



ADAPT.  
TRANSFORM.  
LEAD.

#MBACSEA16Atlanta



MBA Career Services  
& Employer Alliance

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2016

**MBA CSEA**  
GLOBAL CONFERENCE  
June 21-24 • Atlanta, GA



On behalf of the MBA CSEA Board of Directors, welcome to Atlanta (also known by its airport's designation ATL) and to our 2016 Global Conference. The conference theme, "ATL... Adapt. Transform. Lead." seems quite fitting as we are continually being challenged to do these very things in our jobs.

The planning committee has done a stellar job to ensure this conference will be of great value—both to you, personally and professionally, and to the organization you represent. This year we are continuing with the TED-style talks featuring knowledge experts sharing insights on trending topics, and have programming for targeted groups including employers, seasoned professionals, and those serving specialized masters programs and international students.

The Global conference comes on the heels of very successful conferences in Dublin and Singapore. Our Asian Conference, held in March, saw record attendance with more employers, more Asian schools, and more sponsors in attendance. Our European Conference, held in April, also saw record attendance.

I want to extend my heartfelt thanks to our conference co-chairs, Laura Arthur and Margaret Roberts, and to the entire planning committee for their excellent work. I also want to thank all of the volunteers who are working so hard (even as you read this) to execute this event.

Enjoy the conference, and enjoy your time in ATL!

**Damian Zikakis**





Welcome to our 23<sup>rd</sup> Annual Global Conference!

Otherwise known as “Hotlanta,” “The Gate City of the South,” “A-town,” or “The Big Peach,” this year Atlanta is the epicenter for information exchange about the graduate business employment landscape. The conference theme “**Adapt. Transform. Lead.**” suitably describes the conversations that will take place, the topics that will be discussed, and the collaborations that will inevitably surface during and after the event.

This is your organization, your alliance, your network and your event! I hope you will make the most of every opportunity for thoughtful exchange—from the receptions to the dine-arounds to the sessions themselves. There truly is something for everyone.

As always, the success of MBA CSEA as an organization and this conference depends heavily on the dedication and commitment of our strong team of volunteers. Please join me in thanking our conference committee for all of the time and effort they put into this event—and especially our Conference Co-Chairs, Laura Arthur and Margaret Roberts. As you enjoy the event, please be sure to take a moment to thank anyone who has a ribbon on their nametag that says “Conference Committee.”

Enjoy the conference!

**Megan Hendricks**  
MBA CSEA Executive Director

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## Welcome to Atlanta!

This city's rich history, culture, and entertainment provide an excellent backdrop for many opportunities to network and exchange ideas! In planning this event in the ATL, the conference committee was inspired to:

### ADAPT

Each year we invite attendee feedback so that we can continuously refine and improve the global conference experience. We hope you'll agree that we have listened and delivered more of what you have asked for!

### TRANSFORM

We've packed more into Wednesday and Thursday by integrating what were formerly the pre-conference sessions into the new "Take Off Sessions" for members from all functional areas. In addition, we will offer 30+ high caliber breakout sessions over these two days. Our four Keynote and Spotlight Series speakers will each offer breakout sessions for deeper dives into their subject matter expertise. Lastly, to serve as the hub for making those key connections, we are introducing speed networking components to enhance connections with our employer and vendor stakeholders.

### LEAD

The programming for this conference has been carefully curated to foster your professional growth and ability to make a significant impact on your organizations. We are incredibly grateful to the 60+ individuals whose volunteer leadership brought this conference to life. Rebecca Chopra, Baillie Cloyd, Jennifer Graham, Danielle Grassia, Kate Guerrero, Phil Han, Lee Higa-Okamoto, Kevin Stacia, Leonard Williams, Patti Zettek, and their committee members have gone above and beyond their "day job" to serve MBA CSEA. Our thanks to Megan Hendricks and Jamie Belinne for your unparalleled guidance along the way. And of course, let's not forget the assistance of Lisa Keeler and Marc Bronitt, whose tireless efforts make things a little easier on the committee.

As you connect, learn and exchange ideas this week, we hope you too are inspired to Adapt, Transform, and Lead.

### Laura Arthur

Johns Hopkins Carey Business School

### Margaret Roberts

University of the Pacific,  
Eberhardt School of Business



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TUESDAY, JUNE 21, 2016		
Time	Session / Activity Title	Location
1:00 p.m. – 6:30 p.m.	Registration Open	The Overlook, Chastain Level, Floor 6
1:00 p.m. – 4:00 p.m.	Explore Atlanta Excursions	Meet in various places (see page 40 for details)
2:45 p.m. – 4:45 p.m.	Sponsors & Exhibitors Registration	Peachtree Ballroom Terrace, Floor 8
3:00 p.m. – 5:00 p.m.	Pre-Flight Planning (New Member Orientation) – <b>Sponsored by GMAC</b>	Augusta 1, 2, Floor 7
3:00 p.m. – 5:00 p.m.	MBA CSEA Committee Meetings  Membership Professional Development Awards Standards	Augusta A Augusta B Augusta C Augusta D Floor 7
6:00 p.m. – 7:30 p.m.	Opening Reception <b>Sponsored by Liberty Mutual</b>	Sun Dial Restaurant, top floor of Westin, Level 71. To get to the Sun Dial, go to the glass elevators on the far side of the lobby level. For those with height or vertigo issues, there is an interior elevator available. Visit the Sun Dial check-in desk in the main lobby.
7:30 p.m.	Dinner on your own	



## JOIN US ON SOCIAL MEDIA!

**#MBACSEA16Atlanta #ATL #AdaptTransformLead**

Insta, Tweet, Win a Treat! Post on Twitter or Instagram with **#MBACSEA16Atlanta** to be entered into a social media drawing! Winners will receive an Amazon gift card.



Post between June 21 at 1:00 p.m. and June 23 at 4:00 p.m. Winners will be drawn during the Networking Break – Door Prizes on June 23.

WEDNESDAY, JUNE 22, 2016		
Time	Session / Activity Title	Location
6:30 a.m. – 7:30 a.m.	Morning Fitness	Augusta 3, Floor 7
7:30 a.m. – 5:00 p.m.	Registration Open	The Overlook, Chastain Level, Floor 6
7:30 a.m. – 8:30 a.m.	Breakfast <i>Sponsored by Jobtreks</i>	Peachtree Ballroom, Floor 8
8:00 a.m. – 4:00 p.m.	Exhibit Hall Open	Peachtree Ballroom Terrace, Floor 8
8:15 a.m. – 8:45 a.m.	Conference Opening	Peachtree Ballroom, Floor 8
9:00 a.m. – 10:30 a.m.	Take Off Session for Career Center Leaders <i>Sponsored by CareerShift</i> <i>This is a closed session for Career Center Leaders only.</i>	Augusta B, Floor 7
9:00 a.m. – 10:30 a.m.	Take Off Session for Employers <i>This is a closed session for Employers only.</i>	Augusta A, Floor 7

## CERTIFICATION OPPORTUNITIES



MBA CSEA is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM. This conference is valid for 8.75 PDCs for the SHRM-CPSM or SHRM-SCPSM. For more information, visit the Registration Desk.



This conference has been approved for HRCI Certification. Visit the Registration Desk for more information.

The use of this seal is not an endorsement by HR Certification Institute of the quality of the program. It means that this program has met HR Certification Institute's criteria to be preapproved for recertification credit.



## WEDNESDAY, JUNE 22, 2016

Time	Session / Activity Title	Location
9:00 a.m. – 10:30 a.m.	Take Off Session for Career Coaches – <b>Sponsored by NC State Jenkins MBA</b>	Augusta 1, 2, Floor 7
9:00 a.m. – 10:30 a.m.	Take Off Session for Employer Relations <b>Sponsored by The Home Depot</b>	Augusta C, D, Floor 7
9:00 a.m. – 10:30 a.m.	Take Off Session for Operations	Augusta H, Floor 7
10:30 a.m. – 11:15 a.m.	Networking Break <b>Sponsored by MBA-Exchange.com</b>	Peachtree Ballroom Terrace, Floor 8
11:30 a.m. – 12:45 p.m.	Breakout Session I	See page 16 for locations
12:45 p.m. – 1:45 p.m.	Lunch and Resource Groups & Roundtables – <b>Sponsored by EY</b>	Peachtree Ballroom, Floor 8
1:45 p.m. – 2:45 p.m.	Keynote Speaker: Why Rejection is Awesome	Peachtree Ballroom, Floor 8
3:00 p.m. – 4:00 p.m.	Exhibitors Speed Networking Session	Peachtree Ballroom Terrace, Floor 8
4:15 p.m. – 5:30 p.m.	Breakout Session II	See page 17 for locations
6:30 p.m.	Dine Around Atlanta	Various meeting places. See page 41 for details.

## THURSDAY, JUNE 23, 2016

6:30 a.m. – 7:30 a.m.	Westin Running Group	Meet at Concierge Desk, Floor 5
8:00 a.m. – 3:00 p.m.	Registration Open	The Overlook, Chastain Level, Floor 6
7:30 a.m. – 8:15 a.m.	Breakfast and Committee Meet & Greets	Peachtree Ballroom, Floor 8
8:00 a.m. – 5:00 p.m.	Exhibit Hall Open	Peachtree Ballroom Terrace, Floor 8
8:15 a.m. – 9:30 a.m.	Breakout Session III	See page 18 for locations



## THURSDAY, JUNE 23, 2016

Time	Session/Activity Title	Location
9:45 a.m. – 10:15 a.m.	Networking Break	Peachtree Ballroom Terrace, Floor 8
10:30 a.m. – 11:45 a.m.	Breakout Session IV	See page 19 for locations
11:45 a.m. – 1:00 p.m.	Lunch and MBA CSEA Annual Meeting Sponsored by GradLeaders	Peachtree Ballroom, Floor 8
1:15 p.m. – 2:15 p.m.	Spotlight Series: Adapt. Transform. Lead. (See pages 12 – 13 for details)	Peachtree Ballroom, Floor 8
2:30 p.m. – 3:45 p.m.	Breakout Session V	See page 20 for locations
4:00 p.m. – 4:30 p.m.	Networking Break – Door prizes	Peachtree Ballroom Terrace, Floor 8
4:40 p.m. – 5:55 p.m.	Standards for Reporting MBA Employment Statistics	Section of Peachtree Ballroom, Floor 8
4:40 p.m. – 5:55 p.m.	Employer Showcase	Augusta A, B, Floor 7
6:30 p.m. – 7:00 p.m.	Bus Departures to Gala	Lower Level Lobby, Valet Level
7:00 p.m. – 10:00 p.m.	MBA CSEA Global Conference Gala – Sponsored by VMock	World of Coca-Cola Last bus leaves World of Coca-Cola for the Westin at 10:00 pm.

