

# ELEVATING YOUR EMPLOYER RELATIONS STRATEGY

January 27 - 28, 2020 | San Antonio, TX



## ***Employer relations is a rapidly evolving area in career services. Do you have what it takes to build and champion a successful strategy for your department?***

### OVERVIEW

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Current market forces in higher ed are compelling employer relations professionals to think differently and more strategically about their work. These forces include increasing costs, the growing pressure on graduation rates, the ever-evolving world of work, and the need for new and distinct skills among college graduates.

Join us at this unique and highly practical training to take a comprehensive look at your current practices through the lenses of data, events, and technology. You'll learn ways to infuse your employer relations strategy with industry best practices and to enhance your department's operations to meet the needs of today's students and employers. Through a blend of small-group plenary sessions and working time, you will learn:

- Current and emerging trends affecting employer relations today
- What datapoints you need to create a model that will help focus and prioritize your employer relations efforts
- How to accommodate and adapt to the latest technological innovations implemented by employers
- New and innovative ways you can enhance student experience through an intentional event strategy
- Best-practices for measuring success and telling the story of your department to stakeholders

Throughout this intimate event, you will have the chance to meet and build connections with a network of peers who are engaged in your area of work. You'll leave this program with concrete next steps for taking your employer relations strategy to the next level.

### OPTIONAL PRE-CONFERENCE WORKSHOP: BUILDING YOUR SKILLS FOR EMPLOYER RELATIONS

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This workshop is intentionally structured for professionals newly entering the employer relations space. To help you set a strong foundation for your new campus role and prepare you for the conference, you will learn:

- Essential skills in prospect research
- New learning around sales techniques for working with external partners
- Strategic relationship building practices, including tactics for following up

## WHO SHOULD ATTEND

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This conference was designed for career services professionals looking to bolster or re-ignite their employer relations function. This training will be valuable for those who oversee the employer relations charge for their campus as it provides an emphasis on data, relationship building, and crafting a strategic vision for the entity.

## BRING YOUR TEAM AND SAVE!

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

## AGENDA

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### DAY ONE

#### **Pre-Conference Registration and Breakfast (included in registration fee)**

8:30 – 9:00 a.m.

#### **Pre-Conference Workshop: Building Your Skills for Employer Relations**

9:00 – 12:00 p.m.

This pre-conference workshop is intentionally structured for professionals newly entering the employer relations space. To help you set a strong foundation for your new campus role and prepare you for the next two days, you will learn:

- Essential skills in prospect research
- New learning around sales techniques for working with external partners
- Strategic relationship building practices, including tactics for following up

#### **Conference Registration**

12:30 – 1:00 p.m.

#### **Conference Opening and Welcome**

1:00 – 1:30 p.m.

#### **Current Trends and the Evolution of Employer Relations**

1:30 – 2:30 p.m.

In this hour, you will begin to discuss the evolution of employer relations work and identify current trends in this area. During this time, our experts will highlight the connection between employer relations and career services, the need for increased staffing and support, and best practices and tips for navigating challenging times and recession.

#### **Developing a Data Informed Employer Relations Strategy**

2:30 – 3:30 p.m.

Data is driving decision-making within employer relations. We will discuss best practices for prioritizing your efforts based on data and the importance of both qualitative and quantitative data sets. Additionally, we will talk through how to visualize data and essential data sources to inform your employer relations strategy.

#### **Afternoon Break**

3:30 – 3:45 p.m.

## AGENDA

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### **DAY ONE (CONTINUED)**

#### **Working Session: Data in Practice**

*3:45 – 4:30 p.m.*

Our expert faculty will work with you to help make the most out of your current datasets and to inform future data-implementation. You will go through a ranking system and matrix to create a tiered approach for your strategic employer partnership model in order to prioritize your work.

#### **Networking Reception (included in registration fee)**

*4:30 – 5:30 p.m.*

This informal reception is your chance to decompress, have some refreshments on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, so this is a great time to catch-up with attendees and speakers whom you may not have connected with yet.

### **DAY TWO**

#### **Breakfast (included in registration fee)**

*8:30 – 9:00 a.m.*

#### **Remaining Nimble in the Changing World of Recruiting**

*9:00 – 10:30 a.m.*

There is a real need to remain nimble within the ever-changing world of employer relations. In this session, we will talk through the integration of technology within the recruitment process, the evolution of employer relations events and the associated strategy, and the trends related to employers opting for an online-only presence.

#### **Morning Break**

*10:30 – 10:45 a.m.*

#### **Working Session: Putting Your Event Strategy into Practice**

*10:45 – 11:30 a.m.*

Our faculty will talk about current campus practices. As a community of learners, we will brainstorm and strategize best practices for enhancing the event experience and offerings.

## AGENDA

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### **DAY TWO (CONTINUED)**

#### **Cultivating On-Campus Partnerships**

*11:30 – 12:30 a.m.*

External partners are extremely important within employer relations; however, it is equally crucial to appreciate the critical role your on-campus partners play. In this session, we will explore how to break out of silos and help your partners become your voice across campus.

#### **Lunch (included in registration fee)**

*12:30a.m. – 1:30 p.m.*

#### **Measuring Success in an Employer Relations Department**

*1:30 – 2:30 p.m.*

After looking at data and working through your events strategy, you will have the opportunity to take a strategic look at where your employer relations events provide success stories, how you can talk about those successes, and how you can quantify results and tell the overall story of your department.

#### **Afternoon Break**

*2:30 – 2:45 p.m.*

#### **Formalizing and Elevating Your Employer Relations Department on Campus**

*2:45 – 4:15 p.m.*

Telling the story of your office is imperative for campus partners to continue sharing about opportunities available through your office and for employers to understand why your students make amazing employees and team members. We will focus on the branding of your unit and telling the story of your work and campus contribution.

