



2017 **Global Conference**

June 27 – 30 • San Francisco, CA

Building Bridges
to Connect and Inspire



**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

Tuesday, June 27

1:00 – 6:30 pm	Registration Open
3:00 – 5:00 pm	New Member Orientation
6:00 – 7:30 pm	Opening Reception
7:30 pm	Dinner On Your Own

Wednesday, June 28

6:30 – 7:30 am	Morning Fitness
7:30 am – 5:00 pm	Registration Open
8:00 am – 4:00 pm	Exhibit Hall Open
8:00 – 9:00 am	Breakfast
8:30 – 9:00 am	Conference Opening & Welcome
9:15 – 10:45 am	Bridge Building Sessions
10:45 – 11:15 am	Morning Break
11:15 am – 12:15 pm	Spotlight Series
12:15 – 1:30 pm	Lunch
1:45 – 3:00 pm	Breakout Session 1
3:00 – 3:45 pm	Afternoon Break and Exhibitor Networking
3:45 – 5:00 pm	Breakout Session 2
5:00 – 6:00 pm	Employer Showcase
5:00 – 6:00 pm	Standards for Reporting Full-Time MBA Employment Data 101
5:45 pm	Dine-Arounds



Thursday, June 29

6:30 – 7:30 am	Morning Fitness
8:00 am – 2:00 pm	Registration Open
8:00 am – 4:00 pm	Exhibit Hall Open
8:00 – 9:00 am	Breakfast & Plenary Speaker
9:00 – 10:00 am	Keynote Speaker
10:00 – 10:30 am	Morning Break
10:30 – 11:45 am	Breakout Session 3: Gateway Sessions
12:00 – 1:30 pm	Lunch & Annual Meeting
1:45 – 3:00 pm	Breakout Session 4
3:00 – 3:45 pm	Afternoon Break & Exhibitor Networking
3:45 – 5:00 pm	Breakout Session 5
5 - 5:30 pm	Committee Meet 'n Greet
6:15 – 7:15 pm	Buses Depart for Gala
6:30 – 10:30 pm	Gala Event

Friday, June 30

8:00 – 9:00 am	Breakfast
9:00 – 10:00 am	On the Other Side Session
10:00 am – 2:00 pm	Local Excursions <i>Optional, on your own</i>

Photo Disclaimer

A photographer will be present during designated times during the conference, and resulting photos will be used in future MBA CSEA promotional materials and marketing efforts. If you DO NOT want your picture taken, please contact 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 belongings.

Join Us On Social Media!

#CSEASF

#BuildingBridges



Post on  (#mbacsea) and  (@MBACSEA) throughout the conference and check out what your colleagues are saying on the Social Wall using the conference app!



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Must Have:

The 2017 MBA CSEA Global Conference App!

Your all-in-one planner with personalized scheduling, hotel & city maps, session content, photo sharing, messaging, updates & more!

Sponsored by Career Leader

Download the *Crowd Compass Directory app* in the Apple App Store or Google Play, then search *MBA CSEA 2017 Global Conference*.

*On behalf of the MBA CSEA Board of Directors,
welcome to San Francisco and our 2017 Global Conference!*

The conference committee has developed an excellent program for ***Building Bridges to Connect and Inspire***. Our Asian and European conferences set a high bar this year, and the Global Conference Committee, under the leadership of our fearless co-chairs, **Danielle Grassia** from the Sloan School of Management at MIT, and **Lee Higa-Okamoto** from the Shidler College of Business at the University of Hawaii, have risen to the challenge. The speakers, breakout sessions and networking events are some of the best we've had. The entire committee has worked extremely hard, and they also had a great time building their own bridges to connect and inspire during the planning process. To them I give my heartfelt thanks. To everyone else, and to get the most out of your MBA CSEA experience, I encourage you to volunteer for a committee, or for the 2018 conference.



Best Regards,
Jamie Belinne, *President, MBA CSEA*

"We build too many walls and not enough bridges." —Isaac Newton
Welcome to our 2017 Global Conference!

The bridges we build and the connections we make have a tremendous impact on both our wellness and our success as professionals. MBA CSEA offers a place to make these connections, providing a collective of knowledge, thought leadership and partnerships that keeps our members at the forefront of today's dynamic and changing marketplace.

Over the past year, I have had the pleasure of working with a phenomenal group of volunteers and MBA CSEA team members who have inspired each other to innovate, discover and learn. As you enjoy the programming and entertainment over the next few days, I encourage you to thank each of our Conference Committee members for their efforts in planning this amazing event. I especially want to thank our fearless leaders—Danielle Grassia and Lee Higa-Okamoto—for their continuous leadership and attention to detail.

If you are feeling inspired to get more involved, I encourage you to join a committee, write a blog, share on social media or find other ways to connect with your association. Please feel free to contact me for more information.



Enjoy the Conference!
Megan Hendricks, *Executive Director, MBA CSEA*

Boston and Honolulu—we couldn't be much farther apart. Our schools are pretty different as well. However we bridge these differences through the MBA CSEA to serve as the 2017 Global Conference Chairs. It was only fitting that we meet in the middle, San Francisco, a land of bridges and innovation to carry out our theme of *Building Bridges to Connect and Inspire*.

CONNECT

Each year, we look forward to catching up with old friends, meeting new colleagues and collaborating on ways to advance our industry. New opportunities such as the Bridge Building and Gateway Sessions were created to collaborate and share ideas with each other. We will solidify the connections we have made with a travel back in time for a speakeasy experience, where we will Glitter in Gold at the annual Gala!