## FRIDAY, JUNE 24, 2016

9:00 a.m. – 9:30 a.m.	Breakfast	Peachtree Ballroom, Floor 8
9:30 a.m. – 10:30 a.m.	Prepare for Landing – Taking Back what you Learned	Peachtree Ballroom, Floor 8
10:30 a.m. – 10:45 a.m.	Conference Close	Peachtree Ballroom, Floor 8



WEDNESDAY, JUNE 22, 2016

1:45 p.m. – 2:45 p.m.

Peachtree Ballroom

*Jia Jiang, Author & CEO/Founder, Wuju Learning*

 @JiaJiang

## WHY REJECTION IS AWESOME

Jia Jiang is the world's foremost expert on rejection. He is the founder and CEO of Wuju Learning, a company that trains organizations and employees to become fearless. Jia's story started when several years after his career in the corporate world, he took a risk and stepped into the unknown world of entrepreneurship, which resulted in everyone's biggest fear... REJECTION.

This became the catalyst that set Jia on the path to his true calling. To conquer the fear of rejection, Jia embarked on a personal quest and started a video blog to face 100 Days of Rejection. His journey revealed a world that was hidden in plain sight, a world where rejection can become an advantage instead of a setback, and where there are opportunities behind every rejection. It has become Jia's mission to help others to discover that world for themselves.

The tendency to avoid rejection can be detrimental to our business, our careers, and our lives. Determined to change that, Jia takes us down a path where rejection, instead of being avoided, is deliberately and actively sought. With the lessons he learned from asking complete strangers questions like "Can I play soccer in your backyard?; Take your patrol car for a spin?; Fly your plane?" through his 100 Days of Rejection, Jia shows us that rejection is not an obstacle or monster to fear but an opportunity.

The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit. This program also qualifies to receive SHRM credit.

**The MBA CSEA Standards Committee recognizes that members often have questions about the Employment Standards and the AUP process, but do not always have the chance to ask them. Now is your chance!!**

Wayne France, Standards Consultant for MBA CSEA, will be available at the “Standards Booth” in the Exhibit Hall to address your questions about:

- Understanding the specifics of the Standards
- Best practices to achieve maximum responses from students
- Ways to create internal processes to ensure year to year consistency of data
- Understanding how timing of data and outreach is important
- Agreed Upon Procedures Review (AUP) of a school’s employment data and the valuable benefits of participating



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THURSDAY, JUNE 23, 2016

1:15 p.m. - 2:15 p.m.

Peachtree Ballroom



## ADAPT

### Embracing Your Circumstances: Better Adaptability Through Improvisation

*Allison Gilmore, Chief Improv Officer, DuMore Improv*

[@dumoreimprov](#)

Adaptability is our ability of moving through the world and allowing for change in order to reveal new possibilities. Oftentimes we are fearful of change that is happening. We seek out ways to understand and allow ourselves to adapt to the altered circumstances and embrace new realities. In this talk, discover ways that the tools of improvisation, especially those of listening and not judging, can greatly reduce this fear!

Allison Gilmore is a sought-after instructor, trainer, and speaker in the field of spontaneous and intuitive leadership. She's taught a variety of people, in a variety of industries, the use of improvisation to become better communicators, team members and leaders. With 20+ years of experience in improvisational comedy with the performing groups Laughing Matters and The Gorgeous Ladies of Comedy, Allison bridges the tools of improvisation with business management skills to teach people the principles of leadership through intuitive and spontaneous thinking.



## TRANSFORM

### The Millennial / Gen Z Transformation

*Crystal Kadakia, Author & Founder & Principal Consultant, Invati Consulting*

[@WeAreInvati](#)

The most talked about generation yet, the Millennials have a bad rap. Most news sources don't focus on the real trends and formative events influencing this generation. They instead focus on what could seem more like a horoscope than science! Crystal Kadakia, two time TEDx speaker and thought leader on Millennials and the Modern Workplace, will boldly address the inconvenient truths and key trends on how Millennial expectations are transforming how we work, study, and live. She will shift your thinking on how Millennial expectations are indicators for generations to come.

Crystal Kadakia and her company, Invati, work with organizations to modernize culture and organizational design for tomorrow's talent. Her mission is for organizations and talent to create the new normal together through what she calls "talent-driven organization design". She is the creator of the acclaimed training, Generation University, which helps many learn how to work with different generations.

## LEAD

**Becoming an Agent of Change**

*Brandon M. Smith, Founder & Blogger, The Workplace Therapist*

 @TheWPTherapist

Change is hard. People change is even harder. Brandon Smith is a leading expert in leadership and management communication and “curer” of workplace dysfunction. Brandon discusses the importance of creating the right amount of urgency to set the stage for change. Through research and his own personal journey Brandon illustrates how we as leaders can use urgency to help others realize their potential.

Known as “The Workplace Therapist,” Brandon is the founder of The Worksmiths LLC, a leadership coaching and culture consulting firm. Brandon combats workplace dysfunction regularly on Georgia Public Broadcasting and biztalk 1190 where Brandon assists listeners with navigating their career and work-life challenges and on his blog ([www.theworkplacetherapist.com](http://www.theworkplacetherapist.com)) where he writes on topics ranging from managing workplace relationships to leadership. When he is not out fighting workplace dysfunction, Brandon teaches at Emory University's Goizueta Business School on topics related to leadership and management communication for MBA programs.

**PHOTO AND VIDEO DISCLAIMER**

A photographer and videographer will be present during designated times during the conference, and resulting photos or videos will be used in future MBA CSEA promotional materials and marketing efforts. If you DO NOT want your picture or video taken, please contact Megan Hendricks or Lisa Keeler at the registration desk.

**VALUABLES DISCLAIMER**

Please do not leave any of your belongings unattended during the MBA CSEA conference. This hotel is open to the public and we cannot ensure the safe keeping of your possessions. It may seem like you'll only be gone for a minute, but one minute is all that it takes for someone to walk away with your stuff.

WEDNESDAY, JUNE 22, 2016

9:00 a.m. – 10:30 a.m.

**Shifting your Career Center to Full Throttle – Best Practices in Career Center Management (Career Center Leaders)**

Sponsored by CareerShift

Augusta B

*Facilitators:*

**LaTanya Johns**, *Texas Christian University, Neely School of Business*

**Beth Ursin**, *Willamette University*

Take a break from coaching your team and be prepared to discuss issues that uniquely face lead decision makers like you. This session is an interactive best practice-sharing session designed to move your career center to the next level. Bring your challenges and your stories of accomplishment to share with other career center decision-makers in such areas as increasing visibility on campus, motivating employees, succession planning, organizing your department and approaching administration for additional staffing and resources.

\*This session is open to attendees who oversee all aspects of a college or university career services office.

**Setting Your Itinerary – Identifying your MBA Recruiting Target Market (Employers)**

Augusta A

**Maureen Crawford Hentz**,  
*Director of Talent Management,*  
*A.W. Chesterton Company*

Candidate fit, while often intangible and hard to define, is the secret ingredient we are all looking for in a hire. For a few years now, the practice of MBA recruiting has been evolving as we focus on new social media techniques to find and land candidates. Imagine, though, if you could combine the power of cutting edge recruiting techniques with a strategy that would guarantee you better hires? You can—if you turn your attention to candidate pool differentiation! This session will feature Maureen Crawford Hentz, Director of Talent Management, A.W. Chesterton Company as facilitator.

The HR Certification Institute has pre-approved this activity for 1.5 hours of general recertification credit. This program also qualifies for SHRM credit.



## Career Coaching – Harness the Power of Others (Career Coaches)

Sponsored by NC State Jenkins MBA  
Augusta 1, 2

Facilitators:

**Kathy Bovard**, Johns Hopkins  
Carey School of Business

**JP Shearer**, Queen's University,  
Smith School of Business

Our business schools and career coaching staff face increasing demands from our constituents every day. Internally, we discuss these problems with our colleagues to identify solutions. Imagine what we can do in a 90-minute roundtable with our coaching colleagues from across the globe! Discovering different perspectives, fresh ways of thinking, and new solutions to our common challenges. This session aims to do just that. Bringing together our collective wisdom, we will connect, collaborate and create conversations in small groups, and encourage people to share their thoughts and ideas.

## Flying the Friendly Skies of Employer Relations (Employer Relations)

Sponsored by The Home Depot  
Augusta C, D

Facilitator:

**Holly Weimer**, University of Georgia,  
Terry College of Business

Are you a large airport trying to manage an endless demand for clearance and regularly nervous about terminal space and hosting the best carriers; or are you more of a regional operation managing your 8 seaters in and out daily, but trying to find ways to get your passengers to a large commercial carrier? Either way, air traffic control and logistical opportunity are critical function of all of our operations and the MBA CSEA is here to make sure you are preparing your organizations for safe and successful landings for all types of airplanes.

## Operating Effectively – Challenges and Best Practices for Operations Professionals (Operations)

Augusta H

Facilitator:

**Baillie Cloyd**, University of Chicago  
Booth School of Business

This session is a valuable new opportunity for professionals who sit in operations-focused roles in Career Services, Employer Relations, or on a Recruiting team. There will be opportunities to network with other conference attendees while sharing best practices, challenges, and new ideas for improving the operational effectiveness of your team, department, and school.



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## BREAKOUT SESSION I ■ JUNE 22, 2016 ■ 11:30 A.M. – 12:45 P.M.

