



HACCC Drive – In 2010

Career Services in Primetime: Getting Your Audience to Tune In

Friday, July 23, 2010
University of Houston Downtown

★ = 1 Hour CEU Credit
5 Total Hours CEU Credits Available
Program has been approved by the
National Board for Certified Counselors

CONFERENCE PROGRAM

<u>TIME</u>	<u>TOPIC</u>	<u>ROOM</u>
8:15 – 9:00am	Breakfast (provided) and Registration	
9:00 – 10:00am	Welcome and Opening Remarks/Featured Speaker ★ 12 Essentials - A Framework to Guide Millennials through the Transition to Both College and the Workplace Keynote Speaker: Houston Brown, former Shell Oil Co. Graduate Recruitment Manager-Americas	
10:00 – 10:15am	Break	
10:15 – 11:15am	Session I (choose one of two) ★ Lights, Camera, Action: Interviewing Skills, Hollywood Style Presenter: Rhonda Beassie, Assistant Dean for Career Development, University of Houston-Law Center ★ Smallville: Catching Small Fish: Engaging Small-Medium Businesses on Your Campus Presenters: Nathan Green, President & Co-Founder, Campus2Careers Chris Jones, Career Advisor, Texas State University Career Center	
11:15 – 11:30	Break	
11:30 – 12:30pm	Session II (choose one of two): ★ My Favorite Martian: Lost in Diversity Presenter: Houston Brown, former Shell Oil Co. Graduate Recruitment Manager-Americas ★ Survivor: Helping Alumni in a Difficult Economy: Developing and Implementing an Alumni Job Club Presenters: Chuck Crocker, Associate Director, Career Services, University of Houston Clear Lake Beth Borck – Event/Marketing Coordinator, Career Services, University of Houston Clear Lake Jennifer Dugas, Practicum Counselor, Career Services, University of Houston Clear Lake	
12:30 – 1:30pm	LUNCH	
1:30 – 2:30pm	Session III (choose one of two): ★ Lost: Give your Students a Passport Presenter: Deidra Mayer, Career Consultant, Lamar University Teresa Simpson, Director of Career & Testing Center. Lamar University ★ 24: Streamlining Career Video Production and Visualizing Career Services 24/7 Online Presenters: Samantha Wilson, Director of Campus Programs, Texas A&M University Career Center	
2:30 – 2:45pm	Break (beverages provided)	
2:45 – 3:45pm	Session IV: Featured Speaker ★ Desperate Career Centers: Getting Our Faculty to Notice Us Presenter: Karen B. Andrews, Director of Career Services, Kennesaw State University	
3:45 – 4:00pm	Wrap up/Door Prize/Evaluations	

Session descriptions on following pages

UHD is compliant with sections 503/504 of the Rehabilitation Act and ADA. Should you require reasonable accommodations, please contact Tracie Mazzu at 713-221-2787.

SESSION DESCRIPTIONS

9:00 – 10:00am

Featured Speaker

12 Essentials - A Framework to Guide Millennials through the Transition to Both College and the Workplace

Featured Speaker: Houston Brown, former Shell Oil Co. Graduate Recruitment Manager-Americas

The Millennials. It is a generation that we all created, and now we complain about. Are they really that different? And how can we help them in college transition and the (inevitable) transition out to the work place?

Learning Objectives:

Participants will understand the 12 essentials identified and developed by the Michigan State University Career Services Network, in conjunction with its employer partnership board, for use by students to understand where they fit in, given the world's expectations of them. The correlation between those 12 competencies and Millennials will be developed, along with some practical advice on how career centers can help our graduates. The 12 competencies are:

Working in a Diverse Environment

Managing Time and Priorities

Acquiring Knowledge

Thinking Critically

Communicating Effectively

Solving Problems

Contributing to a Team

Navigating Across Boundaries

Performing with Integrity

Developing Professional Competencies

Balancing Work and Life

Embracing Change

10:15 – 11:15am **Session I (choose one of two):**

Lights, Camera, Action: Interviewing Skills, Hollywood Style

Presenter: Rhonda Beassie, Assistant Dean for Career Development, University of Houston-Law Center

This program will demonstrate how to capture student attention for interview training with the use of media clip. Pop Culture is full of interviewing examples that illustrate the importance of researching the job, the firm/company, and especially the interviewer *before* showing up.

Learning Objectives:

1. The session will be a primer on teaching interviewing skills for newer professionals and an entertaining refresher for seasoned professionals.
2. Attendees will walk away with multimedia examples demonstrating positive interviewing techniques and pitfalls to avoid.
3. Attendees will evaluate their current interview training methods in light of ideas shared by others.

Smallville: Catching Small Fish: Engaging Small-Medium Businesses on Your Campus

Presenters: Nathan Green, President & Co-Founder, Campus2Careers

Chris Jones, Career Advisor, Texas State University Career Center

The purpose of this session is to discuss the building blocks for a bridge between college campus and the local, small business community. Non-profits, start-ups, and small and medium-sized businesses make up over 60% of the jobs in a given community, yet are often hidden to the labor market they need most: college students and recent grads.

