strengths to Design Hybrid Career Services](#)
5. [From the Front Line—Employers Hiring Priorities, Preferences, and Prereqs](#)
6. [I Am a Minority First-Generation College Student -- Where Do I Turn?](#)
7. [Building resource utilization, career communities and student engagement](#)
8. [Career Readiness Competencies: Practices of Excellence](#)

Concurrent Session 5

Tuesday, December 4 | 3:00 PM – 4:00 PM

1. [The Future of Career Fairs: Employer and University Perspectives](#)
2. [Out and Accessible: Self-Efficacy in Career Decisions for LGBTQ+ Populations and for Students with Disabilities](#)
3. [Faculty+Career Center Connections: Infusing Career Development in the Classroom](#)
4. [Transformative Appointments: Using the Stages of Change to Strategically Coach Clients and Students](#)
5. [Moving Past "Good Opportunities": Using data to help employers design recruiting strategies](#)
6. [Avoiding Burnout: Increasing Effectiveness of Established Programs & Services](#)
7. [You've got it up and running! Now what?](#)
8. [How to Double Your Student Survey Response Rate: Best Practices](#)

Concurrent Session 6

Wednesday, December 5 | 8:15 AM – 9:15 AM

1. [Transforming Early Career Engagement Through First and Second Year Student Programs](#)
2. [Spring Break 2018: The Career Trek Alternative](#)
3. [Building the Curricular to Co-Curricular Bridge: Career Development across the Institution](#)
4. [Professional Development: Creative and Engaging Programming for Liberal Arts & Science Students](#)
5. [Who needs who? Communicating the needs of employers to students and vice versa](#)

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: #MomsToo: A Conversation about Choosing Motherhood While Pursuing a Student Affairs Career

Topic(s): Administration, This proposal is about the career development and personal wellness of women working in career education. To that end, it could be seen as applicable for all knowledge group areas.

Geared Toward: Both Colleges and Employers

Description:

The reshaping of the feminist narrative over the last 5 years presents us with an opportunity to discuss how we define happiness and equity for ourselves as women in the profession of career education. Panelists will facilitate discussion and use interactive theater to discuss what has helped us to be present over perfect as we lead, advise, and parent while navigating unexpected birth stories, health challenges, and the curveballs of family life.

Learning Objective(s):

- Gain an understanding of resources and strategies that may be used to balance competing work and home life priorities.
- Discover community with other women, and allies, while discussing solutions in a supportive, safe dialogue.
- Understand how to continue to advocate for women, and specifically mothers, in the workplace.

Presenter(s):

- Ashley Motley, Kansas State University
- Courtney Edwards, LSU Olinde Career Center
- Shauna Strickler, University of Central Florida Career Services
- Erica Lake, USC Center for Corporate Engagement in the College of Hospitality, Retail and Sport Management
- Alicia Smyth, Career Services at Embry-Riddle Aeronautical University

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: Activating Opportunities for Rural Students and Employers

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

Geared Toward: Colleges

Description:

Recently, rurality has surfaced as an overlooked dimension of campus diversity, and career development offices should consider how their services impact rural students and employers. This session highlights research on rural students and communities, including unique perceptions/experiences that may surface during student interactions. We will also consider rural employers, who may struggle to engage meaningfully on our campuses. The session will combine lecture and interactive discussions as participants are asked to share their own experiences.

Learning Objective(s):

- Participants will gain an understanding of unique rural economic/community contexts that students carry to campus upon arrival (i.e. rural habitus).
- Participants will reflect upon and discuss how rural student attitudes/tensions/experiences present themselves during career advising appointments.
- Participants will consider ways in which career development interventions may be tailored to specifically address the needs of rural students on their campuses.

Presenter(s):

- Andrew Crain, The University of Georgia

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: A Holistic Approach to Student Career Readiness

Topic(s): Administration
Geared Toward: Colleges

Description:

Leveraging partnerships to maximize delivery of services is a hot topic in higher education. In August 2016, HCB launched the Center for Student Engagement and Success (SE&S) which brings five different areas under one umbrella: 1) Professional & Career Development 2) International Programs/Study Abroad 3) Professional Advising 4) Student Engagement and 5) Technology Enhanced Education. The presentation will examine how this holistic center, with help from campus-wide collaborations, enhances student career readiness.

Learning Objective(s):

- Participants will understand the theory behind and benefit of a holistic service model for student success and career readiness
- Participants will be able to identify partnerships that could be enhanced by structured and regular collaboration on their own campuses
- Participants will explore how to gain buy-in from internal and external units to increase collaboration and reduce "turf wars"

Presenter(s):

- Jeannine Berge, The University of Tennessee

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: Hooked: Transforming employer engagement to effectively reach specialized populations

Topic(s): Career Advising/Counseling, Employer Relations

Geared Toward: Both Colleges and Employers

Description:

Employers are hooked on recruiting at the Bauer College of Business. This session explores how the Rockwell Career Center, which supports one of the nation's most diverse business schools, partners with employers to establish a strong brand presence on campus while also creating intentional interactions for students. Through the words of our employers and students, we will share our initiatives used to transform engagement and how these can be replicated and applied on your campus.