Presentation Title	Location	Audience/Track	HRCI & SHRM Credit Available	Details on Page
<b>What's Trending in Graduate Business Recruiting</b>	Augusta A	E, ER, CC, IS, NP	●	21
<b>From Classroom to Cloud: Catapulting to Online Career Management Curriculum Delivery in Seven Months</b>	Augusta B	CC, WP, SM, CCL, O		21
<b>Equipping International Students For a Competitive Career Search at Home or in the US</b>	Augusta C	CC, IS		22
<b>“Meaning” is the New “Money”: Coaching Millennials Through Positive Psychology &amp; Self-Directed Career Counseling</b>	Augusta D	CC, NP		22
<b>Delivering Creative Career Programming Across Multiple MBA Populations</b>	Augusta E	ER, CC, WP, CCL, O		23
<b>Coaching “Stuck” Students: Applying Brain Science to Move Out of “Fight-Flight-Freeze” into “Flow”</b>	Augusta F	CC, WP, AP		23
<b>Working Across the Aisle: Supporting Veterans through Employer, Coaching, and Business Development Efforts</b>	Augusta G	E, ER, CC	●	24

## SESSION TRACK KEY

<b>AP</b>	Advanced Practitioners	<b>O</b>	Operations
<b>CCL</b>	Career Center Leaders	<b>NP</b>	New Practitioners
<b>CC</b>	Career Coaches	<b>SM</b>	Specialized Masters
<b>E</b>	Employers	<b>WP</b>	Working Professionals
<b>ER</b>	Employer Relations	<b>ALL</b>	All Audiences
<b>IS</b>	International Students		

## BREAKOUT SESSION II • JUNE 22, 2016 • 4:15 P.M. – 5:30 P.M.

Presentation Title	Location	Audience/Track	HRCI and SHRM Credit Available	Details on Page
<b>Building Skills Companies Demand: Developing the Competencies Most Desired by Top Companies</b>	Augusta A	E, ER, AP, CCL	●	24
<b>Keynote Deeper Dive: Rejection Academy</b>	Augusta B	E (open to all attendees)	●	25
<b>Transformational Career Coaching: Using a Core Competency Model to Help Build Critical Workplace Skills</b>	Augusta C	CC, NP, CCL		25
<b>Creative Ways To Strengthen Engagement Between Employers and Students</b>	Augusta D	E, ER, CC, WP, SM, CCL, O	●	26
<b>No MBA Left Behind: Strategies for Working with Hard-to-Place Students</b>	Augusta E	CC, AP, NP, CCL		26
<b>Beyond the Webinar: Creating Interactive Virtual Workshops from Start to Finish</b>	Augusta F	CC, IS, AP, NP, SM, CCL, O		27
<b>Employment Standards for Specialty Masters Programs: Update &amp; Discussion</b>	Augusta G	SM		27



## BREAKOUT SESSION III • JUNE 23, 2016 • 8:15 A.M. – 9:30 A.M.

Presentation Title	Location	Audience/Track	HRCI and SHRM Credit Available	Details on Page
<b>Diversity and Inclusion Best Practices for Recruiting and Onboarding</b>	Augusta A	E	●	28
<b>Coaching Working Professionals Virtually: Using Technology and “Flip-the-Classroom” Teaching Methodology to Support Career Growth</b>	Augusta B	CC, WP, O		28
<b>Never Had a Real Job? No Problem!</b>	Augusta C	CC, ER, NP, SM		29
<b>Transformation Through Internal Partnerships: Maximizing Talent and Collaboration</b>	Augusta D	ER, CC, WP, CCL, O		29
<b>Developing Interview, Employer and Client Ready Students Through Mentoring and Immersion</b>	Augusta E	CC, IS, AP, NP, SM, CCL		30
<b>Improving Personal Leadership Through Mindfulness</b>	Augusta F	ALL	●	30



**MBA Career Services  
& Employer Alliance**

Setting the Standard. Connecting the Industry.

## MISSION

Founded in 1994, the MBA Career Services & Employer Alliance is the premier provider of education, information and expertise for the support and development of individuals in the MBA career management and employment professions.

## VISION

Our vision is to be the foremost resource and expert in global MBA career services and global MBA employment.

## BREAKOUT SESSION IV • JUNE 23, 2016 • 10:30 A.M. – 11:45 A.M.

Presentation Title	Location	Audience/Track	HRCI and SHRM Credit Available	Details on Page
<b>Change Agents Through Strategic Engagement</b>	Augusta A	CC, O, CCL		31
<b>Continuing the Conversation: Facilitating Communication with International Students</b>	Augusta B	CC, IS, AP, NP, SM		31
<b>Best Practices for Recruiting in Technology</b>	Augusta C	E, ER, CC, NP, AP	●	32
<b>Part-Time MBA Standards: Update &amp; Discussion</b>	Augusta D	WP, AP, NP, CCL, O		32
<b>Gone Paperless: Maximizing Technology to Streamline On-Campus Recruiting</b>	Augusta E	E, ER, O	●	33
<b>How to Coach Any Candidate to Craft the Perfect Pitch for Interviewing and Beyond</b>	Augusta F	CC, SM		33
<b>Leading Your Part-Time MBA Program's Employer Relations Strategy on a Modest Budget</b>	Augusta G	ER, WP		34

## USE THE MOBILE APP FOR ALL EVENT INFO!

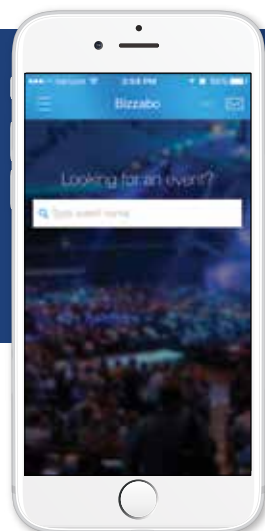
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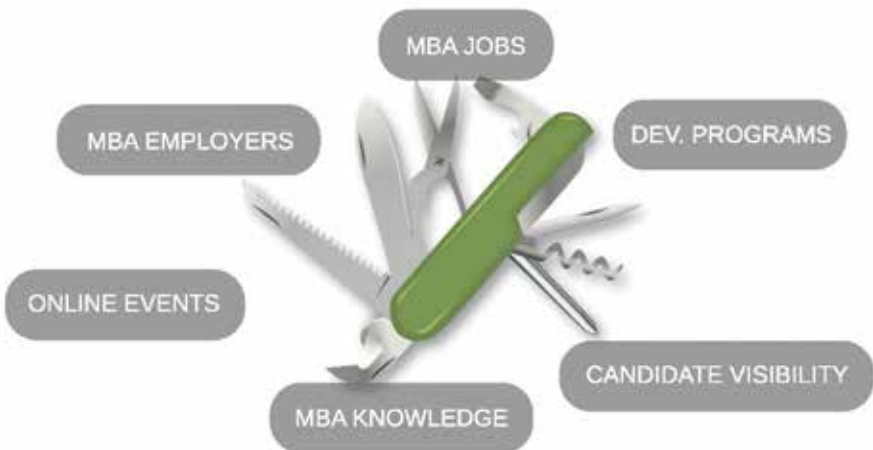
Provide feedback about conference sessions



## BREAKOUT SESSION V • JUNE 23, 2016 • 2:30 P.M. – 3:45 P.M.

Presentation Title	Location	Audience/Track	HRCI and SHRM Credit Available	Details on Page
<b>Spotlight Deep Dive: Foundations of Collaboration and Adaptability Using Improvisation</b>	Augusta A	ALL	●	34
<b>Spotlight Deep Dive: Creating a Modern, Millennial-Friendly Recruiting World</b>	Augusta B	ALL	●	35
<b>Spotlight Deep Dive: Leading Change 2.0</b>	Augusta C	ALL	●	35
<b>Helping International Students Brand Themselves More Effectively: Strategies that Work!</b>	Augusta D	CC, WP, IS, AP, NP, SM		35
<b>The Power of a Strengths Delivery Model to Build MBA Career Resilience</b>	Augusta E	CC, NP		36
<b>Leveraging Faculty and Administration in Career Services Delivery</b>	Augusta F	CC, NP, CCL, O		36

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## BREAKOUT SESSION I

JUNE 22 11:30 A.M. – 12:45 P.M.

**What's Trending in Graduate Business Recruiting**

Augusta A

**Rebecca Estrada**, Survey Research Manager, Graduate Management Admission Council (R) (GMAC (R)) @rebeccaestrada**Karen Dowd** Assistant Dean, Career Management & Corporate Engagement, Simon Business School, University of Rochester, New York**Steve Rakas** Executive Director Career Opportunities Center, Tepper School of Business, Carnegie Mellon University**E, ER, CC, IS, NP**

What are the main drivers affecting hiring demand for business school graduates? What skills are employers looking for in new hires, and what are the gaps? How are career centers, students and hiring managers adapting to the changing landscape of the hiring industry? How has social media changed the way recruiting is done? Join Rebecca Estrada-Worthington from GMAC, Karen Dowd from University of Rochester, Steve Rakas from Carnegie Mellon and several employers (via video clips!) to discuss these topics and more. Results from the 2016 GMAC Corporate Recruiters Survey, which gauges hiring outlook from the perspective of hundreds of employers worldwide, and the MBA CSEA Recruiting Trends Survey will be discussed as well as anecdotal information from presenters and participants.

**From Classroom to Cloud: Catapulting to Online Career Management Curriculum Delivery in Seven Months**

Augusta B

**Julia M. Zupko** Assistant Dean, Career Development Office, Yale School of Management @juliazupko**CC, WP, SM, CCL, O**

Most business school career centers experience similar pain points in developing and delivering their career management curricula: time and facility constraints, competing student priorities and attendance, pressure to innovate new ways to deliver content to and engage Millennials, and lack of means to measure student retention of concepts and material key to a successful job search. Yale SOM launched a fully revamped career management curriculum with online material accompanied by fully interactive “Learning Labs,” giving students the opportunity to practice concepts. Learn best practices, speed bumps, and insights we’ve gleaned, a tour of the curriculum / videos. Our “show and share” session will cover such topics as: Collaborating with key campus partners in identifying delivery platforms (LMS) and producing video instruction; Retaining “high touch” live engagement throughout curriculum; Video script writing tips and draft process recommendations; Engaging current students in video production efforts; Effective marketing / messaging to students.

## Equipping International Students For a Competitive Career Search at Home or in the US

Augusta C

**Damian Zikakis**, Director,  
Career Services, Ross School of Business,  
University of Michigan

🐦 @dzikakis

**Jaymin J. Patel**, Author, Speaker, Coach,  
JayminSpeaks.com

🐦 @jayminspeaks

CC, IS

International students continue to face significant recruiting challenges due to the increasingly unfavorable H1-B numbers. As Career Services professionals, how can you guide students to be successful in preparing for a job search both in the US and their home country? We will offer insights from multiple perspectives – MBA students, recruiters and career services professionals. We will discuss various approaches, methodologies and proven tactics and delve into the four attributes that international students are seeking in professional development programming. Additionally we will explore additional topics we need to teach international students, when to teach it, and what formats have worked well for engaging this student population in our business schools.

