



Tuesday Programming

Tuesday | 10:30 – 11:30 AM

- [The Marathon Continues: Mentors, Coaches, and Sponsors Passing the Baton](#)
- ["When they see US": The impact of mentorship on career development for African American males.](#)
- [Building and Renewing Community Within Liberal Arts Institutions](#)
- [Expanding Career Services Through Campus Partnerships: A New Approach to Career Development](#)
- [Career Branding - What you can do to enhance yours!](#)
- [Experience Mapping: Building Bridges Across Campus](#)
- [Bridging Campus Employer Relations with "One Voice"](#)
- [TIMEOUT for Wellbeing: LIVE Your Best Life](#)

Tuesday | 1:15 – 2:15 PM

- [All Shook Up" about Student Employee Professional Development](#)
- ["Getting your ducks lined up": External Reviews Unpacked](#)
- [A Rockin' Intervention for Major Selection Support](#)
- [Engaging Pre-health Students with Employers: Facilitating Career Exploration through Skills Labs](#)
- [Career Advising Consortiums: Leading National Career Conversations Through Niche Groups](#)
- [Improving Students' Intercultural Competency for the Workforce](#)
- [Employer Relations: How to Avoid being "All Shook Up" in a Liaison Role](#)
- [We Just Did It For The Gram: How to Deliver Effective Marketing via Social Media](#)

Tuesday 2:30 – 4:00 PM --- Roundtable Session

- [Getting Candid with your Colleagues: Best Practices for Team Development](#)
- [Creating a Community of Practice for Internships and Experiential Learning](#)
- ['Remixing' Strategies for Leaders](#)
- [Boundaries Over Balance](#)
- [Leveraging What You Got: Managing a 1-2 Person Career Services Office](#)
- [Establish a clear vision for Employer Engagement](#)
- [Lead with a Career Liaison Model: High impact practices to bridge the gap](#)
- [Educational vs. Transactional Recruiting: Innovative Employer Engagement for Gen Z](#)
- [Developing Innovative Programs with Partners](#)
- [The Essential Relationship Between Alumni Offices & Career Centers](#)
- [Best Practices for Engaging First-Year Students](#)
- [Best Career Fair You've Ever Had](#)
- [The Person Behind the "Title"](#)
- ["Handy" Strengths that won't give you the Blues. Using the CliftonsStrengths for Student Success.](#)
- ["INTENDED": Best Practices for Helping Students Navigate Applications to Competitive Majors](#)
- [Career Industry Dinner](#)
- [Explore Innovative Intercultural High-Impact Practices For Underserved Populations](#)
- [Career Competencies: Connecting the Dots with Employers](#)
- [Career Meetups - Innovating Employer Information Sessions](#)
- [How to "Get a Hand" when Creating Campus Buy-In](#)
- [Let's Talk Strengths! How to Incorporate and Assess the Effectiveness of CliftonStrengths within a Peer Career Advising Model](#)
- [Where are They Now? : Collecting and Utilizing Data on Students' Internships](#)
- [Going Global in STEM: Career Search Resources for International Students](#)
- [FirstGen to FirstJob: Supporting the Career Development of First-Generation Students](#)
- [Career services beyond the job search: Graduate and professional school prep](#)
- [L.I.V.E. from the Marketing Chair!](#)
- [Unlocking LinkedIn's Hidden Power](#)
- [Looks Count: A Bet on Student Success through the JSU Tiger Career Closet](#)



Wednesday/Thursday Programming

Wednesday | 8:15 – 9:15 AM

- [Using a Common Language with Faculty: Aligning the NACE Competencies with Accreditation and Exploring Additional Competency Models](#)
- [The Struggle Is Real: Transforming from a Young Professional to an Emerging Leader](#)
- [Teamwork makes the dream work! How athletics works with student-athletes on developing their career plan](#)
- [Who is the Student Champion?](#)
- [Coaching Appointments: Changing The Interaction With Measurable Outcomes](#)
- [Diversity and Inclusion from a Disability Services Standpoint](#)
- [Access Granted/Denied: The Art of Employer Screening](#)

Wednesday | 9:30 – 10:30 AM

- [Gaming the System: How gamification enriches career programming](#)
- [Career Conversations: Inclusivity in the Workplace](#)
- [Thinking Beyond the Scope of Corporate Partner Programs: Time and Talent, Without the Treasure](#)
- [All Shook Up- Planning for Graduation Starting At Orientation](#)
- [Bridging distance and time zones: Programming to engage international students before they even get here](#)
- [Building Connections: An Employer Relations Guide to Leveraging Technology and Improving Outcomes](#)
- [Getting Involved in State Associations and Consortia](#)
- [NACE Session: Preparing and Sourcing College Talent: Trends and Predictions for the Future](#)

Wednesday | 3:00 - 4:00 PM

- ["Can't help falling in love" with high response rates: A collaborative effort for post-graduation data collection](#)
- [Piping Talent Via Campus Internships](#)
- [Creating Inclusive and Innovative Campus Partnerships: Improving career readiness for work-study students and student employees](#)
- [Career Treks - Not Just for Students - The Value of Career Center Staff Participating in Career Treks](#)
- [Utilizing Solution Focused and Cognitive Behavioral Techniques to Encourage Career Development for Students](#)
- [It Takes A Village: Supporting multicultural and first generation college students through collaborative initiatives and programming](#)
- [It Takes Two to Tango: Employer Relations and Experiential Education Partnership in Recruitment](#)
- [Technology 2020 - For Innovation, Efficiency, Accountability, and Survival!](#)

Thursday | 8:30 – 9:30 AM

- [Infusing Career Services in the Classroom with a graded Component](#)
- [Telling the Story Through Data](#)
- [Instructions Included: Practical Recruitment Measures to Enhance Diversity & Promote Inclusion](#)
- [Best Practices for Supporting Online Students](#)
- [Group Career Coaching Exposed: How to Plan, Market, and Facilitate](#)
- [Careers for Impact: Innovative Connections to Purposeful Employers](#)
- [Partnership: NEXT - Engaging Faculty with the Career Center](#)



Tuesday, December 10

10:30 AM - 11:30 AM

Title: The Marathon Continues: Mentors, Coaches, and Sponsors Passing the Baton

Topic(s): Administration, Employer

Geared Toward: Both Colleges & Employers

Description:

Within career services there is a need to encourage and develop the next generation. However, there are some misconceptions related to the roles, time commitments, and efforts of potential mentors, coaches and sponsors. During this session, potential mentors and protoges will learn more about mentoring theory and best practices in order to become transformational leaders.

Learning Objective(s):

- Understand the difference between coaches , mentorship, and sponsorship, identifying the need for each role and their accessibility
- Learn strategies to develop and maintain positive, productive professional relationships

Presenter(s):

- Briana Edwards, Florida State University - Career Center
- V'Rhaniku Haynes, University of Central Florida



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10
10:30 AM - 11:30 AM

Title: "When they see US": The impact of mentorship on career development for African American males

Topic(s): Career Advising/Counseling, Diversity and Inclusion

Geared Toward: Colleges

Description:

African American male students are less likely to utilize career services to foster self career development. Mentoring can provide career services professionals an opportunity to facilitate those discussions. Join us as we provide a culturally relevant framework on how to incorporate mentoring concepts to initiate career development for African American males.

Learning Objective(s):

- Attendees will discover existing barriers to African American male career development.
- Attendees will identify a culturally relevant mentoring framework to initiate career self-efficacy.
- Attendees will determine additional campus partners that can assist with career development resources.

Presenter(s):

- EJ Presley, The University of Mississippi
- Mark McCloud, The University of Tennessee at Martin
- Renard Miles, The University of Tennessee at Martin



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10
10:30 AM - 11:30 AM

Title: Building and Renewing Community Within Liberal Arts Institutions

Topic(s): Career Advising/Counseling, Experiential Education

Geared Toward: Colleges

Description:

"I majored in Philosophy. Now what do I do?" This is a question many of us face in the realm of Career Services, particularly at Liberal Arts Institutions. To help students grapple with the uncertainty, communities of professional practice (COPP) at Elon University have provided structure and support for career guidance. In this session, learn about Elon's newest COPP, Nonprofit Leadership, which is a collaborative effort between faculty and career services.

Learning Objective(s):

- Understand how communities of professional practice function at Elon University.
- Learn and discuss how to build partnership with community stakeholders in Nonprofit Leadership.
- The benefits of successful collaboration between faculty and Career Services staff.