Learning Objective(s):

- Attendees will be able to outline a plan to utilize employer engagement to foster experiential learning opportunities for specialized student populations
- Attendees will be able to devise how to leverage their student population to build employer relationships
- Attendees will be able to identify how to develop employer and student events to best meet the needs of their campus

Presenter(s):

- Zach Wortzel, Bauer College of Business, University of Houston
- Amanda Ware, Bauer College of Business, University of Houston

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: Engaging Military Students in a College Environment

Topic(s): Administration, Diversity and Inclusion, Employer Relations

Geared Toward: Both Colleges and Employers

Description:

Research indicates military students engaged in campus activities perform better in academic settings when support is provided (ASQ.org, 2014). In order to assist the success of graduate students, we developed a program by assessing military graduate students' needs, preparing career coaches, and garnered support through cross-departmental partnership for our military population. Participants will have the opportunity to exchange ideas and learn how to best engage with their military/veteran graduate students in their career development.

Learning Objective(s):

- Employer Relations – Participants will see the value of cross-departmental collaboration
- Diversity & inclusion – Participants will become more aware of the value of military experience to organizational success: commitment, leadership, discipline
- Administration – Participants will gain information to develop processes to create a viable program to support graduate veteran students.

Presenter(s):

- Simanto Khandaker, J. Mack Robinson College of Business, Georgia State University
- Marilyn Santiago, J. Mack Robinson College of Business, Georgia State University

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: ““I’m just a plain old careers adviser”: The challenges of Professional Identity for Career Service Professionals”

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

Do you wish more people understood better what you do? Does this sometimes leave you frustrated, or doubting yourself? If so, you are not alone! My doctorate investigated the professional identity of careers advisers in the UK and suggests that they are 'hidden experts', who can learn to position themselves for greater influence and impact. Join me to consider ways in which you could strengthen your identity and influence within your current role.

Learning Objective(s):

- The objective for this session is for professionals in Career Services to learn how they can describe, position and deliver their work to better demonstrate their expertise and increase their impact.
- To learn about the challenges and opportunities faced by Career Service professionals in the UK and identify common ground.

Presenter(s):

- Nalayini Thambar, University of Nottingham, UK

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: We have to move? That's just peachy...Overcoming Obstacles When Making the Physical and Virtual Move

Topic(s): Administration, Assessment and Data Analytics, Career Advising/Counseling, Diversity and Inclusion, Employer Relations, Technology

Geared Toward: Both Colleges and Employers

Description:

What happens when your institution says, "You're moving to a new location!" Fear sets in, you start sweating as you imagine leaving your comfort zone and journeying into the unknown. The Career Development Center at Flagler College was charged with this in addition to transitioning to a new CRM platform. We will take a look at marketing strategies to showcase physical and virtual moves and achieve a 50% increase in traffic.

Learning Objective(s):

- Participants will leave with a toolkit of ideas to implement if faced with the possibility of a physical/virtual move, considering new branding ideas, or looking to freshen up existing practices.
- Participants will dive into what worked and did not work and brainstorm in small groups successful strategies as takeaways.

Presenter(s):

- Tara Stevenson, Flagler College

Monday, 12/3/2018
10:30 AM - 11:30 AM

Title: Tap Into Their Future: Innovative Career Programming For First Generational Graduates

Topic(s): Administration, Career Advising/Counseling, Strategic Programming
Geared Toward: Both Colleges and Employers

Description:

First Generational Graduates crave innovative programming that accredits and affirms their talents and strengths all while demystifying psychological barriers that prevents them from believing in their full potential and achieving their highest career goals. This session will guide participants through three innovative career programs that will engage participants in hands-on interaction and step-by-step tips for creating programs that will empower first generational graduates.

Learning Objective(s):

- Innovative programming that cultivates First Generational Graduates to achieve their highest goals and dreams.
- Provide full insight into psychological barriers First Generational Graduates face and solutions to debunk their fears.

Presenter(s):

- Chandria Harris, Tennessee State University

SoACE Session Descriptions

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Applying the Cocurricular Career Connections Leadership Model (C3)

Topic(s): C3 Model

Geared Toward: Both Colleges and Employers

Description:

There is mounting evidence of the connection between participation in co-curricular experiences and the development of skills desired by employers. This session will discuss a new leadership model called the Cocurricular Career Connections Leadership Mode (C3) which describes how educators can design experiences which help students acquire and refine employability skills, and which can help groups resourcefully meet their shared goals. It also provides a linkage between leadership development in college and professional development throughout one's career.

Presenter(s):

- Adam Peck, Stephen F. Austin State University
- Michael Preston, Florida Consortium of Metropolitan Research Universities

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Collecting and Leveraging Data – From Staff Buy-in to Annual Reports, Television Screens and Everything in Between

Topic(s): Assessment and Data Analytics

Geared Toward: Colleges

Description:

Clemson will share its decade evolution from a basic assessment committee to having assessment responsibilities as part of someone's role and developing a data-minded center. Learn how they streamlined processes, leveraged existing systems, and increased staff confidence and competence to promote data informed decisions. Finally, get creative ways of sharing data with a variety of stakeholders. Presenters will allow time for attendees to share their creative ways too!