## “Meaning” is the New “Money”: Coaching Millennials Through Positive Psychology & Self- Directed Career Counseling

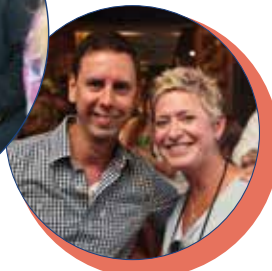
Augusta D

**Zoe Sullivan**, Graduate Business Career  
Advisor, California State University,  
Long Beach

🐦 @zoeamelia

CC, NP

This session is intended to educate career advisors on various counseling approaches and techniques, based on theory, which can be utilized when working with students. The goal is to provide training and information on counseling methods as they apply to working with graduate students in the 21st century. The presenter will share expertise from formal training in a counseling-based master's program. We will cover both the theory and practice of counseling and psychotherapy methods (as they apply to higher education settings) and of the more specialized area of career counseling as well. Attendees will apply theoretical knowledge to case scenarios and experience career counseling techniques first-hand to gain an in-depth understanding of how to apply theoretical concepts in a practical way within individual and group advising settings.






## Delivering Creative Career Programming Across Multiple MBA Populations

Augusta E

**Jennifer A. Kinder**, Director of MBA Career Programming and Leadership Development, The Office of Career Services, University of Maryland, Smith School of Business

 @Careerkinder

**Rachel Loock**, Associate Director of Executive MBA Career Coaching, Programming and Outreach, The Office of Career Services, University of Maryland, Smith School of Business

**ER, CC, WP, CCL, O**

How can schools serving full time MBA students and working professionals in different geographic locations, create robust career programming which provides value for students with varying expectations, abilities, and schedules? This session targets career coaches and programming professionals who deliver career programming to FT MBA and working professional students. Explore how the Smith School's Office of Career Services developed a new programming model which benefits multiple student populations at 4 campuses, while increasing availability and quality of program content, increasing efficiency of delivery, and deepening collaboration across MBA student populations and among school departments.

Through this interactive workshop, attendees will share their challenges in creating robust programming for multiple populations and learn how the Smith Career Services team overcame similar challenges. Presenters will provide a deep dive into one of the events designed around this new programming model, discuss the benefits to students, staff, and alumni and review lessons learned.

## Coaching “Stuck” Students: Applying Brain Science to Move out of “Fight-Flight-Freeze” into “Flow”

Augusta F

**Jeff Stoltzfus**, Associate Director of MBA Career Coaching, Office of Career Services, University of Maryland, Robert H. Smith School of Business

 @BetterBitByBit

**Susan Whitcomb**, Founder and President, The Academies, Inc.

 @SusanWhitcomb

**CC, WP, AP**

How do you coach students who disengage from career discovery, job search, or interviewing . . . when the solution is not more knowledge, but more practice to manage mental-emotional states? We've all seen fight-flight-freeze. A well-qualified student “freezes” in a key interview. An overwhelmed student “flees” when encouraged to network more. An entitled student “fights” upon hearing advice to improve emotional intelligence. A flood of neuroscience research reveals how the fight-flight-freeze response hijacks people from being their best. Brain-based coaching techniques help us guide students out of fight-flight into calm-engagement-empowerment . . . to handle stress, stay engaged, and execute on career priorities. Topics:

- Brain function overview: fight-flight-freeze vs. flow-flourish
- “Three C’s” to minimize students’ fight-flight-freeze in coaching sessions
- The P.L.U.S. Factor™ -memorable model to increase students’ awareness of mindset and access to flow
- Interactive coaching role-play
- Group discussion, Q&A, Resource list (TED Talks, books, apps, and sites for additional learning/sharing with students)

## Working Across the Aisle: Supporting Veterans through Employer, Coaching, and Business Development Efforts

Augusta G

**Ashley Bowes Johnson**, Sr. Associate Director, Graduate Business Career Center, Carlson School of Management, University of Minnesota

**Patrick Smith**, Assistant Director of Business Development, Graduate Business Career Center, Carlson School of Management, University of Minnesota

**Matthew Merjavy**, Program Manager—Veteran Talent Acquisition Strategy, Accenture

**E, ER, CC**

Each year, over 225,000 veterans transition out of the military and into the civilian workforce. They bring leadership, discipline, and problem-solving skills. However, the learning curve is steep and the opportunities for coaching are great as these candidates navigate the ambiguity and unfamiliarity of the corporate world. With many high-potential, officer-level candidates using funding to enter our graduate business programs, there are opportunities for career centers and employers to work together to provide returning veterans the support needed to succeed in their career transitions. In this 2-part workshop presenters will offer 3 different perspectives on supporting veterans from the employer, business development, and coaching perspectives. Each will share challenges they've faced in working with veterans and best practices for overcoming these. Participants will form their own cross-functional teams to discuss additional issues in working with veterans, and how they can each support it from a different angle.

## BREAKOUT SESSION II

JUNE 22 4:15 P.M. – 5:30 P.M.

### Building Skills Companies Demand: Developing the Competencies Most Desired by Top Companies

Augusta A

**Karen Dowd**, Assistant Dean, Career Management & Corporate Engagement, Simon Business School, University of Rochester, New York

**Rebecca Estrada**, Survey Research Manager, Graduate Management Admission Council (R) (GMAC (R))

 @rebeccaestrada

**David Tilson**, Associate Dean of the Full-Time MBA Program, Simon Business School, University of Rochester, New York

**Karen Fox**, Manager, University Relations and Recruiting Partnerships, Vanguard

**E, ER, AP, CCL**

What competencies are important to companies when hiring MBA and MS talent? In this session you will hear from the Simon Business School, University of Rochester (NY) that developed a new co-curricular approach to developing professional (aka “soft”) skills; the Graduate Management Admissions Council (GMAC) will share how their research can be used by schools undergoing career services and curricula reviews; and top hirer Vanguard will offer their perspective on skills sought by employers and how business schools can further develop these skills in their students. Key Simon administrative departments, faculty, and current students collaborated on the design of the new “Simon EDGE Program” targeted at helping Full-Time MBA students enhance these skills throughout the program. Session participants will receive information about this program and have the chance to engage in discussion about the skills sought by employers and how they are used in selection decisions and development programs.

## Keynote Deeper Dive: Rejection Academy

Augusta B

**Jia Jiang**, Author & CEO/Founder,  
*Wuju Learning*

 @JiaJiang

**E (open to all attendees)**

Jia Jiang journeyed through 100 Days of Rejection, beat fear, and became invincible. Now Jia's mission and passion is to help you overcome your own fear. Engage in conversation that will transform rejection as you know it and prepare you for your first rejection challenge—it might happen sooner than you think!



## Transformational Career Coaching: Using a Core Competency Model to Help Build Critical Workplace Skills

Augusta C

**Rebecca A. Bonco**, Associate Director,  
*Coaching and Education, Career  
Development Office, Johns Hopkins  
Carey Business School*

**Kathleen Bovard**, Director, *Coaching  
and Education, Career Development Office,  
Johns Hopkins Carey Business School*  
**CC, NP, CCL**

We know that employers are looking for more than just technical skills from their new hires. Increasingly, personal skills such as leadership, resilience and emotional intelligence differentiate good employees from great employees. How can we best prepare our business students for success in today's job market? Learn how the Johns Hopkins Carey Business School career development team has addressed this challenge. Participants will be introduced to an innovative core competency model used to drive programming in the Career Development Office. Attendees will learn how the core competency model was developed and how we help students build this set of 9 specific skills; Develop powerful questions through the use of case studies; Brainstorm additional competencies that are unique to different organizations and industries; Apply the competency-based model to working with an international population.

## Creative Ways To Strengthen Engagement Between Employers and Students

Augusta D

**Jean W. Gekler**, Senior Associate Director, MBA Career Management, Foster School of Business, University of Washington

**Naomi Sanchez**, Assistant Dean, MBA Career Management, Foster School of Business, University of Washington

**Susan Collard**, Career Development Director, Global Marketing Talent & Capabilities, Dell

**Sarah Eytinge**, MBA Staffing Consultant, Microsoft University Recruiting

**Paul Poissant**, Director of Employer Relations, Smeal College of Business, Penn State University

**E, ER, CC, WP, SM, CCL, O**

Establishing and orchestrating relationships and formulating marketing strategies are key for both Graduate Business Career Management Centers and Employers.

Initiating innovative ideas, creating meaningful partnerships and connecting with stakeholders will be discussed by Recruiters and Career Management professionals, highlighting ideas that may work for your company or campus. Just a few examples include building campus teams that include mid- and executive-level alumni, creating interactive presentations facilitated by alumni, establishing market-specific advisory boards, and orchestrating company visits that truly showcase student talent.

After sharing their ideas, presenters will engage attendees in small group discussions to share best practices and to craft a plan for strategies for their team.

## No MBA Left Behind: Strategies for Working with Hard-to-Place Students

Augusta E

**Ann Blasick**, Corporate Relations Manager, Georgia Tech Scheller College of Business

**Jim Krantzsch**, Executive Director, Career Services, Georgia Tech Scheller College of Business

**Kevin Stacia**, Corporate Relations Manager, Georgia Tech Scheller College of Business

**John Patrick**, Corporate Relations Manager, Georgia Tech Scheller College of Business

**CC, AP, NP, CCL**

As career coaches, we're inevitably faced with advising students who have particular difficulty with the job search. Some students have more difficulty than others finding a job due to lack of preparation, low EQ, lack of confidence, niche searches, and more. But regardless of the reason, our goal is the same: to help each student land a great job. This workshop will cover various strategies that the Georgia Tech Scheller MBA Career Services team have successfully implemented to assist hard-to-place students including early identification of students who are likely to struggle, brainstorming sessions with our team, an intense qualifying interview process, and a 'pay-it-forward' culture that has led to a strong alumni network. Additionally, we'll discuss how integrating career services for our Full-Time and Evening Programs has been beneficial to all students. This session will include cases on specific student scenarios and time for brainstorming and sharing of best practices.

## Beyond the Webinar: Creating Interactive Virtual Workshops from Start to Finish

Augusta F

**Nicolle Merrill**, Relationship Manager,  
Associate Director, Career Services,  
Yale School of Management

 @pdxnicolle

**CC, IS, AP, NP, SM, CCL, O**

Imagine you could introduce international students to key career development concepts before they arrived on campus. What would you teach them? In summer 2015, Yale School of Management launched a pilot series of four virtual career workshops to teach 63 Master of Advanced Management students relevant career skills prior to their arrival on campus. The workshops were designed to prepare students for the intensity of MBA recruiting and build relationships with the career development office prior to arrival. Drawing on data and insights from the summer pilot project, this session teaches best practices in virtual career workshop design and delivery. This interactive breakout session has it all: brainstorming content, a framework for developing a virtual workshop, a Q&A on technology choices and challenges, videos examples, and student feedback. You'll leave the session with a toolkit to help your office implement a virtual workshop this summer.