INSPIRE

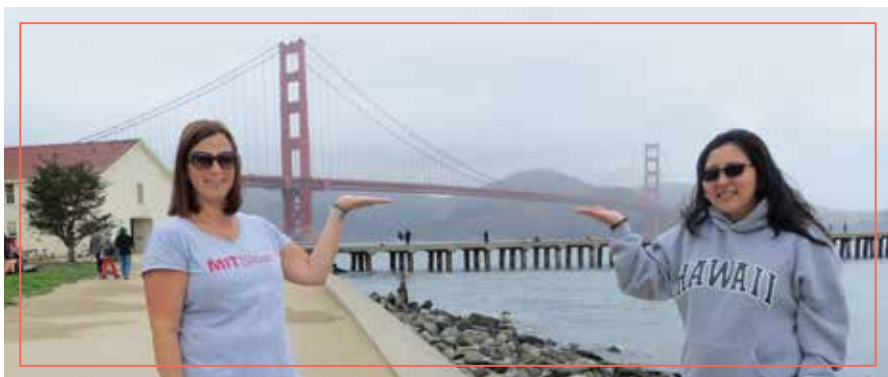
In a city like San Francisco, innovation is around every corner. We hope to inspire you with our excellent line-up of speakers in the **Keynote**, **Spotlight** and our *new Innovation Series*. Our speakers represent the best of today's thinkers on data, design thinking and mindfulness.

It has been our good fortune (and yours) to have such an incredible team who created this awesome experience. **Kelly, Kevin, Joel, Heidi, Jennifer, Elizabeth, Stephanie, Cheri, Craig, LaTanya** and their committee members deserve Gold Stars for all of their time and hard work. A special thanks to the Executive Leadership team, **Megan, Rebecca, Lisa and Marc**, for their support and guidance as we made our way!

The symbolism of bridges guided the planning of the conference. We hope this week will help you along the way as you bridge the gap between you and your goals, your colleagues and your success!

Danielle Grassia, MIT Sloan School of Management

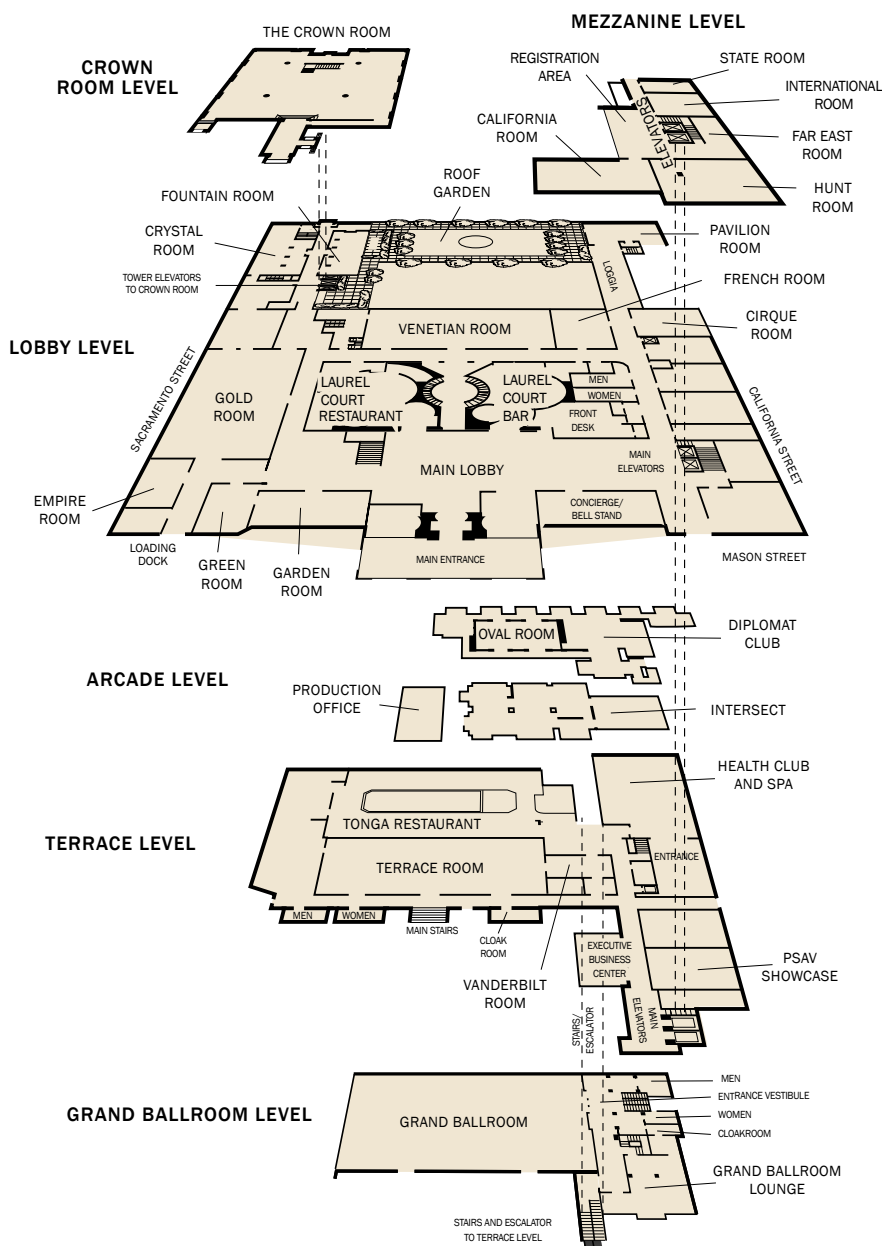
Lee Higa-Okamoto, University of Hawaii, Shidler College of Business



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**THANK
YOU!**
YEARS @MBA CSEA

Like you, I'm blown-away by the opportunity to do what I love. I feel so much joy in helping MBAs break through the barriers I faced as a student, and to reinforce the powerful messages from career centers.

- Network Like a Rockstar
- Interview Like a Rockstar
- Crafting Your Rockstar Pitch! (new!)

Visit: JayminSpeaks.com



LIFE HAPPINESS LIBERTY

At Liberty Mutual, we embrace all that fulfills and inspires our employees. That's why we create a workplace that gives them more room to stretch. To raise their voice. To make a real difference in the world. We're proud to be a company that champions our employees' pursuits—both at work and in life.

