

CREATING A COMPREHENSIVE STUDENT ENGAGEMENT STRATEGY FOR CAREER SERVICES

December 3 - 5, 2019 | New Orleans, LA



**TOMORROW
STARTS NOW**



Get your students to utilize career services more frequently and meaningfully.

OVERVIEW

The biggest job of career services is to demonstrate the ROI of higher education to the student body. However, there are a number of reasons why it's increasingly difficult for career services to effectively educate students about the programs they offer, including: students' busy schedules, insecurities, or feelings of disenfranchisement or apathy, among other contributing factors.

Due to the absence of active engagement, there is often a lack of awareness of the depth and breadth of services career centers have to offer to ensure students are leaving the institution confident and prepared to enter the workforce. Without doubt, **connecting with students early and often** – ideally prior to orientation or during their freshman year – is the most impactful way to help them build their career portfolios during their entire student life.

Join us for a highly practical workshop to learn strategies and tactics for integrating the events and goals of career services into students' busy lives. With the help of our expert speaker panel, you will:

- Explore and map out your institution's current challenges
- Learn about creative outreach methods to spark student interest
- Discover ways to work with under-engaged student populations, such as student athletes, first-generation students, men of color, and transfer students
- Adopt strategies to bolster visibility and relevance of career services on campus

SITE VISIT

During this training, you will have the opportunity to virtually tour two innovative career services spaces, capture best practices, and strategize how you can adopt similar approaches at your own institution to establish a stimulating and accessible space.

PRACTICAL FORMAT

Rather than focusing on “big picture” issues, this workshop will address the key challenges directors and front-line advisors face on a daily basis. You will participate in interactive and practical exercises, such as creating outreach messages, considering programs for engagement, and developing a comprehensive plan to engage more students. You'll learn scalable strategies for all budget levels that you can start using as soon as you return to campus.

WHO SHOULD ATTEND

This program was designed for **directors of career services** and **front-line career advisors**.

BRING YOUR TEAM AND SAVE!

This unique event is a call to action for entire career services teams to attend as a group and get on the same page together.

Save over 15% when you register three or more colleagues.

AGENDA

DAY 1

Registration

12:30 – 1:00 p.m.

Welcome and Introductions

1:00 – 1:30 p.m.

Why Today's Students Require New Engagement Strategies

1:30 – 2:30 p.m.

In this opening hour, we will look at case studies and data that will help to explain why today's students may be reluctant to engage with career services. We will explore the motivations behind why students are not engaged, including reluctance, being overscheduled, insecurity, feeling disenfranchised or apathy, etc.

Break

2:30 – 2:45 p.m.

Connecting Early and Often

2:45 – 4:00 p.m.

The schools that are the most successful in professionally developing their students are those that engage students early and often. In this session, you will learn about three initiatives that Loyola Marymount University has successfully employed to better serve their students: industry-specific networking events, summer engagement, and off-campus career treks. You will learn about specific programs that LMU have established to connect with first- and second-year students.

Working Session: Connecting Engagement Ideas with Current Challenges

4:00 – 4:45 p.m.

In this first working session, you will have time to begin thinking about your students and how you might connect early and often with them.

Day 1 Close

4:45 – 5:00 p.m.

Networking Reception (included in registration fee)

5:00 – 6:00 p.m.

This informal reception is your chance to decompress, have a drink on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, which means you will have the opportunity to meet your peers and our speakers face-to-face.

AGENDA

DAY 2

Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

Thinking Beyond Email for Outreach Efforts

9:00 – 10:15 a.m.

One of the most common challenges reported by front-line career advisors is the unresponsiveness of students, especially to email. You'll hear how other institutions have successfully used social media and creative outreach efforts to engage students. We will also explore strategies for integrating events into students' busy schedules.

Break

10:15 – 10:30 a.m.

Training New Frontline Staff for Maximum Engagement and Impact

10:30 – 11:45 a.m.

Part of keeping students engaged is providing helpful career advice especially to those students who are struggling or who may be experiencing "imposter syndrome" or other insecurities. You will explore successful ways institutions train their staff so that they are successful in building solid connections with students.

Working Session: Thinking Strategically About Engaging Students

11:45 a.m. – 12:15 p.m.

In this working session, you will have an opportunity to consider strategies that you can adopt or adapt to engage students and bolster their success.

Lunch (included in registration fee)

12:15 – 1:15 p.m.

Engaging Specific Populations

1:15 – 2:30 p.m.

We will explore why students of different populations might not engage with career services or other support services. You'll hear of other institutions' promising strategies that you can adapt or adopt to your own needs. Populations may include: student athletes, first-generation students, men of color, and transfer students.

Working Session: Engaging Specific Populations

2:30 – 3:00 p.m.

You will have an opportunity to focus on a specific population of your choice for engaging in career services and to work with other attendees and facilitators to gather ideas for addressing challenges.

AGENDA

DAY 2 (CONTINUED)

Break

3:00 – 3:15 p.m.

Marketing Your Career Services Programs

3:15 – 4:30 p.m.

In this session, you will learn to use intentional branding and marketing efforts to effectively communicate the creative and effective work of your career services office. We will discuss how you can increase your office's visibility, relevance, and resources through effective branding and marketing.

Virtual Tour #1

4:30 – 5:00 p.m.

You will have an opportunity to virtually tour an innovative career services space.

DAY 3

Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

Assessing Your Impact

9:00 – 10:15 a.m.

Our final session will focus on how to track your progress and measure the impact of your efforts on student success and engagement. You will leave with ideas that you can implement immediately when you return to campus.

Break

10:15 – 10:30 a.m.

Virtual Tour #2 and Working Session

10:30 – 11:30 a.m.

