



CONFERENCE

REVAMPING CAREER SERVICES: STRUCTURE, PROGRAMMING, PARTNERSHIPS

July 10 - 12, 2017

Phoenix, AZ



ACADEMIC
IMPRESSIONS



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Revamp your career services department in a way that impacts structure, programming, and partnerships.

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OVERVIEW

Learn about new and emerging career services models that can help you more intentionally integrate services with your students' experience. You will gain practical strategies for:

- Tailoring services to meet unique student needs
- Building internal and external partnerships that make an impact
- Designing student-centered and engaging programming
- Tying your career services goals to the model you use

"I can't recommend this conference highly enough. It was a great experience to hear not only from experts in the field, but also to brainstorm with colleagues from other institutions across North America, share experiences, and make connections..."

- Diane Twombly, Manager of Career Development, York University

PRE-CONFERENCE WORKSHOP: STRATEGIC PLANNING IN CAREER SERVICES

Take the time to perform critical strategic planning for career services that will help you identify steps to innovate and transition your services using a year-long, continuous improvement model.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/revamping-career-services-structure-programming-partnerships-july-2017



WHO SHOULD ATTEND

Student service leaders in higher education will benefit greatly from the discussion on better incorporating career services across the student lifecycle. We encourage you to bring a team that includes representatives from:

- Career Services
- Student Affairs Leadership
- Academic Advising
- Corporate Relations

When you register two people from your institution, a third can attend for 50% off!

LEARNING OUTCOME

After participating in this conference, you will have a working plan for revamping your career services department in a way that impacts structure, programming, and partnerships.

CONTACT US FOR MORE INFORMATION

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



AGENDA

DAY 1: MONDAY, JULY 10, 2017

Pre-Conference Workshop: Strategic Planning in Career Services

8:30 - 9:00 a.m.

Registration for Pre-Conference Workshop Attendees and Continental Breakfast (included in workshop registration fee)

9:00 a.m. - 12:00 p.m. (includes break)

Pre-Conference Workshop: Strategic Planning in Career Services

Our pre-conference workshop focuses specifically on strategic planning for career services and will help you identify steps to innovate and transition your services using a year-long, continuous improvement model. You will learn more about the following:

- Incorporating setting goals and measurable objectives
- Implementing an ongoing process review and goal/objective refinement
- Qualitative and quantitative assessment
- Updating your strategic plan each year and annual reporting

12:00 - 1:00 p.m.

Lunch for Pre-Conference Workshop Attendees (included in workshop registration fee)

12:30 - 1:00 p.m.

Conference Registration and Future Timeline

Stop by early to check in for the program and participate in a visioning exercise to help predict the future timeline of career services over the next ten to fifteen years.

1:00 - 1:30 p.m.

Introductions

1:30 - 2:45 p.m.

Restructuring Career Services

Reorganizing your career services office can be an effective way to more efficiently use resources, deliver information, and ultimately improve the quality of service to students. This session will provide an overview of decentralized, centralized, collaborative, and hybrid career services models and give you the opportunity to discuss considerations for your decision-making and implementation process.

2:45 - 3:45 p.m.

Connecting Your Career Services Model to Goals

Examine how the career services model you implement connects to the goals your office is aiming to achieve. Utilizing these examples, you will leave this session with a clearer path for revamping your career services model.

3:45 - 4:00 p.m.

Break

4:00 - 4:45 p.m.

Working Session

In this session, you will have the opportunity to start to develop a restructuring model for your campus and to think about connecting your new model to overall goals.

4:45 - 5:00 p.m.

Wrap-up

5:00 - 6:00 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY 2: TUESDAY, JULY 11, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:30 a.m.

Integrating Career Services Throughout the Student Lifecycle

This session focuses on the strategies you use to deliver your career services programming to students. We will discuss models that extend the career services curriculum into multi-year plans and develop career clustering touch points.

10:30 - 10:45 a.m.

Break

10:45 a.m. - 12:00 p.m.

Solving Scalability Challenges

The challenge of scaling your delivery model with limited resources requires creative solutions. This session will be centered around solving this challenge through innovative thinking and problem solving.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 1:45 p.m.

Working Time

In this session, you will have an opportunity to consider how you connect with students throughout the student lifecycle. You will also address scalability challenges that you foresee. Facilitators will be on hand to help.

1:45 - 3:00 p.m.

Partnering to Improve Outcomes

Career services offices that form strategic partnerships on and beyond campus can further student development and improve learning outcomes. You will leave this session with the strategies you need to engage partners to develop and execute essential career services tasks.

3:00 - 3:15 p.m.

Break

3:15 - 4:00 p.m.

Measuring Success

In this session, you will learn ways institutions measure the outcomes versus the outputs their career services departments and how they substantiate the success of their efforts.

4:00 - 4:30 p.m.

Working Time

In this session, you will have time to plan for revamping internal and external partnerships in your career services department. Facilitators will be on hand for consultation.



AGENDA

DAY 3: WEDNESDAY, JULY 12, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:15 a.m.

Rebranding the Department and Outcomes

Communicating the changes of your revamped program is essential for a successful launch. This session will discuss approaches to rebranding your career services department to effectively communicate the value to current, future, and past students.

10:15 - 10:30 a.m.

Break

10:30 - 11:00 a.m.

Final Working Session

In this final working session, you will identify essential first steps to acquiring funding, making key resourcing decisions, and gaining buy-in across campus.

