

CAREER SERVICES AND ACADEMIC PARTNERSHIPS: INTEGRATING WORKFORCE SKILL DEVELOPMENT INTO THE CURRICULUM

February 25 - 26, 2019

Denver, CO



Adopt best practices to build stronger partnerships between your career services office and academic programs.

OVERVIEW

Career services is uniquely positioned to identify, build, and develop strategic and impactful partnerships with any number of stakeholders across campus. They can serve as a key catalyst for integrating internship programs, experiential learning, and career development into curricula. Career services can also help non-academic units professionalize their student employment programs that can springboard into career development. On top of that, they can connect with and serve an institution's main external stakeholders — alumni and employers — to ensure mentorship and employment opportunities that are of shared benefit on all sides.

Identifying, building, and developing these relationships and programs takes dedicated leadership, a flexible mindset, and innovative thinking in workflow. Our program will help leaders of career services programs rethink their role on campus and develop crucial partnerships to best serve students.

Join us for this day and a half workshop and work through five case studies of institutions that have successfully implemented academic and career services partnerships. You will learn about the barriers they encountered, how they've overcome these challenges, and what made them successful. You will also have time to work with peers and facilitators to adopt or adapt similar models for your unique institutional context.

WHO SHOULD ATTEND

Career services leaders who are looking to integrate with academic programs and partner with faculty will have the opportunity to examine other successful programs and initiatives. You will leave this event armed with best practices for how to identify, build, and develop these strategic partnerships on your own campus.

AGENDA

February 25, 2019

Registration and Continental Breakfast (included in registration fee)

8:00 - 8:30 a.m.

Welcome and Introductory Activity

8:30 - 9:00 a.m.

In this opening activity, you will have a chance to self-assess where are you on the spectrum of creating partnerships between Career Services and academics. You will discuss what has been your biggest challenge so far and will gain an understanding of where others are in this process.

The Future of Work and its Impact on How Universities Operate

9:00 - 10:15 a.m.

We will frame the conversation around why it is imperative to get academics involved in career development. Employers consistently find that students have difficulty articulating their skills and competencies. Universities often find it difficult to translate their curriculum into skills that will serve students upon graduation. This responsibility is too great to be borne solely by career services staff. This session will help you to better make the case for building key partnerships on campus.

Morning Break

10:15 - 10:30 a.m.

Creating Flexible Working Structures that Build Close Relationships with Faculty

10:30 - 11:30 a.m.

In this hour, you will learn how Kennesaw State's career services department works closely with faculty by building flexible working structures across two campuses. Together, they have built close working relationships so that there is a seamless transition between career skill development and content they are learning in classrooms.

Working Session: Building Relationships with Faculty

11:30 a.m. - 12:00 p.m.

In this working session, you will have an opportunity to consider how you might work with different entities in a variety of ways. You will consider the goals and needs of stakeholders and create ideas for partnerships which you will then have the opportunity to share with peers and facilitators for feedback.

Lunch (included in registration fee)

12:00 - 1:00 p.m.

Developing a Career Education Curriculum with Faculty

1:00 - 2:00 p.m.

Learn how the University of Nevada Reno has worked closely with faculty to create a career education curriculum that ties directly to the learning outcomes of the class. In many cases, faculty have not worked outside of academia for some time and may not be aware of emerging practices in searching, applying, interviewing, and working in today's environments. You will discover how UNR created a partnership with faculty in co-creating a career education curriculum.

AGENDA

February 25, 2019 (CONTINUED)

Afternoon Break

2:00 - 2:15 a.m.

Working Session: Creating a Career Education Curriculum

2:15 - 3:15 p.m.

This working time will allow you to look at sample syllabi and see where you could include career education topics. You will also have a chance to discuss and learn what similar practices are already happening on other campuses.

Creating Ecosystems through On-campus Internships

3:15 - 4:15 p.m.

In this final session of the day, you will learn how DePaul University has created career ecosystems beyond academics by creating on-campus internships. These types of internships are especially helpful for campuses that are not located near metropolitan areas or who serve students who may not have viable means of transportation and housing outside of the greater campus area.

Day 1 Wrap-Up

4:15 - 4:30 p.m.

Networking Reception

4:30 - 5:30 p.m.

February 26, 2019

Continental Breakfast (included in registration fee)

8:00 - 8:30 a.m.

Preparing Your Frontline Career Services Staff

8:30 - 9:30 a.m.

In this session, you will learn how the University of Arizona worked closely with their career services counselors to help them create key partnerships on campus. Moving career services from transactional to educational requires a mindset shift. Instead of simply helping students with career skills, these new models of working require counselors to become meaningful collaborators in supporting the academic mission of the university. Working with faculty and helping them to understand their role is critical to success. Our instructors will help you think about how to move your department further along this continuum.

Measuring Success

9:30 - 10:30 a.m.

As you implement your ideas, it will be critical for you to assess your progress as you go. Our instructors will help you to consider methods of assessing your effectiveness, to monitor growth, and to determine next steps.

Morning Break

10:30 - 10:45 a.m.

Final Working Session

10:45 – 11:30 a.m.