Presenter(s):

- Beth Mannella, Elon University
- Rachael Rysz, Elon University
- Erika Lopina, Elon University



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10
10:30 AM - 11:30 AM

Title: Expanding Career Services Through Campus Partnerships: A New Approach to Career Development

Topic(s): Career Advising/Counseling Technology

Geared Toward: Colleges

Description:

Over 50% of college students are engaging in career conversations beyond the walls of Career Centers. In an effort to provide accurate and consistent information across campus, Oklahoma State University created an online career community that provides faculty and staff basic career development tools to enhance and empower career conversations with students. Receive statistics, step by step information on building online career communities, as well as ideas for promoting and implementing your tool campus wide.

Learning Objective(s):

- Understand the utility and rationale in creating an online career community for faculty and university staff.
- Receive an online career community tutorial that can be tailored for any college or university.
- Discover ideas for promoting and implementing an online career community campus wide.

Presenter(s):

- Bianca Boyd, Oklahoma State University
- Breanna Gallagher, Oklahoma State University
- Jawauna Harding, Oklahoma State University



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10
10:30 AM - 11:30 AM

Title: Career Branding - What you can do to enhance yours!

Topic(s): Career Advising/Counseling, Session for members on assisting them with enhancing their career brand.

Geared Toward: Both Colleges & Employers

Description:

Personal brand vs career brand matters! Many individuals do not know the difference. "Your unique career path is a big part of who you are today," says official LinkedIn Blogger Ian Brooks. When it comes to taking your career to the next level, personal brand isn't enough. It's time to start thinking about what's next for your role. In this session, you will gain insight on how to enhance your career brand.

Learning Objective(s):

- Attendees will learn the difference between a personal brand and a career brand.
- Attendees will gain insight on how to enhance their career brand
- Attendees will learn how to construct an effective 30 sec evaluator pitch (commercial)

Presenter(s):

- Carlena Harris, Luminex Corporation



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10
10:30 AM - 11:30 AM

Title: Experience Mapping: Building Bridges Across Campus

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

To address articulation gaps, Trinity University developed an experience mapping pilot based on design thinking to help students reflect, clarify, and map their post-graduate path. This model was then used to train RAs to offer experience mapping sessions. Students utilized a variety of sources, including CliftonStrengths, to complete their maps, better positioning them to articulate skills and experiences. Participants will learn basic design principles, experience mapping process, and how collaboration furthered transformative reach across campus.

Learning Objective(s):

- Participants will leave with an understanding of the experience mapping process.
- Participants will gain insight into maximizing campus collaborations while minimizing the impact on staff.
- Participants will develop an introductory awareness of design thinking principles.

Presenter(s):

- Katie Ramirez, Trinity University
- Laura Kalb, Trinity University



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10
10:30 AM - 11:30 AM

Title: Bridging Campus Employer Relations with "One Voice"

Topic(s): , Employer Relations,
Geared Toward: Both Colleges & Employers

Description:

Are you finding the number of people on campus connecting with industry at your institution rising? This session will provide information on creating an employer relations strategy rooted in a "one voice" mantra with other employer relations professionals and how an organic campus wide task force was built to generate stronger partnerships with employers through travelling as a group. Also, the relationship with the Haslam College of Business and centralized career center will be detailed.

Learning Objective(s):

- Participants will learn how to identify who key partners are on campus.
- Participants will learn how to create a strategy for collaboration.
- Participants will learn how to generate action with key partners across campus and employers.

Presenter(s):

- Daniel Pape, University of Tennessee, Knoxville
- Megan Flora, University of Tennessee Haslam College of Business



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10
10:30 AM - 11:30 AM

Title: TIMEOUT for Wellbeing: LIVE Your Best Life

Topic(s): This breakout session focuses on personal development and self-care for conference participants and is relevant for Administrators, Career Advisors/Coaches, Employer Relations and Talent Acquisition professionals/Employers.

Geared Toward: Both Colleges & Employers

Description:

Do you feel like you're on a treadmill at work or at home? How do you keep balance in your life? Take a TIMEOUT from learning about professional best practices to experience best practices for your personal wellbeing. We'll Lead you through activities, discuss ways to InnoVate daily practices, and Educate about steps to take to LIVE your best life. Make time for your wellbeing - you deserve it.

Learning Objective(s):

- Participants will discover elements of wellbeing and gain an understanding of steps to improve in varied areas of wellbeing.
- Participants will experience wellbeing actions such as a career checkup, future dreams activity, mindfulness, yoga, support system development, steps toward happiness and more.

Presenter(s):

- Claire Childress, Virginia Tech Career and Professional Development
- Mary Mahoney, Center for Career Development, University of Tennessee, Knoxville
- Val Matta, CareerShift, LLC



2019 SoACE Conference
Memphis, TN | December 9 - 12
Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: All Shook Up" about Student Employee Professional Development

Topic(s): Administration Career Advising/Counseling , Experiential Education

Geared Toward: Colleges

Description:

Need a rockin' student employee professional development program? Career Services Leaders from Texas A&M University - San Antonio, will share the process of formulating, creating, and implementing a strategic assessment plan. The program is built upon the NACE competencies, experiential learning components, and CliftonStrengths. The program has been adopted by the new Henry Cisneros Leadership Institute and as a campus-wide priority for engagement through the Strategic Plan for the university.

Learning Objective(s):

- Presentation attendees will build a basic program plan for setting up a student employee professional development program based on NACE competencies, experiential learning, and CliftonStrengths.
- Presentation attendees will create an assessment plan considering the values of their specific institutions and stakeholders who would be involved.

Presenter(s):

- Karen Ivy, Texas A&M University - San Antonio

SoACE Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: "Getting your ducks lined up": External Reviews Unpacked

Topic(s): Administration

Geared Toward: Colleges

Description:

Learn about SoACE external reviews and the keys to preparing for a review. Learn how S.W.O.T Analysis, Gap Analysis and Quality Design Analysis can be used to help you improve your programs and services. External review functions and process will be discussed in order for organizations to decide when to conduct a review.

Learning Objective(s):

- Participants will learn how to schedule a SoACE external review and the keys to success in the preparation process.
- Participants will learn the benefits for a career center in conducting an external review.

Presenter(s):

- Thomas Halasz, East Carolina University
- Jay Kilough, Texas Tech/University Career Center
- Ja'Net Glover, University of Florida/Career Connections Center

SoACE Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: A Rockin' Intervention for Major Selection Support

Topic(s): Assessment and Data Analytics, Career Advising/Counseling Small Colleges and Universities, Technology

Geared Toward: Colleges

Description:

Learn how to remix an effective program to assist incoming students with increasing their confidence in major selection. An original version has been re-created by varying artists on three different campuses. Come hear the different tracks and participate in a jam session to create a mix tape for your campus.

Learning Objective(s):

- Participants will identify an effective intervention strategy for incoming FTIC's to assess needs for support in terms of major selection.
- Participants will develop ideas for campus scalability of program components.

Presenter(s):

- Jean Keelan, University of South Florida
- Emily Flositz, University of Central Florida
- Lesa Shouse, University of South Florida - St. Petersburg

SoACE Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: Engaging Pre-health Students with Employers: Facilitating Career Exploration through Skills Labs

Topic(s): Career Advising/Counseling, Employer

Geared Toward: Both Colleges & Employers

Description:

Many Pre-health students are less likely to make time to learn about themselves and explore their career options, that when faced with a barrier and forced to examine other paths, they're unsure where to go or how to start. This session seeks to engage employers and career services professionals in identifying trends within pre-health student populations and meeting those needs through innovative and interactive employer programming.

Learning Objective(s):

- Attendees will be able to understand trends within pre-health student populations and identify areas of need as it relates to career development
- Attendees will be able to identify the role employers can play in career exploration while tapping into more hands-on and innovative programming targeted to the pre-health student population (a population that normally does not engage much with employers)
- Attendees will be able to reflect on ideas and feedback gathered at the University of Florida Career Center to consider applications and possibilities on their respective campus

Presenter(s):

- Jacqueline Pedota, University of Florida - Career Connections Center
- Corey Graf, University of Florida - Career Connections Center

SoACE Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: Career Advising Consortiums: Leading National Career Conversations Through Niche Groups

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

Sharing best practices is common in the career services field, but it is challenging to reap the benefits and implement best practices when you work with a niche population. In this session, presenters will detail a case study of how the Texas A&M and William & Mary Career Centers have developed and grown a nation-wide niche network to share relevant best practices. Participants will gain tangible strategies to build and implement their own niche networks.