Learning Objective(s):

- Participants will be able to identify at least two creative ways to share data with a variety of stakeholders
- Participants will have a better understanding of how to create positive energy around assessment in their respective centers

Presenter(s):

- Kristin Walker, Clemson University
- David Sargent, Clemson University
- Kathy Horner, Clemson University

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Diversity Matters: Building Professional and Career Relationships

Topic(s): Diversity and Inclusion

Geared Toward: Both Colleges and Employers

Description:

Similar to other universities, Wake Forest University seeks to reach students and employers through creative pursuits. In January 2018, Wake Forest launched a new program, Diversity Matters: Building Professional and Career Relationships, to connect students from diverse and underrepresented populations (LGBTQ, students with disabilities, ethnic minorities, first generation students, and women) with organizations that have diversity hiring initiatives. One employer partner, EY, will share how they used the event to increase visibility among diverse populations.

Learning Objective(s):

- Participants will learn how to create a program that connects organizations seeking diverse applicants with students from a variety of backgrounds.
- Participants will learn about creative marketing techniques and pre-event student preparation; the planning, costs, and execution of the event; post student activities; and employer outcomes.
- Participants will learn how an innovative, relaxed environment led to organic networking between students and employers.

Presenter(s):

- Dana Hutchens, Wake Forest University
- Lori Sykes, Wake Forest University
- Cheryl Hicks, Wake Forest University
- Ryan Emerson, EY

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Gen Z Frenzy: Fostering Early Engagement In Career-Minded Activities for the Next Generation

Topic(s): Career Advising/Counseling, Experiential Education

Geared Toward: Colleges

Description:

Move over, Millennials! Gen Z'ers are entering college and they're ready to hit the ground running. This session will review four of the major themes that define this upcoming generation, and address specific topics related to: constructing a career-focused course curriculum that aligns with the needs and interests of the Gen Z population, providing ongoing practical experiences to bolster career readiness, and incentivizing sustained engagement throughout their undergraduate career.

Learning Objective(s):

- Participants will gain exposure to the overarching characteristics of Generation Z
- Participants will be able to identify strategies to engage first and second-year students in career-minded activities
- Participants will brainstorm ways to implement Gen Z-friendly career development opportunities inside and outside the classroom

Presenter(s):

- Tyler Wiersma, UNC Greensboro
- Danielle Golinski, Elon University

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Rainbow Road: LGBTQIA+ Student Success

Topic(s): Career Advising/Counseling, Diversity and Inclusion

Geared Toward: Colleges

Description:

Learn how to better assist our LGBTQIA+ student population. This session will assist you gaining knowledge of career coaching the LGBTQIA+ student population, online resources, and how to better our centers to assist these students. It is important to educate ourselves on the specific issues and questions that this student populations has regarding resume writing, interviewing, researching employers and navigating the job search process.

Learning Objective(s):

- Resume and interview tips for LGBTQIA+
- Researching employers (non-discrimination policies, state regulations, LGBTQ employer groups)
- Online resources for career coaching appointments
- Glossary of terms (PFLAG)

Presenter(s):

- Amira Sounny-Slitine, The University of Texas at Austin - Liberal Arts Career Services
- Caitlin von Liski, The University of Texas at Austin - Liberal Arts Career Services

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Redesign, Reinvent...Revive...or Remove?

Topic(s): Small Colleges and Universities

Geared Toward: Colleges

Description:

Same story, different campus: you've got limited staff and time. Is "program A" really yielding the results you want? Is "event B" well attended...or even pertinent to students anymore? Are info sessions working for your campus? Attend this breakout session to look at how one small campus approached "Redesign, Reinvent, Revive, or Remove". Get helpful strategies you can utilize to evaluate the effectiveness and efficiency of the programs and events offered on your campus.

Learning Objective(s):

- Participants will discover how one career center paired down their events and evaluated their collaborations for more effectiveness.
- Participants will explore ways to evaluate the effectiveness of the programs and events.
- Participants will brainstorm ways to reinvent current programs to reenergize their student population and fit student time constraints.

Presenter(s):

- Katie Ramirez, Trinity University
- LadyStacie Rimes-Boyd, Trinity University

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Value-based Recruitment – Are Employers and Students Searching for a Mutual Fit?

Topic(s): Career Advising/Counseling, Employer

Geared Toward: Both Colleges and Employers

Description:

For many students, a campus job fair is the primary introduction to potential employers offering a chance to speak with recruiters, drop off resumes, and pick up recruitment materials. We asked, "What employer messages do recruitment materials communicate and how are students' job pursuit intentions affected by these messages?" Join us to learn about value-based recruiting, students' job pursuit intentions, and on-going work studying employer messages in attracting candidates and educating students on value-based fit!

