



Conference Breakout Sessions

Wednesday, June 22, 11:30AM-12:45PM

What's Trending in Graduate Business Recruiting

Audience: Employers, Employer Relations, Career Counseling/Coaching, International, New Practitioner, Career Center Leader

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? 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.

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

Audience: Career Counseling/Coaching, International

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

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

Audience: Career Counseling/Coaching, Working Professional, Specialized Masters, Career Center Leader, Operations

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.

“Meaning” is the New “Money”: Effectively Coaching Millennials Through Positive Psychology and Self-Directed Career Counseling Strategies

Audience: Career Counseling/Coaching, New Practitioner

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.

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

Audience: Career Counseling/Coaching, Working Professionals, Advanced Practitioner

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)

Delivering Creative Career Programming Across Multiple MBA Populations

Audience: Employer Relations, Career Counseling/Coaching, Working Professionals, Career Center Leader, Operations

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.

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

Audience: Employers, Employer Relations, Career Counseling

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:

First, 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. Next, the group 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.

Wednesday, June 22, 4:15PM-5:30PM

Keynote Deeper Dive: Rejection Academy

Audience: Employers (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!

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

Audience: Employers, Employer Relations, Advanced Practitioner

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.

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

Audience: Career Counseling/Coaching, New Practitioner, Career Center Leader

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: 1. Learn how the core competency model was developed & how we help students build these set of 9 specific skills 2. Develop powerful questions through the use of case studies 3. Brainstorm additional competencies that are unique to different organizations and industries 4. Apply the competency-based model to working with an international population

Creative Ways to Strengthen Engagement Between Employers and Students

Audience: Employers, Employer Relations, Career Counseling/Coaching, Working Professionals, Specialized Masters, Career Center Leader, Operations

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

Audience: Career Counseling/Coaching, Advanced Practitioner, New Practitioner, Career Center Leader

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

Audience: Career Counseling/Coaching, International, Advanced Practitioner, New Practitioner, Specialized Masters, Career Center Leader, Operations

Imagine you could introduce students to key career development concepts before they arrived on campus. What would you teach them?

In summer 2015, Yale School of Management re-imagined virtual engagement by launching a pilot series of virtual workshops to teach international students career skills prior to arrival on campus. Using techniques from flipped-classroom models and a new video-conferencing platform, these workshops went beyond traditional webinars to incorporate interactive exercises and facilitate virtual relationship-building. Students learned key skills and built relationships with the career development office prior to arrival. Drawing on insights from the pilot, this session is designed to get you to think beyond the webinar for better virtual student engagement. This interactive breakout session has it all: brainstorming content, Q&A on technology challenges, video examples, and tips on virtual presenting. 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 and Discussion

Audience: Specialized Masters

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.

Thursday, June 23, 8:15AM-9:30AM

Diversity and Inclusion Recruiting Best Practices

Audience: Employers

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

Audience: Career Counseling/Coaching, Working Professionals, Operations

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 communications 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 teaching processes to improve engagement and impact in the career development of working professionals in a virtual setting. The panelists in this session 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!

Audience: Employer Relations, Career Counseling/Coaching, New Practitioner, Specialized Masters

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

Audience: Employer Relations, Career Counseling/Coaching, Working Professionals, Career Center Leader, Operations

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

Audience: Career Counseling/Coaching, International, Advanced Practitioner, New Practitioner, Specialized Masters, Career Center Leader

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

Audience: Employers, Employer Relations, Career Counseling/Coaching, Working Professionals, International, Advanced Practitioner, New Practitioner, Specialized Masters, Career Center Leader, Operations

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.

Thursday, June 23, 10:30AM-11:45AM

Change Agents Through Strategic Engagement

Audience: Career Counseling/Coaching, Operations, Career Center Leader

The landscape in Careers is in constant flux and while some programming and coaching will always remain a foundation of a strong Careers office, but *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

Audience: Career Counseling/Coaching, International, Advanced Practitioner, New Practitioner, Specialized Masters

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

Audience: Employer Relations, Employers, Advanced Practitioner

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. What we plan to cover: 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 for interviews in Tech: Interviewer/recruiter interaction etiquette, what to study, alumni engagement, How to respond when receiving results: not receiving an offer or post offer recommendations

Part-time MBA Standards: Update & Discussion

Audience: Working Professionals, Advanced Practitioner, New Practitioner, Career Center Leader, Operations

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

Audience: Employers, Employer Relations, Operations

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 on-going 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

Audience: Career Counseling/Coaching, Specialized Masters

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 level 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. 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. 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

Audience: Employer Relations, Working Professionals

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!

Thursday, June 23, 2:30PM-3:45PM

Spotlight Deep Dive: Foundations of Collaboration and Adaptability Using Improvisation

Audience: 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

Audience: 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

Audience: 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.

Leveraging Faculty and Administration in Career Services Delivery

Audience: Career Counseling/Coaching, New Practitioner, Career Center Leader, Operations

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-a-ways 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!

The Power Of A Strengths Delivery Model To Build MBA Career Resilience

Audience: Career Counseling/Coaching, New Practitioner

Understand of the strengths approach in career delivery, how this is part of positive psychology & why it is relevant to business growth. Draw on current research at Henley Business School looking at 5 factor Career Resilience model which include 'positive self-concept. Understanding 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: • 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.

International Students: Effective Branding & Cross-Cultural Communications Training for Students and Advisors

Audience: Career Counseling/Coaching, Working Professionals, International, Advanced Practitioner, New Practitioner, Specialized Masters

International students account for a significant percentage of the student population. Helping those international students succeed in their job search is a unique challenge. They often have less work experience, are at a cultural disadvantage, have a hard time understanding the subtleties of a North American job search, and have a short time for a job search campaign. This session brings together 4 experts who will share best practices in working with international audiences. You will hear about the transformative work done on programming and advising processes with culture training, skill-building programs, adviser approaches, and small group support to be market ready. You will be trained on techniques and strategies to help international students verbally communicate their brand and value, and build compelling resumes, LinkedIn profiles and other branding pieces to position them to succeed. This session will encourage interaction, allowing participants to share their experiences and learn best practices.