Learning Objective(s):

- Examine a case study on the development and growth of a niche career advising network
- Recognize the importance of a niche area of career advising
- Learn how to apply this development and growth strategy to their own niche populations

Presenter(s):

- Paige Hellman, Texas A&M University Career Center
- Kelly O'Shaughnessy, William & Mary - Cohen Career Center

SoACE Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: Improving Students' Intercultural Competency for the Workforce

Topic(s): Diversity and Inclusion

Geared Toward: Colleges

Description:

This session will highlight the creation of a course piloted by Valdosta State University to engage students with developing intercultural competencies. It will also unpack programming initiatives to engage students to develop their intercultural competencies, embed a Career Management Competency into the curricula, and identify partners to advance efforts on your respective college campus to create a culture that plays a role in developing the intercultural competencies of students.

Learning Objective(s):

- Unpack programming initiatives to develop students intercultural competencies as it applies to successfully entering the world of work and managing one's career.
- How to embed a Career Management Competency into Curricula.
- Identify partners to advance efforts on your respective college campus to create a campus culture that play a role in developing intercultural competencies of students.

Presenter(s):

- Gerald Williams, Valdosta State University
- Sandra Jones, Valdosta State University

SoACE Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: Employer Relations: How to Avoid being "All Shook Up" in a Liaison Role

Topic(s): , Employer Relations,

Geared Toward: Both Colleges & Employers

Description:

Whether you work in an organization without a dedicated employer relations team or are an employer navigating the various campus structures, this session will help you Lead engagement with minimal time commitment. We will cover InnoVative activities and data-driven decisions to maximize employer relations on your campus. Finally, we will also incorporate the perspective of a recruiter to Educate on how various career center structures help and hinder recruiting efforts.

Learning Objective(s):

- To provide participants with strategies for effective development of employer relations in liaison model organizations
- To provide employers with strategies for building partnerships with career services and vice versa for productive campus engagement
- To provide participants with methods for data collection and analyses to evaluate impact and to make decisions

Presenter(s):

- Charlie Wilder, Auburn University
- Kelly Atwood, Mississippi State University

SoACE Session Descriptions

Tuesday, December 10

1:15 PM - 2:15 PM

Title: We Just Did It For The Gram: How to Deliver Effective Marketing via Social Media

Topic(s): Technology

Geared Toward: Both Colleges & Employers

Description:

As a community heavily dependent and influenced by technology, we are inundated with information daily, much of it skimmed through or left unread. This interactive breakout session will focus on strategies to intentionally build relationships to deliver effective marketing through social media, including Instagram, so your content is explored not ignored. We'll discuss how to create and share information that increases engagement and forms relationships with your intended audience.

Learning Objective(s):

- Attendees will learn how to build relationships with their target audience, whether this be students, alumni, employers or community members, through social media and digital communication.
- Attendees will learn how to develop social media content that shares information that will lead to engagement with their target audiences.
- Attendees will learn how to utilize technology such as LinkedIn, Instagram and Facebook to reach an audience as well as Canva to create content.

Presenter(s):

- Laura Taylor, The University of Alabama in Huntsville
- Candace Phillips, The University of Alabama in Huntsville

SoACE Session Descriptions

Roundtable Topics

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Getting Candid with your Colleagues: Best Practices for Team Development

Topic(s): Administration

Geared Toward: Both Colleges & Employers

Description:

Learn and discuss the strategies surrounding the idea of Radical Candor, as well as other team development approaches, and how to apply these ideas with peers and staff you supervise. Learn tips and techniques from your colleagues to implement with your staff and team.

Presenter(s):

- Megan Hollis,
- Jorge Pioduda, Virginia Commonwealth University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Creating a Community of Practice for Internships and Experiential Learning

Topic(s): Administration Career Advising/Counseling, Diversity and Inclusion, Experiential Education, Small Colleges and Universities

Geared Toward: Colleges

Description:

Presenters developed an Internship Coordinators Network at the University of Mississippi to help support faculty and internship coordinators to implement internships using best practices. ICN is a community of practice for internship coordinators at the University of Mississippi whose mission is to share best practices and resources between university stakeholders and to work as a group to improve and expand internships as a high impact practice on campus.

Learning Objective(s):

- How to create campus buy-in for internship programming
- How to sustain momentum for a new community of practice
- How to build collaboration with key campus partners

Presenter(s):

- Wesley Dickens, University of Mississippi
- Kristina Phillips, University of Mississippi

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: 'Remixing' Strategies for Leaders

Topic(s): Administration

Geared Toward: Both Colleges & Employers

Description:

Ever have trouble creating solidarity and enthusiasm in your workplace? You may have heard of "The Remix", new book by Lindsey Pollak. In hosting a professional book club and virtual session with Lindsey this past summer, employers and career services participants alike started trying out some of the practices discussed in the book to create workplace practices that WORK. I will share results and ideas born from these conversations for your own use!

Presenter(s):

- Karen Ivy, Texas A&M University - San Antonio

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Boundaries Over Balance

Topic(s): Administration

Geared Toward: **Both** Colleges & Employers

Description:

We are passionate about our work and care deeply about student success. Our departments are being elevated (hooray!), we are being asked to do more with less, and can't help but feel stretched thin. Let's face it! It's often difficult to separate our professional life from our personal life thanks to technology and the pressure to feel constantly available. This discussion will share purposeful boundary creation strategies for us as employees, supervisors, and parents.

Presenter(s):

- Kristin Irwin, Furman University
- Bethany Ferrall, Texas A&M University-Commerce
- Katie Ramirez, Trinity University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Leveraging What You Got: Managing a 1-2 Person Career Services Office

Topic(s): Administration, Career Advising/Counseling, Employer Relations, Small Colleges and Universities

Geared Toward: Colleges

Description:

Learn how two career services professionals in single-person career offices use smart solutions to expand their office resources and engage employers and alumni. Interact with others who run small-campus or specialized career offices to share ideas for making the most of limited budget and personnel. Bring your own challenges to the session to hear how other colleagues have overcome similar obstacles.

Learning Objective(s):

- Attendees will be able to build a human resource pipeline on a limited budget.
- Attendees will know how to implement efficient strategies to engage employers & alumni in ways that are mutually beneficial.

Presenter(s):

- Amanda Bates, North Carolina State University - College of Veterinary Medicine
- Sara Lane, North Carolina State University - College of Agriculture & Life Sciences

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Establish a clear vision for Employer Engagement

Topic(s): Assessment and Data Analytics, Employer, Employer Relations

Geared Toward: Both Colleges & Employers

Description:

Learn how educating employers is helping career services to take recruiting to another level. Learn how to develop an educational curriculum to educate employers about recruitment best practices. Review strategies to maximize engagement and collaboration between employers and career services. Educating employers is an essential component to foster the relationship between career services and employers. The Employer Institute session will touch on strategies and techniques to build and grow intentional partnerships and engagement with employers.

Learning Objective(s):

Presenter(s):

- Lucy Moscoso, Florida International University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Lead with a Career Liaison Model: High impact practices to bridge the gap

Topic(s): Administration Career Advising/Counseling Small Colleges and Universities

Geared Toward: Colleges

Description:

Looking to implement an innovative career liaison model with academic units? In this session, Florida International University Career & Talent Development Office will share the framework to implement a successful centralized/decentralized campus-wide career liaison model. Participants will learn about the historical, financial and strategic background leading to the creation of the model. Resources, data, campus partner testimonials, opportunities, challenges and future projections will be shared to showcase its impact and growth.

Learning Objective(s):

- Presenters will provide an overview of the Florida International University Campus Career Liaison model for the audience.
- Participants will learn the different implementation phases to develop a customized liaison model.
- Participants will receive recommendations to engage key stakeholders, build partnerships and get "buy in" from academic units. Participants will gain an understanding of ways to measure, track, and share data to drive the creation and growth of the model.

Presenter(s):

- Nelly Leon, Florida International University
- Yisell Cirion, Florida International University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Educational vs. Transactional Recruiting: Innovative Employer Engagement for Gen Z

Topic(s): Career Advising/Counseling, Employer Relations, Experiential Education, Technology

Geared Toward: Both Colleges & Employers

Description:

Are you observing students less interested in attending traditional recruiting events such as employer information sessions? Site visits, digital content, and other meaningful experiential learning opportunities can be more engaging for students, employers, and career professionals alike. Hear how the University of Georgia Career Center has capitalized on the learning preferences of today's college students and share ways you have created avenues for employers to implement educational recruiting plans.