Learning Objective(s):

- Describe the concept of value-based recruiting
- Appraise employer messages within recruitment materials
- Develop methods to promote an employer-employee fit

Presenter(s):

- Renee Patchin, Texas Woman's University
- Vicki Mason, University of Providence

Monday, 12/3/2018

1:15 PM - 2:15 PM

Title: Time to Stop Wasting Time: A Guide to Managing Committee Work

Topic(s): Administration

Geared Toward: Both Colleges and Employers

Description:

According to the U.S. Bureau of Labor Statistics, unnecessary meetings cost businesses approximately \$37 billion each year. As expectations grow, higher education practitioners and corporate recruiters fall into these time-wasting pitfalls much too often. ECU Career Services recently took on several university wide projects that required planning, implementation and yes...meetings! With the help of a certified project manager, a framework for future programs was created.

Learning Objective(s):

- Attendees will be able to identify at least two strategies to effectively manage committees and large-scale projects.
- Attendees will be able to identify at least one project management technology to assist in committee management.
- Attendees will be able to identify at least one managerial behavior change when managing committees to decrease wasted time.

Presenter(s):

- Patrick Roberts, East Carolina University

Tuesday, 12/4/2018

8:15 AM - 9:15 AM

Title: Women of Color Leading the Charge in Career Services

Topic(s): Administration

Geared Toward: Colleges

Description:

What does it take for women of color to excel in the field of career services? Join us for an interactive conversation with key leaders who serve as Directors and Executive Directors at PWIs, HBCUs and MSIs. This panel of experts will discuss their career trajectories, the challenges they face, professional development opportunities that aided in their success, and how to become a career activist, taking charge of your own professional growth within the field.

Learning Objective(s):

- Participants will understand the leadership qualities and competencies required to serve in a top administrator role.
- Participants will be able to identify potential mentors to support their professional development.
- Participants will understand their role and responsibility in planning their individual professional development in the field of career services.

Presenter(s):

- Toni Avant, The University of Mississippi
- Melinda King, The University of Alabama
- Angela Williams, The University of Arkansas
- Shereada Harrell, Florida A&M University
- Ja'Net Glover, University of Florida
- Tiffany Johnson, Arkansas State University

Tuesday, 12/4/2018

8:15 AM - 9:15 AM

Title: Discussions from a 90-Plus School Competency Symposium

Topic(s): Career Readiness

Geared Toward: Colleges

Description:

Competency development is essential to student success for life after graduation. In May 2018, Clemson University, University of Tampa, Kansas State University, Washington University in St. Louis, and NACE co-hosted the second annual Competency Symposium. 220+ attendees discussed infusing competency development into the campus-wide curriculum and co-curriculum. Presenters will share data on accomplishments, roadblocks, and plans for the future. 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):

- Kristin Walker, Clemson University
- Tim Harding, University of Tampa
- Matthew Brink, National Association of Colleges and Employers

Tuesday, 12/4/2018

8:15 AM - 9:15 AM

Title: Coaching International students through transitional times: A guide to advising international students and graduates

Topic(s): Career Advising/Counseling, Employer Employer Relations

Geared Toward: Both Colleges and Employers

Description:

Our session will take a detailed look at how to properly advise international students on their professional opportunities both during school and after graduation. The session will be led by an experienced career services director and a leading immigration attorney who specializes in working with international students and recent graduates. We will delve deep into the F-1 and J-1 student visas to explain best practices for advising international students and potential employers.

Learning Objective(s):

- Understanding the basics of international student employment options, both during school and after graduation. Specifically, CPT, OPT, on-campus employment and J-1 Academic Training.
- Learning how to advise employers who have never hired an international student/graduate.
- Best practices on how to assist your international students on finding job opportunities and how it may differ from the advice you provide to domestic students.

Presenter(s):

- Liz Kazungu, Emory University
- Aaron Blumberg, Fragomen (law firm)

Tuesday, 12/4/2018

8:15 AM - 9:15 AM

Title: Transforming Skills Development with Micro-Credentials and Gaming

Topic(s): Technology

Geared Toward: Both Colleges and Employers

Description:

The McKinsey Global Institute estimates that 60% of current occupations are technically automatable to a large extent. Micro-credentials offer one path forward for career services offices to help our students navigate entry into a workforce where the jobs of today won't be the jobs of tomorrow. This hands-on session will guide participants through the use of badges, gamification, and other micro-credential techniques and technologies to build new, or modify existing, programs and services.

Learning Objective(s):

- Participants will be able to articulate the types of micro-credentials available and how to select them for their own programming efforts.
- Participants will learn how to build a micro-credential program using badging technologies.
- Participants will learn how to incorporate gamification techniques into their learning strategies to motivate and engage students.

Presenter(s):

- Peter Thorsett, University of South Florida

Tuesday, 12/4/2018

8:15 AM - 9:15 AM

Title: "Why are you so quiet?" Understanding how we see Introverts

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

As educators, we engage with all types of students. Students who appear to be "shy" or "disengaged" are oftentimes labeled as being introverted - but what does this really mean? This presentation will discuss what it means to identify as introverted vs. extroverted, more about the research behind it, and how we as educators and career counselors can best serve this population.