We will begin with a virtual tour of an innovative career services space and then you'll have time to prioritize your action steps when you return to campus. Facilitators will be on hand for ideas and feedback.

Final Remarks, Questions, Evaluations

11:30 a.m. – 12:00 p.m.

INSTRUCTORS

Marques Clark

Special Programs Manager, Waubonsee Community College

Marques Clark is an educator and lover of anything pizza-related. He is the Program Manager of the Workforce Innovation Opportunity Act grant at Waubonsee College in Aurora, IL. After attending Northern Illinois University, and earning his Master of Science in Higher Education, Marques began conducting research on how pop culture can be used as a tool to educate, train, and engage students. In 2017, Marques launched ClarkHouse, a publishing company that combines pop culture and education to create career resources for young audiences. Marques' blog MOREPOPCULTURE is a platform that highlights useful tools and resources in pop culture and career development. Marques is currently working on his Doctorate in Counseling and Higher Education at Northern Illinois University. His mission is to empower students by providing them with the tools to market their strengths and experiences in order to achieve their unique career goals.

Tom Dowd

Executive Director of Career Services, Muhlenberg College

Tom Dowd joined Muhlenberg College in February of 2016 as executive director of Career Services. He is a career development educator and career coach with more than 12 years of experience creating and delivering career programs for diverse audiences in higher education, nonprofit, and corporate environments. Prior to Muhlenberg, Tom was the director of career & professional development at Lehigh University. He received his undergraduate degree from Dickinson College and his master's degree in instructional design & technology from Lehigh University. Tom also has done additional coursework in organizational development at Temple University.

INSTRUCTORS

Branden Grimmett

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; 99% of LMU graduates are employed, enrolled in graduate school, or pursuing post-graduate service within six months of graduation.

A frequent conference presenter and speaker, Branden specializes in student return on investment, the rebranding of career services and measuring and reporting post-graduate outcomes. His work in the field of career services has been featured in *The New York Times*, *USA Today*, *The Wall Street Journal*, *American Public Media's Marketplace*, *EAB*, *The Lawlor Review*, *The Hechinger Report*, the *Career Leadership Collective* and the book *Will College Pay Off?* by Peter Cappelli of the Wharton School of Business.

Before joining LMU, Branden served as the founding director of the Piper Center for Vocation and Career at St. Olaf College, charged by the president to transform the center into an innovative, results-oriented career center. Prior to St. Olaf, Branden served as associate director of career services at the Fletcher School of Law and Diplomacy at Tufts University. Branden has also held positions at Harvard University, Brill Neumann Associates, the U.S. Department of Health and Human Services Office of Civil Rights, the U.S. Commission on International Religious Freedom and WorldTeach.

Branden is an Ed.D. candidate in higher education at the University of Southern California, earned his M.T.S. from Harvard University in theological studies and holds a B.A. in music and religion from St. Olaf College. He is a member of NACE (National Association of Colleges and Employers), MPACE (Mountain Pacific Association of Colleges and Employers), the National Career Services Benchmarking Group, CLASIC (Consortium of Liberal Arts Schools and Independent Colleges) and the Jesuit Career Consortium. He is an elected board member of Lutheran Volunteer Corps, a frequent contributor to the Career Leadership Collective and a regular instructor for Academic Impressions and the Career Services Institute West.

INSTRUCTORS

Liz Zavala Ph.D.,

Director, Career Center, Cal State Fullerton

Elizabeth Zavala-Acevez, Ph.D. is an experienced career services professional with over 15 years of experience working within Higher Education. As the Director of the Career Center at California State University, Fullerton she provides strategic direction to all facets of the Career Center, is involved with several programming efforts that pertain to CSUF's retention cluster, and serves as the lead on career readiness within the university's Student Success Team structural framework. As a career services professional she has been actively involved in the Mountain Pacific Association of Colleges and Employers (MPACE), and previously served as a Board Member for the association, co-chaired the 2015 annual MPACE professional conference, and was awarded the NACE Management Leadership Institute Scholarship by MPACE in 2013.

Elizabeth's involvements also include being an active member of the National Association of Colleges and Employers (NACE) and has been selected and attended both the NACE Leadership Advancement Program and the Management Leadership Institute. Additional professional memberships and involvements include the National Career Development, Association and the National Association of Student Personnel Administrators (NASPA). As a professional in higher education, she was also awarded the NASPA Region VI Mid-Level Student Affairs Professional Award in 2015. She has a B.S. in Human Services from CSUF (2002), an M.S. in Counseling with a Concentration in College Counseling from the University of La Verne (2005), and a Ph.D. in Education with an emphasis in Higher Education and Student Affairs from Claremont Graduate University (2014).

ACADEMIC IMPRESSIONS STAFF

Elizabeth Ross Hubbell

Senior Program Manager, Academic Impressions

Elizabeth Ross Hubbell is an educator, author, and speaker with more than 20 years' experience across many levels of education. She serves as Program Manager for Student Affairs where she conducts market research on current trends and issues impacting Higher Education, collaborates with subject matter experts, and designs professional learning experiences. Her primary topics of interest include women in higher ed leadership and new innovations in advising and career services. Prior to joining Academic Impressions, Elizabeth served as a K12 consultant, focusing on instructional strategies and technologies. She has presented at ASCD, ISTE, Colorado TIE, Learning Forward, SREB, NSBA's T+L, and EARCOS conferences. Elizabeth is a former Montessori teacher.

LOCATION

December 3 - 5, 2019 | New Orleans, LA

Hotel:

Hyatt Regency New Orleans

601 Loyola Avenue

New Orleans, LA 70113

504.561.1234

Room rate:

\$169 + tax

Room block dates:

The nights of December 2, 3 and 4, 2019.

Room block cutoff date:

November 11, 2019.

Reserve Your Room: Please call 504.561.1234 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