Learning Objective(s):

Presenter(s):

- Brianna Bennett, University of Georgia
- Brittany Smith, University of Georgia

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Developing Innovative Programs with Partners

Topic(s): Career Advising/Counseling, Employer Relations, Experiential Education

Geared Toward: Both Colleges & Employers

Description:

Building partnerships between campuses and employers can greatly improve the experience of both parties and the students experience during their career development. Is your campus or company doing everything they can to build these relationships? Do you know what others are doing to create collaborative and innovative programs? Come to this session to hear what others are doing, share the methods you've used, and gain ideas on how to improve your partnerships.

Presenter(s):

- Mindy Blackburn, Appalachian State University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: The Essential Relationship Between Alumni Offices & Career Centers

Topic(s): Career Advising/Counseling, Employer Relations

Geared Toward: Both Colleges & Employers

Description:

As alumni engagement continues to become more essential to institutional success, there is an increasing emphasis on the need for collaboration between alumni and career services offices.

Participants will learn:

- Best practices in providing career development programs and services for alumni
- Strategies in working with alumni relations to solicit alumni participation in programs for students
- Ideas for implementing technology to best meet alumni needs, from contributing their time/talents to utilizing career services

Presenter(s):

- Leslie Mille, Florida State University
- Bethany Mills, University of Georgia

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Best Practices for Engaging First-Year Students

Topic(s): Career Advising/Counseling, Experiential Education

Geared Toward: Colleges

Description:

As first-year students settle in to their new lives at college, the excitement begins to wear off and uncertainty kicks in when they are asked: "What do you want to do after graduation?" With so many choices, it is easy for first-year students to feel overwhelmed. This Roundtable Discussion aims to provide insight of how Vanderbilt University's Career Center engages first-year students and collaborates with the first-year residential college system and other campus offices.

Presenter(s):

- Danielle Bolling, Vanderbilt University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Best Career Fair You've Ever Had

Topic(s): Administration, Employer Relations, Small Colleges and Universities

Geared Toward: Colleges

Description:

Want to leave career fairs saying, "This was the best career fair ever!" & exponentially increase student engagement numbers? Attend this session to learn about how we have maximized our small staff, turned small programs into campus-wide events, & incorporated unique seminars & ideas to engage the next generation of career oriented students. We will discuss our structure of operation & how we changed the way we, & our employers, look at our career fairs.

Learning Objective(s):

- Adapt a new career fair style for their own campus' needs and resources
- Design a programmatic model that maximizes the talents, skills, and knowledge of a smaller staff
- Examine their current career fair and office structure for improvements based on data presented by a smaller staff utilizing a new model of career services

Presenter(s):

- Bethany Ferrall, Texas A&M University - Commerce
- Shanna Jonescu, Texas A&M University - Commerce
- Trevor McCray, Texas A&M University - Commerce

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: The Person Behind the "Title"

Topic(s): Career Advising/Counseling, Mentor/Mentee Relationships in Higher Education, Career Roadmaps, Advice to Career Services Beginners

Geared Toward: Both Colleges & Employers

Description:

The Person Behind the "Title" A facilitated discussion based on mentor/mentee relationships and the moments that impacted your life, stories of each individual's journey to Career Services, and advice that you wish you would have been given when starting your career in higher education. A personal look at the professionals we become.

Presenter(s):

- Hannah Carroll, Murray State University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: "Handy" Strengths that won't give you the Blues. Using the CliftonStrengths for Student Success.

Topic(s): Career Advising/Counseling

Geared Toward: Both Colleges & Employers

Description:

Who loves Strengths?!? Don't know about Strengths? Join this roundtable to discuss how to incorporate Gallup's Clifton Strengths into student success programs along with its challenges such as funding, trainings, implementation, and its ever-changing name. Employers are encouraged to attend to discuss bridging the strengths conversations into the workplace with interns or post-grad hires.

Presenter(s):

- Lesa Shouse, University of South Florida St. Petersburg

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: "INTENDED": Best Practices for Helping Students Navigate Applications to Competitive Majors

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

Competitive majors often times have unique prerequisites that require students to need the assistance of career service professionals. Come to this interactive discussion to understand what the admissions process for competitive majors may look like and how it relates to your role in career services. This session will leave you with tangible examples of how to best work with students applying for competitive majors.

Presenter(s):

- Toria Carter, University of Georgia
- Whitney Denney, University of Georgia
- Camille Liverpool, University of Georgia

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Career Industry Dinner

Topic(s): Diversity and Inclusion, Employer Relations

Geared Toward: Both Colleges & Employers

Description:

The University of North Texas Career Center took the initiative to offer industry dinners for our students. These networking events gave students an opportunity to have round table discussions and dinner with employers seeking students in Health, Arts, Non-Profit, and Diversity focused industries and/or affinity groups.

Presenter(s):

- Desiree Johnson, University of North Texas

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Explore Innovative Intercultural High-Impact Practices For Underserved Populations

Topic(s): Diversity and Inclusion

Geared Toward: Both Colleges & Employers

Description:

Many institutions acknowledge the importance of the NACE intercultural competency through study abroad and international internships. However, studies highlight an unimpressive trend amongst first-generation, low-income and minority students, where it has been difficult to engage in discussion about abroad programs. How can we develop innovative high-impact practices to aid underserved students in developing their intercultural and global fluency? Attendees will learn strategies and implementations to increase intercultural communication and understanding in underserved populations.

Presenter(s):

- Cierra Wilson, North Carolina Central University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Career Competencies: Connecting the Dots with Employers

Topic(s): Employer Relations, Career Competencies

Geared Toward: Colleges

Description:

How much does the average recruiter know about career competencies? The University of Tennessee Knoxville engaged in a discussion with some of its top partners to learn how they utilize competencies in recruiting. Surprisingly, their awareness of the competencies as a NACE construct was low, although they look for these skills among the students they hire. Participate in a conversation and learn how UT and others are interacting with employers around the topic of competencies.

Presenter(s):

- Stephanie Kit, University of Tennessee Center for Career Development

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Career Meetups - Innovating Employer Information Sessions

Topic(s): Employer Relations

Geared Toward: Colleges

Description:

What happens when students do not show up to employer information sessions? Reinvent them into something new and lead the campus in a revolution. Learn how NC Central University's employer relations team remixed employer information sessions into Career Meetups to engage students and employers. Participants will learn the strengths, challenges, and opportunities to recreate Career Meetups on their campuses.

Learning Objective(s):

Presenter(s):

- Christy Dunston, North Carolina Central University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: How to "Get a Hand" when Creating Campus Buy-In

Topic(s): Experiential Education, Technology

Geared Toward: Colleges

Description:

From a 98% increase in student appointments to 193% growth in job postings, Texas A&M University-San Antonio has experienced substantial growth in its operations within Handshake Year 1. Attendees will learn about how student and faculty buy-in was created through experiential learning resulting in engaging branding and social media strategies. From a YouTube web series to becoming a year-round assignment for a Business Teamwork course, we are building towards creating a campus culture around Handshake.

Presenter(s):

- Clarissa Tejeda, Texas A&M University-San Antonio

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Let's Talk Strengths! How to Incorporate and Assess the Effectiveness of CliftonStrengths within a Peer Career Advising Model

Topic(s): Assessment and Data Analytics, Career Advising/Counseling

Geared Toward: Colleges

Description:

Texas A&M University-San Antonio's Graduate Career Development Internship (GCDI) program was developed to introduce peer learning to its exponentially growing campus. GCDIs receive training in career counseling theory coupled with Gallup CliftonStrengths in order to offer dynamic front-line student support. Within this session, attendees will learn best practices used to develop structured training complemented with monthly coaching supporting GCDI effectiveness. In addition, A&M-SA will share its three-level assessment plan used to measure student learning outcomes.

Learning Objective(s):

- The participants will be able to articulate the success and challenges of implementing peer-learning based program, Graduate Career Development Intern (GCDI).
- The participants will explore how Gallup CliftonStrengths based coaching has significant impact on GCDI's effectiveness.