Learning Objective(s):

- Participants will learn tangible strategies to better assist introverted students in their career development and job search.
- Participants will leave with a better understanding of what it truly means to identify as an introverted personality type.

Presenter(s):

- Gianna Nicholas, The University of South Florida

Tuesday, 12/4/2018

8:15 AM - 9:15 AM

Title: Launching a Housing Initiative for Students

Topic(s): Career Advising/Counseling, Diversity and Inclusion

Geared Toward: Colleges

Description:

Students need experiences to be successful, but sometimes the cost of participating puts it out of their ability. This session will focus on how the AU Career Center implemented a housing initiative for students with financial need to live in Washington D.C., at almost no cost to the student. We will discuss successes and pitfalls of designing a housing program for students with access needs.

Learning Objective(s):

- Attendees will learn how to develop a basic framework for implementing a similar program at their institution
- Attendees will gain insight into potential challenges associated with launching a program centered around implementing a housing program

Presenter(s):

- Torey Palmer, Auburn University

Tuesday, 12/4/2018

8:15 AM - 9:15 AM

Title: Unlocking LinkedIn's Hidden Power

Topic(s): Career Advising/Counseling, Technology

Geared Toward: Both Colleges and Employers

Description:

This presentation provides often hidden insights into LinkedIn. Novice to expert LinkedIn users will find this presentation valuable and eye-opening. Topics covered include why LinkedIn is important, LinkedIn as a Research Tool, profile "All Star" / best practices, and branding / messaging. Roland combines over a decade of practical LinkedIn skills, two decades of professional marketing experience, and career readiness perspective into a presentation 99%+ of surveyed attendees would recommend to a peer.

Learning Objective(s):

- How to use LinkedIn as both a research and networking tool
- Learn Profile best practices
- How to build your brand

Presenter(s):

- Roland Block, Texas A&M University
- Abdullah Abdul Kader, Texas A&M University

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: The Freshman Exchange Trip: Activating Early Career Exploration

Topic(s): Career Advising/Counseling, Employer Relations, Experiential Education

Geared Toward: Both Colleges and Employers

Description:

This presentation will showcase how 2 universities and a Fortune 500 company are innovating career exploration for first year students. Efforts to expose students to employers are common, but the Freshman Exchange Trip is unique in its implementation of inter-institutional collaboration. Presenters will share the collaborative efforts that led to the Freshman Exchange Program between Texas A&M, UTSA and Valero and provide practical strategies that participants can implement at their own institutions or companies.

Learning Objective(s):

- Present a new type of experiential learning opportunity that can be adapted for any institution
- Educate attendees on the importance of institutional and employer collaboration
- Provide tangible strategies for participants to implement an exchange trip at their own institution or host one at their own company

Presenter(s):

- Amy Thompson, Texas A&M University
- Paige Hellman, Texas A&M University
- Mysti Frazier, University of Texas at San Antonio
- Isaac Saucedo, Valero Energy

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: Activating Federal Government Opportunities: Lead with the FIU Statewide Federal Government Conference Model

Topic(s): Career Advising/Counseling, Employer Relations

Geared Toward: Colleges

Description:

Florida International University shares its Statewide Federal Government Conference model for institutions that want to go beyond Career Fair to provide federal agency internships and job opportunities for students, alumni, and veterans. Join this session to learn how to transform federal government relationships, lead your student, alumni, and veterans to new opportunities, and activate your network. This one-day event provides attendees with a keynote speaker series, breakout sessions, and a resource fair.

Learning Objective(s):

- Participants will learn strategies for designing, implementing and assessing a successful program that attracts federal government agencies to recruit at their institution.
- Participants will gain knowledge about the history of the FIU Statewide Federal Government Conference program and the "buy-in" for stakeholders.
- Participants will create their own SMART goal as a result of attending the session to takeaway.

Presenter(s):

- Ivette Duarte, Florida International University, Career & Talent Development Dept.
- Nelly Leon, Florida International Univ., Career and Talent Development Dept.

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: A Nudge in the Right Direction: Using short, targeted email "nudges" to prepare students for career fairs

Topic(s): Assessment and Data Analytics, Career Advising/Counseling, Technology

Geared Toward: Colleges

Description:

Getting students ready for career fairs is tough, especially with all the demands on their attention. In January 2015, Georgia State University rolled out a series of short, email reminders designed to read at a glance on how to get ready for the Science and Technology Career and Internship Fair. By targeting the outreach and tracking open-rates, employers and students gave feedback of an improved fair experience.

Learning Objective(s):

- By the end of this workshop, participants will have learned about tailoring communication style and methods to student needs.
- By the end of this workshop, participants will have a better understanding of the application and use of email open-rate analytics.

Presenter(s):

- Caroline Anderson, Georgia State University

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: Using Strengths to Design Hybrid Career Services

Topic(s): Administration, Career Advising/Counseling, Employer Relations; The main focus will be on Administrative and Career Advising best practices with some application to Employer Relations from the college perspective.