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Tuesday, June 27

1:00 – 6:30 pm

Registration Open

Garden Room, Lobby Level

3:00 – 5:00 pm

New Member Orientation

Gold Room, Lobby Level

Are you ready to BUILD BRIDGES over the dynamic City by the Bay waters as we navigate the ever-changing global trends in employment and recruiting for MBAs and Master's candidates? To start your exciting adventure, CONNECT with old and new colleagues alike beginning with an informative and fun new-member orientation session. You'll gain insight into the MBA CSEA, what we do, how we do it, and why. INSPIRE yourself and others with the partnerships and knowledge you will develop at this year's conference.

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, please visit the Registration Desk.



This conference has been approved for HRCI Certification, for 6.25 HR credits. 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.



6:00 – 7:30 pm

Opening Reception Experience Northern California's Cultural Diversity!

Pavilion/Roof Garden, Lobby Level

Get connected and inspired at the opening reception by experiencing food, music, and ambiance characteristic of Northern California's cultural diversity. Cross the bridge into some of San Francisco's charismatic neighborhoods, and experience rich flavors representing fresh seafood of Fisherman's Wharf, authentic Italian of North Beach, classic tastes from Chinatown, and mouthwatering Latin American tapas from the Mission District. Top off your savory experience with tantalizing selections from San Francisco's own world-renowned chocolate factory—Ghirardelli Square. Choose from a selection of Californian wines and beers while enjoying the eclectic sounds of The Reggie Graham Project.

Sponsored by



7:30 pm

Dinner On Your Own

Program – Tuesday, June 27

Wednesday, June 28

6:30 – 7:30 am

Morning Fitness

Pavilion Room, Lobby Level

Join Pilates Metrics founder Joseph Quinn for a refreshing, stress-relieving mind-body workout for all levels! Bring a towel and prepare to strengthen your core, lengthen your muscles, and increase flexibility. After the workout, get stats on your performance from the Pilates Metrics app.

7:30 am – 5:00 pm

Registration Open

Garden Room, Lobby Level

8:00 am – 4:00 pm

Exhibit Hall Open

Terrace/Vanderbilt Room, Terrace Level

8:00 – 9:00 am

Breakfast

Grand Ballroom, Grand Ballroom Level

Sponsored by Jaymin Speaks

8:30 – 9:00 am

Conference Opening & Welcome

Grand Ballroom, Grand Ballroom Level

9:15 – 10:45 am

Bridge Building Sessions

Rooms listed below

Bridge Building Sessions allow conference attendees who share similar roles at their university or company to connect and share ideas, ask questions and share information in a session of like-minded colleagues.

Career Coaches—Sharing Wisdom and Encouraging Others

Gold Room, Lobby Level

Sponsored by NC State

Seth Thibodeaux, Associate Director Career Services & External Relations, Flores MBA Program at Louisiana State University

As we work to provide the best coaching possible to our students, we create best practices in solving our problems. Share your best practices with colleagues across the globe who face similar challenges when working with increased student populations, changes in demographics, changes in the work landscape, and fewer University resources. In small groups discuss the key topics facing Career Coaches, and then share your group's thoughts and ideas with the larger room. Join this collaborative session on sharing ideas, experiences (good and bad) and outcomes that you've found to help students get to their true destination after degree-attainment.

Career Center Leaders

Pavilion Room, Lobby Level

This is a closed session for Career Center leaders only (one representative per school). This session would include members who have final direction of a college or university career services office (Director, Dean or individuals who makes definitive decisions). Substitutes cannot be made if a director is not in attendance.

Sponsored by GradLeaders

Gwen Appelbaum, Assistant Dean & Director, Career Resource Center, University of Buffalo School of Management

It doesn't have to be lonely at the top! Talk with other decision makers like you at this interactive best practices session. Share your challenges and stories of accomplishments with other career center leaders. Topic areas can include innovative staffing/resource/technology strategies, navigating rankings, how to avoid director burnout, advancing leadership development programs, and motivating your team and succession planning. Connect with other leaders to establish a valuable network of peers within the MBA CSEA community.

Employers

French Room, Lobby Level

This is a closed session for Employers only.

Sponsored by The Home Depot

Sue Collard, Career Development Director, Global Marketing Talent & Capabilities, Dell Inc.

Susan Shald, Director of Talent Sourcing, Gallup

Ellen Bartkowiak, Owner and Chief Coach, EllenCoaching, LLC

To give you more of the time you asked for to network with your employer peers, MBA CSEA is hosting a session designed just for YOU! This event will consist of roundtable discussions on topics YOU care about. Talent acquisition experts from Dell and Gallup and talent management coaching expertise from EllenCoaching, LLC will facilitate discussion on hot topics for recruiting professionals.

Making the Connection: Information Exchange for Employer Relations Professionals

Crystal Room, Lobby Level

Jose Soto, Associate Director of Recruiting, Career Management Center, Jones Graduate School of Business, Rice University

The Employer Relations role at any Career Center is challenging, to say the least. With shrinking budgets and less on-campus travel by recruiters, the Employer Relations staff are generally called upon to make the impossible—possible. This session will share ideas, best practices and experiences on how to navigate this role and make a connection between employers and career centers.

Operating Effectively: Challenges and Best Practices for Operations Professionals

Fountain Room, Lobby Level

Stephen Glomb, PhD, Senior Associate Director and Career Coach, Carlson School of Management, University of Minnesota

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.

10:45 – 11:15 am

Morning Break

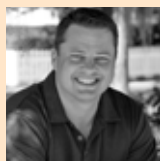
Terrace/Vanderbilt Room, Terrace Level

11:15 am – 12:15 pm

Spotlight Series

Grand Ballroom, Grand Ballroom Level

Our **Spotlight Speaker** series features three innovative TED–style talks from dynamic speakers, who will offer more a more in–depth look into their topic during an afternoon breakout session.



Building a Legacy of Connection and Inspiration

Scott Hammerle, Author, Public Speaker and Executive Leader

Scott showcases how Walt Disney created connections with guests in the park, how Scott's father made connections in a short life, and how attendees can learn to build a legacy through everyday activity by learning from both of them. Scott Hammerle is an accomplished, 5-star rated speaker with twenty years of experience and author of the leadership book "Lessons from the Castle." Scott's 10-year career with Walt Disney World began as Prince Charming, where he interacted with hundreds of thousands of people in a way that few will ever get to do. Scott was selected by the President of Walt Disney World as a member of their Ambassador team where he traveled the country and spoke on behalf of Disney in person and on television and radio.