Presenter(s):

- Clarissa Tejeda, Texas A&M University
- Yasir Kurt, Texas A&M University-San Antonio
- Laura Nygaard, Texas A&M University-San Antonio

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Where are They Now?: Collecting and Utilizing Data on Students' Internships

Topic(s): Experiential Education

Geared Toward: Colleges

Description:

At this roundtable, we will discuss best practices in gathering data on internships. University of Tennessee will provide strategies and methods we employ to collect data on both academic and non-academic internships and how we have utilized and analyzed this data to provide evidence of the impact of internships. Roundtable participants will share best practices in collecting internship data and the ways in which they use said data to inform their work.

Presenter(s):

- Mary Beth Woodward, University of Tennessee, Knoxville

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Going Global in STEM: Career Search Resources for International Students

Topic(s): Career Advising/Counseling, Diversity and Inclusion, Employer, Experiential Education, Technology

Geared Toward: Both Colleges & Employers

Description:

(V.I.S.A.)Values, Interest, Skills, and Abilities: A Passport to Career. International Students are faced with a variety of struggles and barriers to careers and experiential learning. As advisors, staff/faculty, employers, and campus partners working with such students requires navigating unique journeys and promoting inclusive destinations. Presenters will review champions that advocate and utilize these inclusive programs successfully, as well as how to manage challenging international student barriers in careers and experiential learning.

Learning Objective(s):

- Participants will be able to conduct special international student career-based sessions that help guide international students through a smooth transition in their academic, social and cultural adjustment to internship and career success
- Participants will be able to increase the level of experiential learning attainment for students and achieve greater accountability, efficiency and effectiveness across campus and employer partnerships

Presenter(s):

- Briana Edwards, Florida State University - Career Center
- Krystle Graham, Florida State University Career Center

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: FirstGen to FirstJob: Supporting the Career Development of First-Generation Students

Topic(s): Career Advising/Counseling, Diversity and Inclusion

Geared Toward: Colleges

Description:

Initiatives focused on the academic success, graduation, and retention of First-Generation College Students is becoming commonplace on many college campuses. As these students navigate the intricacies of college, the career center can offer programs and services that can be transformational to the career outcomes of these students. Attendees of this session will hear about ways that they can support the career development of First-Generation students and help them move from FirstGen to their FirstJob.

Learning Objective(s):

- As a result of attending this presentation, attendees will learn the unique characteristics of the career development of First- Generation College Students based on the current available research.
- As a result of attending this presentation, attendees will be given practical knowledge that they can use while designing programs and/or conducting career appointments with students who are First-Generation.

Presenter(s):

- Christopher Kelley, University of Tennessee, Knoxville

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Career services beyond the job search: Graduate and professional school prep

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

Is your office serving students interested in furthering their education? The UTK Center for Career Development utilizes campus partners to host Graduate School Prep Month and Pre-Health Prep Week. These annual events prepare students for graduate or professional school. In this workshop, we will highlight both programs through the initial planning, developing campus partnerships, marketing, challenges, and assessment. Attendees will brainstorm ideas to develop similar events on your campus.

Learning Objective(s):

- Attendees will understand the benefits and challenges of graduate and professional school programming.
- Attendees will identify opportunities for cross campus partnerships and discuss specific student populations' needs.
- Attendees will brainstorm program ideas to help students prepare for graduate and professional school at their institution.

Presenter(s):

- Leslie Walton, University of Tennessee- Knoxville
- Alexis Senter, University of Tennessee- Knoxville

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: L.I.V.E. from the Marketing Chair!

Topic(s): Small Colleges and Universities

Geared Toward: Colleges

Description:

L.I.V.E. from the Marketing Chair! Will provide attendees with a bird's eye view into the planning and execution of marketing objectives. Let's face it, branding is king...marketing is essential..and career services offices are busy! This session includes marketing idea conception, planning & strategy as well as execution! Learn how you can automat messages and plan ahead of time to seize upon the career exploration and recruitment cycles that occur. A practice exercise is included!

Learning Objective(s):

- Explore the planning process for anticipating marketing needs on your campus
- Learn about strategic partners and ways to maximize marketing on your campus
- Discover marketing tools and tactics to improve your metrics

Presenter(s):

- LadyStacie Rimes-Boyd, Trinity University
- Mackenzie Hanes, Midway University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Unlocking LinkedIn's Hidden Power

Topic(s): Technology

Geared Toward: Both Colleges & Employers

Description:

This presentation provides often hidden insights into LinkedIn. Novice to expert LinkedIn users will find this presentation valuable and eye-opening. Topics covered include why LinkedIn is important, LinkedIn as a Research Tool, profile "All Star" / best practices, and branding / messaging. Roland combines over a decade of practical LinkedIn skills, two decades of professional marketing experience, and career readiness perspective into a presentation 99% of surveyed attendees would recommend to a peer.

Learning Objective(s):

- How to use LinkedIn as a research tool
- How to use LinkedIn as a networking tool
- How to build your Brand

Presenter(s):

- Roland Block, Texas A&M University

SoACE Session Descriptions

Tuesday, December 10

2:30 PM - 4:00 PM

Title: Looks Count: A Bet on Student Success through the JSU Tiger Career Closet

Topic(s): Innovative and Collaborative Student Success Program

Geared Toward: Both Colleges & Employers

Description:

The Tiger Career Closet is a program dedicated to providing professional attire to currently enrolled Jackson State University students who are in need of professional attire for job interviews or work. Through our collaborative efforts we are exceeding our goal of helping students look their best to make a positive impression as they enter the professional world!

Learning Objective(s):

- Provide information to assist others in creating and maintaining a successful clothing closet program.
- Provide information on how we were able to establish collaborative partnerships with alumni, corporations/businesses, and the community to contribute to the operation.
- Provide processes on steps taken to services students in need of professional attire.

Presenter(s):

- Lashanda Jordan, Jackson State University
- Lavenita Cottrell, Jackson State University

SoACE Session Descriptions

Wednesday, December 11

8:15 AM - 9:15 AM

Title: Using a Common Language with Faculty: Aligning the NACE Competencies with Accreditation and Exploring Additional Competency Models

Topic(s): Administration

Geared Toward: Colleges

Description:

At the 3rd annual competency symposium, attendees discussed gaining faculty buy-in and integrating competencies into the curriculum. Suggestions included using a common language, aligning competencies with accreditation, and recognizing that some integration into course learning outcomes is already occurring. This workshop will provide several programmatic accreditation mappings to the NACE competencies and explore the CareerOneStop Competency Model Clearinghouse and AAC&U's LEAP initiative. Attendees will leave with tools to support their efforts as competency champions.

Learning Objective(s):

- As a result of attending this conference presentation, participants will understand how to map discipline-specific competencies to the NACE competencies.
- As a result of attending this conference presentation, learn about the CareerOneStop Competency Model Clearinghouse and AAC&U's LEAP initiative.

Presenter(s):

- Kathy Horner, Clemson University

SoACE Session Descriptions

Wednesday, December 11

8:15 AM - 9:15 AM

Title: The Struggle Is Real: Transforming from a Young Professional to an Emerging Leader

Topic(s): Administration

Geared Toward: Both Colleges & Employers

Description:

Transitioning into a leadership role is not an easy process. This is even harder for young professionals, who at this stage in their careers, are trying to assert themselves within an organization or within their field. Different perspectives will be shared by young professionals in the early to mid-stages of their careers. A broad range of topics will be discussed to help young professionals meet the various challenges of transitioning to an emerging leader.

Learning Objective(s):

- Identify NACE Professional Development Standards for Supervising and Managing.
- Assess their style of leadership and how it may transform the office culture.
- Discover ways to develop leadership skills to aid in their transition to the next professional step.

Presenter(s):

- Marie Smallwood, Florida A&M University
- V'Rhaniku Haynes, University of Central Florida
- Robyn Williams, University of Central Arkansas

SoACE Session Descriptions

Wednesday, December 11

8:15 AM - 9:15 AM

Title: Teamwork makes the dream work! How athletics works with student-athletes on developing their career plan

Topic(s): Career Advising/Counseling, Diversity and Inclusion, Employer

Geared Toward: Both Colleges & Employers

Description:

The "Total Person Project" established in 1986 by former Georgia Tech Athletics Director, Dr. Homer Rice, gave rise to programs for student-athletes that provide a balance of academic achievement, athletic success, and personal well-being. Clemson University and Virginia Tech are two examples of athletic departments that have developed holistic student-athlete development programs. The two schools have created programming that uses traditional career development concepts and aligned them with the needs of student-athletes.

