



Breakout Session Descriptions

Wednesday, June 28 | 1:45 – 3 pm

Session Title	Speaker(s)	Session Description	Session Tracks
Dream Your Legacy	Scott Hammerle, Author, Public Speaker and Executive Leader	Understand the impact your personal legacy can have. Discover three simple words that will keep you focused on who you want to be every day. You will be asked to dig into your own experiences to identify why you do what you do. When we understand and remember our motivations, we can keep ourselves on track to intentionally build the legacy we want. By the end of this session, walk out with simple, actionable approaches to go back and create an environment of connectivity and inspiration that will fulfill your personal drive to build a legacy of impact and inspiration.	All
How to Connect the Dots for the Students You Serve	Nikita T. Mitchell, Senior Manager at Cisco and Advocate for Women in Business	Millennials have been named the “purpose driven generation,” with over 50% reporting that they would take a pay cut for a career that aligns with their values. MBA programs have responded to this trend by launching and improving the marketing of their centers or institutes that attract students interested in social impact careers. This collaborative workshop is designed to help you meet the needs of these young professionals.	All
Analytical Thinking for Everyday Decision Making	Elizabeth Merrick, Head of Customer Insight and Product Analytics at Nest	Analytics is one of the hottest topics in nearly every industry these days. While you might not need to master the nuance of unsupervised machine learning to be effective at your job, there are many analytical frameworks that you can easily apply each day to make better decisions. This hands-on session will go through several modern analytical techniques and describe how they can be applied (without coding, software, or complicated processes) to common decisions we all face. Walk away with a new analytical mindset and a set of tools to make faster, easier, and more impactful decisions wherever you go.	All
Building Resilience in the Job Search	Naomi Sanchez, Associate Dean MBA Career Management Jean Gekler, Sr. Associate Director Foster School of Business, University of Washington, Collette Vogel, Sr. Associate Director, Foster School of Business,	For students and career professionals alike, the road to a job offer is often defined by failure and success. This session will cover the principles of grit and resilience based on recent research and the application of principles to student and employer interactions. Learn how to incorporate activities, discussions, and coaching so others understand how to manage times when things go wrong and often out of their control. Hear about research in the area of Resiliency and how Graduate Business Career Management Coaches and Recruiters handle conversations and foster resiliency. Share your ideas with colleagues in small group discussions.	Career Coaching; Employer Relations; Employers

	University of Washington, Stacy Whitman, Marketing MBA Talent Acquisition, Intern and Development Manager, Dell, Amit Puri, MBA Relations Specialist, McKesson, Rebecca Chopra, Associate Director and Career Advisor, Career Management Center, Stanford Graduate School of Business		
The Netflix Effect: What It Is, Why It Hurts Students, and How We Fix It	Michael G. Katz, Lecturer, The Pursuit of Meaningful Work, UC Berkeley-Haas School of Business	Students feel pressure to commit to a career path, and look for cues amongst their peers about what to choose. We discourage following a herd mentality, yet simultaneously cultivate another herd through assessments, alumni panels, LinkedIn profiles, etc. following a logic: "people who share your traits chose these careers, so you will like these careers too." I call it "The Netflix Effect", and it is hurting our students. Explore an approach, developed from research on meaning and the principles of The Lean Startup, to design coaching and recruiting programs that empower students to cultivate their own voice and point-of-view.	Career Coaching; Employer Relations
2017 Hiring Outlook	Rebecca Estrada, Survey Research Manager, GMAC Angela Vaughn, Assistant Director Career Services, Smith School of Business, University of Maryland Employer TBD	Join researcher Rebecca Estrada-Worthington from GMAC and a panel of career services experts and employers in an open discussion about the 2017 hiring outlook. Take an in-depth look at the results of the recently-released 2017 Corporate Recruiters Survey to discuss the hiring outlook, including salary projections, employer demand for non-MBA business master's students, and international students. We will share information about shifts in business school demand, as reported from prospective students and admissions departments. We invite employers and school professionals to join this year's discussion to share what your programs are doing to assist students in their job search.	All