Discovering Your Truth: How to Connect the Dots in Your Life

Nikita T. Mitchell, Senior Manager at Cisco and Advocate for Women in Business

In pursuit of success, it's easy to lose sight of the journey. Sometimes it's not until we hit a roadblock that we find ourselves able to pause and reflect. Nikita shares how she's learning to connect the dots in her own ambitious pursuit of success and provides insights into how you too can learn from your professional journey. Nikita is a Senior Manager at Cisco where she strategizes and plans initiatives for the company's \$20B Americas Sales organization. Her career spans experiences at Deloitte Consulting and as a ProInspire Fellow in the nonprofit sector. Nikita earned her MBA from UC Berkeley, Haas School of Business where she was the MBA Association's first black female president, a leader for the Haas Gender Equity Initiative, and a Principal for the \$2.5M Haas Socially Responsible Investment Fund.



Finding Inspiration Outside of Your Wheelhouse

Elizabeth Merrick, Head of Customer Insight and Product Analytics at Nest

Finding inspiration! Companies and people so often wear competitor goggles, where they only look for innovation and inspiration from those similar to themselves. However, some of the most brilliant ideas come when you build a bridge to seek inspiration in new places. Yes, there are some gimmicky mashups like a cronut or a snuggie, but some of the most meaningful innovation comes from these unlikely bridges. One example is how high fashion bridges with chemistry to make sustainable but incredibly fashionable clothes made out of algae. Elizabeth is the Head of Customer Insight and Product Analytics at Nest, an Alphabet company focused on smart home innovation, leading a team of world-class analysts focused on global product development, customer experience, and customer value. Elizabeth holds an MBA from the University of Florida and is finishing an M.S. in Predictive Analytics from Northwestern University.

12:15 – 1:30 pm

Lunch

Grand Ballroom Level

Sponsored by MBA–Exchange.com

1:45 – 3:00 pm

Breakout Session 1

Various Rooms

See page 18 for further details.

3:00 – 3:45 pm

Afternoon Break & Exhibitor Networking

Terrace/Vanderbilt Room, Terrace Level

In addition to over 35 great conference exhibitors to connect with in the Exhibit Hall, you will also be able to win some great door prizes! To be entered into the drawing on Wednesday you must visit at least 5 exhibitors, have them stamp your punch card and bring it to the Sponsors & Exhibitors (S&E) table before 3:15pm. As an added bonus, if you are among the first 10 participants to visit 5 or more exhibitors and using the conference app posts a photo with an exhibitor along with #visited5MBACSEAexhibitors you will automatically receive a technology gift from Cisco when you bring your punch card to the S&E table. *You must be present to win.*

3:45 – 5:00 pm

Breakout Session 2: Innovation Speaker Series

New to this year's conference, the Innovation Speakers Series offers an in-depth look into topics that apply across the career services and recruiting spectrum.

See page 18 for further details.

5:00 – 6:00 pm

Employer Showcase

Grand Ballroom, Lobby Level

In the land of innovation, there are lots of opportunities!

Join our Employer Members for rounds of speed networking to learn about what they are looking for and how we can connect.

5:00 – 6:00 pm

Standards for Reporting Full–Time MBA Employment Data 101

Pavilion Room, Lobby Level

Maintaining the Standards for reporting Full–Time MBA Employment Statistics involves consistency—repeating the same processes year after year; and occasional revision—to improve the document, keep it current with industry evolution, and eliminate misunderstanding. These Standards are the practices for collection, management, and distribution of employment data upon which prospective students, peer schools, and the media rely for accurate and comparable information about Full–Time MBA programs. The session will provide an overview of the changes for Version VI of the Full–Time Standards, discussed in preliminary form for the membership in an April webinar, as well as provide training on the Full–Time Standards overall.

Shannon Caldwell, University of Georgia Terry College of Business, MBA CSEA Standards Committee Co-Chair

Wayne France, MBA CSEA Standards Consultant

Susan Lemke, Babson College, MBA CSEA Board Member

Times vary

Dine-Arounds & Explore San Francisco!

Meet in the hotel lobby 15 minutes prior to each dine-around time, to travel to each restaurant as a group.

See page 14 for further details

Dine-Arounds


Please join your MBA CSEA conference attendees for a night out in San Francisco!

RECONNECT with old friends and **BUILD BRIDGES** to **INSPIRE** new colleagues! Reservations have been made at the following restaurants and are all within a few blocks walking/driving distance from The Fairmont hotel. Meet in the hotel lobby 15 minutes prior to each dine-around time, to travel to each restaurant as a group.

Sign up for one of the following restaurants at the registration desk:

- **Wayfare Tavern**— 5:45 pm seating for up to 7 people
wayfaretavern.com
- **Aliment**— 6:30 pm seating for up to 25
alimentsf.com
- **Big 4**— 6:15 pm seating for up to 20
big4restaurant.com
- **Bouche**— 6:30 pm seating for up to 6
bouchesf.com
- **Rue Lepic**— 6:30 pm seating for up to 8
ruelepicsf.com
- **Uma Casa**— 6:30 pm seating for up to 6 people
umacasarestaurant.com
- **Momo's**— 7:00pm seating for up to 15 people
sfmomos.com

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got

MASTERS STUDENTS?

· CONTACT US ·

Thursday, June 29

6:30 – 7:30 am

Morning Fitness

Hotel Lobby

Joggers, prepare to take on the hills of San Francisco! Join fellow conference goers on a scenic jog through the city.