Learning Objective(s):

- Participants will gain an understanding on how athletic departments work with student-athletes on their post-graduate plans
- Participants will learn how offices of student-athlete development integrate career development programming into the career plans of student-athletes

Presenter(s):

- Sarah Lage, Virginia Tech Athletics
- Julian Jones, Clemson University Athletics

SoACE Session Descriptions

Wednesday, December 11

8:15 AM - 9:15 AM

Title: Who is the Student Champion?

Topic(s): Career Advising/Counseling, Employer Relations, Experiential Education

Geared Toward: Both Colleges & Employers

Description:

Who on your campus is the ultimate student champion? What if there were a faculty member who was a career coach, employer relations specialist, and professor all rolled into one with the sole charge of delivering superior professional development to students? Learn more about the multifaceted role of Program Champion at Auburn University's Harbert College of Business and how this role works with career services to improve student experience and employment outcomes.

Learning Objective(s):

- Create a greater impact on student experience and satisfaction by giving students a dedicated Champion who is a Subject Matter Expert in their chosen field. Program Champions create an opportunity for industry specific professional development curriculum,
- Learn how to create this model when resources are limited by leveraging existing faculty, creating hybrid roles, and/or looking past the traditional career counselor background for new hires.
- Better methods to collect internship, first destination data, and NACE Competency skills.
- Leverage industry connections by hiring/utilizing faculty with industry experience into career services roles in their areas of expertise.

Presenter(s):

- Mandy Harrelson, Auburn University
- Alex Ritenbaugh, Auburn University
- Liesl Schutt, Auburn University

SoACE Session Descriptions

Wednesday, December 11

8:15 AM - 9:15 AM

Title: Coaching Appointments: Changing The Interaction With Measurable Outcomes

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

How did career professionals prove that coaching interactions matter to the student and add value to the institution? The Wake Forest Office of Personal and Career Development developed learning objectives for coaching appointments to demonstrate the transformative nature of career coaching by setting standards for student learning. In this session, presenters will share the "how and why" and what happened next.

Learning Objective(s):

- Articulate the value of creating learning objectives for your student appointments.
- Write at least one learning objective for an existing appointment type at your institution.

Presenter(s):

- Patrick Sullivan, Office of Personal and Career Development, Wake Forest University
- Heidi Robinson, Office of Personal and Career Development

SoACE Session Descriptions

Wednesday, December 11

8:15 AM - 9:15 AM

Title: Diversity and Inclusion from a Disability Services Standpoint

Topic(s): Diversity and Inclusion

Geared Toward: Both Colleges & Employers

Description:

An in depth presentation on diversity and inclusion from a Disability Services standpoint. The topic will outline many issues that students can face and ways to assist and accommodate these students in order for them to achieve success in college and on to future careers and life. Awareness, opportunities, and assistance = the recipe for inclusion.

Learning Objective(s):

- To be able to apply best practices from MSU to their own institution.
- To be able to develop the mindset of awareness, opportunities, and assistance when it comes to serving students with disabilities.

Presenter(s):

- Hannah Carroll, Murray State University

SoACE Session Descriptions

Wednesday, December 11

8:15 AM - 9:15 AM

Title: Access Granted/Denied: The Art of Employer Screening

Topic(s): , Employer, Employer Relations, Technology

Geared Toward: Both Colleges & Employers

Description:

As recruiting and hiring processes rely heavily upon online programs, career centers must be proactive to help ensure the safety and security of our students and their information. The University of Arkansas has implemented a comprehensive set of policies, procedures, and investigative strategies by which we strive to protect students from fraudulent employers while also encouraging legitimate organizations to hire our students.

Learning Objective(s):

- Robust investigative methods for ensuring that employers are legitimate entities.
- How institutional policies can work to create consistency across a campus with decentralized career centers.
- Best practices and common pitfalls in vetting employers for access to online student career systems like Handshake, and additional considerations for local entities and regionally based start-ups.

Presenter(s):

- Robert Ellis, University of Arkansas
- Debbie Ritter, University of Arkansas Walton College of Business

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: Gaming the System: How gamification enriches career programming

Topic(s): Administration, Career Advising/Counseling

Geared Toward: Colleges

Description:

For years, there has been an increased focus on career readiness, while concurrently recruiting timelines continue to accelerate. However as we see students increasingly not attending workshops, how can career educators ensure students are prepared for the recruiting process? At UNC Kenan-Flagler the answer was using gamification to create industry-specific programming. Attend to learn about the development of gamified programs that's led to record student attendance, and how to create similar programming on your campus.

Learning Objective(s):

- After this session participants will be able to describe the conception and structure gamified student programming
- After this session participants will be able to recognize how a similar event could help students on their campus engage in their own career development
- After this session participants will be able to identify industries or topics that could benefit from the implementation of a similar gamification programming on their campuses

Presenter(s):

- Sarah Crockett, Kenan-Flagler Business School, University of North Carolina at Chapel Hill
- Amy Bugno, Kenan-Flagler Business School, University of North Carolina at Chapel Hill

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: Career Conversations: Inclusivity in the Workplace

Topic(s): Career Advising/Counseling, Diversity and Inclusion, Employer Relations

Geared Toward: Both Colleges & Employers

Description:

Diversity issues are essential in understanding students' career development as Generation Z is the most ethnically diverse generation in U.S. history. This session provides an overview of Vanderbilt University's "Career Conversations: Inclusivity in the Workplace" event. The program's purpose was twofold: discuss how to navigate identity in the workplace and connect employers to students who are overlooked in traditional campus recruiting efforts. Participants will learn about event preparation, execution, and data-informed outcomes for future implications.

Learning Objective(s):

- Participants will learn how to develop a program that: addresses the diverse needs of students, connects students to culturally competent organizations, and prepares students for an ever-changing, diverse workforce.
- Participants will learn how metrics surrounding diversity and inclusion are used to monitor career outcome data and advocate for program resources.
- Participants will learn about diversity issues in career development related, but not limited, to race, ethnicity, age, class, disability, gender, sexual orientation, and religious affiliation.

Presenter(s):

- Danielle Bolling, Vanderbilt University

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: Thinking Beyond the Scope of Corporate Partner Programs: Time and Talent, Without the Treasure

Topic(s): Career Advising/Counseling, Employer, Employer Relations, Small Colleges and Universities

Geared Toward: Both Colleges & Employers

Description:

With increasing student enrollment, stagnant budgets and stretched staff, the need to Innovate is critical! Support within our field often comes from employer relationships through corporate partner-type programs. However, employers often feel budget restrictions, but still desire to make meaningful connections with students and hire top talent. Participants will learn from both employers and career services staff about how we leverage employer time and talent to create opportunities for impactful student engagement, within non-fiduciary relationships.

Learning Objective(s):

- At the end of this session, career services participants will be able to identify ways to leverage and engage with employers to provide services to students.
- At the end of this session, employer participants will be able to discuss strategies for engaging with career centers from the lens of time and talent, without the treasure.
- At the end of this session, all participants will be able to value relationships between career centers and corporate "partners" that are not focused on financial contributions.

Presenter(s):

- Lisa Burton, Texas A&M University
- Courtney McKenzie, The Buckle
- Michael Shehane, Texas A&M University Career Center

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: All Shook Up - Planning for Graduation Starting At Orientation

Topic(s): Career Advising/Counseling, Experiential Education, Small Colleges and Universities

Geared Toward: Colleges

Description:

I'm All Shook Up- "Why are we talking about graduation before classes even start?" This session will provide attendees with actionable items to engage incoming classes during orientation, Week of Welcome and FYE. Additionally, tactics for encouraging and creating an expectation of career exploration for students and parents will be discussed. The goal of this session is to increase career office visibility and viability with the 1st and 2nd-year students.

Learning Objective(s):

- Attendees will be able to identify best practices to increase office visibility during summer orientation.
- Attendees will understand various tactics to encourage career exploration.
- Attendees will learn strategies for collaborating with various offices across campus for mutual support and success.

Presenter(s):

- Mackenzie Hanes, Midway University

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: Bridging distance and time zones: Programming to engage international students before they even get here

Topic(s): Career Advising/Counseling, Technology, International students

Geared Toward: Colleges

Description:

International students experience unique challenges in their job search, which requires more intensity and effort to achieve their goals. At Texas A&M University, we are building collaborations between the Career Center, International Student Services, academic advisors, employers and student organizations to develop specific programming to reach these students regardless of distance and time zones before they arrive on campus. With this programming, the number of students with offers at graduation has increased.