#### **Conference Wrap-Up**

*4:15 – 4:30 p.m.*

## INSTRUCTORS

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### **Lou Gaglini**

#### **Executive Director for the Center for Career Development, Boston University**

Lou Gaglini joined Boston University's Center for Career Development in 2017 after extensive experience in higher education career services, as well as executive roles in human resources and recruiting in the private sector. At Boston University (BU), Lou is responsible for leading the Center for Career Development and overseeing the mission, vision, and strategies of the office. Prior to BU, he led the Employer Engagement initiatives at Boston College for six years. Lou is a sought-after speaker and presenter on a wide range of topics including trends in career development and innovative approaches to employer relations and engagement.

His career began at Northeastern University in its world-leading cooperative education program and has included other leadership roles in organizations such as Deloitte & Touche, Polaroid, Blue Cross/Blue Shield and Kronos. Lou has also consulted in the areas of human resources and recruiting with Children's Hospital of Boston, Nokia, and Keystone Associates. He remains very active in the business community and has served in leadership roles within several professional associations, including: the Association of Employment Professionals where he served as president for two years, the National Association of Colleges and Employers, the Northeast Human Resources Association, and the Society for Human Resources Management. Lou holds a Bachelor of Arts degree from Brandeis University and a Master of Public Administration from Northeastern University. In his spare time, Lou is a dog lover and a fan of trivia, politics, and the Boston sports scene. In the fall, Lou enjoys officiating local high school and youth football.

## INSTRUCTORS

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### **Jennie Marchal**

#### **Associate Director of Employer Relations, Vanderbilt University**

Jennie Marchal serves as an Associate Director of the Vanderbilt University Career Center. She provides vision, leadership, and oversight for relationship development with more than 500 recruiting organizations across the country. Jennie optimized data collection and reporting for the Career Center, enabling the office to better identify successful initiatives and partnerships. This included building out VU's customized DoreWays portal, a holistic system to track student engagement, connect them with Career Center coaches and employers, and manage the office's 350+ events per year. Recently, Jennie successfully launched the first Vandy In career communities. She enjoys building connections across campus and has established a Campus Collaborations group to build stronger partnerships between Vanderbilt University stakeholders and recruiting organizations.

Jennie's passion for collaboration has led her to take on numerous roles outside of the Employer Relations sphere. She served on steering committees for the 2016 Presidential Debate, 2013 Clinton Global Initiative, 2008 Vice Presidential Debate, and 2015 Student Affairs Strategic Plan at the Washington University in St. Louis. She chaired the University's LGBT Advisory Board 2010-2012 and was awarded a 2014 NACE Chevron Honorable Mention for her SLAM program.

One of Jennie's personal interests is supporting students pursuing internships. Jennie managed the Summer Internship Stipend Program, awarding \$250,000 to over 100 students each year. In addition to merit-based awards, the program allowed many low-income students to pursue opportunities in competitive, high impact roles and industries. In addition to the stipend program, she also established a robust Summer Associates program, bringing together interns from all areas of the University to provide professional development and increase awareness of the long-term career opportunities available in higher education.

Prior to working in higher education, Jennie spent five years in sales and business development. Her roles included Regional Manager for Invasion Tours and Account Executive for KSDK.

Originally from Tulsa, Oklahoma, Jennie earned her Bachelor of Arts in Journalism from the University of Oklahoma in Norman, Oklahoma and her Masters of Organizational Leadership and Learning from George Washington University.



## INSTRUCTORS

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### **Stuart Mease**

#### **Executive Director for Employer Relations, Wake Forest University**

Stuart Mease has committed his career to connecting talent and companies. His service in this industry spans the private, governmental and higher education sectors providing a unique lens to the labor market.

Currently, Mease serves as the Executive Director of Employer Relations at Wake Forest University. Prior to this role, he worked at the Virginia Tech Pamplin College of Business overseeing admission and diversity recruiting, mentoring, career services, employer outreach and lifelong career services. He has authored "The Perfect Job Seeker" for Wiley and has developed other content for their Wiley Plus platform. Prior, he worked as a corporate recruiter for Rackspace.

Mease's enjoyment of working in the talent ecosystem stemmed from a stint at the City of Roanoke, Virginia where he created programs and events aimed at attracting and retaining the creative class workforce.

Stuart enjoys spending his free time with his wife and two children.

## ACADEMIC IMPRESSIONS STAFF

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### **Brittany Iwaszkiw**

#### **Program Manager, Academic Impressions**

Brittany (she/her/hers) is a program manager, developing vibrant learning experiences for our attendees. In her role, she produces programming across several of our domains, with experience in advancement, alumni relations, and student success areas, including career services, advising and retention. Prior to joining Academic Impressions, Brittany worked in Housing and Residence Life at the University of Washington Tacoma, Fordham University, St. John's University New York, The Ohio State University, the University of North Carolina Greensboro, and Loyola University Chicago. Brittany obtained her Bachelor's degree from Western Illinois University and her Master's in Higher Education from Loyola University Chicago.

## LOCATION

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*January 27 – 28, 2020 | San Antonio, TX*

**Hotel:**

Sheraton Gunter Hotel  
205 East Houston Street  
Texas 78205  
210.227.3241

**Room rate:**

\$209 plus tax.

**Room block dates:**

The nights of January 26 - 27, 2020.

**Room block cutoff date:**

January 6, 2020.

Reserve Your Room: Please call 210.227.3241 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