8:00 am – 2:00 pm

Registration Open

Garden Room, Lobby Level

8:00 am – 4:00 pm

Exhibit Hall Open

Terrace/Vanderbilt Room, Terrace Level

8:00 – 9:00 am

Breakfast Plenary Session

Grand Ballroom, Grand Ballroom Level

Politics and Impact on Recruitment among International Students

Candice Nguyen Hamant, de la Peña & Holiday LLP

The political climate has impacted the manner in which many (domestic and global?) employers are recruiting and hiring new talent. As a result, employers may need to adjust their processes. And, students should be aware of and how to manage the hiring practices of diverse employers. Since MBA Career Centers work with students, we need to be aware so we may be better equipped to discuss the concerns of employers and students.

9:00 – 10:00 am

Keynote Speaker The Power of Focus

Grand Ballroom, Grand Ballroom Level



Erik Qualman

What's the difference between winners and losers in a digitally distracted society? Focus.

Winners focus on what matters most. While simple, it's not easy. The #1 killer of promising careers, teams and businesses is a lack of focus. We either try to do too much, or we put our time, treasures and trust into the wrong buckets. Qualman will share specific focus techniques used by the world's most successful people and organizations. Best Selling Author and Motivational Speaker, Erik Qualman has performed in 47 countries and reached 25 million people this decade. His Socialnomics work has been on 60 Minutes to the Wall Street Journal and used by the National Guard to NASA. His book Digital Leader propelled him to be voted the 2nd Most Likeable Author in the World behind Harry Potter's J.K. Rowling. Qualman was formerly a sitting professor at Harvard & MIT's edX labs.

10:00 – 10:30 am

Morning Break

Terrace/Vanderbilt Room, Terrace Level

10:30 – 11:45 am

Breakout Session 3: Gateway Sessions

Various

See page 19 for further details. These sessions will feature facilitated discussions specific to topical areas of interest.

12:00 – 1:30 pm

Grand Ballroom, Grand Ballroom Level

Lunch & Business Meeting

Sponsored by EY

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, and hear the big reveal of our 2019 Global Conference location!

1:45 – 3:00 pm

Various

Breakout Session 4

See page 20 for further details.

3:00 – 3:45 pm

Terrace/Vanderbilt Room, Terrace Level

Afternoon Break & Exhibitor Networking

Sponsored by GMAC

In addition to over 35 great conference exhibitors to connect with in the Exhibit Hall, you will also be able to win some great door prizes! To be eligible for the Thursday drawing, you must visit at least 10 exhibitors, have them stamp your punch card and bring it to the S&E table before 3:15 pm. You must be present to win.

3:45 – 5:00 pm

Breakout Session 5

Various

See page 21 for further details.

5:00 – 5:30 pm

Committee Meet ‘n Greet

Gold Room, Lobby Level

Thinking of getting more involved in MBA CSEA? Stop by and meet our committee chairs to learn about opportunities to help!

6:15 – 7:15 pm

Buses depart for Gala Event

Meet in Hotel Lobby1

6:30 – 10:30 pm

Gala Event:

Glitter in Gold at the Barbarossa Lounge

Sponsored by VMock

10:00 – 10:45

Buses leave gala venue to return to the hotel.

Gala Event:

Glitter in Gold at the Barbarossa Lounge

Thursday, June 29 • 6:30 – 10:30 pm

From the Gold Rush through the Roaring 20s, the Barbary Coast was San Francisco's swankiest seaside den of entertainment and pleasure! Join MBA CSEA for this year's gala, Glitter in Gold, at the Barbarossa Lounge. The speakeasy will come alive with circus acts, magic, gambling, live music, dancing, and innovative food and cocktails at the open bar—with even more surprises in store.

Sponsored by



vmock



Dress Your Best!

We're looking for flappers, gamblers, gangsters, harlows, biscuits, big timers, floorflushers, and those who simply glitter in gold.

Don't miss the party!
It'll be the cat's pajamas!

Directions to Barbarossa:

Exit hotel at main entrance, and turn right onto Mason Street. Take a right on Sacramento Street, and walk approximately ½ mile. Take a left on Montgomery Street. The Gala venue will be on the 4th block down on your right.

Friday, June 30

8:00 – 9:00 am

Breakfast

Gold Room, Lobby Level

9:00 – 10:00 am

On the Other Side Session

Gold Room, Lobby Level

It's been a long journey with a lot of new connections and learning. Solidify these connections and ideas over breakfast on Friday. This final session will be semi-structured to allow you to follow-up with colleagues you met or reconnected with and share golden nuggets from the sessions attended



CAREER LEADER

Best wishes
for a great conference
from your partner
in supporting
business education
and career counseling

careerleader.com

10:00 am – 2:00 pm

Optional Local Excursions

Whether you enjoy fine arts, science and tech, history and culture, or the ocean and scenic outdoors, you can find them all in San Francisco. We've compiled a list (available at the registration desk) of free and fee-based excursions a short distance from the Fairmont—from going on a walking tour of the historic Golden Gate Bridge—to exploring the mysteries of Alcatraz. Use your Lyft coupon to get to your destination!

On Your Own

San Francisco Excursions:

- **Coit Tower** 0.7 miles
1 Telegraph Hill Blvd
coittowertours.com
Elevator: \$8 Mural Tour: \$7
- **SF Museum of Modern Art** 0.7 miles
151 3rd St.
sfmoma.org
- **Exploratorium** 0.9 miles
Pier 15
Tickets: \$29.95/\$24.95
- **Full House House** 1.7 miles
1709 Broderick St.
1990's TV Show Site
- **Walt Disney Family Museum** 2.2 miles
Tickets: \$20
- **16th Avenue Tiled Steps**
Moraga St.
16thavenuetiledsteps.com
- **Palace of the Fine Arts** 2.7 miles
3301 Lyon St.
Tickets: \$30–\$100
- **SF Botanical Gardens** 2.7 Miles
9th Ave. & Lincoln Way
sfbotanicalgarden.org
Admission: \$8
- **Sutro Baths** 2.7 miles
680 Point Lobos
Beach/Park/Hike

DATE/TIME	ACTIVITY/SESSION TITLE	ROOM NAME	SESSION TRACKS	CREDIT AVAILABLE
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Wednesday, June 28