## Employment Standards for Specialty Masters Programs: Update & Discussion

Augusta G

**Tom Kozicki**, Executive Director,  
UC Irvine Merage School of Business

**Emily Anderson**, Director, Career  
Management Center Owen Graduate School  
of Management Vanderbilt University

**Tracy Handler**, Associate Director,  
Career Coach, Career Center for Working  
Professionals, NYU Stern School of Business  
**SM**

Specialized Masters programs are abounding and universities are introducing new programs annually. Last year, a team of career services professionals piloted an employment survey developed largely on the MBA CSEA Standards for Full-time MBA Employment. Since then, an MBA CSEA Standards Committee task force has taken steps toward developing a comprehensive set of standards that can aid all schools in capturing compelling data that helps prospective students make the best program decisions. Join us for an update and discussion as we move toward the adoption of industry-wide standards for Specialty Masters programs.



## BREAKOUT SESSION III

### JUNE 23 8:15 A.M. – 9:30 A.M.

#### Diversity and Inclusion Best Practices for Recruiting and Onboarding

Augusta A

**Jamie Belinne**, Assistant Dean, University of Houston, C.T. Bauer College of Business  
**Rachel Kessler**, Campus Recruiter, Advisory Services, EY

E

Hear first-hand stories about what's working and what's not related to diversity and inclusion of not only racial and ethnic minorities, but also special populations such as women and veterans. Presenters will share information from both the school and the employer perspective, and then facilitate a discussion for all attendees to share their experiences, questions, and ideas related to diversity and inclusion in the recruiting and onboarding processes. Topics discussed will include: affinity programs, inclusive onboarding, danger zones, and making the most of diversity conferences.



#### Coaching Working Professionals Virtually: Using Technology and “Flip-the-Classroom” Teaching Methodology to Support Career Growth

Augusta B

**John R. Hutchings**, Associate Director of Career Management, Jenkins Graduate School of Management, NC State University  
Jenkins MBA Program

**Roy Young**, CEO, Beyond B-School  
**Jennifer Whitten**, Director, Graduate Career Management Center, W.P. Carey School of Business, Arizona State University  
**Jason Aldrich**, Executive Director, Career Advancement Center, J. Mack Robinson College of Business, Georgia State University  
**Lacy Nelson**, Associate Director, Alumni and Executive Career Services, Vanderbilt University Owen Graduate School of Business

 @LNelsonCareer

CC, WP, O

To be effective, career coaching for working professional students and alumni must meet three fundamental challenges that are very different from challenges of coaching full-time students—TIME, DISTANCE, and MATURITY. Fortunately, new technologies offer efficiency and effectiveness of communication and information management. In addition, successful coaching of working professionals requires innovative teaching approaches that both motivate and train clients to own and prioritize career planning and job search. As a result, the session will generate best practices for adopting technologies and creating “flip-the-classroom” teaching processes to improve engagement and impact in the career development of working professionals in a virtual setting. The takeaway for this session is that panelists will present the methods and processes they have successfully developed and implemented to meet each of these challenges, with time left for all attendees to share their experiences.

## Never Had a Real Job? No Problem!

Augusta C

*Elizabeth Ursin, Assistant Dean and Director of Career Management, Willamette University MBA*

 @eursin

*Jane Trnka, Executive Director for the Career Resource Center, Rollins: Crummer Graduate School of Business*

**CC, ER, NP, SM**

As the mean age of GMAT test-takers gets younger across the US, many schools are contemplating or already admitting MBA students with little or no work experience. Encouraging and developing these students present some unique challenges. This interactive peer exchange session will focus on best practice sharing primarily focusing on three main points:

- Partnering with employers to promote these candidates
- Accelerating a candidate's preparation if the content is all new
- Encouraging work experience during the MBA or Master's program through a variety of experiential learning and internships

After briefly providing concrete examples of what we do to address these issues, we will break the audience into three groups for best practice sharing. Each group will report best ideas back to the entire audience. We hope this session will be a launching point for further discussions around serving these early career candidates and their future employers.

## Transformation Through Internal Partnerships: Maximizing Talent and Collaboration

Augusta D

*Tracy Handler, Associate Director, Career Coach, Career Center for Working Professionals, NYU Stern School of Business*

*James Kingham, Director of Career Coaching, Office of Career Development, NYU Stern School of Business*

*Christine Staffon, Associate Director of Corporate Relations, Corporate Relations, NYU Stern School of Business*

*Becky Ingis, Associate Director, Career Coaching, Office of Career Development, NYU Stern School of Business*

**ER, CC, WP, CCL, O**

This session will focus on the development of internal partnerships to transform how career services are provided. Presenters will discuss NYU Stern's initiative to maximize resources and talent to strategically deliver services to all stakeholders, adapting how we think about our work and the services we provide.

We will briefly describe how two career centers—one for full-time students and one for working professionals—strategically partnered in the development of coaching and recruiting resources, including video, audio, and print content. We will also discuss the integration of Stern's Corporate Relations unit into Career Services, which facilitated a more strategic collaboration with Alumni Relations, and its effect on resources for students, particularly student clubs. Specific resources, approaches, and technology will be showcased.

Participants will break into groups based on common issues. Each participant will have the opportunity to explain a challenge and brainstorm ideas for moving forward.



## Developing Interview, Employer and Client Ready Students Through Mentoring and Immersion

Augusta E

**Angela Petras**, Senior Career Coach,  
F. David Fowler Career Center,  
The George Washington University  
School of Business

**Annie Rao**, Senior Career Coach,  
F. David Fowler Career Center,  
The George Washington University  
School of Business

### CC, IS, AP, NP, SM, CCL

Preparing students for the workforce is the holy grail of what we do as educators. At The George Washington University School of Business, we've developed a program to prepare students to be interview, employer and client ready in the consulting field. The 2-year Mentoring and Immersion Program for Consulting (MIP-C) was developed in coordination with alumni, faculty and industry experts to fully immerse students in the practice of consulting. We rely on experts to lead sessions that give students a deep understanding of what it takes to succeed. Students also "give back" by acting as mentors in their 2nd year. In this session, we'll share elements of the program, key outcomes and our experience in developing a program noted by students and employers as hitting the nail on preparing students for life as a consultant. Note: this model can also be used to develop programs for other functional areas.

## Improving Personal Leadership Through Mindfulness

Augusta F

**Eric Johnson**, Director, Graduate Career Services, Kelley School of Business, Indiana University

### ALL

Whether as students or as professionals, one of the most important characteristics of strong personal leadership is emotional intelligence. The facets of self-awareness, self-regulation, and self-management are widely accepted as critically important for success, yet few organizations spend time on programs to improve these in their employees, and even fewer universities address this within their curriculum for students. The Kelley School of Business has attempted to close this gap in both its MBA program and its Executive Education curriculum by offering experiences in Mindful Leadership. Leveraging the concepts of meditation, values identification, self-reflection, and stated intention, Kelley's Mindful Leadership program helps participants become more conscious of their emotions, thoughts, environment, and bodies. From there, individuals can create action and lead themselves with awareness and purpose. Come learn about the Mindful Leadership program, and participate in a shared discussion about how this can be successful in your place of work.

## BREAKOUT SESSION IV

JUNE 23 10:30 A.M. – 11:45 A.M.

**Change Agents Through Strategic Engagement**

Augusta A

*Micha Sabovik, Executive Director,  
Brandeis International Business School* @msabovik*Katie Gallagher, Director of Engagement,  
Brandeis International Business School* @ktgalla*Marcia G. Katz, Director, Career  
Development, Office of Enrollment and  
Student Success,  
Brandeis International Business School* @marciagkatz**CC, O, CCL**

The landscape in Careers is in constant flux and while some programming and coaching will always remain a foundation of a strong Careers office, \*how\* that information is presented to your audience may need to change and adapt. In this presentation, we will demonstrate the changes that we made through our strategic engagement efforts implemented over the past year (specialized programming, blogs, Twitter, LinkedIn, global job & internship treks, and event management and branding) to increase customer satisfaction, boost outcomes and proactively partner with our students. The positive effect of our efforts is being felt throughout our school and the greater university community at large.

**Continuing the Conversation:  
Facilitating Communication with  
International Students**

Augusta B

*Elizabeth Moon, Associate Director, Career  
Development, University of California,  
Davis Graduate School of Management**Kathleen Bovard, Director, Coaching and  
Education, Career Development Office,  
Johns Hopkins Carey Business School**Carla Edelston, Associate Director,  
Career Management Center,  
Kellogg School of Management***CC, IS, AP, NP, SM**

Connect, Learn, Engage. Is there a magic answer to working with International Students? Let's come together and continue conversations on how to best connect, provide learning opportunities, and engage with our Global Talent. Our panel will provide an overview of the distinct needs of working with International students, share developing programming, and most importantly provide an opportunity for each member to connect, learn and engage with each other through guided discussions and brainstorming.



## Best Practices for Recruiting in Technology

Augusta C

**Theresa Brown,**

*University Recruiter, Microsoft*

**Kaitlin Ehlers,** *MBA Recruiter, Microsoft*

**Steve Rakas,** *Executive Director, Career Opportunities Center, Tepper School of Business at Carnegie Mellon*

**Jay Brown,** *Lead Recruiting Manager, AT&T*

**Maria Crabtree,** *University Relations & Diversity Manager, Dell*

**E, ER, CC, NP, AP**

The tech sector continues to have growing interest from MBA students. MBAs look to this sector as an opportunity to work in high growth companies that allow them to make impact with their careers. Hear from both the employer and career center perspective regarding success in the tech sector recruiting process.

