



## TELLING YOUR FIRST DESTINATION NARRATIVE

January 26, 2017 :: 1:00 - 2:00 p.m. EST

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*Is your institution's impact story getting the mileage it should?*  
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### OVERVIEW

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Learn how you can use career outcomes and first destination data more effectively both internally and externally at your institution. Using the NACE standards, this webinar will help you gather and present data beyond salary and placement information to paint a clearer picture of the work that your career services office is doing on campus. Specifically we will focus on:

- Using creative methods for collecting first destination data
- Moving from data to a compelling impact narrative
- Sharing your story with internal and external stakeholders

During the training you will hear a case study from Colorado State University. CSU tells its first destination story in a clear and compelling way which has led to increased resources and visibility for its program.

### LEARNING OUTCOME

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After participating in this online training, you will be able to collect and communicate your “first destination” data to key stakeholders in a more compelling way.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/telling-your-first-destination-narrative](http://www.academicimpressions.com/webcast/telling-your-first-destination-narrative)



## WHO SHOULD ATTEND

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Higher ed professionals involved in career services and first destination data will benefit from attending this event. This may include individuals from:

- Career services
- Alumni relations
- Directors of internship programs
- Institutional research and planning
- Advisors

## CONTACT US FOR MORE INFORMATION

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Contact Elizabeth Hubbell, Program Manager at [elizabeth@academicimpressions.com](mailto:elizabeth@academicimpressions.com) or 720-988-1218 if you'd like additional information about the program.



## AGENDA

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Thursday, January 26, 2017 :: 1:00 - 2:00 p.m. EST

➔ **CSU's model for data collection**

- Using the NACE Comparative Data and Standards
- Developing a sound data collection process
- Gathering data beyond employer and salary

➔ **Keys to powerfully communicating your first destination data**

- Getting buy-in from the top
- Developing crucial partnerships on campuses offices
- Having systemic integration into your institution's traditions and publications
- Crafting your unique story
- Creating a multi-modal university campaign
- Unveiling the data to stakeholders

## INSTRUCTOR

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**Jeremy Podany, Executive Director of Corporate Services and Career Education, Colorado State University**

Jeremy provides strategic direction to all facets of student career training, employer engagement, and career events. He is also the director of Ascend, a new CSU office for business and organizational growth; is the inventor of Career Tools, a career resource platform that was launched in 2015; and is at fifteen university campuses.

Prior to coming to Colorado State in 2012, Jeremy spent eleven years in career services at Indiana University where he was the director of career services at the School of Informatics and Computing for six of those years. Jeremy is an innovator and leader by practice. He has visited with over 500 companies, has trained thousands of students for job search success, and is passionate about building partnerships with industry and alumni.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + Digital Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get this Webcast FREE with your AI Pro membership  <a href="#">Learn More</a>
\$525	\$350	\$350	FREE

### EARLY BIRD PRICING

Postmarked on or before January 19, 2017. After January 19, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_