Geared Toward: Colleges

Description:

Do Career Services at your institution function as a centralized, de-centralized, or hybrid model? This presentation and discussion will focus on design thinking strategies and strengths-based approaches that have been successful in hybrid models of career services at UNC-CH and USC. Each participant will reflect and connect with colleagues to evaluate the Strengths, Weaknesses, Opportunities and Threats to their offices, while working to find prototypes of solutions to the challenges they face.

Learning Objective(s):

- As a result of attending this presentation, participants will be able to: evaluate current strategic goals and services and identify at least 3 areas of strength and opportunities for growth.
- As a result of attending this presentation, participants will be able to: define design thinking and strengths-based approaches to career services.
- As a result of attending this presentation, participants will be able to: develop strategies to maximize career services impact on student engagement, faculty collaboration and employer relationships through centralized, hybrid or decentralized models of

Presenter(s):

- Chris Lewandowski, University of South Carolina
- Catherine Allen, University of North Carolina at Chapel Hill

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: From the Front Line—Employers Hiring Priorities, Preferences, and Prereqs

Topic(s): Career Advising/Counseling, Employer Relations

Geared Toward: Both Colleges and Employers

Description:

The staffing industry plays a vital role in the economy, creating workforce solutions for companies and jobs for workers. Hear from staffing professionals who work with companies first hand hearing their hiring priorities, preferences, and prerequisites. These experts ask the right questions to find out what the hiring managers really want and need. Colleges can help by learning more about the Staffing as a Career initiative which will be briefly highlighted in this interactive session.

Learning Objective(s):

- Communicate the value of the staffing, recruiting, and workforce solutions profession as an influential internship opportunity and career choice.
- Identify key skill sets for career-ready students who want to explore a potential career helping people across the country find employment.
- Understand and communicate the impact that the staffing, recruiting, and workforce solutions industry has on the economy

Presenter(s):

- Emily Lawson, American Staffing Association
- Amy Bollinger, AtWork Group
- Jason Leverant, AtWork Group

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: I Am a Minority First-Generation College Student -- Where Do I Turn?

Topic(s): Diversity and Inclusion

Geared Toward: Colleges

Description:

This session provides a look at the cross-section of first-generation minority students and the challenges faced by universities to provide services to support, graduate, and secure meaningful employment post-graduation. We will examine the role universities should play in supporting students of underrepresented groups within their institutions. Finally, we will explore plans of action to pragmatically and effectively impact the retention and career development of diverse populations at the university level.

Learning Objective(s):

- Challenge the customary thinking of our present models
- Formulate new supportive ideas suitable for your campus
- Identify best practices to support historically underrepresented groups

Presenter(s):

- Irene Hillman, The University of Tennessee at Chattanooga
- Sue Culpepper, The University of Tennessee at Chattanooga

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: Building resource utilization, career communities and student engagement

Topic(s): Technology

Geared Toward: Colleges

Description:

Our approach to supporting students through career services has driven utilization of resources and increased engagement. We've made it easier for students, and our whole community to find and access the wide variety of resources we have available. Our community approach to curating our content, makes it easy for students to find exactly what is most useful to them, based on either their area of career interest or type of program they are enrolled in.

Learning Objective(s):

- How can you remove barriers to access for your career services resources
- How do you increase utilization of career services resources
- How to create career communities to support your students

Presenter(s):

- Kim Austin, Mays Business School | Texas A&M University

Tuesday, 12/4/2018

9:30 AM - 10:30 AM

Title: Career Readiness Competencies: Practices of Excellence

Geared Toward: Colleges

Description:

Career readiness competencies are driving changes in curriculum development, assessment, experiential opportunities and employer expectations and requirements. This session will share specific examples of practices with implications for careers services professionals as well as engaging participants in roundtable dialogue regarding the barriers and opportunities for preparing for a future that demands attention to the competencies gap and implications for employability.

Learning Objectives:

- Develop an understanding of the competencies gap
- Acquire knowledge of competencies best practices
- Address challenges and opportunities for advancing competency initiatives
- Dialogue with other participants to share strategies which advance progress

Presenters:

- Norma Guerra Gaier, 2018-19 President NACE Board of Directors
- Marilyn Mackes, NACE Executive Director

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: The Future of Career Fairs: Employer and University Perspectives

Topic(s): Employer; Employer Relations

Geared Toward: **Both Colleges and Employers**

Description:

Join a moderated discussion to discuss the pros and cons of Career Fairs from both the employer and college/university professional perspective.

Learning Objective(s):

- Employers will be able to discuss the pros and cons of Career Fairs with college and university professionals.
- College and university professionals will be able to discuss the pros and cons of Career Fairs with employers.

Presenter(s):

- Wayne Hampton, The Walt Disney Company
- Kelly Lerch, Enterprise Holdings
- Marcus Everett, Enterprise Holdings
- Rod Hooker, GM Financial
- Shereada Harrell, Florida A&M University
- Mackenzie Hanes, Midway University
- Trish Welch, Austin Community College

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: Out and Accessible: Self-Efficacy in Career Decisions for LGBTQ+ Populations and for Students with Disabilities

Topic(s): Career Advising/Counseling, Diversity and Inclusion

Geared Toward: Both Colleges and Employers

Description:

Have you ever had a session with a student who was dealing with unique barriers to obtaining a work position? The University of Mississippi Career Center has launched a research study geared towards discovering the barriers that LGBTQ+ students and students with disabilities face and how to build their self-efficacy during career exploration. Join us for an inclusive discussion about the findings of our research and its effects on the above populations and career practice.