Topics of Discussion:

- Best Practices in MBA recruiting from an employer and career center perspective
- Roles in Tech: Overview of the typical roles and profiles
- How to prepare students/employers for interviews in Tech: Interviewer/recruiter interaction etiquette, what to study, alumni engagement. Tips for employers about how to seek out the qualities they are looking for in candidates
- Post Interview: How to respond when receiving results: not receiving an offer or post offer recommendations. Tips on how to communicate results that are not favorable

## Part-Time MBA Standards: Update & Discussion

Augusta D

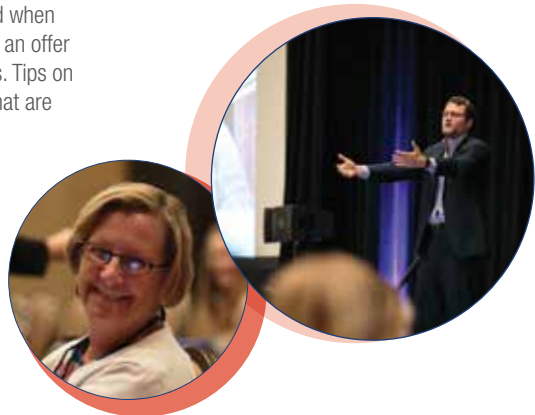
**Tracy Handler,** *Associate Director,*

*Career Coach, Career Center for Working Professionals, NYU Stern School of Business*

**Wendy Tsung,** *Associate Dean & Executive Director, MBA Career Management Center, Emory University, Goizueta School of Business*

**WP, AP, NP, CCL, O**

The MBA CSEA Standards committee believes that a comprehensive set of employment standards for Working Professional MBA Programs can aid all schools in capturing compelling data that helps prospective students to make the best program enrollment decisions. Join us for an update and discussion on collecting and reporting employment data for Working Professional MBA Programs. Members of the Standards Committee will review the data that has been proposed for collection, incorporated into test surveys by several schools, and presented to the MBA CSEA membership in a December 2015 webinar. Please join us to share your feedback and help shape this important direction for our industry.



## Gone Paperless: Maximizing Technology to Streamline On-Campus Recruiting

Augusta E

**Noemi Morillo-Vasquez**, Assistant Director, MBA Career Management Center, The University of North Carolina Kenan-Flagler Business School

**James Barricelli**, Senior Associate Director, Employer Relations, MBA Career Management Center, The University of North Carolina Kenan-Flagler Business School

**Anna Kupik**, Senior Recruiter, Graduate Programs, Liberty Mutual Insurance

**E, ER, O**

In this session, we will share two best practices developed by the MBA Career Management Center to utilize and integrate new technologies in the on-campus recruiting process. These practices were implemented as part of an ongoing initiative to “go paperless” and provide employers with pertinent recruiting information. We will discuss our strategy to make recruiting a paperless process by sharing how we have used iPads, Dropbox, Kiosk, and other tools. Lastly, we will explore the overall cost benefit and positive employer feedback about “going paperless.” A Senior Recruiter from one of our key employer accounts will join us during the presentation to discuss our initiatives from an employer perspective. Note: We use Symplicity as our recruiting system, but the ideas in this session could be utilized in other CSM systems.

## How to Coach Any Candidate to Craft the Perfect Pitch for Interviewing and Beyond

Augusta F

**Joseph Patton**, Associate Director, Career Advising & Education, Career Management Center, Kellogg School of Management, Northwestern University

**CC, SM**

The “pitch” is a critical component that every candidate must aspire to master to be as effective as possible in interviews, networking and other interactions. Given the wide range of students that we face, varying levels of existing skill and /or comfort with developing and delivering a pitch, it can be challenging to help every student improve as much as possible given the limit of overall interactions and potential time constraints of coaching appointments. The presenter will deliver a framework and coaching exercise that helps students develop their personal pitch for interviewing and beyond. During the session, participants will get a full overview of the framework including the methodology behind it and why it has been successful. The presenter will also provide step-by-step guidance on how to deliver to a student in a coaching setting to maximize the impact and results.

## Leading Your Part-Time MBA Program's Employer Relations Strategy on a Modest Budget

Augusta G

*Taura Prosek, Director, Career Management & Corporate Partnerships, University of Wisconsin-Madison Wisconsin School of Business*

 @tprosek

*Amanda Earle, Assistant Director, Career Management & Corporate Partnerships, University of Wisconsin-Madison Wisconsin School of Business*

**ER, WP**

Interested in building and strengthening relationships between your working professional MBA program and employers but short on resources? A Roadmap for Developing Employer Relations will provide a framework to get you started ensuring you can implement a plan successfully. Ideas will be presented on topics such as conducting a stakeholder analysis, identifying employer targets, conducting employer outreach, providing partnership ideas, and determining success measures. Attendees will be asked to share their own challenges and best practices related to employer partnership and engagement igniting a conversational dialogue inspiring new ways to adapt, transform, and lead this important initiative!

## BREAKOUT SESSION V

JUNE 23, 2:30 P.M. – 3:45 P.M.

### Spotlight Deep Dive: Foundations of Collaboration and Adaptability Using Improvisation

Augusta A

*Allison Gilmore, Chief Improv Officer, DuMore Improv*

 @dumoreimprov

**ALL**

Creativity, collaboration and innovation are critical in today's rapidly changing knowledge economy. Therefore, the ability to facilitate change, actively listen, and remain flexible and intuitive is key to the success of any organization. Yet there are few tools to develop the capacity to be creative and responsive in the moment. That's where Leadership training by DuMore can help!

Join us for the DuMore Improv session where attendees will gain insights into the application of these skills. Participants will learn how to apply improvisation skills directly to your organization and discover new ways to lead, listen and collaborate.



## Spotlight Deep Dive: Creating a Modern, Millennial- Friendly Recruiting World

Augusta B

*Crystal Kadakia, Author & Founder & Principal Consultant, Invati Consulting*

 @WeAreInvati

**ALL**

Come take a deeper dive into the transformation Millennials are leading and how it impacts career services and talent acquisition industries. In this 75 minute session, you will get a chance to see life from a Millennial point of view. Furthermore, we will discuss the top areas of dissatisfaction with career services as reported by Millennials. We will talk about tools to draw out what Millennials want as well as effective employer branding. By the end of the workshop, the attendees will walk away with a co-created vision of a transformed MBA recruiting services based on new talent expectations.

## Spotlight Deep Dive: Leading Change 2.0

Augusta C

*Brandon M. Smith, Founder & Blogger, The Workplace Therapist*

 @TheWPTherapist

**ALL**

Whether we are working to get a student to change or we are tasked with changing a culture, change is occurring today at a pace never experienced in the modern workplace. And yet, people are the same as they always have been—highly resistant to change. In this session, Brandon discusses how today's modern leader needs to master the power of storytelling, energy, urgency and authentic relationships in order to lead people into the future.

## Helping International Students Brand Themselves More Effectively: Strategies that Work!

Augusta D

*Kristen B. Hintz, Associate Director, Graduate Career Management Center, Michigan State University  
Broad College of Business*

 @hintzkris10

*Ross Macpherson, President, Career Quest*

 @RossMacp

**CC, WP, IS, AP, NP, SM**

Helping international MBA students brand themselves effectively is one of the toughest challenges you face as a career coach. Many come to North America with little or no previous work experience (just academics), many struggle with the language, and many simply have a hard time understanding the expectations and subtleties of promoting themselves in North American resumes, LinkedIn profiles, networking and interviewing. But there are strategies that work.

In this dynamic and interactive session, Michigan State University Graduate Career Management's Kristen Hintz partners with branding expert Ross Macpherson to give you the most effective how-to's, tips, tricks and strategies to help you help your international students brand themselves more effectively. There will also be an opportunity for the audience to share best practices from across the industry.

## The Power of a Strengths Delivery Model to Build MBA Career Resilience

Augusta E

**Naeema Pasha**, Head of Careers, Henley Business School, University of Reading

 @naeemapasha

CC, NP

Understand the strengths approach in career delivery, how this is part of positive psychology and why it is relevant to business growth. Draw on current research at Henley Business School looking at a 5 factor Career Resilience model which includes positive self-concept. Understand how practitioners can help students leverage their STRENGTHS to improve career success. The PREVIOUS reality: Career delivery focused mostly or entirely on JOB-FIT, and this approach inevitably leads to more “neediness” in careers delivery. The NEW shift in reality: A key aspect of PosPsych is understanding of our Strengths (not just skills). “Strength-Fit” creates autonomy and career leadership. Research shows it works. Why Positive Psychology in MBA Career Delivery? A strengths-based approach focuses on what people really enjoy doing and are good at, rather than just looking at what they have the skills to do. This fits with a more progressive MBA career development model.



## Leveraging Faculty and Administration in Career Services Delivery

Augusta F

**Paula Marsh**, Associate Director for Graduate and Alumni Career Services, C. T. Bauer College of Business, University of Houston

**Kelly Collins**, Director of Graduate and Alumni Career Services, C. T. Bauer College of Business, University of Houston

**Erin Reed**, Senior Career Development Specialist, C. T. Bauer College of Business, University of Houston

CC, NP, CCL, O

The functioning of a career center can be complex and multi-faceted particularly if you are part of a career center with a small and/or new staff. Our ability to collaborate with faculty and other departments is critical to the success of our day-to-day activities and the delivery of quality and substantial benefits to our main stakeholder: our students. This breakout session entitled Leveraging Faculty and Administration in Career Services Delivery is designed to provide new career services professionals and burgeoning career centers that are still in the growth and development phase with tools to collaborate, develop connectivity, and foster ownership across all internal departments. Additionally, you will leave this session with take-aways on how to increase student engagement pre- and post- graduation. Join us as we share tips for getting cooperation and buy-in from faculty and administration and making your career center have a voice that people value!



## TUESDAY, JUNE 21, 2016

### PRE-FLIGHT PLANNING (NEW MEMBER ORIENTATION)

Sponsored by GMAC

**3:00 p.m. – 5:00 p.m.**

Augusta 1, 2

Before you “take-off” on your MBA CSEA Global Conference experience, you need a “flight plan” to get the most out of your journey. For those new members, come take part in an exciting and fun new-member orientation session that will provide insight into MBA CSEA, what we do, how we do it, and why. By attending, we guarantee you first class seating, plenty of leg room, and a “smooth flight” throughout your conference experience

### COMMITTEE MEETINGS

**3:00 p.m. – 5:00 p.m.**

Augusta A, B, C, D

Designated time for MBA CSEA committees to meet and collaborate about committee business.

## WEDNESDAY, JUNE 22, 2016

### MORNING FITNESS

**6:30 a.m. – 7:30 a.m.**

Augusta 1

Put your body through an intense, dynamic cardio/weight training workout with The Forum Athletic Club Trainer, Antares Brown! Participants will experience maximum caloric burn while improving core stability, muscle development, strength and endurance.

### GMAC DATA

**7:30 a.m. – 8:30 a.m.**

Find us at a table during breakfast

Put results for the Corporate Recruiters Survey—and other GMAC data—to work for your organization.