Wednesday, June 28 | 3:45 – 5:00 pm

Innovation Speaker Series

Session Title	Speaker(s)	Session Description	Session Tracks
How Can Design Thinking Help you Redesign a Better Recruitment or Counseling Experience?	Helene Cahen, Innovation Consultant, Trainer Facilitator and Coach Julia Kramer, Innovation Consultant, Graduate Student Researcher	Design thinking is a hot topic at academic institutions, like Berkeley's Haas School of Business, Stanford's d.school, and Rotman's School of Management - and at global businesses, like Procter & Gamble, Microsoft, and Capital One. In this experiential and interactive workshop, participants will learn the basic principles of design thinking and apply them to the MBA recruitment and counseling experience. They will learn a human-centered, prototype-driven approach and will leave the session with an increased understanding of how to combine empathy, creativity, and rationality to meet user needs, creating successful solutions and innovative new services and experiences.	All
How to Equip Leaders for the Emerging Machine Age	Shannon Hall, Ph.D., Founder and Coach, Epic Teams	How do you thoughtfully guide students for a successful career in the emerging Machine Age? In this talk, we'll discuss two key trends, the Tour of Duty and the Age of AI, as well as the top 10 management skills leaders need to flourish in the near-term world of flexible employment and AI "co-workers." We'll also consider your own growth as mentors to a new generation of Machine Age leaders.	All
The What, Why and How of Creating a Thriving Culture	Rebecca Rodskog, Co-Founder and Managing Partner, FutureLeaderNow	During her session, Rebecca will take a deep dive into the "what," "why" and "how to" on cultivating an organizational culture where your people can thrive. Pulling from her extensive exposure and experience working with organizations innovating in the workplace such as Google, Airbnb, Donorschoose.org, Whole Foods and more, Rebecca will not only create the burning platform for why this is important, but also give you the inspiration and actions needed to move forward.	All
Impact Measurement and Storytelling with Data	Lauren Shaughnessy, Director of Measurement and Learning, Habitat for Humanity Greater San Francisco	Most companies and organizations acknowledge the importance of collecting data to communicate their results, but how often does this data move beyond the outputs you can count to actually demonstrating outcomes? How does an organization move from individual anecdotes to programmatic impact? During this session you'll hear a case study on how Habitat for Humanity Greater San Francisco has invested deeply in data measurement to better demonstrate the organization's impact, leveraging Salesforce, and lessons learned along the way. Audience participants will have the opportunity to work in small groups to think how to apply these lessons to their own organizations.	All
Foster an Innovative, Collaborative Environment through Mindfulness	Peter Weng, Vice President of Sales and Marketing for the Search Inside Yourself Leadership Institute	Mindfulness practices allow individuals and organizations to improve interactions, supporting the development of innovative and collaborative work environments. In this introduction to mindfulness, you will learn: the neuroscience of mindfulness; practices to integrate into your work day and workplace environment; and the connection between mindfulness and self awareness, which enable thoughtful reactions and stronger collaboration. These skills, taught by Search Inside Yourself, a program developed at Google to teach mindfulness and emotional intelligence skills in a business	All

		context, will help you in your own life and work, and keep you updated on some innovative trends in the business community.	
The Art of Leading Through Change	Annemarie Estess, 20 Rock, Co-Founder, Certified Professional Co-Active Coach, ACC Kathi Antonson, 20 Rock, Partner, Certified Professional Co-Active Coach	Innovation is, in essence, igniting change with purpose. And change for human beings can be both as exciting and productive as it is disorienting. In this interactive workshop, we will explore a model that outlines the predictable pattern of change. Together we will uncover common pitfalls and peaks of the change cycle, and discuss how making conscious choices at those turbulent stages can help us sustain creative progress in our work.	All