Learning Objective(s):

- Attendees will discover existing barriers that hinder self-efficacy in career decision-making for LGBTQ+ populations and individuals with disabilities.
- Participants will identify practices that best help LGBTQ+ populations and individuals with disabilities develop self-efficacy in their career decision-making

Presenter(s):

- Whitney Woods, University of Mississippi
- Destini Jones, University of Mississippi
- EJ Presley, University of Mississippi

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: Faculty+Career Center Connections: Infusing Career Development in the Classroom

Topic(s): Administration, Career Advising/Counseling, Experiential Education

Geared Toward: Colleges

Description:

Facilitating engaging career development conversations with students can be challenging for faculty who teach first-year seminars. In 2015, first-year seminar faculty at Valencia College specifically identified career development as an area in which they wanted more in-depth training. To meet that request, Career Center staff created a career development training program in multiple modalities to accommodate full-time, adjunct, and online faculty. Participants will learn strategies for designing, implementing and assessing a successful faculty training program.

Learning Objective(s):

- Participants will learn strategies for designing, implementing, and assessing a successful training program to teach first-year seminar faculty how to infuse career development in course curriculum and advising practices.

Presenter(s):

- Cindy Oakley, Valencia College

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: Transformative Appointments: Using the Stages of Change to Strategically Coach Clients and Students

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

Have you ever wondered what "meeting the client where they are" really means? It's time to break the code for career coaches of all experience levels and reveal the hidden print that will help us tailor interventions based on individuals' readiness for change. Using the Stages of Change, this workshop will provide each participant with resources and specific strategies to help them in their work and offer opportunities for participants to practice what they've learned.

Learning Objective(s):

- After attending this workshop, career specialists will discover the necessity of assessing students' readiness for change using the Stages of Change model
- Given the six stage model, career specialists will learn specific stage-based coaching strategies and tools to use within each stage
- To help clients and students excel in reaching their goals, career specialists will learn when action-oriented interventions will be most effective within the change process

Presenter(s):

- Maggie O'Brien, University of Georgia Career Center
- Kali DeWald, University of Georgia

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: Moving Past "Good Opportunities": Using data to help employers design recruiting strategies.

Topic(s): Administration, Assessment and Data Analytics, Employer Employer Relations, Technology
Geared Toward: **Both Colleges and Employers**

Description:

Are you an employer relations or recruiting professional struggling to keep up with year over year, double digit growth in college hiring (CERI, 2018)? If so, join us as we look at ways a large, public, metropolitan research institution is using data to help employers maximize their time on high impact recruiting practices. Participants will leave with a framework to identify meaningful recruiting benchmarks at their own institutions.

Learning Objective(s):

- Identify new ways to use data from their Career Management Platform to assist employers with recruitment planning.
- Learn how to design student events based on data insights.
- Adapt & apply components of a long-standing, large-scale employer development event (Employer Institute) to their institution's unique needs.

Presenter(s):

- Michael McCay, University of South Florida
- Devan Lane, University of South Florida

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: Avoiding Burnout: Increasing Effectiveness of Established Programs & Services

Topic(s): Small Colleges and Universities, Marketing, Event Planning

Geared Toward: Colleges

Description:

Being at a small college/university is a wonderfully challenging task. It's easy to be overwhelmed with "all the things" that career services needs to provide students (as compared to larger universities/career service centers) and the inevitable term "burn out" creeps into your vocabulary. This working session will give you a breath of fresh air to refocus, recharge, and give you the tools to increase effectiveness.

Learning Objective(s):

- Identify successful programs, collaborative efforts across campus, and "low-effort, high-yield" programming opportunities
- Utilize your university's strategic plan or hot-button topics to determine goals and projects
- Repackaging established programs to increase effectiveness

Presenter(s):

- Calli Payne, Rogers State University

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: You've got it up and running! Now what?

Topic(s): Technology

Geared Toward: Colleges

Description:

You've made it through year 1 with your new platform, but what is next to keep your career team up to date? During this workshop we will discuss ways to continue to educate your career team and build on your success with Handshake. What works? What doesn't? What next?

Learning Objective(s):

- Identify specific ways to assess usage of new software platform
- Understand the questions and challenges addressed by Wake Forest University while more fully utilizing the Handshake software platform in years 2 and 3.
- Write objectives for a training plan designed to increase usage and benefits of new software platform

Presenter(s):

- Ashley Graham Phipps, Wake Forest University
- Patrick Sullivan, Wake Forest University

Tuesday, 12/4/2018

3:00 PM - 4:00 PM

Title: How to Double Your Student Survey Response Rate: Best Practices

Topic(s): Administration

Geared Toward: Colleges

Description:

Brief Proposal for Conference Program: This session will explore the challenges of student engagement and low survey response rates, and how Robinson College of Business reorganized their approach to administrative and communication barriers, and survey value skepticism among students, faculty and staff to increase student survey engagement by 275%. Challenges and best practices of participants will be shared for possible application at their institutions.