Join GMAC’s researcher Rebecca Estrada during breakfast on Wednesday for a hands-on Q&A about Corporate Recruiters Data, GMAC’s Interactive Data Reports and other research available to you to help your program thrive.

## OPENING RECEPTION

Sponsored by Liberty Mutual

**Tuesday, June 21, 2016 • 6:00 p.m. – 7:30 p.m.**

Sun Dial Restaurant, Floor 71

Come join us as we kick-off the 2016 conference! This year, our opening reception will be held at the Sun Dial, which occupies the top 3 floors of the Westin. In addition to great views of Atlanta, there will be fabulous hors d’oeuvres, a photo booth, music from the Mose Davis Jazz Trio and of course, an opportunity to catch-up with colleagues new and old! Be sure to put on your game face, as there will be a great networking activity with fabulous prizes!



## WEDNESDAY, JUNE 22, 2016

### ROUNDTABLE DISCUSSIONS

Sponsored by EY

**12:45 p.m. – 1:45 p.m.**

Peachtree Ballroom

Join a table and discuss the topic of your choice, write in a new topic, or network at one of the open tables. Topics include:

- Business Development for Specialized Masters Programs
- Career Services for EMBA: Effectively engage and support a remote audience
- Partnering with Admissions: Marketing Masters Programs vs. Reality of U.S. Opportunities for International Students
- Employer Engagement on Campus
- Global Talent: International Student Management
- Affinity Conferences and Industry Treks
- Engaging Faculty to Support Student Career Development/Job Search Efforts
- Use of Databases and CRMs for Employer Relations
- Career Services for Working Professional and Part-Time MBAs
- International Students: Job Search, Visas, Sponsorship Challenges
- MBA Recruiting: New Processes/Trends/Technology
- Creative Programming and Engagement Ideas to Connect Students/Alumni/Employers

### EXHIBITORS SPEED NETWORKING SESSION

**3:00 p.m. – 4:00 p.m.**

Peachtree Ballroom Terrace

At each conference, we have numerous exhibitors that provide a variety of products and services to enhance our relationships with students, alumni, employers and other partners. This year, in addition to the networking breaks, we have added this 60-minute, structured “speed networking” session that will maximize your connections with these organizations. The hour will be divided into 10-minute portions, during which you can listen to a 7–8 minute pitch about an exhibitor’s offerings and make connections, and then with a prompt, move onto the next exhibitor, allowing for efficient interactions with at least 6 exhibitors.

Attendees are encouraged to collect stamps/stickers from exhibitors to complete their door prize raffle cards. Door prize drawing will be at 4:00 p.m. – 4:30 p.m. on Thursday, June 23, 2016. Must be present to win.



## THURSDAY, JUNE 23, 2016

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### COMMITTEE MEET 'N GREET'S

**7:30 a.m. – 8:15 a.m.**

Peachtree Ballroom

Are you interested in joining an MBA CSEA Committee? Do you want to learn more about the opportunities to get involved? Join one or more tables at breakfast to learn more about committees and meet other members. Committees include: Asian Conference, European Conference, Global Conference, Membership, Professional Development, Research & Trends.

### LUNCH AND MBA CSEA ANNUAL MEETING

Sponsored by GradLeaders

**11:45 a.m. – 1:00 p.m.**

Peachtree Ballroom

Celebrate our accomplishments from the past year and learn about plans for the future. You'll also be able to honor colleagues through the MBA CSEA Awards Presentation.

### STANDARDS FOR REPORTING MBA EMPLOYMENT STATISTICS

**4:40 p.m. – 5:55 p.m.**

Section of Peachtree Ballroom

The MBA CSEA Standards for Reporting MBA Employment Statistics represent the business school industry's conformance to standards upon which peer schools, prospective students and the media rely for accurate and comparable information. Standards provide guidelines for the collection, management, and distribution of employment data. The session will provide an overview of the standards as well as information on how to directly apply them to your student employment data collection and management process.

### EMPLOYER SHOWCASE

**4:40 p.m. – 5:55 p.m.**

August A, B

For many of us the journey from our origination point to Atlanta is a series of connecting flights. Upon arrival we hope to take in as much of the experience as possible until it is time to depart. As our membership continues to grow with new employer members offering different graduate business career destinations, and as new career services professionals join our industry, we hope the Employer Showcase 2.0 in Atlanta is the hub where you connect! Join us for a new Speed Networking fused with "Employer Office Hours" format this year!

## FRIDAY, JUNE 24, 2016

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### PREPARE FOR LANDING – TAKING BACK WHAT YOU LEARNED

**9:30 a.m. – 10:30 a.m.**

Peachtree Ballroom

Often over a long flight you are fortunate enough to meet interesting people, share stories and connect with a complete stranger as you journey through the atmosphere. MBA CSEA is a lot like that. Join us Friday morning as we share memorable nuggets from sessions attended. This final session will be semi-structured to allow you to follow-up with colleagues you met or reconnected with at our opening Take Off Sessions on Wednesday. We hope you will use this time to make those connections before you return to your origination point.

## TUESDAY, JUNE 21, 2016

### EXPLORE ATLANTA EXCURSIONS

**1:00 p.m. – 4:00 p.m.**

We are pleased to offer several opportunities to explore Atlanta in groups with other conference attendees while starting your networking early! Groups will be guided by a Local Arrangements committee member, and will meet in the lobby at the designated times.

If you did not sign-up when registering for the conference, please check-in at the Registration Area to see if space is still available. Cost is on your own.

#### **MLK Historic Site**

Meet in Front of FedEx in Hotel Lobby, 5th Level

Come see the birth place of this celebrated peacemaker, as well as the church where he grew up.

Depart at 1:00 p.m. • Cost: Free

#### **Georgia Aquarium**

Meet in Front of Café Entrance in Hotel Lobby, 5th Level

See the largest aquarium in the Western Hemisphere with 10 million gallons of fresh and marine water and tens of thousands of animals.

Depart at 1:00 p.m. • Cost: \$35.95

#### **National Center for Civil & Human Rights**

Meet in Front of FedEx in Hotel Lobby, 5th Level

The Center for Civil and Human Rights in Downtown Atlanta pays homage to the American civil rights movement, as well as brings current global human rights issues to the forefront.

Depart at 2:00 p.m. • Cost: \$15

#### **CNN**

Meet in Front of FedEx in Hotel Lobby, 5th Level

Get an exclusive look inside the studios of CNN Network! Tours last approximately 50 minutes and leave every 20 minutes starting on the hour. (Tour walks down 8 flights of stairs)

Depart at 3:00 p.m. • Cost: \$16

#### **College Football Hall of Fame**

Meet in Front of Café Entrance in Hotel Lobby, 5th Level

More than old jerseys and pigskins, the College Football Hall of Fame is an interactive experience that is loved by all College Football Fans.

Depart at 3:00 p.m. • Cost: \$19.99

#### **Atlanta CityPASS**

The CityPASS gives you admission to all these attractions for \$73.25:

- Georgia Aquarium
- Inside CNN Studio Tour
- World of Coca-Cola
- Zoo Atlanta OR Center for Civil and Human Rights
- Fernbank Museum OR College Football Hall of Fame

## WEDNESDAY, JUNE 22, 2016

### DINE AROUND ATLANTA

**6:30 p.m.**

Dine-arounds are all located within a ten minute walk/drive from the Westin. We hope you take some time to network with colleagues while visiting one of the area's fantastic restaurants. You will find everything from soul food and moonshine to Mexican and skyline views. Sign-up for dine-arounds at the MBA CSEA Registration Area at the hotel.

Need more suggestions? Please refer to either the Atlanta Visitor's Guide or the Westin Peachtree Plaza Handbook, accessible via the Conference App!

**Please note:** Transportation and cost of meal is on your own for all dine-arounds.

#### Alma Cocina

Mexican

Meet on 6th Floor at Peachtree

Street Entrance

191 Peachtree St. NE

3 minute walk (0.1 miles)

#### Sweet GA Juke Joint

Soul Food

Both Groups Meet in Front of FedEx

in Hotel Lobby, 5th Floor

200 Peachtree St. NW Suite L05

3 minute walk (0.1 miles)

#### Twin Smokers

BBQ (counter-service)

Meet in Front of Café Entrance

in Hotel Lobby, 5th Floor

300 Marietta St. NW

10 minute walk (0.5 miles)

#### Pittypat's Porch

Southern comfort food

Meet at Starbucks in Hotel Lobby,

5th floor

25 Andrew Young International Blvd. NW

1 minute walk (0.1 miles)

#### JCT

Southern

Both Groups Meet at Chastain Terrace

Outside of Chastain 1 and 2, 6th Floor

1198 Howell Mill Rd. #18

10 minute drive (2.7 miles)

Alma Cocina, Sweet GA Juke Joint and JCT have 6:30 p.m. and 7:00 p.m. reservation times set for 10 people each. Twin Smokers has one reservation for 20 at 6:30 p.m. Pittypat's Porch has one reservation for 25 at 6:30 p.m. Sign up for Dine-Arounds at the MBA CSEA Registration Desk.

## THROWBACK THURSDAY GALA

Sponsored by **VMock**

Thursday, June 23, 7:00 p.m. – 10:00 p.m.

The World of Coca-Cola • 121 Baker St. NW, Atlanta, GA 30313

Atlanta is a cultural and economic center, the most populous city in the state of Georgia, and home of the country's third largest concentration of Fortune 500 companies. It is only fitting to host our Thursday evening gala in an exhibition hall that pays tribute to one of the most valuable American brands, Coca-Cola. Join us in paying homage to this trademark with our 'Throwback Thursday' theme and dress in the attire of your favorite decade. Come ready to indulge in a delicious buffet dinner, taste more than 100 domestic and international beverages, and dance the night away!

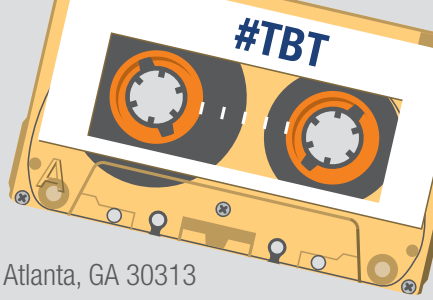
Transportation will be provided via shuttle beginning at 6:30 p.m., in the Lobby Level. The last bus leaves World of Coca-Cola for the Westin at 10:00 p.m.