1:45 – 3:00 pm Breakout Session 1

	Dream Your Legacy	Pavilion Room, Lobby Level	All	
	How to Connect the Dots for the Students You Serve	Venetian Room, Lobby Level	AP, D, CC, IS, NP, SM, WP	SHRM
	Analytical Thinking for Everyday Decision Making	Gold Room, Lobby Level	AP, D, E, O	SHRM, HRCI
	Building Resilience in the Job Search	Fountain Room, Lobby Level	CC, ER, E	SHRM, HRCI
	The Netflix Effect: What It Is, Why It Hurts Students, and How We Fix It	Crystal Room, Lobby Level	CC; ER	
	2017 Hiring Outlook	French Room, Lobby Level	All	SHRM, HRCI

3:45 – 5:00 pm Breakout Session 2—Innovation Speaker Series

	How Can Design Thinking Help you Redesign a Better Recruitment or Counseling Experience?	Gold Room, Lobby Level	All	SHRM, HRCI
	How to Equip Leaders for the Emerging Machine Age	Venetian Room, Lobby Level	All	SHRM, HRCI
	The What, Why and How of Creating a Thriving Culture	Pavilion Room, Lobby Level	All	SHRM, HRCI
	Impact Measurement and Storytelling with Data	French Room, Lobby Level	All	SHRM, HRCI
	Foster an Innovative, Collaborative Environment through Mindfulness	Crystal Room, Lobby Level	All	SHRM
	The Art of Leading Through Change	Fountain Room, Lobby Level	All	SHRM, HRCI

DATE/TIME	ACTIVITY/SESSION TITLE	ROOM NAME	SESSION TRACKS	CREDIT AVAILABLE
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Thursday, June 29, 2017

10:30 – 11:45 am Breakout Session 3—Gateway Sessions

	Innovation by Design: Designing Your Own Future	Gold Room, Lobby Level	E	SHRM, HRCI
	Specialty Masters Standards Update	Hunt Room, Mezzanine Level	D, SM, WP, AP	
	Coaching Working Professional MBAs to Build their Bridge to Something New	International Room, Mezzanine Level	CC, SM, WP; AP	
	Developing Our Cultural Competence —Making Coaching Work for ALL Students	Venetian Room, Lobby Level	CC, NP	
	Small Team. Smaller Budget? No Problem. Creative Strategies for Bootstrapping your Small Career Center	French Room, Lobby Level	D, O, AP	
	From Start to Finish: 10+ Ideas Ready to Implement	Pavilion Room, Lobby Level	ER, CC, AP, NP	
	Career Modules: The Evolution of an Innovative Approach to MBA Career Development Education	Crystal Room, Lobby Level	D, CC, WP, NP	
	Building a Virtual Bridge: Leveraging New Technologies for Career Management Programming	Crown Room, Crown Room Level	D, CC, O, NP	
	High Impact, Low Investment Programming: Giving International MBAs the Edge They Need to Get Hired	Fountain Room, Lobby Level	IS, AP	
	From Difficult to Coachable: Transforming the Difficult Student	California Room, Mezzanine Level	CC, AP, WP, NP	

SESSION TRACK KEY:

AP = Advanced Practitioners
 CC = Career Coaches
 D = Directors
 E = Employers
 ER = Employer Relations

IS = International Students
 NP = New Practitioners
 O = Operations
 SM = Specialty Masters
 WP = Working Professionals

DATE/TIME	ACTIVITY/SESSION TITLE	ROOM NAME	SESSION TRACKS	CREDIT AVAILABLE
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Thursday, June 29, 2017 *(cont.)*

1:45 – 3:00 pm Breakout Session 4

	Cultural Confluence: Three Best Practices for All Intercultural Recruiting Stakeholders	Pavilion Room, Lobby Level	IS, AP, NP	
	The Meeting Will Come to Order: Developing and Managing a Successful Employer Advisory Board	Gold Room, Lobby Level	ER, NP	
	Building Bridges on Demand! Adapting The 2-Hour Job Search's Networking for All Ages & Backgrounds	French Room, Lobby Level	CC, ER, E	SHRM, HRCI
	The Key Performance Indicator (KPI) Process-How to Enhance MBA Student Placement Effectiveness	Crystal Room, Lobby Level	D, O, AP	
	Incorporating Hybrid Learning, Technology & Edutainment into an MBA Career Course	Venetian Room, Lobby Level	CC, NP	
	Building Both 'Hard' and 'Soft' Skills for Summer Internship Success	California Room, Mezzanine Level	CC, NP	
	No Experience? No Work-Authorization? No Time? No Problem!! Strategies for Working with Specialty Masters Students	Fountain Room, Lobby Level	SM, AP	
	Are your MBAs 'Video Ready'? The Challenging New World of Video Interviews and Digital Applications	International Room, Mezzanine Level	ER, E, AP	SHRM, HRCI
	Campus Recruiting Lessons from the Movies!	Hunt Room, Mezzanine Level	ER, E,	

DATE/TIME	ACTIVITY/SESSION TITLE	ROOM NAME	SESSION TRACKS	CREDIT AVAILABLE
3:45 – 5:00 pm	Breakout Session 5			
	International (Non-U.S.) MBA Opportunities Development—Best Practice Sharing for Schools and Recruiters	Pavilion Room, Lobby Level	IS, E, AP	
	Building A Global Employer Engagement Strategy	Gold Room, Lobby Level	D, ER, AP	
	Rules of Engagement: Employer Best Practices for Recruiting MBAs from a Career Services Perspective	California Room, Mezzanine Level	E, ER	SHRM, HRCI
	Platforms and Processes: Using Technology For Better Career Outcomes	Crystal Room, Lobby Level	CC, E, NP	SHRM, HRCI
	Demystifying the Case Interview	Fountain Room, Lobby Level	CC, E, WP, NP	SHRM, HRCI
	Flipped & Front-Loaded: Making the Most of a Blended Learning Approach with Working Professional Students	Hunt Room, Mezzanine Level	WP, CC, SM, AP	
	Part-Time MBA Standards: Update & Discussion	International Room, Mezzanine Level	D, SM, WP, O, AP	
	Coaching Frameworks and Resources for Working with Social & Environmental Impact-Focused MBAs	French Room, Lobby Level	CC, ER, NP	
	Optimizing Time with Students On-Campus: Insights for Recruiters and Employer Relations Teams	Venetian Room, Lobby Level	E, ER	SHRM, HRCI

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Breakout Session 1— 1:45 – 3:00 pm

Dream Your Legacy

Pavilion Room, Lobby Level

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, you will 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.