Thursday, June 29 | 10:30 – 11:45 am

Session Title	Speaker(s)	Session Description	Session Tracks
Innovation by Design: Designing Your Own Future	Erik Qualman, Best Selling Author and Motivational Speaker	To ensure you are the disruptor versus the disrupted, you must understand societal shifts and instill a culture of creativity around them. This session looks at key future trends and their impact on your organization. Qualman provides the roadmap for getting to a future state faster. Leap over the pitfalls of incremental change and land on a foundation of progressive — yet practical — innovation principles.	Employers
Specialty Masters Standards Update	Tracy Handler, New York University, Leonard N. Stern School of Business, MBACSEA Standards Committee Co-Chair Tom Kozicki, University of CA, Irvine, Merage School of Business, MBACSEA President Emeritus, SMP Standards Task Force Chair Mark Peterson, Iowa State University, College of Business, MBACSEA President Emeritus	Specialty masters programs are fundamentally different from full-time MBA programs on a variety of dimensions including class size, program length, student demographics, and educational mission. As a result, a task force was developed to create a revised set of standards for reporting employment outcomes for these programs. This session will provide an overview of these new Standards, details about the extensive work done over 18 months to develop these Standards, information about implementation timelines, and a question and answer session with the task force members.	Directors; Specialized Masters; Working Professionals
Coaching Working Professional MBAs to Build their Bridge to Something New	Amanda Earle, Assistant Director of Career Management, Evening & Executive MBA Programs, University of Wisconsin - Madison Roy Young, CEO, Beyond B-School	“I want something new.” “I want to see what else is out there for me.” “I want a challenging and fulfilling job.” Have you encountered these statements with your working professional MBA students? These career coaching appointments can be overwhelming and confusing for BOTH the student and the career coach! Come learn about tangible “bridge building blocks” which include self-discovery items to help provide direction during this ambiguous process along with research tools to leverage. There will be exchange of ideas on how to help at each stage of the discovery process. Attendees will share their own challenges and best practices	Career Coaching; Specialized Masters; Working Professionals; Seasoned Professionals

		related to helping working professional students determine a career job change.	
Developing Our Cultural Competence - Making Coaching Work for ALL Students	Jeffrey McKinney, Coach & Lecturer, Management & Organization, Robert H. Smith School of Business - University of Maryland	What backgrounds and experiences do coaches have when working with ALL students? Coaches work with a diverse set of students with unique backgrounds. Building our cultural competence is imperative for helping students succeed. It requires us to do intense self-awareness and assessment necessary to truly build and enhance our cultural competence. This session will require participants have an openness to self-awareness exercises, and explore tools, exercises and strategies to develop cultural competence and skills to effectively work with students. We will identify stages of self-awareness and practice recognizing cultural differences and introduce an action plan tool to enhance cultural competence.	Career Coaching
Small Team. Smaller Budget? No Problem. Creative Strategies for Bootstrapping your Small Career Center	Margaret Roberts, Director, Eberhardt Career Management Center, University of the Pacific	As a one-person career center it is not unusual to feel like you are alone on an island. That lack of staff is often accompanied by lack of a robust funding. Not only are you doing it all, you are doing it on a shoestring budget. Making key connections across campus and across our industry can provide the peer networks that we are missing in our office. Join this peer exchange session to discuss creative strategies for balancing the weight of a career center on your shoulders. Walk away with new connections to expand your go-to peer network.	Directors; Operations
From Start to Finish: 10+ Ideas Ready to Implement	Kimbrelyn Austin, Director, Mays Career Management Center, Texas A&M University Mays Business School Michelle Jones, Associate Director, Career Development Office, The John Hopkins Carey Business School Beth Pulliam, Associate Director Employer Relations, Graduate Career Center at The Neeley School of Business, Texas Christian University Sue Hochman, Director, Career Education and Advising, Career Development Office, Jones Graduate School of Business, Rice University Katy Montgomery, Global Director, Career Development Centre, INSEAD Sarah Bugh, Associate Director, Career Management, Texas A&M Mays Business School	Leave this session with practical and usable information on more than 10 ideas that can be implemented immediately "as-is" or used to spark your own creativity. Representatives from 5 different universities will share best practices that have worked well or simply solved an issue in their career centers. With such diverse topics as developing global employer relations strategies to surviving with a small team to increasing student engagement to planning impactful events, this panel session provides a wealth of ideas complete with take-home "how-to" guides, stimulates peer discussion, and serves as a great benchmarking opportunity.	Employer Relations; Career Coaching

Career Modules: The Evolution of an Innovative Approach to MBA Career Development Education	Vanessa George, MBA, CCMC, CELDC, Associate Director, Graduate Career Management, University of San Francisco	In 2013, USF launched the first ever required MBA Career and Professional Development program. The pilot program, geared towards first-year full-time MBA students, developed content for both domestic and international students in live and online formats focusing on career and professional development. This "Career Modules" program has expanded to three semesters and serves all 1st and 2nd year full-time and working professional MBAs as an integral part of the MBA experience. We will share the evolution of the program, innovations in curriculum design, and lessons learned. Explore diverse experiences in creating required MBA career development program curriculum through peer exchange.	Directors; Career Coaching; Working Professionals
Building a Virtual Bridge: Leveraging New Technologies for Career Management Programming	Kathryn Ward-Mytinger, Assistant Director, Career Management Programs & Events, Career Services, Booth School of Business, University of Chicago Rachel Tripp, Associate Director, Marketing Career Services & Corporate Relations Career Services, Booth School of Business, University of Chicago Andrea Sánchez, Assistant Director, Harper Career Resource Center Career Services, Booth School of Business, University of Chicago Meftehe Shebi, Associate Director, Career Management Career Services, Booth School of Business, University of Chicago	The Booth Career Management team transitioned from a hybrid in-person and virtual asynchronous pre-matriculation program to a mobile friendly virtual program in the summer of 2016. We will examine successes and lessons learned in developing and implementing tools for virtual programming across multiple technical, web-based platforms. Discover the importance of staff involvement and best practices to drive student adoption through strategic communication across digital platforms. Discuss how to engage students and communicate the importance of adopting these mediums to students. We will share how integrating virtual platforms can impact and improve student engagement in internship and full time job searches.	Directors; Career Coaching; Operations
High Impact, Low Investment Programming: Giving International MBAs the Edge They Need to Get Hired	Ashley Feldhues, Assistant Director of Career Education and Advising, Graduate Career Center, Neeley School of Business, Texas Christian University Marcelo Barros, Founder, The International Advantage	When coaching international MBAs, more time, energy and creativity are constant needs. Explore how the Neeley MBA program connected with consultant Marcelo Barros for a new take on programming that's both cost effective and high impact. Instead of generic classroom-style job search training, learn how to conduct a workshop and create coaching sessions virtually to meet individual student needs. This session will demo the technology for scheduling and conducting the sessions. This model has the benefits of equipping students with a structured framework to identify suitable job targets, sell their candidacy, and practice the skill of informational interviewing.	International Students
From Difficult to Coachable: Transforming the Difficult Student	Dori Jamison, PHR, Director of MBA Career Coaching, Office of Career Services,	Do you have a student who refuses to see his or her own shortcomings? Are you coaching a student who is simply not motivated to engage in their job search? Is there a student who is unrealistic in his or her job search?	Career Coaching; Seasoned Professionals;

	University of Maryland Robert H Smith School of Business, Angela Vaughn, Assistant Director, Office of Career Services - Accounting & Information Assurance, University of Maryland Robert H. Smith School of Business	This session will explore innovative ways career services coaches can assist those students who are deemed as difficult in order to help them become more coachable. Presenters will share a variety of “difficult student” profiles and discuss some of their success stories in approaching these students. Presenters will lead an interactive session to discuss best practices either based on the profiles discussed or profiles they have encountered through their own experience.	Working Professionals
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Thursday, June 29 | 1:45 – 3:00 pm

Session Titles	Speaker(s)	Session Description	Session Tracks
Cultural Confluence: Three Best Practices for All Intercultural Recruiting Stakeholders	Jacques Domenge, Assistant Director Coaching and Education, Johns Hopkins Carey Business School Lily Boyer, Assistant Director, Career Development Office, Johns Hopkins Carey Business School	As more and more international students attend universities in the United States, and employers adopt global recruiting initiatives, it is imperative that all stakeholders are able to navigate intercultural dynamics from the start. This workshop goes a step beyond the traditional presentation that emphasizes the differences in cultures and will give employers, students and university staff practical ways of quickly developing intercultural sensitivity to enable them to be productive when working with people of a different culture. This workshop will benefit anyone who either finds themselves in a new cultural context, or who works with people of a different culture.	International Students
The Meeting Will Come to Order: Developing and Managing a Successful Employer Advisory Board	Kevin J. Hardy, Director, Career Services Center, University of Cincinnati Carl H. Lindner College of Business Brooke E. Hiltz, Associate Director, Career Services Center, University of Cincinnati Carl H. Lindner College of Business Mark Peterson, Director, Graduate Career Services, Iowa State University	Developing employer relationships is a critical area of career services, and even with great employer relationships...we could always have more! One significant and easy way to improve your employer relations is through an employer advisory board. Many schools have advisory boards, but are they being leveraged effectively? How do you select members? How do you collaborate with other areas within the school? Learn best practices from schools small, big, and located outside of major metropolitan areas to make your next board meeting something employers simply can't miss and strengthen the relationship with those who do.	Employer Relations
The Key Performance Indicator (KPI) Process- How to Enhance MBA Student Placement Effectiveness	Rick Patterson, Assistant Director, BYU MBA Career Management, Brigham Young University	The use of data and key metrics can radically improve outcomes and provide key insights. Explore a process framework developed by BYU's MBA Career Services, using “Key Performance Indicators” (KPI) to enhance student placement and influence key stakeholders. The workshop will present the KPI, overall process, and overview of results gained by implementation. This effort has become a bedrock process in BYU's program that has enabled Career Services to pull together and influence stakeholders giving Career Services a platform to improve the quality of incoming MBA candidates, enhance the coach-student	Directors; Operations

		relationship, give real leadership opportunities to students, and drive accountability.	
Incorporating Hybrid Learning, Technology & Edutainment into an MBA Career Course	Phil Han, Director of Recruiting Operations, Parker Career Management Center, UCLA Anderson School of Management Emily Taylor, Director, Career Education & Communication, Parker Career Management Center, UCLA Anderson School of Management	UCLA Anderson was the first mover in hybrid learning, enabling a flipped classroom for its career course. The credited course teaches basic career skills filled with 100+ student and alumni examples to facilitate networking and industry nuances engaging students before they arrive on campus. In-class lectures and exercises help build on that strong foundation, which when layered with other programming, has enabled UCLA to be ranked as the #3 career center by The Economist for student satisfaction. Explore the structure of the career course and alignment with career center programming; utilization of technology, social media and gamification; and peer learning opportunities.	Career Coaching
Building Both 'Hard' and 'Soft' Skills for Summer Internship Success	Brendan J. Boler, Assistant Professor (formerly a career advisor at Darden), Management, University of Virginia	As career services professionals, we diligently develop programming to help our first year MBA students improve skills in writing resumes, networking and preparing for both behavioral and case interviews. They receive internship offers from the world's most prestigious companies. Now what? It's time to prepare them with some core skills required to be successful during their summer internship. Discover some options for self-paced online modules to improve students' "hard skills" in Excel modeling and PowerPoint building. Discuss methods to prepare students for summer internship success and scenarios where students need to demonstrate their maturity and "soft" skills.	Career Coaching
No Experience? No Work-Authorization? No Time? No Problem!! Strategies for Working with Specialty Masters Students	John R. Helmers, Associate Director, University of Colorado Boulder, Leeds School of Business Jaymin Patel, Author, Speaker, Coach, JayminSpeaks.com	With specialty masters programs continuing to grow in number and size, graduate career services offices are increasingly challenged by working with students who often have little to no work experience, are frequently international, and are working on an abbreviated timeline relative to the traditional MBA timeline. How can you navigate these challenges while maximizing student outcomes and maintaining the brand of your program? We will explore innovative strategies for working with Specialty Master's students by demonstrating an integrated approach to MS career management and discussing best practices.	Specialized Masters
Are your MBAs 'Video Ready'? The Challenging New World of Video Interviews and Digital Applications	Zania Mauricette, Associate Director, Career Education & Coaching, Rotman School of Management, University of Toronto Ross Macpherson, President, Career Quest; Catharine Fennell, CEO and Founder at videoBIO	A recent Korn Ferry report revealed that 71% of companies surveyed use video interviewing platforms for hiring. Companies are not just using video at the interview stage; they're using video at the application stage and applying cognitive assessment software to analyze the content of candidate responses...like ATS keyword scanning on steroids! In this cutting-edge session, you will learn how the Rotman School is preparing their MBAs to be "video ready" by partnering with industry leaders, videoBIO and Career Quest. Hear insights on video programming and messaging with real-time details on how the technology works from an expert in video interviewing space.	Employer Relations; Employers
Campus Recruiting Lessons from the Movies!	Zina King, Director of Career Advising - Graduate Programs, Gabelli School of Business at Fordham University Connie Thanasoulis, Co-	Movies - we all love them because we see real life on the big screen, including campus recruiting scenarios. This interactive session will include some well-known movie clips and actors that relate directly to campus recruiting and analyze how best to help them. Our examples include Tom Cruise from Risky Business, Bill Paxton from Aliens, and	Employer Relations; Employers;

	Founder, SixFigureStart, Caroline Ceniza-Levine, Founding Partner/Career Coach, SixFigureStart	Matt Damon from The Martian. We'll analyze and create game plans for each. We will invite our school professionals to brainstorm with us on the best advice to give. Enjoy your popcorn.... and don't forget to silence your cell phone.	
Building Bridges on Demand! Adapting The 2-Hour Job Search's Networking for All Ages & Backgrounds	Stephen Dalton, Program Director for Daytime Career Services, Duke University (Fuqua)	A 2012 NY Fed study showed that for every online job posting hire they made, twelve were hired through internal referrals. An inability to develop these internal referrals is career-limiting for finding jobs, hitting sales targets, completing difficult projects, & winning promotions. This fast-paced workshop will cover "The 2-Hour Job Search" method for efficiently turning a stranger into a referral. It breaks the amorphous concept of "networking" into three distinct parts and optimizes each using modern technology & research. Learn how to adapt these principles for alumni, current employees, and other audiences using a blend of lecture, demonstration, and exercises.	Career Coaching; Employer Relations; Employers

Thursday, June 29 | 3:45 – 5:00 pm

Session Titles	Speaker(s)	Session Description	Session Tracks
International (Non-U.S.) MBA Opportunities Development - Best Practice Sharing for Schools and Recruiters	Denise Karaoli, Sr. Associate Director of International Programs, Opportunities, and Diversity, Career Development Center, Darden School of Business, University of Virginia	This will be an opportunity for schools actively pursuing increasing their international opportunities to share best practices. This will also be an opportunity for recruiters to share best practices about their international recruiting strategies and how best to partner with their companies.	International Students; Employers
Optimizing Time with Students On-Campus: Insights for Recruiters and Employer Relations Teams	Phillip Andrews, Associate Director, Career & Professional Development, Harvard Business School Jill Kaufman, Manager, Market Intelligence, Career & Professional Development, Harvard Business School	The HBS Career & Professional team noticed a significant area of opportunity to better support our students and recruiting partners - learn more about what makes a company effective during on-campus events and student interactions in order to help companies and students optimize the time they spend on their interactions with one another, primarily at the company presentation stage. HBS conducted extensive research with students and companies over the 2016-17 recruiting year and will present their findings to conference attendees. These findings will be applicable to recruiters across industries and employer relations teams across most MBA schools	Employers; Employer Relations
Building A Global Employer Engagement Strategy	Katy Montgomery, Global Director, Career Development Centre, INSEAD	Globalization, "The World is Flat", Worldwide Integration. No matter what term you use, the future of work is becoming more global. Business schools are attracting students from all over the world and graduates are interested in working outside their country of origin. How do Career Services start to implement a global employer outreach strategy? How do Career Services departments build and maintain relationships with employers in multiple time zones? These and many more questions will be answered and resources will be provided to start tackle this complex initiative.	Directors; Employer Relations; Employers
Rules of Engagement: Employer Best	Ann Blasick, Corporate Relations Manager, Career Management	As all employers know, competition for top MBA talent can be intense. MBA Career Services teams have a unique perspective into how	Employers; Employer Relations