Learning Objective(s):

- How to develop a strategy to increase participation at events for your international students
- How to more than double international students' engagement with your resources and programs to increase successful outcomes
- How to identify key collaborations on your campus to impact international student engagement

Presenter(s):

- Abdullah Abdul Kader, Texas A&M University
- Samantha Wilson, Texas A&M University

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: Building Connections: An Employer Relations Guide to Leveraging Technology and Improving Outcomes

Topic(s): Employer Relations

Geared Toward: Colleges

Description:

Jane Willis-Mayer, Director of Employer Relations, and Alison Hogue, Senior Manager of Employer Relations, will discuss how the University of South Carolina - Darla Moore School of Business, is utilizing technology to streamline the recruiting and relationship building process. This includes an overview of the Handshake and Salesforce platforms as well as digital marketing technologies. Utilized in conjunction with one another, learn how these systems can inform data-driven decisions and increase employer engagement levels.

Learning Objective(s):

- Examine the creation of the Office of Career Management's tiered employer model.
- Explore practical applications for Handshake and Salesforce in data-driven decision making.
- Discuss the collection, assessment, and dissemination of employer data to improve outcomes.

Presenter(s):

- Alison Hogue, University of South Carolina - Darla Moore School of Business
- Jane Willis-Mayer, University of South Carolina - Darla Moore School of Business

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: Getting Involved in State Associations and Consortia

Topic(s): Professional Development - Highlighting the opportunities within State Associations and Consortia to directly impact the profession, invite a wider perspective, and continuously develop personal skills

Geared Toward: Both Colleges & Employers

Description:

Plan to join a panel discussion addressing the various ways you can get involved in your State Associations and Consortia. We'll have leaders from these groups share from their experience--what they would have done earlier, done more of, and done less of--as well as answer your questions about aspiring to State Association and Consortia leadership roles.

Learning Objective(s):

- Career Readiness Competency: Career Management Understand how to directly inquire and explore professional development opportunities through State Associations and Consortia service
- Career Readiness Competency: Critical Thinking/Problem Solving Deepen a sense of self-awareness and apply learning to professional development

Presenter(s):

- Rob Liddell, University of Tennessee at Chattanooga

SoACE Session Descriptions

Wednesday, December 11

9:30 AM - 10:30 AM

Title: NACE Session: Preparing and Sourcing College Talent: Trends and Predictions for the Future

Topic(s): NACE Session

Geared Toward: Both Colleges & Employers

Description:

What are the trends impacting the preparation and sourcing of college talent? How do these trends impact the work of career services and recruiting professionals? What shifts in perspective and direction do these require us to make?

Trends and prediction content will be followed by career services and recruiting professionals engaging in a dynamic discussion to inspire action:

- Learning about important issues and trends affecting our profession.
- Identifying challenges and solutions associated with these trends.
- Sharing actionable, practical insights and strategies for proactively planning for the future.

Learning Objective(s):

- Increase awareness and knowledge regarding trends impacting the preparation and sourcing of college talent.
- Explore and develop strategies for proactive planning.
- Ability to adjust plans and make improvements in light of these trends.

Presenter(s):

- Matthew Brink, NACE
- Chris Carlson, Senior Manager, University Recruiting and Relations for Northrop Grumman and NACE President

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: "Can't help falling in love" with high response rates: A collaborative effort for post-graduation data collection

Topic(s): Administration, Assessment and Data Analytics, Technology

Geared Toward: Colleges

Description:

Participants will hear about the collaborative and innovative efforts of Auburn University staff in the accumulation of student outcomes and post-graduation data that earned a completion rate of 98% among recent graduates. This presentation will focus on the "how" of leading this innovative practice: the necessary stakeholders, the technology used to effectively reach the graduating population, and the fabric of the partnerships that have resulted in a finished product that supports high student response rates.

Learning Objective(s):

- As a result of attending the presentation, participants will: Discuss methods to gather student outcomes data, including general education and first destination assessment tools, that can be connected to the efforts of career professionals
- As a result of attending the presentation, participants will: Identify ways to maximize technology and campus partnerships to best support data gathering, reporting, visualization, and strategic planning

Presenter(s):

- Stuart Miller, Auburn University
- Michael McCay, Auburn University

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: Piping Talent Via Campus Internships

Topic(s): Administration, Diversity and Inclusion, Experiential Education, Small Colleges and Universities

Geared Toward: Both Colleges & Employers

Description:

Does your institution leverage internships for its hiring needs? Learn about an intentional process designed to provide students with convenient opportunities to apply skills, learned in the classroom, in a real-world environment. Campus Internships bridge workforce programs with the need for tangible skill-sets in a variety of departments on campus. Identify institutional needs for ongoing roles for a succinct selection and hiring process. Become the campus-wide solution for deficits in talent on your campus.

Learning Objective(s):

- Introduce and discuss from A-Z the Business process for Campus Internship Program.
- Demonstrate incorporating state guidelines for co-ops & internships into experiential learning on campus.
- Identify Campus Partners needed to bring the program to fruition.

Presenter(s):

- James Mable, Houston Community College

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: Creating Inclusive and Innovative Campus Partnerships: Improving career readiness for work-study students and student employees

Topic(s): Career Advising/Counseling, Diversity and Inclusion

Geared Toward: Colleges

Description:

The Wake Forest Office of Personal and Career Development (OPCD) aims to engage with 100% of our students. Attend this session to learn more about an innovative partnership that resulted in more engaged student employees, improved relationships between managers and student employees, and resulted in invitations for the OPCD to return with new professional development opportunities and increased student engagement with the OPCD.

Learning Objective(s):

- Identify elements of the career development process that can be customized for presentations to student employees across your campus.
- Define the "pitch" you will make to large campus employers and the ways in which you can add value to the manager/student employee relationship.

Presenter(s):

- Patrick Sullivan, Office of Personal and Career Development, Wake Forest University
- Heidi Robinson, Assistant Vice Preseident, Office of Personal and Career Development and Professor of the Practice, Department of Education

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: Career Treks - Not Just for Students - The Value of Career Center Staff Participating in Career Treks

Topic(s): Career Advising/Counseling, Employer, Employer Relations

Geared Toward: Both Colleges & Employers

Description:

This session is designed to educate both Career Center staff and employers on how employer meetings should no longer be just for the employer relations team. Learn how interactions between Valley Forge and the Florida Atlantic University Career Center (FAU) led FAU to redesign their approach to employer meetings to a holistic model. Hear an employer's perspective on how this collaboration transformed their university recruiting success.

Learning Objective(s):

- For career center staff to rethink who in the office is meeting and learning about employers.

Presenter(s):

- Traci Ackerman, FAU
- Ward Young, Valley Forge Fabrics

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: Utilizing Solution Focused and Cognitive Behavioral Techniques to Encourage Career Development for Students

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

Have you ever worked with a student and wished you had a few more strategies in your tool box to help them through difficult challenges in their career development? Evidence based strategies such as solution focused interviewing and cognitive behavioral reframing may help your student succeed. This crash course in helping skills will allow career advisors and counselors to identify their strengths in helping and understand when and where to refer students to outside resources.

Learning Objective(s):

- Participants will understand evidence-based helping skills and theories useful to assist students to thrive in the career development process
- Participants will acquire tools and useful activities to engage with students in order to help with setting realistic goals and expectations
- Participants will gain knowledge of when and where to refer if the issues discussed with the student goes beyond the participants' level of expertise

Presenter(s):

- Emily Hawarny, Texas State University
- Nadirah Pippen, University of North Carolina Wilmington

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: It Takes A Village: Supporting multicultural and first generation college students through collaborative initiatives and programming

Topic(s): Diversity and Inclusion

Geared Toward: Both Colleges & Employers

Description:

Creating institutional support for multicultural and first generation college students is crucial. As more and more students from diverse populations increase on college campuses, the demand for tailored programming intensifies. As a result, colleges and universities are creating unique ways to help serve this growing population. This session will discuss ways institutions can strategically collaborate with campus and employer partners to support and engage students from underrepresented populations in the career development process.

