9:45 am - 10:45 am

Breakout 4

Leadership Coaching: Intersection of Career/Leadership Development  
Imants Jaunarajs and Erin Morgenstern – Ohio University
Location: Grand Ballroom B
Standard – 60 minute lecture style

Session description: Come learn the new cutting edge career development service for college students - Leadership Coaching. This interactive demonstration showcases leadership coaching, a new service that intersects leadership with career development at a higher critical thinking level. Participants will discuss the intersection of leadership within career services; learn the leadership coaching structure, and watch a demonstration highlighting ways to increase a student's process to gain globally recognized 21st Century leadership skills. Leadership Coaching is a collaborative process that reimagines a student's assumptions about skill development that encourages growth of knowledge, skills and competencies in a global environment wrestling with complex, systematic problems. From a systemic perspective, the leadership coaching model promotes a new way of viewing decision-making and goal setting. Through observing patterns, assessments in self-reflection, and holistically focusing on an individual's personal development, leadership coaching fits the professional trajectory of any student at any level. Ohio University is the first institution to take this innovative step of implementing leadership coaching in order to structurally encourage students to think beyond the general resume, cover letter, interview and networking strategies; to look more deeply into their critical thinking and self-awareness strategies, which are the core elements to building any individual's leadership skillset. Knowing that employers have continually shown a concern over the lack of workforce skills of recent graduates, there is a need for career services departments to find new ways to help students build skills that are often overlooked by the average undergraduate program. The CLDC has turned this issue regarding an absence of a globally prepared workforce into an innovative system to better serve thousands of college students and alumni.

Presenter Bio: Imants Jaunarajs, M.A., serves as the Assistant Dean for the Career & Leadership Development Center at Ohio University. With over ten years of experience in university career centers, Imants is a creator of innovative and outcome driven career development best practices. He graduated from NACE's Leadership Advancement Program and NCDA’s Leadership Academy. In the fall of 2012, Imants left the University of Illinois at Urbana-Champaign and accepted a new role at Ohio University. He led the merger of Career Services with the Leadership Center to create the Career & Leadership Development Center. Starting with only one staff member, Imants strategically developed the new career services paradigm and currently oversees a staff of 12 professionals and 25 graduate and undergraduate student employees. Imants earned a Bachelor of Arts from Earlham College and Master of Arts from Western Michigan University.

Academic and Career Services Split Positions  
Aaron Sturgill, Zach McGrain, and Jessica Carter – Ohio University
Location: Grand Ballroom C
Standard – 60 minute lecture style

Session description: Imagine this: career services professionals with extensive knowledge specific to an academic area, taking the term liaison to a whole new level. Intrigued? Ohio University’s Career and Leadership Development Center recently established an innovative approach to academic partnerships: positions that have an even 50:50 split with an academic unit in regards to supervision, job duties, and salary. So, what makes these positions different from the traditional academic partnerships? The CLDCs split positions perform career coaching but have pointed, direct interaction with students, faculty, and staff from their specific college to create more streamlined strategic partnerships. These positions have a strong understanding of their own college's strategic priorities and goals, as well as understanding the dynamics of individual programs. These staff members are a hybrid of the traditional career services academic liaison, with a foot in both the career services door and in the academic unit. This foot in the door provides the opportunity to spread larger campus initiatives/goals with an easier buy-in from college partners because of their investment. Responsibilities of this position are in all aspects of the career service office, career coaching, outreach, assessment, teaching, as well as employer relations. The focused nature of the split positions allows for a true concierge approach to employer relations. With a specific student population in mind, these positions have the ability to create tailored recruitment plans for employer partners. Attend this session and hear Ohio University's first-hand story of the development of three academic split positions with OHIO’s College of Health Sciences and Professions, the Patton College of Education, and the College of Arts and Sciences. You'll walk away with a strong understanding of the steps taken to create these innovative positions, the specific benefits your institution may gain from the development of said positions, and an overview of the CLDCs best practices for success with an academic partnership.

Presenter Bio: Aaron Sturgill is the Assistant Director for Hospitality, Merchandising and Recreation for the Career and Leadership Development Center at Ohio University. This position is an academic split position with the Gladys W. and David H. Patton College of Education. In his role, he serves as the go-to person for students in the previously mentioned programs as
they seek internships and full-time opportunities, as well as professional development. Before accepting a position with Ohio University, Aaron worked for Kohl’s Department store in management and campus recruitment.

Serving Those Who Served Us...Assisting Student/ Alumni Veterans

Cindy Graham – University of Illinois at Chicago
Location: Grand Ballroom D
Standard – 60 minute lecture style

Session Description: Student veterans/military face a multitude of challenges as they face their own career transformation. Learn what key issues & concerns these students are facing. Hear the 5 key questions. Learn the answers. Decide on some next steps that work for you! 1. What are we doing to serve students facing career transformation challenges? (Learn what some military friendly companies and schools are doing/hear the challenges) 2. What are the challenges student Veterans are facing (translating military skills/ stereotypes/career decision making). 3. What are the hiring challenges of employers? (identifying & reaching veterans, getting hiring mgrs on board, etc.) 4. How to keep up with the myriad of laws, regulations, & information/How much do you need to know? (key sites/resources) 5.Where to begin &/or build on what you have. This session will also provide an opportunity to share and gain insights from each other.

Presenter Bio: Cindy has over 25 years experience serving/counseling students and alumni in regards to career development, review and interpretation of career assessments, job/career preparation (resumes/job search/etc.) and graduate, professional school, and continuing education advising. She serves as the liaison to student/recent alumni veterans at UIC, a “military-friendly” school. She has a MA degree in Counseling and BA degree in Psychology; Previously served on veterans task force at Northwestern University; Strong supporter of all who have served and are currently serving our country.

More Than Meets the Eye: Transforming Our Career Center

Andy Weyand and David Timberlake– Walsh University
Location: Grand Ballroom G
Standard – 60 minute lecture style

Session Description: Join us as we discuss the efforts underway at Walsh University to transform the delivery and visibility of our career services for students. We’ll discuss perceived barriers that can discourage students from stepping foot in the Career Center and even avert students from using services entirely. Hearing students say “I wish I knew about this place earlier” we focused not on reinventing our content, but reinventing how our content gets delivered. The effort to simplify and consolidate services is generating increased participation numbers (which makes us happy) and allowing students to gain information quickly (which makes them happy). We’ve transformed our student office visits and event registrations into a simple, easy-to-use process allowing students to take full ownership in booking their appointments and selecting services they require...all from the comfort of their couch. By incorporating low-cost (even free) web applications, students can book/revise/cancel appointments with each of our staff, as well as register for upcoming Career Center events, well beyond Career Center office hours. The use of these applications has also enhanced the Career Center’s ability to track key data regarding student appointments and event attendance. As students rarely make use of an office that they have never seen, we’re also working to transform the Career Center’s visibility to students. We’ll share the value we’ve discovered in hosting informal (purely social) outreach initiatives to boost awareness of our services and the various ways that students can connect to those services.

Presenter Bio: Andy Weyand is Assistant Director for the Career Center at Walsh University, where he serves as a writing coach for resumes, cover letters, and job search correspondence -- and also advises students and alumni on career planning and job/internship opportunities. Andy manages the Career Center’s social media and web outreach, print media designs, and data collection, including the annual First Destination reporting. Previously, Andy has held a variety of student service roles at Kent State University, University of Maryland, and Indiana State University. Throughout his higher education career, Andy’s goals have focused on (1) creating tools and engaging programs that provide clear and relevant information for students about the job search and career planning process and (2) enabling students to connect with opportunities to enhance their resume and marketability to employers. He holds a BA from Baldwin Wallace University and MS from Indiana State University.
Asian American and Pacific Islander Career Expectations and Outcomes – College

John Steel Grant
Rena Becker - Creighton University
Location: Grand Ballroom H
Standard – 60 minute lecture style

Session Description: The API population is the fastest growing, yet often overlooked population on college campuses. Trends in API alumni outcomes and current student career perceptions will be presented along with provide foundational research for discussion on how career centers can further meet the needs of the API population on their campuses.

Presenter Bio: Rena Becker supports students and alumni from Creighton University and meet their career and educational goals. She also works with the Creighton community, alumni, and friends of Creighton to provide mentoring opportunities for Creighton students. Rena has experience in higher education including career services, recruitment and outreach, international programs, academic advising and distance education. She has a Bachelor of Arts in History and a Master of Arts in Educational Administration-Student Affairs from the University of Nebraska-Lincoln.

Employer Flash Talks (3-15 minute presentations with Q&A at the end)

Location: Grand Ballroom I

“Narrowcasting” – Technology for Building 1:1 Relationships with Targeted Talent
Jeff Beavers - Abbvie

Session Description: Preview how companies like AbbVie, PepsiCo, Lockheed Martin, and ADP are building 1:1 brand and recruiting relationships using “narrowcasting.” It’s a different spin on using social media to target talent that utilizes a 1:1 forum for exchanging messages and helping candidates uniquely explore a company’s people, products, and career opportunities. This easy-to-use CRM tool is proven to be much more effective than traditional email by creating personal landing pages for candidates specific to their unique interests, and it engages the candidate in meaningful two-way conversation.