In this final working session, you will have an opportunity to identify next steps for when you return to your campus. Facilitators will be on hand to provide ideas and feedback.

Conference Wrap-Up and Evaluation

11:30 a.m. – 12:00 p.m.

INSTRUCTORS

Ana Baida

Executive Director, Department of Career Planning and Development, Kennesaw State University

Ana Baida, a native of Texas, began her career in Career Development in 2008. She began as an internship and co-op advisor in the College of Science and Mathematics at Kennesaw State University. It was in this position that she became passionate about building bridges between student and academic affairs. After just a year and a half, Ana was promoted to serve as the Assistant Director of what was then Career Services. In this position she broadened the scope of her work, and began to partner more closely with faculty all around the university. In 2014 she became the Interim Director of Career Services, and shortly thereafter was named the Executive Director of what she and her team rebranded as the Department of Career Planning and Development to better frame the work. Ana enjoys working at Kennesaw State because it is an innovative institution that provides opportunities to think strategically and holistically about best practices on an ongoing basis. Academic Affairs and Students Affairs areas intentionally collaborate, which provides the best possible experience for students.

Susan Brennan

Assistant Dean, Career Development Office, MIT Sloan School of Management

Susan is the inaugural Assistant Dean of the Career Development Office at MIT Sloan School of Management. In this newly created role, she provides strategic vision and management of the 23 staff member CDO serving students and alumni across MIT Sloan's diverse portfolio of graduate business programs. Before joining MIT Sloan, Susan was the Associate Vice President of University Career Services at Bentley University. Under Susan's leadership, Bentley was ranked the #1 Career Services and #1 Internship program in the country and awarded the 2018 National Association of Colleges and Employers (NACE) Career Excellence award. A recognized thought leader, Susan is a sought after expert to major media including Bloomberg Business Week, Wall Street Journal, and Chronicle of Higher Education, as well as a Board member of NACE and the New England Board of Higher Education (NEBHE) Commission on Employability. Prior to entering higher education, Susan was a management consultant focused on human capital strategies. She holds a BA from the University of Pennsylvania, an EdM from Harvard University, and an MBA from Babson College.

Mary T. Calhoon

Associate Director, Nevada Career Studio, University of Nevada Reno

Mary T. Calhoon is the Founding Associate Director of the Nevada Career Studio at the University of Nevada, Reno. Mary is the author of two 2018 articles published in the NACE Journal about the studio model for career services. She developed a course on peer career education for NACE. Mary has presented at NACE, MPACE, and NASPA Conferences to national and regional audiences about the Career Studio's innovative work, inspiring a growing consortium of schools experimenting with the studio model. Mary holds a Masters of Education in Teaching from the University of Hawaii at Manoa and a Bachelors of Arts in English and Women's and Gender Studies from Amherst College. Prior to the University of Nevada, she served as a high school English teacher in Wahiawa, Hawaii, and as a Teach For America corps member.

INSTRUCTORS

Annie Kurtin

Associate Director for Student Engagement and Career Development, Arizona State University

Annie Kurtin joined the Student Engagement & Career Development department at the University of Arizona in 2017. As Associate Director, Student Engagement, Annie oversees the 100% Engagement Initiative – a campus-wide program that creates and connects undergraduates with opportunities for experiential learning, both within and beyond the classroom. In addition to 100% Engagement, Annie works across campus with academic partners to develop innovative skill-building programs to provide students with both hands-on technical and soft-skills applications. Prior to joining this Student Affairs unit, Annie was a Lecturer in the School of Architecture at the University of Arizona where she coordinated and developed curriculum for the First-Year Design Studios. In addition to teaching design studio, Annie also taught History/Theory and Design Communications courses, and served on both the College and School curriculum committees.

Brenda J. Williams

Director of Career Experiences, Career Center, DePaul University

Brenda J. Williams is an experienced higher education administrator with over 16 years' experience designing and managing units & programs that support student success and retention. As the Director of Career Experiences at DePaul University, she has oversight of the teams that manage Student Employment, the EDGE program, Employer Engagement and the Alumni Sharing Knowledge Program. Her charge is to provide strategic oversight and leadership in the development of programming and partnerships that create opportunities for students to explore career options through on-campus and off-campus jobs, internships, job shadowing, mentoring and networking. In her former role as the Associate Director of EDGE and New Student Engagement, Brenda oversaw curriculum development, student placement and team leader training of a career and job skills development program for first year students – the EDGE (Education and Development Grant for Employability) Program. The EDGE Program was a 2016 recipient of NACE's Career Services Excellence Award. In her former role as the Associate Director of the Financial Fitness Program, Brenda was charged with developing and expanding a financial literacy program for DePaul students and alumni. As the manager of this program, Brenda designed 14 workshops, a comprehensive website and social media strategy, a peer educator component and written/online materials.

LOCATION

Denver, CO | February 25 - 26, 2019

Hotel:

JW Marriott Cherry Creek
150 Clayton Lane
Denver, CO 80206
303.316.2700

Room rate:

\$199 + tax

Room block dates:

The nights of February 24 & 25, 2019.

Room block cutoff date:

February 4, 2019.

Reserve Your Room: Please call 303.316.2700 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues