

Roundtable Topics

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Wednesday, June 21 | 3:30 PM - 5:00 PM

Session Title: Incorporating Inclusion & Equity Practices into your Employer Relations Strategy

Topic: Other (please explain in "comments" box below) Diversity & Inclusion with Employer Relations Practice

Over the past five years, the movement of practically incorporating diversity and inclusion within career services practice has increased. In response, career centers have cultivated environments that facilitate the following: deeper engagement in terms of student values clarification and understanding the world of work; first destination selections that will respect history, identities, and traditions; and overall perceptions of external climates that foster an environment for success. However, it is important to recognize the gap of how to incorporate ideas of inclusion and equity in employer relations strategy and execution. This session aims to accomplish three main items: 1) Define a specific rationale for why inclusion and social justice practices should be incorporated into employer relations; 2) Compare and contrast how inclusion and equity strategies can be implemented within the areas of employer development, employer engagement, and employer stewardship; 3) Evaluate what action steps career center can take within their own individual practice. Ultimately, the goal of the session to help provide a space to create meaning-making and drive deeper questions back to individual centers and decision makers.

Learning Objective: At the conclusion of the program, participants will be able to define how inclusion and equity work impact employer relations

Presenter(s):

- Kelvin Kelvin, The University of Georgia - College of Journalism & Mass Communication

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Roundtable Topic: Academic Partner Collaboration Best Practices: Supply Chain Management Scholars of Distinction Program

Topic: Student, faculty, and alumni partnerships

I want to share a program of best practice in collaborating with your academic partners. The Supply Chain Management (SCM) Scholars of Distinction (SoD) program was started in the spring 2016 semester as a way to identify rising students of professional promise whom have declared SCM as a major in the business school. Students were invited to apply if they met GPA criteria and specific grades in certain business courses based off of their current designation (rising sophomores - current freshmen, rising junior - current sophomores, etc.). We worked closely with the Undergraduate Programs Office (Academic Advising) in the business school to find this applicant pool. Students were then selected based off of their application through a three faculty member committee. Students whom were selected then had to attend at least three professional development sessions coordinated through the Center for Career Development on career topics including career paths within SCM, resume writing, interviewing, and networking. The program culminated in a speed networking session with corporate sponsors of the SCM academic department. This program will be run every semester to continue to identify top talent in this field. Other collaboration efforts can be shared as well with this academic department.

Learning Objective: Best practice in collaborating with academic partners

Presenter(s):

- Danny Pape, University of Tennessee, Knoxville - Center for Career Development

Danny Pape is currently working as the Associate Director of Employer Development in the Center for Career Development at The University of Tennessee, Knoxville. He has been in this role for 6 months. Previously, he was the Haslam College of Business consultant within the same office for five years. He did his undergraduate work at Missouri State University in Springfield, Missouri where he received a finance degree. After the completion of that degree he went to get his Master's degree at The University of Kansas in the Higher Education Administration program. He worked as a graduate assistant in the University Career Center during this program and that experience jump started his career in the field.

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Roundtable Topic: Fun with Fairs! Come learn the Ins and Outs to planning and implementing a successful career fair from Save the Date to Student Post Fair Surveys

Topic: Best Practices

Getting Employers Going Save the date Registration Open Fair Facts Hotel Blocks Shipping Parking Not so Fancy Forms Registration - Regions, Visas, AFI, Shipping, Reps # not names Employer Surveys Table Info Table Tents Attracting Students Marketing â€œ Fans, Ramen Noodles and More Banners, Flyers, CAT Bus, Computer Screens, TV screens Email blasts â€œ Student Government, C3M, College Cards â€œ Sample of who is coming for your major Educating Students Inside Edition Resume Blitz Mini Mock Marathon Simply Found Students Student Lounge Side note â€œ Professional Headshots for Linked In Nametags Major dots Maps Balloons Feeding Frenzy and Fun Crazy for Coffee Lunch/Snacks The Tiger! Fall Add on Reverse Fair Spring Add on Education Fair After Fair Actions AFI Thank you Notes Overdue Registration Fees Student Survey 1 & 2 Enticing Our Employers Sponsorship/Corporate Partners VIP Lounge and extras Discussion Topics Required Professional Dress Visa dilemma Hand out Examples of Registration Form Student Survey Employer Survey Student Map Layout Map

Learning Objective: Explore Marketing techniques

Presenter(s):

- Lisa Bundrick, Clemson University

Lisa holds an undergraduate degree in Journalism from Kansas University and a Masters degree in Public Policy from Georgetown University. Lisa began her career in Washington as an intern for Nebraska Senator David Karnes. She then joined RJR Nabisco in their Government Affairs office working with their PAC and planning corporate events. From there Lisa worked for the Smokeless Tobacco Council before joining Hilburg & Associates. While at Hilburg & Associates she helped coordinate the Swedish Match Worldwide Global Introduction, organized Swedish Match events surrounding the Whitbread Round the World Sailing Event and managed an education project on Responsible Tobacco Retailing. Lisa moved to Clemson in 1999. Once in Clemson, Lisa started her own event planning business, Beautifully Done, which she has owned and operated since 2006. She began working at Clemson University in the fall of 2014, serving as the Assistant Director of Events and Employer Relations for the Michelin Career Center. Lisa is a native of Nebraska and currently resides in Clemson with her husband Alfred and 2 children.

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Roundtable Topic: Relationship Status: Services or Development?

Topic: Best Practices

Oklahoma State University Career Services is known for providing top notch recruiter experiences through development of employer relationships and high quality employer services. Join our team for a unique program that showcases how we implement a sales and services attitude to strategically strengthen our employer relations. With a team that specifically develops employer relations by focusing heavily on the sales aspect of our services and a separate employer team whose focus is to serve our employers during their campus visits, we are able to provide a holistic employer experience. You will gain insight from both teams and learn tips for implementing your own employer relations strategies.

Learning Objective: Gain insight into the day to day activities of the Oklahoma State University's Employer Relations Team, designed to best develop and serve 100's of employer's each semester.

Presenter(s):

- Roberta Douglas, Oklahoma State University Career Services
- Kelsie Miner, Oklahoma State University Career Services

Roberta Douglas serves as the Senior Employer Development Coordinator at Oklahoma State University. She graduated from Oklahoma State University with a Bachelor of Science in Family Relations and Child Development. Roberta has helped countless area employers build their workforce since 2003. Kelsie Miner serves as an Employer Services Coordinator at Oklahoma State University. She works with employers to maximize job opportunities for students both full and part time, primarily assisting employers with on-campus interviews and career fairs. Kelsie graduated from Oklahoma State University with a Bachelor of Science in Business Management in 2016.

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Roundtable Topic: Drive Better Results: Tune-up your target list and accelerate your partnerships

Topic: Best Practices

The goal of this session is to create stronger employer target lists and develop more intentional employer partnerships. I will share a standard process used to create employer target lists. In addition, I will detail an account analysis process to aid in prioritizing outreach for your team. In addition, We will also review a Plan for Partnership which can be used to create more intentional engagement and stronger partnership with recruiting partners. This system works for Employer Relations teams of all sizes and experience levels. Participants will have time to begin creating their list during the session.

Learning Objective: Participants will learn how to create and prioritize target lists.

Presenter(s):

- Jennie Marchal, Vanderbilt University

Jennie Marchal is Associate Director at Vanderbilt University's Career Center in Nashville, TN. She recently became a member of SOACE after 13 years leading Employer Relations at Washington University in St. Louis. Jennie accidentally fell into a career in higher ed when she was looking for a way out of advertising sales. Since then she has used her sales skills to build employer partnerships and create new opportunities for students.

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Roundtable Topic: We Make Magic: Partnerships that Produce

Topic: Other (please explain in "comments" box below) Employer, college and economic development partnerships

A city's greatest asset is its talent, and cities looking to grow are seeking innovative ways to lure college students and early-career professionals to their region. Through a strategic partnership between employers, colleges and the regional economic development organization, the Birmingham Business Alliance (BBA) has developed an innovative program to connect students to jobs. The talent attraction program leverages the BBA's employer relationships to connect students to careers through sector-themed events that mirror the city's major industries.

Learning Objective: Learn how to develop innovative programs that engage both students and employers

Presenter(s):

- Brittney Smith, Birmingham Business Alliance

Brittney Smith is the Manager of Workforce Development for the Birmingham Business Alliance (BBA), where she manages workforce programs designed to attract and retain early-career talent to the seven-county Birmingham region. In her current role, she works closely with workforce training providers, leaders in academia and employers to make certain those coming out of the region's secondary and post-secondary institutions are adequately prepared for the jobs of the future.

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Roundtable Topic: Diversifying your Employer Base: Engaging Employers and Industries who do not Use Traditional On Campus Recruiting

Topic: Best Practices

Not all industries and employers engage in traditional college recruiting methods, such as career fairs, on campus recruiting, information sessions, and the like. Have you ever struggled to connect with organizations in the arts and media, public policy or public service, non-profits, sustainability, or others? University of Tennessee, Knoxville has sought ways to bring these industries to campus by thinking outside the box and ceasing to try to fit these "square pegs" in the round hole of more traditional on campus recruiting. Hear some of the ways UTK is building their employer base through alumni and faculty connections, internship consulting services, impact office hours, virtual meet and greets, and more. Share your struggles and successes working with employers in industries like these and ways you have diversified the types of employers coming to your campus.

Learning Objective: Participants in this round table will learn strategies for engaging employers who do not use traditional recruiting timelines and college recruiting methods.