Scott Hammerle, Author, Public Speaker and Executive Leader

How to Connect the Dots for the Students You Serve

Venetian Room, Lobby Level

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.

Nikita T. Mitchell, Senior Manager at Cisco and Advocate for Women in Business

Analytical Thinking for Everyday Decision Making

Gold Room, Lobby Level

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. Attendees will walk away with a new analytical mindset and a set of tools to make faster, easier, and more impactful decisions wherever you go.

Elizabeth Merrick, Head of Customer Insight and Product Analytics at Nest



Building Resilience in the Job Search

Fountain Room, Lobby Level

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.

Rebecca Chopra, Associate Director and Career Advisor, Career Management Center, Stanford Graduate School of Business

Jean Gekler, Sr. Associate Director, Foster School of Business, University of Washington

Amit Puri, MBA Relations Specialist, McKesson

Naomi Sanchez, Associate Dean MBA Career Management

Collette Vogel, Sr. Associate Director, Foster School of Business, University of Washington

Stacy Whitman, Marketing MBA Talent Acquisition, Intern and Development Manager, Dell,

The Netflix Effect: What it is, Why It Hurts Students, and How We Fix it

Crystal Room, Lobby Level

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.

Michael G. Katz, Lecturer, The Pursuit of Meaningful Work, UC Berkeley-Haas School of Business

2017 Hiring Outlook

French Room, Lobby Level

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 GMAC 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.

Rebecca Estrada, Survey Research Manager, GMAC

Angela Vaughn, Assistant Director Career Services, Smith School of Business, University of Maryland

Breakout Session 2: Innovation Speaker Series— 3:45 – 5:00 pm

How Can Design Thinking Help You Redesign a Better Recruitment or Counseling Experience?

Gold Room, Lobby Level

Sponsored by: University of San Francisco School of Management

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/Masters 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.

Helene Cahen, Innovation Consultant, Trainer Facilitator and Coach

Julia Kramer, Innovation Consultant, Graduate Student Researcher

How to Equip Leaders for the Emerging Machine Age

Venetian Room, Lobby Level

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.

Shannon Hall, Ph.D., Founder and Coach, Epic Teams

The What, Why and How of Creating a Thriving Culture

Pavilion Room, Lobby Level

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.

Rebecca Rodskog, Co-Founder and Managing Partner, FutureLeaderNow

Impact Measurement and Storytelling with Data

French Room, Lobby Level

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.

Lauren Shaughnessy, Director of Measurement and Learning, Habitat for Humanity Greater San Francisco

Foster an Innovative, Collaborative Environment through Mindfulness

Crystal Room, Lobby Level Room, Lobby Level

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 context, will help you in your own life and work, and keep you updated on some innovative trends in the business community.

Peter Weng, Vice President of Sales and Marketing for the Search Inside Yourself Leadership Institute

The Art of Leading Through Change

Fountain Room, Lobby Level

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.

Kathi Antonson, 20 Rock, Partner, Certified Professional Co-Active Coach

Annemarie Estess, 20 Rock, Co-Founder, Certified Professional Co-Active Coach, ACC

Breakout Session 3: Gateway Sessions—

10:30 – 11:45 am

These sessions will feature facilitated discussions specific to topical areas of interest.

Innovation by Design: Designing Your Own Future

Gold Room, Lobby Level

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.

Erik Qualman, Best Selling Author and Motivational Speaker

Specialty Masters Standards Update

Hunt Room, Mezzanine Level

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 the Standards, information about implementation timelines, and a question and answer session with the task force members.

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 Past President, SMP Standards Task Force Chair

Mark Peterson, Iowa State University, College of Business, MBACSEA Past President

Coaching Working Professional MBAs to Build their Bridge to Something New

International Room, Lobby Level

“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 related to helping working professional students determine a career job change.

Amanda Earle, Assistant Director of Career Management, Evening & Executive MBA Programs, University of Wisconsin-Madison

Roy Young, CEO, Beyond B-School

Developing Our Cultural Competence—Making Coaching Work for ALL Students

Venetian Room, Lobby Level

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.

Jeffrey McKinney, Coach & Lecturer, Management & Organization,
Robert H. Smith School of Business-University of Maryland

Small Team. Smaller Budget? No Problem. Creative Strategies for Bootstrapping your Small Career Center

French Room, Lobby Level

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.

Margaret Roberts, Director, Eberhardt Career Management Center,
University of the Pacific



From Start to Finish: 10+ Ideas Ready to Implement

Pavilion Room, Lobby Level

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 five 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. The session will stimulate peer discussion and serve as a great benchmarking opportunity.

Kim Austin, Director, Mays Career Management Center, Texas A&M University Mays Business School

Sarah Bugh, Associate Director, Career Advising, Texas A&M Mays Business School

Sue Hochman, Director, Career Education and Advising, Career Development Office, Jones Graduate School of Business, Rice University

Michelle Jones, Associate Director, Career Development Office, The John Hopkins Carey Business School

Katy Montgomery, Global Director, Career Development Centre, INSEAD

Beth Pulliam, Associate Director Employer Relations, Graduate Career Center at The Neeley School of Business, Texas Christian University

Career Modules: The Evolution of an Innovative Approach to MBA Career Development Education

Crystal Room, Lobby Level

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.

Vanessa George, Associate Director, Graduate Career Management, University of San Francisco



Building a Virtual Bridge: Leveraging New Technologies for Career Management Programming

Crown Room, Crown Room Level

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.