Learning Objective(s):

- Participants will learn how to develop a sense of collaboration and shared responsibility in a college-wide approach to this important process by removing administrative and communication barriers, and survey value skepticism
- Challenges and best practices of participants will be shared for possible application at their institutions.

Presenter(s):

- Marilyn Santiago, J. Mack Robinson College of Business, Georgia State University
- Simanto Khandaker, J. Mack Robinson College of Business, Georgia State University,

Wednesday, 12/5/2018

8:15 AM - 9:15 AM

Title: Transforming Early Career Engagement Through First and Second Year Student Programs

Topic(s): Career Advising/Counseling, Experiential Education, Small Colleges and Universities

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
- Kali Dewald, University of Georgia
- Maggie O'Brien, University of Georgia

Wednesday, 12/5/2018

8:15 AM - 9:15 AM

Title: Spring Break 2018: The Career Trek Alternative

Topic(s): Career Advising/Counseling, Employer Employer Relations, Experiential Education, Small Colleges and Universities

Geared Toward: Both Colleges and Employers

Description:

Spring Break for students can be so much more than just a trip to the beach. During Virginia Tech's 2018 Spring Break, 15 engineering students spent their week on a career trek to six employers, learning about engineering opportunities, professional development, and service. Explore this collaborative initiative between Employer Relations and Student Development staff that came in well below budget, made an impact on student participants, and continued to build relationships with employers.

Learning Objective(s):

- Explore Virginia Tech Career and Professional Development's collaborative initiative between Employer Relations and Student Development staff to plan and schedule site visits with interested employers. Learn how to communicate with Employers to create a s
- Gain tips to develop a similar Alternative Spring Break model based on Virginia Tech's experience developing this type program. Understand budgeting, funding, reflection and assessment that were part of this initiative.
- Discover how students learned about professional development and Virginia Tech's commitment to service.

Presenter(s):

- Claire Childress, Virginia Tech Career and Professional Development
- Lisa Boothe, Virginia Tech Career and Professional Development

Wednesday, 12/5/2018

8:15 AM - 9:15 AM

Title: Building the Curricular to Co-Curricular Bridge: Career Development across the Institution

Topic(s): Administration, Small Colleges and Universities

Geared Toward: Colleges

Description:

In the new era of career competencies, career development departments are being tasked with expanding their reach in all areas of campus: curricular, co-curricular, and extra-curricular. In this presentation, Sarah Schanck (Director of Career Development) and Dr. Barbara Donovan (Professor of Political Science) will explain the evolution of career development at Wesleyan College, a small liberal arts institution. The presenters will share best practices for collaboration, strategic positioning of career development, and continued growth.

Learning Objective(s):

- Participants will understand the role of faculty and career development staff in positioning career competencies throughout the campus experience.
- Participants will gain best practices for career development in each of the following areas: curricular, co-curricular, and extra-curricular.

Presenter(s):

- Sarah Schanck, Wesleyan College
- Barbara Donovan, Wesleyan College

Wednesday, 12/5/2018

8:15 AM - 9:15 AM

Title: Professional Development: Creative and Engaging Programming for Liberal Arts & Science Students

Topic(s): Career Advising/Counseling, Event Programming

Geared Toward: Colleges

Description:

We will discuss the annual Liberal Arts and Science (LAS) summit hosted by the University Career Center, UNC Charlotte. The event started in 2017 and was designed as an opportunity to engage LAS students in career development. The event includes a keynote speaker, employer-led break out sessions on PD topics, a networking lunch and an alumni panel. During our session we will share tips on establishing your own professional development event for the LAS population.

Learning Objective(s):

- Know how to creatively and strategically market this type of an event to students
- Receive the appropriate tools to garner employer engagement for networking events and professional development sessions
- Gain strategies for sponsorship funding and know how to generate faculty buy-in for large scale programming

Presenter(s):

- Rachel Wages, UNC Charlotte
- Karen Arrington, UNC Charlotte

Wednesday, 12/5/2018

8:15 AM - 9:15 AM

Title: Who needs who? Communicating the needs of employers to students and vice versa

Topic(s): Career Advising/Counseling, Employer, Employer Relations

Geared Toward: Both Colleges and Employers

Description:

The University of Florida's Career Connections Center recognizes the need to increase internal communication to better serve as the connecting point between students and employers. By developing and integrating an internal, Center-wide framework, the Career Action Plan, we are working to facilitate quality connections between students and employers and welcome input from our fellow colleagues regarding how they are finding success in this area!

Learning Objective(s):

- By the end of this presentation, both employers and career services professionals will understand the value of cross-communicating the needs of employers and students to create quality connections.

Presenter(s):

- Erica Betz, University of Florida
- Allie Simon, University of Florida