Presenter(s):

- Mary Beth Browder, University of Tennessee, Knoxville

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Roundtable Topic: Embedding Employer Relations into the Curriculum

Topic: Student, faculty, and alumni partnerships

How can career services in particular employer relations get into the curriculum? At Clayton State University, it is part of our strategic plan. "Build brand through community engagement and program development focused on career preparation and success." How has the career services team been able to move this initiative forward? Established a faculty support team, which was created by Director Bridgette McDonald. The team engages students with career services by advertising events, providing extra credit opportunities, allowing class presentations and collaborating with career services on specialized events. Now that faculty and students are engaged with career services the employer relations team must provide students with employers to assist with career development activities such as networking, mentoring, resume reviews, practice interviews, employment and site visits. These career development activities assist students in articulating what they have learned in the classroom to other audiences. A few specialized programs and networking events the career services team has coordinated include: LakerTreks, Career Fairs, Senior Career Academy, Senior Day, Practice Interview Day, Resume Reviews and Networking Meet-Ups. Faculty have made many of the networking events part of their curriculum and students have expressed how beneficial the events were for taking their education experience to another level and preparing them for success in their career field.

Learning Objective: To provide an understanding of multiple ways to incorporate employer relations into the curriculum.

Presenter(s):

- Charles Howard, Clayton State University

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Roundtable Topic: Student Peers as Employer Relations Paraprofessionals

Topic: Best Practices

Teaching and training students as paraprofessionals is beneficial for both student and staff development. Hiring students to assist with career services offerings is both cost-effective and essential to the development and growth of employer relations. Many career centers hire students to assist with administrative tasks and document reviews (resumes, cover letters). Have you considered hiring a peer to focus specifically on employer relations?

Learning Objective: Identify paraprofessional and administrative tasks of employer relations program.

Presenter(s):

- Dia Buchanan, Belmont University

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Roundtable Topic: What to do with abnormal recruiters?

Topic: Best Practices

Does your center have a formal policy for non-traditional employers? For example, what do you do with employers who offer opportunities teaching ESL overseas? What about companies that offer commission only positions? How do you handle seasonal employers? Join this discussion if you have a formal process you'd like to share, or would like help from your colleagues to develop a formal process.

Learning Objective: Establish best practices for approving or declining nontraditional employers.

Presenter(s):

- David Earnhardt, UNC Asheville

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Roundtable Topic: Cut it - What would you do instead?

Topic: Best Practices Want this networking session to be about what would centers do if they decided to NOT do the traditional employer related events (career fairs, information sessions, etc.)

We talk about it all the time - how can we innovate and provide new avenues to partner with our employers to connect them with the talent we are developing at our institutions? We talk about it, but it ends up going right back to the same NEXT QUESTION - what would we do instead? This networking session is about developing, innovating, and discussing the "INSTEAD". Clear your mind and forget about the common avenues that we all try - information sessions, mock interviews, career fairs - and pretend for a moment that we delete them all! What would we do instead to provide ways for employers to connect with candidates in a meaningful way? The session presents you an opportunity to brainstorm with your colleagues at other institutions and hear best practices that take us away from the same old patterns we have been stuck in for the past 40 years.

Learning Objective: Participants will gain an opportunity to hear about best practices from other institutions and experience a "shared thought" exercise to create new possibilities.

Presenter(s):

- Patrick Madsen, The University of North Carolina at Charlotte

Dr. Patrick Madsen is the Director of the University Career Center at the University of North Carolina at Charlotte. He leads a team of about 50+ career team members towards the development of a career curriculum for students and a talent acquisition program for employers seeking to recruit. His background includes a degree in Psychology from North Carolina State University, a master's degree in Counseling from East Carolina University, and a doctorate in Organizational Leadership/Student Affairs from Nova Southeastern University. Currently, Dr. Madsen has more than eighteen years of experience in higher education and twelve years of experience teaching at the university level. Dr. Madsen has presented on topics including career counseling and student development, leadership and followership, and organizational development and communication at the regional and national level. International travels and consultations have taken Dr. Madsen from regional consultations with corporations to consultations with administrators from Azerbaijan, Serbia, Sweden, and Germany. Dr. Madsen was selected as an international expert on career services and higher education for the Fulbright Specialist program, a five year honor.

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Roundtable Topic: Employer Advisory Boards

Topic: Best Practices

One way to effectively use Employer Advisory Boards We have struggled with how best to use employer advisory boards and about 2 years ago, we begun trying some new things. Instead of always holding employer advisory meetings only on campus, we started utilizing these advisory boards externally to campus in different geographical locations. I currently have employer groups in Northern Va, Norfolk/Virginia Beach, Richmond, Charlotte, NC. and Roanoke/Blacksburg. We typically meet twice a year, once during the academic year external to campus and then hold a large event with all the groups in Blacksburg. There has been growing interest from the employers to meet three times per year, (once during both Fall and Spring semester and then the large meeting on campus). I would like to share the benefits of doing this as well as a sample agenda of the meetings.

Learning Objective: Creative ways to implement and grow your employer advisory boards

Presenter(s):

- Jim Henderson, Virginia Tech