Learning objectives:

1. Participants will be able to understand the issues and challenges of connecting with SMBs from both perspectives
2. Articulate the need and benefits of connecting with the local SMB marketplace
3. Develop inexpensive and impactful career programs to connect the college with the SMB community
4. Track the results of the program using Key Performance Indicators (KPIs)

11:30 – 12:30pm

Session II (choose one of two):

My Favorite Martian: Lost in Diversity

Presenter: Houston Brown, former Shell Oil Co. Graduate Recruitment Manager-Americas

This activity will explore diversity by immediately immersing you into a position of being oppressed and devalued. At first, it seems ridiculous. But don't get too comfortable, the testing on your assumptions about diversity will rapidly get this fast paced exercise going. You will learn from your group and from yourself by role playing the part of this group.

For some people this will be a novel experience, for others it will be painfully familiar. However, you will rapidly learn that assumptions about a "ridiculous" diversity issue are very real, and can mirror real life.

Learning objectives:

1. Put people in the position of being in a group which is oppressed and devalued. Whether a familiar feeling, or a totally new experience, it will focus on participants being a part of a diversity group, and to deal with the feelings of others about participants' worth.
2. The activity will also raise the issue of self oppression very effectively. Participants will see the group develop before your eyes, and will even take part of it.
3. Parallels to other diversity issues will be discussed. The greatest value of this exercise is to listen and value each other. The facilitator is just along for the diversity journey!

SESSION DESCRIPTIONS CONTINUED

Survivor: Helping Alumni in a Difficult Economy: Developing and Implementing an Alumni Job Club

Presenters: Chuck Crocker, Associate Director, Career Services, University of Houston Clear Lake

Beth Borck, Event/Marketing Coordinator, Career Services, University of Houston Clear Lake

Jennifer Dugas, Practicum Counselor, Career Services, University of Houston Clear Lake

This program will describe the program developed by UHCL to assist unemployed/underemployed UHCL Alumni to enhance their job search. This semester, UHCL Career Services developed and implemented a program for UHCL Alumni who were out of work or working only 20 hours a week to train them on how to conduct an effective job search. The program was based on using a cohort or support group approach with a cap of 20 attendees.

Learning objectives:

1. Participants will understand the need and benefit of an Alumni Job Club
2. Explore the policies, structure and content of the Job Club
3. Track overall outcomes and success stories

1:30 – 2:30pm

Session III (choose one of two):

Lost: Give your Students a Passport

Presenter: Deidra Mayer, Career Consultant, Lamar University

Teresa Simpson, Director of Career & Testing Center, Lamar University

Do you want your students to be prepared before they begin the job search process? The Passport through Lamar program offers students unsurpassed opportunities for professional growth. It is a professional development tracking system for students, while assisting them with building necessary skills for their resume. Our objective with this program, was to work on "polishing" our students and increase use of our services.

Learning objectives:

This session will explore the following topics:

Increase student marketability

Make your school creditable

Meet your schools strategic plan initiatives

Employer marketing

Faculty buy-in

How to increase student attendance at workshops

Integrate within school curriculum

24: Streamlining Career Video Production and Visualizing Career Services 24/7 Online

Presenters: Samantha Wilson, Director of Campus Programs, Texas A&M University Career Center

This presentation will detail how the Texas A&M University Career Center has implemented career video production in-house: analyzing the need for career video production, identifying video topics and contents, overcoming the mental hurdles and presumptions of staff of staff for in-house video production, exploring the most doable video production approaches, solving numerous technical difficulties, and finally streamlining the video production process and offering professional and polished video-based career education to students wherever they are.

Learning Objectives:

1. This session will provide participants with practical career services video production strategies and guidelines
2. Participants will be able to identify their own video production needs and feasibility, and implement video production in their own institutions.

At the end of the session, participants will be able to:

Identify the need for in-house career video production

Determine how to utilize the video tools to better present career services virtually and help students with their job search preparation

Develop effective and successful video production strategies for implementing video production at their own institutions

2:45 – 3:45pm

Featured Speaker

Desperate Career Centers: Getting Our Faculty to Notice Us

Presenter: Karen B. Andrews, Director of Career Services, Kennesaw State University

In these difficult times of budget cut backs and layoffs, how do we get the word out that the services provided by Career Services is an invaluable part of the university structure? The best way I know of is to align with those who have the power to influence others—the faculty.

Learning Objectives:

Through presentation and audience exchanges, my goal is to share some methods of outreach that have been successful for me over my past 30 years in higher education. My plan is to discuss programs, projects, and marketing strategies that have caught the attention of faculty and created tight bonds that have helped the Career Services Center in difficult times. The methods discussed will range from those that require funding to those that cost nothing but time and energy. I hope that the audience will walk away with some ideas and strategies to implement at their own colleges during these difficult times.