Learning Objective(s):

- Identify 2-3 areas of opportunity for career development practice for diverse student populations
- Learn best practices in collaborating with campus and employer partners to provide diverse and inclusive programming for students

Presenter(s):

- V'Rhaniku Haynes, University of Central Florida
- Briana Edwards, Florida State University
- Kijuan Poland, L3Harris Technologies

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: It Takes Two to Tango: Employer Relations and Experiential Education Partnership in Recruitment

Topic(s): Employer Relations

Geared Toward: Colleges

Description:

Come learn about how employer relations and experiential education partnership can help bolster your employer relations recruitment strategy! We will talk about the importance of defining your recruitment strategy, refining your institutions value in your sales pitch, and aligning your communications. At the end of the session, we will create the space for the audience to start to think about how they define success in recruitment.

Learning Objective(s):

- Participants will understand how the University of Kentucky navigates the recruitment landscape being a central career center serving all majors
- Participants will get inspiration on how to better support employers designing and optimizing internship programs at their organization
- Participants will be able to work on their definitions of success that will contribute to their impact story.

Presenter(s):

- Sarah Montgomery, University of Kentucky
- Rachel Brand, University of Kentucky

SoACE Session Descriptions

Wednesday, December 11

3:00 PM - 4:00 PM

Title: Technology 2020 - For Innovation, Efficiency, Accountability, and Survival!

Topic(s): Technology

Geared Toward: Colleges

Description:

With limited hours in a day, are you leveraging and maximizing technology for innovation, efficiency, accountability and survival? From coaching, to operations, to employer outreach, technology can be a blessing and a curse. This year's class of first-year students were born post Y2K, and many corporate recruiters are Millennials, born into a tech-savvy world. This presentation will look at numerous technologies we are using today to educate, innovate, and just plain keep up!

Learning Objective(s):

- Participants will learn about and evaluate new technologies for their offices.
- Participants will discover how these technologies have maximized service to key constituencies, especially students.
- Participants will hear about innovative ways to use these technologies to expand and track employer outreach efforts

Presenter(s):

- Dana Hutchens, Wake Forest University
- Ashley Graham Phipps, Wake Forest University

SoACE Session Descriptions

Thursday, December 12

8:15 AM - 9:15 AM

Title: Infusing Career Services in the Classroom with a graded Component

Topic(s): Administration, Career Advising/Counseling, Technology

Geared Toward: Colleges

Description:

Come learn how the University of Memphis STEM Career Specialist partnered with the Chemistry Lab 1 professor to infuse Career Development in the course in a pilot program to engage freshman in Career planning valued at 30 percent of the final grade. A study was conducted comparing an online system for career success in a control group with 3 other groups that received traditional face to face career development classes.

Learning Objective(s):

- Learn how to collaborate with professors to infuse Career Services in the classroom.
- Discuss options for implementation at your college while reviewing the data and results of student surveys.
- Review a subset of before and after resumes and results of informational interviews conducted by students.

Presenter(s):

- Jada Meeks, University of Memphis
- Nancy Santagata, University of Memphis

SoACE Session Descriptions

Thursday, December 12

8:15 AM - 9:15 AM

Title: Telling the Story Through Data

Topic(s): Assessment and Data Analytics, Employer Relations, Technology

Geared Toward: Colleges

Description:

In higher education, data plays a role in strategic decision making. Given the amount of data available, how should teams determine what data is best able to inform a decision? Wake Forest University has developed an innovative data analysis process. In this presentation, we will discuss in-depth the development of databases designed for strategic decision-making. Attendees will also have the opportunity to discuss the issues at their institutions and possible solutions.

Learning Objective(s):

- Participants will leave with a data-project strategy they can implement at their institution.
- Participants will leave with a better understanding of how to analyze their data and how to align data points from several different reporting sources.

Presenter(s):

- Ashley Graham Phipps, Wake Forest University
- Mallory Allred, Wake Forest University

SoACE Session Descriptions

Thursday, December 12

8:15 AM - 9:15 AM

Title: Instructions Included: Practical Recruitment Measures to Enhance Diversity & Promote Inclusion

Topic(s): Career Advising/Counseling, Diversity and Inclusion, Employer, Employer Relations, Small Colleges and Universities, Mentorship

Geared Toward: Both Colleges & Employers

Description:

Diversity is power for an organization, and inclusion is what gives it strength. But how does Corporate America relay that message to the right target audiences, without seeming cliché? The "Instructions Included" guide provides an overview of various techniques and tools that have been proven to work successfully in aiding in the development of authentic relationships between recruiting organizations, higher education institutions and diverse student populations.

Learning Objective(s):

- Participants will be able to recall the various approaches shared, to increase access to underserved populations.
- Brainstorm and discuss alternate ways that employers and institutions can leverage tools & techniques to increase engagement and promote inclusion with diverse populations.
- Participants will be able to develop a strategy to implement tools & techniques at their institutions / organizations.

Presenter(s):

- Cherrelle Lawrence, Kenan-Flagler Business School at UNC - Undergraduate Business Program

SoACE Session Descriptions

Thursday, December 12

8:15 AM - 9:15 AM

Title: Best Practices for Supporting Online Students

Topic(s): Career Advising/Counseling, Technology

Geared Toward: Colleges

Description:

Online students are quickly becoming the norm in higher education. Many of these students are what higher ed professionals call "non-traditional," meaning they are often older and working full-time. At Georgia Tech, the Online Masters of Science in Computer Science program (lovingly called OMSCS) has three times as many students as the on-campus program. This presentation will go over best practices for advising online students and resources available for Career Advisors.

Learning Objective(s):

- Attendees will learn best practices for supporting online students.
- Attendees will learn about the resources available to them for advising online students.
- Attendees will learn how to support non-traditional online students.

Presenter(s):

- Kristi Walker, Georgia Institute of Technology

SoACE Session Descriptions

Thursday, December 12

8:15 AM - 9:15 AM

Title: Group Career Coaching Exposed: How to Plan, Market, and Facilitate

Topic(s): Career Advising/Counseling

Geared Toward: Colleges

Description:

Group career coaching is an opportunity for students to learn from each other and a chance for Career Center staff to meet the needs of more students in less time. Come to this session to learn about the value of group coaching and hear examples of effective planning, marketing, and facilitation. This session will help attendees have a better understanding of the rewards and challenges of implementing group career coaching for their students.

Learning Objective(s):

- Learn the rewards and challenges of implementing group career coaching experiences for your students
- Experience the stages of group development to better understand the value of group coaching
- Create an action plan to help you envision how you can implement group coaching for your students

Presenter(s):

- Maggie O'Brien, University of Georgia
- Jenna Lostritto-Simmons, University of Georgia

SoACE Session Descriptions

Thursday, December 12

8:15 AM - 9:15 AM

Title: Careers for Impact: Innovative Connections to Purposeful Employers

Topic(s): Employer Relations

Geared Toward: Both Colleges & Employers

Description:

Appalachian State students want to make positive change in the world. Careers for Impact is a highly engaging and personal networking event to jumpstart students' journey towards an impact(ful) career. This is an overview of how we collaborate across campus and externally to create a comfortable environment for students to learn about professional opportunities with employers who are mission driven and committed to sustainability; including social justice, public service and business for good.

Learning Objective(s):

- To highlight a new and innovative approach to how career events can be administered, particularly to engage students for whom the traditional career fair is not attractive, by showcasing employers who model our institutional values and align with our miss
- Participants will leave this session with an understanding of how we designed the inaugural event, lessons learned, and planning tools.

Presenter(s):

- Susan McCracken, Appalachian State University
- Jennifer Shaffer, Appalachian State University
- Deanne Smith, Appalachian State University

SoACE Session Descriptions

Thursday, December 12

8:15 AM - 9:15 AM

Title: Partnership: NEXT - Engaging Faculty with the Career Center

Topic(s): , Small Colleges and Universities, Campus Partnerships

Geared Toward: Colleges

Description:

Learn about the Partnership: NEXT initiative and how it has helped develop faculty partnerships on campus. Through selection of faculty liaisons from each college the UMHB Career Center has engaged in higher quality and more constant communication with each college, developed new career programs for colleges that needed or requested additional resources, and gathered information from all colleges more efficiently.

Learning Objective(s):

- To provide Career Center staff members with a template for building and growing faculty relationships across all colleges on their campus and developing programs with support of faculty partners, particularly for small colleges/universities with a central
- Share ideas for academic programming that has been developed and promoted with faculty partners.

Presenter(s):

- Emily Kelly, University of Mary Hardin-Baylor
- Don Owens, University of Mary Hardin-Baylor