Presenter Bio: Jeff Beavers serves as HR Director in Global Talent Acquisition at AbbVie, a Chicago-based biopharmaceutical company. Prior to joining AbbVie, he was Chief Operating Officer at RECSOLU, a recruitment software and services provider. Additionally, he has held HR leadership positions at Whirlpool Corp. and GE, and he spent 6 years in higher education administration as an Assistant Dean and Career Services Director at the University of Illinois at Urbana-Champaign.

Early Outreach to Freshman/ Sophomore Students
Mary Kate Garner – Plante Moran, PLLC

Getting (and Staying!) Engaged in Midwest ACE
Monica Hood – Enterprise Holdings

Session Description: Are you a new or seasoned employer in Midwest ACE? Looking to get more involved, but don’t know where to start? This is the session for you. We will cover a variety of topics including employer committee engagement, partnerships, and maximizing the benefits of your Midwest ACE membership.

College Flash Talks 2 (3-15 minute presentations with Q&A at the end)

Location: Grand Ballroom J

Building Career Center Advocates among Liberal Arts Faculty
Karyn McCoy – DePaul University

Session Description: With the national spotlight on the value of a higher education, particularly in the liberal arts, career outcomes have become a prominent part of the discussion. In order to help our institutions tell a better story about the career outcomes of liberal arts students, we need to focus some of our efforts on building partnerships with the individuals who are most influential with the students and the faculty. This presentation will highlight some of the steps that DePaul has taken to build relationships with Liberal Arts and Social Sciences faculty in order to engage them as ambassadors for the Career Center. By understanding Career Center perceptions within academic departments, educating faculty on the resources and programs available to students through the Career Center and developing faculty advocates, we aim to get more students engaged in the career development process.
Presenter Bio: Karyn McCoy is Director of Employer & College Relations at DePaul University in Chicago, IL. In this role, she oversees Employer Relations, the University Internship Program and the Alumni Sharing Knowledge (ASK) program. She focuses on building relationships with employers, facilitating opportunities for employers and students to connect and leading the Career Center’s efforts to build relationships with DePaul’s various colleges and faculty. For the past 13 years, Karyn has worked in career services and alumni relations. Prior to DePaul, she held positions at the Melbourne Business School, Kellogg School of Management and Northwestern University. She started out in the corporate sector with International Paper where she worked in corporate finance, marketing and operations. Karyn has a BA in Economics, with minors in Business and Psychology, from Washington University in St. Louis and an MBA from the Kenan Flagler Business School at the University of North Carolina Chapel Hill.

**Increasing Student and Employer Engagement on a Small College Campus**

*Kristin Nisbet-White – Millikin University*

Session Description: This flash talk will include an explanation of one new attempt our office has added in order to increase student and employer engagement in our Spring Career Fair. The goal of the talk will be to create an open forum for others to share ideas and insights as well as to take away some strategies that can be applied to their individual programs related to on-campus recruitment and student engagement in on-campus recruitment events. The jumping off point of the discussion will include a brief overview of some of our campus's challenges and opportunities regarding employer and student engagement as well as insights into how adopting a Student Career Fair Planning Committee fared as a new engagement strategy.

Presenter Bio: Kristin Nisbet-White has served as the Assistant Director of the Career Center at Millikin University for the past four years. Prior to joining the Career Center staff at Millikin, Kristin taught at two other academic institutions in the central Illinois region and worked for the Legislative Research Unit. Kristin’s interest in Career Services was sparked after working as a student paraprofessional in the Career Center at the University of Illinois at Urbana-Champaign as part of the “Outreach Team.” Kristin currently serves as the chair for the Communication and Marketing Committee for Midwest ACE and is a member of ISCPA (Illinois Small College Placement Association).

**Killing Career Services at a Small College**

*Sarah Moss and Brandon Huisman – Dordt College*

Session Description: We've heard that “the traditional career services offices must die” (Andy Chan of Wake Forest University, TEDxLawrenceU) but how can colleges and universities--particularly smaller institutions--transform themselves with a limited staff and a tight budget? Sarah Moss (Career Development Coordinator) and Brandon Huisman (Director of Alumni and External Relations) of Dordt College will share the challenges they faced when restructuring their department, describe how they succeeded in reinventing themselves on campus, and explain how they regained support from faculty, administration, and students. They will share new ideas on creatively and authentically engaging students and what simple steps other career development professionals might take to reinvent themselves on campus.

Presenter Bio: Over the past two years, Brandon Huisman and Sarah Moss have transformed Dordt College's Career Development Center so that it can better serve the ever-changing needs of students and alumni. Previously Moss taught English Composition for 2 1/2 years, served as assistant editor at the Dordt College Press, and worked for an online marketing agency. Huisman, who worked as an account executive for a marketing agency, is studying for an MBA at Regent University.