11:00 a.m. - 12:00 p.m.

Paths to Implementation

In our final session, we will discuss the key steps for overcoming implementation hurdles.

12:00 - 12:15 p.m.

Wrap Up and Questions



INSTRUCTORS

Deb Chereck, President Emeritus of National Association of Colleges and Employers & Past Director, University of Oregon Career Center and Lundquist College of Business

Deb served in a variety of career services leadership roles at University of Oregon Career Center for over thirty years first as associate director of the centralized Career Center, then as director of Career Services at the Lundquist College of Business supporting MBAs and finally as director of the Career Center. In each of these roles she excelled at innovative program development, relationship management both on campus and with employers and teaching/counseling, always putting the needs of students first. She also led the inaugural strategic planning process for the division of student affairs as well as internally at the career center. Although formally retired, Deb has discovered that she is not very good at retirement and remains active in the field consulting with the UO graduate students in the applied sciences and leading review teams of career services operations for two major universities.

Deb has had the privilege of serving as president of the National Association of Colleges and Employers and the Western Association of Colleges and Employers where she grew as a leader, led many significant initiatives on behalf of the profession and developed friendships that will last a lifetime. She was inducted into the NACE Academy of Fellows in 2012 as well as receiving a Life Membership from her regional association (MPACE).

Branden Grimmatt, Associate Provost, Career and Professional Development, Loyola Marymount University

Branden joined Loyola Marymount University as associate provost in June 2015, where he leads the university's Career and Professional Development initiative. In this role he oversees the office responsible for successfully launching 8,000 undergraduate and graduate students into their professional careers. Over 95% of LMU graduates are employed, enrolled in graduate school, or pursuing post-graduate service or military within six months of graduation.

Before joining LMU, Branden held similar leadership roles in career services at St. Olaf College, Tufts University, and Harvard University. His work in the field of career services has been featured in USA Today, the Wall Street Journal, the Education Advisory Board, and the book *Will College Pay Off?* by Peter Cappelli of the Wharton School of Business.

Jon Schlesinger, Director of the Hiatt Career Center, Brandeis University

Jon is a frequent writer, presenter, and trainer on career development theory, data analytics, and learning outcome assessment in career services. He presents at national and state career associations, as well as invited trainings at college career centers. Additionally, Jon has recent articles in the NACE journal, as well as peer-reviewed publications. His passion is student career development and working with career center staff. Prior to joining Brandeis, Jon was the Assistant Director for Strategic Planning and Communication in Career Services at the University of Colorado, Boulder.



INSTRUCTORS

Beth Throne, J.D., Associate Vice President of Student and Post-Graduate Development and Adjunct Professor of Business, Franklin & Marshall College

In 2011, Beth returned to Franklin & Marshall College (F&M), her alma mater, charged with reenvisioning the way the college prepares students for life, and not just work, after college. This challenge resulted in the creation of F&M's Office of Student and Post-Graduate Development (OSPGD). Launched in 2012, OSPGD absorbed F&M's Career Services office, along with its Health, Legal and Engineering Professions Advising systems, created an Alumni Advising and Development division to support alumni well beyond graduation, and adopted the broader mission of preparing students and graduates for lives of meaning and success during and well after college. Beth currently leads OSPGD, which engages students beginning in their first year with programs on financial literacy, public speaking, and networking, and continues to support them through and beyond their time at F&M with career advisement and professional development no matter their industry of choice.

Prior to returning to F&M, Beth practiced law for several years with Fox Rothschild LLP, handling commercial, employment and construction litigation matters. Beth's legal career was preceded by a career with Randstad North America, an international personnel placement firm, where she worked her way up from the role of recruiter to the position of market recruiting manager. While at Randstad, Beth taught career-skills and job-training seminars for workforce development programs, created a training division that provided employment counseling to people looking to make career transitions, and trained the company's Pennsylvania staff on candidate recruitment, placement and retention practices.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none">Action plans and next steps to use upon returning to campusCarefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees
would recommend an AI
conference to a colleague

250+
and growing of AI member
institutions (AI Pro)

15,000+
higher ed professionals
served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

July 10 - 12, 2017 :: Phoenix, AZ

HOTEL:

Hyatt Regency Phoenix
122 N. Second Street
Phoenix, AZ 85004

To reserve your room, please call 602.252.1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$139 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of July 9, 10 and 11, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to June 19, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

Experience the tranquil beauty of the Southwest combined with the exhilarating energy of a vibrant cosmopolitan city at Hyatt Regency Phoenix. Situated in the center of downtown Phoenix, the hotel is adjacent to the Phoenix Convention Center and steps away from sports venues, dining and shopping.

TRANSPORTATION INFORMATION:

PHX Sky Harbor International Airport (PHX) is 6 miles/10 minutes from hotel

- Taxi is approximately \$18 each way
- Phoenix Light Rail is \$2 per person each way



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

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Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Pre-Conference Workshop	Conference only	Pre-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships
\$1,595	\$1,295	\$395	Learn More \$100 OFF

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EARLY BIRD PRICING

Postmarked on or before June 23, 2017. For registrations postmarked after June 23, 2017, an additional \$100 fee per registrant applies.

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[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.)

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back
of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

☐ My check is included and covers _____ registration(s) Check # _____☐ Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

☐ **DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.☐ **WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.☐ **DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.