



CONFERENCE

BOOTCAMP FOR NEW CAREER SERVICES PROFESSIONALS

November 7 - 8, 2017

Orlando, FL

A photograph of two women with long hair, one with brown hair and one with dark hair, both smiling and looking down at a laptop screen. The woman with brown hair is wearing a light blue patterned button-down shirt, and the woman with dark hair is wearing a dark top. The background is a blurred indoor setting.

ai ACADEMIC
IMPRESSIONS



Get a crash-course in the skills needed to be successful in career services.

OVERVIEW

Guide your own learning at this day-and-a-half bootcamp to focus on the most important aspects of your job. This training will begin by focusing on the current state of career services in higher education and the various organizational models used to accomplish the work. Once you have a foundation of current best practices in career services, you will have the opportunity to attend four out of five concurrent and focused sessions listed below. Leaders in career services charged with training new CS professionals will also have the opportunity to attend a “trainer-of-trainer” session.

After participating in this training you will have the foundational skills required for success in career services along with the knowledge for how to apply them to you work.

FIVE SKILLSETS NEEDED IN CAREER SERVICES



[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/bootcamp-new-career-services-professionals



WHO SHOULD ATTEND

This program is designed to improve the essential skills needed by career services professionals. As such, we recommend this training for those who are:

- New to career services (2 years or less)
- Considering a career in career services
- In need of ideas for their own CS training program
- Leading CS departments and want to develop their staff

LEARNING OUTCOME

After participating in this conference, you will learn the fundamental skill-sets required of a career services counselor and how to apply them to your practice.

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: TUESDAY, NOVEMBER 7, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 8:45 a.m.

Welcome and Introductions

In this opening session, you will introduce yourselves and begin to identify critical skills that new career services professionals need.

8:45 - 9:15 a.m.

The New Landscape of Career Services

This opening session will look at how career services has shifted dramatically in the past decade and how this impacts your work with students, faculty, and employers. No longer is this department simply tasked with helping students apply for jobs, but plays an integral role in development throughout the student lifecycle. This session will highlight how those shifts impact your role on an ongoing basis.

9:15 - 10:00 a.m.

Overview of Various Models

Different institutions are answering the need for the evolving role of career services by changing how they work with other entities on campus. In this session, you will hear these various models and the pros and cons of each. You will learn how different institutions determine their workflow, roles within the department, and how they connect with their stakeholders.

10:00 - 10:15 a.m.

Break

BREAKOUT SESSIONS

These four concurrent sessions will allow you to customize your learning experience. Each of these hour-and-a-half sessions will include working time so that you can apply what you are learning. You will also have time to come back together as a large group after session two to debrief and begin your self-assessment.

CHOICES

- Intensive on employer relations
- Intensive on branding and marketing your career services department, including articulating data to stakeholders
- Intensive on understanding legal issues
- Intensive on partnering with faculty
- Intensive on working with students
- Trainer-of-trainer (session 1 only; most appropriate for those in charge of training new CS professionals)

10:15 - 11:30 a.m.

Breakout Session #1

11:30 a.m. - 12:30 p.m.

Lunch (included in registration fee)

12:30 - 1:45 p.m.

Breakout Session #2

1:45 - 2:00 p.m.

Break



AGENDA

DAY 1: TUESDAY, NOVEMBER 7, 2017 (CONTINUED)

2:00 - 2:45 p.m.

Regroup and Debrief Session

In this session, you will reconvene as a group to debrief what you have learned so far. You will engage in a self-assessment activity to help you monitor your progress.

2:45 - 4:00 p.m.

Breakout Session #3

4:00 - 4:45 p.m.

Speaker Panel and Wrap-up

In this final session, you will debrief what you learned. You will have an opportunity to ask questions to the speaker panel.

4:45 - 5:45 p.m.

Networking Reception (included in registration fee)

DAY 2: TUESDAY, NOVEMBER 7, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:45 a.m.

Breakout Session #4

9:45 - 10:00 a.m.

Break

10:00 - 11:15 a.m.

Integration of Functional Areas

This final session will focus on the importance of integrating the various functional areas of career services. You will hear how other institutions organize and communicate between their various components to ensure smooth operations in the department.

11:15 - 11:45 a.m.

Working Session: Developing Your PD Plan

In this final working session, you will have an opportunity to revisit your self-assessment and to develop a professional development plan for the next year.

11:45 a.m. - 12:00 p.m.

Wrap-up



INSTRUCTORS

Amjad Ayoubi, Ph.D., Senior Associate Dean, Tulane University

Amjad Ayoubi oversees academic and career advising, success coaching, academic support services such as tutoring and supplemental instruction and academic services for student athletes. Amjad joined Tulane University after Hurricane Katrina; helped rebuild Career Services operations; and later helped reorganize, expand, and enhance academic advising. In 2012 Amjad and his staff initiated a new success coaching department modeled after a life coaching model. Amjad supports a team of dedicated staff who helped increase the retention rate at Tulane from 87% to 92% and the graduation rate from 78% to 83% in the past six years.

Amjad believes that integrating academic and career advising is critical to the overall success of students and the university. He also believes that building an ecosystem that contains integrated academic and career advising will help students connect their education to their future career goals and will help the university deliver services in a more coherent and intentional manner.

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.

Lisa Lovett, Assistant Director, Employer Development, University of Colorado at Boulder

Lisa has worked at the University of Colorado for almost eight years with a focus on employer relations and internship program development. Prior to working for the university, Lisa was a recruiter and internship program manager for multiple for-profit organizations. Her experience on the corporate side brings a unique perspective to university recruiting because she knows how to link employers' wants to student and alumni needs.

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.



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 campus Carefully-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

November 7 - 8, 2017 :: Orlando, FL

HOTEL:

Hyatt Regency Orlando
9801 International Drive
Orlando, FL 32819

To reserve your room, please call 407-284-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$195 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of November 6 and 7, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to October 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:

Hyatt Regency Orlando is just 15 minutes from Orlando International Airport (MCO)

TRANSPORTATION:

Mears shared shuttle service

- One Way- \$20
- Round Trip- \$36

Taxi: Estimated cost is \$35-\$45



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

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

Bring your team!

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

CONFERENCE
Bootcamp for New Career Services Professionals
\$1,195

EARLY BIRD PRICING

Postmarked on or before October 20, 2017. For registrations postmarked after October 20, 2017, an additional \$100 fee per registrant applies.

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



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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.

Empty space for dietary or accessibility 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.