Practices for Recruiting MBAs from a Career Services Perspective	Center, Georgia Tech Scheller College of Business Caroline Player, Corporate Relations Manager, Career Management Center, Georgia Tech Scheller College of Business, Alex Kralicek, Manager, MBA Recruiting, Amazon	employers can effectively engage students because of their close relationships with MBAs as well as with companies. In this session, explore the distinctive ways employers successfully recruit MBAs. We'll discuss various elements of the recruiting process that lead to building a strong overall corporate brand as well as strong personal relationships with candidates including best practices. We'll also delve in to how employers can maximize their relationship with MBA Career Services to meet their hiring goals.	
Platforms and Processes: Using Technology For Better Career Outcomes	Toni Rhorer, Assistant Director, Sr. Graduate Career Services, Arizona State University, W. P. Carey School of Business Sarah Rumbaugh, CEO & Founder, Relish	Leveraging social science research, direct feedback from students, and web site analytics data, this presentation will share insights into how incoming and current students use technology to facilitate their recruiting processes, and how these tools can help career services and recruiters generate improved career outcomes in less time.	Career Coaching; Employers
Demystifying the Case Interview	Marc Cosentino, CEO, CaseQuestions.com Zoe McLoughlin, Head of Consulting, London Business School	Case interviews have endured as a key method of assessment for business school students. More employers are using business cases as part of their recruitment process, making it imperative that our students are equipped with robust case-cracking ability. Recruiters, ex-consultants, contractors and sponsored students can all play a huge role in case skills delivery. Career professionals must be able to support training, even without a consulting background or significant experience to date with business cases. Learn how to give a mock case interview with confidence, provide critical and substantial feedback, and deliver guidance and next steps with minimum time commitment.	Career Coaches; Employers; Working Professionals
Flipped & Front-Loaded: Making the Most of a Blended Learning Approach with Working Professional Students	Jill Clouse, Career Coach, Northwestern University, Kellogg School of Management Carla Vaccarezza Bass, Associate Director of Career Services for Executive and Evening & Weekend MBA Programs, Northwestern University, Kellogg School of Management	Working Professional students manage tight schedules with little time to waste. Interactions with Career Centers must add value and be highly relevant. A Blended Learning Approach allows the content and experience to be aligned with students' needs and desires. It encompasses 3 elements: 1) virtual content delivered in pre-session readings and videos, 2) live sessions focused on being experiential by working in small groups, and 3) additional content delivered virtually reinforcing learning. Learn best practices to design and build a Blended Learning Approach that front loads and flips the in-person touch points to benefit students by delivering relevant and actionable learning.	Working Professionals; Career Coaching; Specialized Masters
Part-Time MBA Standards: Update & Discussion	Tracy Handler, NYU Stern School of Business, MBACSEA Standards Committee Co-Chair Wendy Tsung, Emory University, Goizueta School of Business	In response to the continuing evolution of part-time MBA populations, in 2014 a taskforce of MBA CSEA members was charged with developing standards for part-time MBA programs. In researching how schools work with, measure and assess the part-time MBA population's career success, it became clear that traditional outcomes-based measures do not and should not be applied to this population. A point-in-time career profile, called The Part-Time MBA Employment Profile, was developed, reviewed, and presented to the membership, most recently in March 2017. Join us to learn more about the evolution and current status of this important initiative in our industry.	Directors; Specialized Masters; Working Professionals; Operations

Coaching Frameworks and Resources for Working with Social & Environmental Impact-Focused MBAs	Mackenzie Sullivan, Sector Director, Social Impact and Sustainability, Fuqua School of Business, CMC	Much has been written about Millennials' desire for purpose in their careers. The 2016 Deloitte Millennial Survey found that Millennials are driven less by profits than purpose. More MBAs are seeking out purpose-driven jobs - often called "impact careers." Many MBA career centers are not well equipped to help these students land well-paying impact internships and jobs. This session will give you the framework to understand the varied and rapidly changing landscape of impact careers and a tool to help you guide your students through the search, and equip you with a list of the best resources for impact careers.	Career Coaching; Employer Relations
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