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

Rachel Tripp, Associate Director, Marketing Career Services & Corporate Relations Career Services, Booth School of Business, University of Chicago

Kathryn Ward-Mytinger, Assistant Director, Career Management Programs & Events, Career Services, Booth School of Business, University of Chicago

High Impact, Low Investment Programming: Giving International MBAs the Edge They Need to Get Hired

Fountain Room, Lobby Level

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.

Marcelo Barros, Founder, The International Advantage

Ashley Feldhues, Assistant Director of Career Education and Advising, Graduate Career Center, Neeley School of Business, Texas Christian University



From Difficult to Coachable: Transforming the Difficult Student

California Room, Mezzanine Level

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? 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.

Dori Jamison, Director of MBA Career Coaching, Office of Career Services,
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

Breakout Session 4— 1:45 – 3:00 pm

Cultural Confluence: Three Best Practices for All Intercultural Recruiting Stakeholders

Pavilion Room, Lobby Level

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.

Lily Boyer, Assistant Director, Career Development Office,
Johns Hopkins Carey Business School

Jacques Domenge, Assistant Director Coaching and Education,
Johns Hopkins Carey Business School



The Meeting Will Come to Order: Developing and Managing a Successful Employer Advisory Board

Gold Room, Lobby Level

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.

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

Building Bridges on Demand! Adapting The 2-Hour Job Search's Networking for All Ages & Backgrounds

French Room, Lobby Level

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, and 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.

Steve Dalton, Program Director for Daytime Career Services,
Duke University (Fuqua)

The Key Performance Indicator (KPI) Process-How to Enhance MBA Student Employment Effectiveness

Crystal Room, Lobby Level

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 employment 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 relationship, give real leadership opportunities to students, and drive accountability.

Rick Patterson, Assistant Director, BYU MBA Career Management,
Brigham Young University

Incorporating Hybrid Learning, Technology and Edutainment into an MBA Career Course

Venetian Room, Lobby Level

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.

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

Building Both ‘Hard’ and ‘Soft’ Skills for Summer Internship Success

California Room, Mezzanine Level

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.

Brendan J. Boler, Assistant Professor (formerly a career advisor at Darden), Management, University of Virginia

No Experience? No Work-Authorization? No Time? No Problem! Strategies for Working with Specialty Masters Students

Fountain Room, Lobby Level

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.

John R. Helmers, Associate Director, University of Colorado Boulder, Leeds School of Business

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

Are your MBAs ‘Video Ready’? The Challenging New World of Video Interviews and Digital Applications

International Room, Mezzanine Level

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.

Catharine Fennell, CEO and Founder at videoBIOt

Ross Macpherson, President, Career Quest

Zania Mauricette, Associate Director, Career Education & Coaching, Rotman School of Management, University of Toronto

Campus Recruiting Lessons from the Movies!

Hunt Room, Mezzanine Level

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 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.

Caroline Ceniza-Levine, Founding Partner/Career Coach, SixFigureStart

Connie Thanasoulis, Co-Founder, SixFigureStart

Zina King, Director of Career Advising - Graduate Programs, Gabelli School of Business at Fordham University



Breakout Session 5— 3:45 – 5:00 pm

International (Non-U.S.) MBA Opportunities Development— Best Practice Sharing for Schools and Recruiters

Pavilion Room, Lobby Level

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.

Denise Karaoli, Sr. Associate Director of International Programs, Opportunities, and Diversity, Career Development Center, Darden School of Business, University of Virginia

Building A Global Employer Engagement Strategy

Gold Room, Lobby Level

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.

Katy Montgomery, Global Director, Career Development Centre, INSEAD

Rules of Engagement: Employer Best Practices for Recruiting MBAs from a Career Services Perspective

California Room, Mezzanine Level

As all employers know, competition for top MBA talent can be intense. MBA Career Services teams have a unique perspective into how employers can effectively engage students because of their close relationships with MBAs, as well as with companies. In this session, we will 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.

Ann Blasick, Corporate Relations Manager, Career Management Center, Georgia Tech Scheller College of Business

Alex Kralicek, Manager, MBA Recruiting, Amazon

Caroline Player, Corporate Relations Manager, Career Management Center, Georgia Tech Scheller College of Business

Platforms and Processes: Using Technology For Better Career Outcomes

Crystal Room, Lobby Level

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.

Toni Rhorer, Assistant Director, Sr. Graduate Career Services, Arizona State University,
W. P. Carey School of Business

Sarah Rumbaugh, CEO & Founder, Relish

Demystifying the Case Interview

Fountain Room, Lobby Level

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.

Marc Cosentino, CEO, CaseQuestions.com

Zoe McLoughlin, Head of Consulting, London Business School

Optimizing Time with Students On-Campus: Insights for Recruiters and Employer Relations Teams

Venetian Room, Lobby Level

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

Phillip Andrews, Associate Director, Career & Professional Development,
Harvard Business School

Jill Kaufman, Manager, Market Intelligence, Career & Professional Development,
Harvard Business School

Flipped and Front-Loaded: Making the Most of a Blended Learning Approach with Working Professional Students

Hunt Room, Mezzanine Level

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.

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

Part-Time MBA Standards: Update and Discussion

International Room, Mezzanine Level

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.

Tracy Handler, NYU Stern School of Business, MBACSEA Standards Committee Co-Chair

Wendy Tsung, Emory University, Goizueta School of Business

Coaching Frameworks and Resources for Working with Social and Environmental Impact-Focused MBAs

French Room, Lobby Level

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.

Mackenzie Sullivan, Sector Director, Social Impact and Sustainability, Fuqua School of Business, CMC



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Jaymin Patel is an MBA author, speaker and coach who has worked with 50+ MBA programs to deliver fun and dynamic workshops on Networking, Interviewing, and Creating a Rockstar Pitch. He is rated as a top speaker by students and Career Center staff. This is his 5th year at MBACSEA.



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rocketblocks.me

RocketBlocks is an online, skills based platform that helps students prepare for case interviews.



Ross Macpherson is a Speaker and Consultant on advanced career strategies for MBAs. Recognized as 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, Rotman, Ivey, Goizueta, ULCA, UNC, McCombs, HKUST and others.

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