Two drink tickets will be given to guests upon entry. Additional drink tickets may be purchased with credit or debit cards only. No cash will be accepted for drink tickets at the Gala.



**Throwback your favorite music too!**

*Tweet your song requests for our DJ using **#tbtgala***



**AsianMBA**  
INTERNATIONAL

## 8th Annual AsianMBA Conference

*Powered by Global Asian Talent Summit (GATS)*

## DIAMOND SPONSOR

### VMock

VMock is a SMART Career Preparation and Guidance Platform targeted at early career professionals and students. Leading business schools and universities from around the world use VMock to help students and alumni improve their resumes and target specific careers. VMock founders are MBAs from Kellogg School of Management and Chicago Booth.



## PLATINUM SPONSOR

### Liberty Mutual Insurance

In business since 1912, headquartered in Boston, Mass., Liberty Mutual is a diversified insurer with operations in 30 countries and economies around the world. The company is the third largest P&C insurer in the U.S., ranked 78th on the Fortune 100 and employs more than 50,000 people in approximately 900 offices globally.



## BRONZE SPONSORS

### CareerLeader

Since 1994, CareerLeader has been helping individuals find career success and satisfaction. Based on over 50 collective years of scientific research and career development experience, CareerLeader is now used by 93% of the world's top business schools (2016 US News and World Report rankings).

Discover why. [www.careerleader.com](http://www.careerleader.com)



### EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.





## GMAC

GMAC® is a non-profit association of leading global business schools and the owner of the GMAT® exam, the most reliable predictor of academic success in graduate management studies. Among its products and services, GMAC offers the annual Corporate Recruiters Survey—a source of valuable insight for both professionals in career services and employers.



## GradLeaders

We are the leader in student recruitment and career services technology, connecting leading employers year-round with students and alumni from 1,000 university career centers around the world. Our exclusive school partnerships, extensive student database, and industry-leading software solutions, make us the #1 choice of career service and talent acquisition teams.



## Jobtreks LLC

Jobtreks is a personal workspace for students to manage job search, supplementing recruiting platforms and career office resources. Manage companies, contacts, applications, and documents, access a proprietary database of 8,500+ companies and browse 30+ job boards. Target companies that recruit at your school AND companies that don't. Goodbye spreadsheet!



## MBA-Exchange.com

Since 1998, MBA-Exchange.com connects MBAs and employers across the world. Trusted by +100 client business schools from California to Australia.

Students and alumni access and obtain:

- + 80,000 More MBA Jobs
- + 500 Leadership Development Programs
- + 1,400 MBA Employers

NEW: Careernomics.com Serving your Masters students!

Contact Masters@Careernomics.com





## CORPORATE SPONSORS

### CareerShift LLC

CareerShift has provided pro-active job search resources to hundreds of MBA CSEA members for over 7 years. Students, alumni, employer development professionals, career counselors, recruiters and outplacement firms all provide testimony to its robust search engines and organizational tools. Request a demo today at [www.careershift.com](http://www.careershift.com) or by calling 216-255-3026.



### The Home Depot

The Assurance and Advisory Management Program at The Home Depot is a two-year rotational leadership development program. Participants rotate through a variety of challenging audit and consulting assignments, which provide learning and leadership opportunities, in areas such as finance, operations, merchandising, IT, interconnected-retail, global sourcing and supply chain.



### NC State Jenkins MBA

The high-value, top-ranked NC State Jenkins MBA program delivers hands-on learning that anticipates the demands of today's global marketplace, teaming up with industry leaders to immerse students in real-world projects that combine nimble thinking with innovative solutions. The NC State Think and Do approach translates into real-life success.

**NC STATE**

Jenkins MBA



## 12Twenty

12Twenty is the first to integrate on-campus recruiting, employer relationship management, and student job tracking in a single, streamlined system. We provide intuitive, data-centric software to engage students and employers, and to better connect students with their dream jobs.



## 5stepCareers

5stepCareers prepares Asian students for US schools with skills from Steve Dalton's 2-Hour Job Search, consulting and banking. Taught with a new patent pending team-based learning (TBL) process designed at Duke-NUS for Asian learners. First boot-camp was sold out in 48 hours with 100% recommendation rate and confidence increase from 27% to 92%.



## AACSB

As the world's largest business education network connecting academe with business, AACSB provides business education intelligence, quality assurance, and professional development services to more than 1,500 member organizations across 91 countries and territories. Founded in 1916, AACSB Accreditation is the highest standard of quality in business education, with over 760 business schools accredited worldwide.



## Beyond B-School

Online training programs and resources to strengthen your career services team by giving students and alumni access to top career development experts and technology, any time and on any device. New this year is our partnership with VideoBio to bring you a video platform for interview coaching and employer relations.



## CampusKudos

CampusKudos provides universities and Fortune 500 companies with software to run a private networking and mentorship community that enhances career outcomes and fosters a culture of giving back. Schools and companies such as Stanford and Intuit have used the CampusKudos platform to launch mentorship programs and drive meaningful connections.



## CampusTap

CampusTap provides private career networking and alumni mentoring communities to help students and recent graduates launch successful careers. With CampusTap, colleges and universities can recruit alumni in meaningful mentor opportunities, easily match them with students and alumni with similar professional interests, and track engagement.



## CareerEco

CareerEco Virtual Events offers turn-key, organization-branded Virtual Career Fairs, Grad School Fairs, Online Meet-Ups, Professional Development, and Networking Events with the opportunity to generate revenue for your institution or consortium. Our platform delivers interactive, multi-media engagement options. Also, ask about ClickaMeet, our on-demand meeting and interview tool. [www.CareerEco.com](http://www.CareerEco.com) – [events@careereco.com](mailto:events@careereco.com) – 770–980–0088.



## Career Quest

Ross Macpherson of Career Quest is a Speaker and Consultant on advanced career strategies for MBAs. One of the top speakers in his field, Ross has delivered dynamic workshops and webinars to MBA programs across the U.S., Canada and Asia including Wharton, Broad/MSU, Goizueta, UCLA Anderson, Rotman, HKUST and others.



## CollegeNet

The StandOut™ Web-based network improves the employment search process for candidates and employers by creating greater exposure and stronger communication channels—in both directions. It makes employers visible to a pool of qualified candidates. And it gives job seekers wide-spread opportunities, all through one convenient source—their campus career centers.



## Efficient Excel

Efficient Excel is a web-based platform that teaches MBAs how to work smarter and solve problems using Excel. We help your students get an edge by teaching them advanced Excel skills, enabling them to work more efficiently and present ideas more effectively (founded by MBAs and a b-school professor).



## Firsthand

Firsthand builds custom mentor on demand platforms that connects students and alumni one on one for career advice. The platform enhances career outcomes and engages alumni in a scalable way. Mentoring students is the #1 way alumni want to give back. FIRSTHAND's AMP turns alumni into mentors in minutes, while protecting privacy. Intelligent profiles let alumni define their areas of expertise and how often they want to mentor.



## GoinGlobal

GoinGlobal provides career and employment resources for more than 120 worldwide locations, in addition to corporate profiles and 16 million-plus job and internship postings. Our constantly-updated database features hiring trends, work permit/visa regulations, resume / CV guidelines, interview and cultural advice, and more. Free trial access available.



Contact [president@goinglobal.com](mailto:president@goinglobal.com) or call 1.800.989.1190

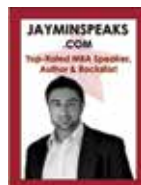
## Handshake

Handshake is a modern career services management software platform and recruiting network that is changing the way students and employers connect. Handshake's powerful reporting and data visualization tool, interactive first destination survey, personalized student dashboards, and employer network are all part of our commanding innovation.



## JayminSpeaks.com

Jaymin Patel got his start at MBA CSEA 4 years ago. A former MBA Student & Recruiter, he has now worked with 50+ MBA Programs globally to deliver his programming on How to Network & Interview Like a Rockstar. Jaymin is a highly popular speaker who focuses on International Students and Working Professionals as well as FT/PT MBAs.



## Management Consulted

Management Consulted provides a complete video course platform for MBAs to source, network, apply, and prepare for case/fit interviews at top consulting firms.



## MBACASE

MBACASE delivers results-oriented case interview training to over 7,000 students annually. 45+ schools worldwide choose our unparalleled Crack the Case Workshops. Our proven techniques equip students to face their toughest interviews at top consulting firms and Fortune 500 companies. Check out C4, our new online course with engaging videos and insights from master trainer, David Ohrvall. Empower your school with MBACASE!



## The National Association of Women MBAs

The National Association of Women MBAs is dedicated to propelling women MBA students and professionals into leadership positions in business.



We do this by:

- Forging partnerships with universities and corporations.
- Empowering and developing women through high quality leadership development opportunities.
- Offering resources and support through a strong national network of business women.

## RelishMBA

RelishMBA.com is an online hiring marketplace connecting MBA candidates and the companies that hire them. Designed specifically for the business school recruiting process, the platform allows candidates and recruiters to attract, discover, engage, and manage the recruiting process with one another virtually. RelishMBA is a complement to on-campus recruiting, enabling candidates to allocate their time effectively and reach more off-campus opportunities.



## SixFigureStart

SixFigureStart is a career coaching firm founded by the global heads of Campus Recruiting at top firms including Citigroup, Bank of America Merrill Lynch, Pfizer & Time Inc. We help students think like employers so they are more successful. Both founders teach the job search at Columbia and Fordham Universities.



## The Academies, Inc

Become a “Certified MBA Career Coach” – Co-facilitated by 7-time author Susan Whitcomb and former MBA career services director Ellen Bartkowiak, you’ll learn a brain-friendly approach to help students own their search, think optimistically, and be resilient. The first-and-only coach certification training geared toward MBA coaches approved by International Coach Federation.



## uConnect

Your career center website is the gateway to all your career services. uConnect helps career offices promote their career resources and recruiting opportunities in a way that engages students, alumni and employers. Come by our booth to see how you can use your website to double utilization of your career services!



## Vault

Vault is the indispensable career resource for students and an essential recruitment platform for employers. Our exclusive rankings, reviews, profiles and career advice offer candidates the insight needed to connect with employers and secure internships and jobs. Vault's campus platform offers thousands of students unlimited access to this critical research.



## Wall Street Prep

Wall Street Prep is a global financial training firm that enables MBA career centers to offer their students unlimited on-demand access to our interactive video-driven Excel financial and valuation modeling e-courses, which are currently deployed at many global investment banks, financial institutions, and Fortune 500 companies.



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