



**2015 MBA CSEA Global Conference
Dallas, TX | June 23-26, 2015**

All programs listed below have been selected and scheduled for the Global Conference.

While the programs have been identified to serve a primary target audience, many will be applicable to more than one audience. The target audience segmentation is provided to demonstrate the breadth of content that will be shared at the conference.

**Coaching/Counseling | Employer Relations | Employers | Seasoned Professionals
International Students | Specialized Masters | Working Professionals | All Attendees**

Wednesday Afternoon Breakout Sessions

Conquer Your Consulting Curriculum: How to Create a Customized and Results Oriented Training Program

David Ohrvall, Founder, MBACASE
Elaine Sommers, Career Advisor, USC

Target Audience: Coaching

Are you ready for some fresh insights on how to develop an effective consulting training program? Elaine Sommers, USC advisor and winner of the 2014 MBA CSEA Innovation Award and David Ohrvall, expert case interview trainer, will help you understand the pieces you'll need to build an effective curriculum. Using the award winning USC approach as a foundation you'll learn best practices on how to coordinate career services, club officers, professors, industry experts and outside vendors to create a well integrated team that produces results. You will also learn how to create a case certification program with effective content that participants and firms will value. David will share with you how multiple schools are approaching this challenge and effective ways to keep the training consistent. Using plenty of examples, classroom participation and an action plan method, you'll come away energized and focused on how to build your new curriculum.

Leveraging Alumni Experience to Facilitate Student Success

Emily Giacomini, Associate Director, MBA Career Services, Smeal College of Business, Penn State
Dori Jamison, Director of MBA Career Coaching, University of Maryland Robert H. Smith School of Business
Jeff Kudisch, Assistant Dean of Corporate Relations and Managing Director of the Office of Career Services,
University of Maryland Robert H. Smith School of Business

Target Audience: Coaching

According to the 2014 GMAC Alumni Perspectives Survey, 13% of business school alumni volunteered with their graduate business school within the prior year. This session will explore innovative ways career services offices can increase alumni participation and leverage this untapped resource to engage students and drive student success. Presenters will share programs and practices that have enabled alumni to give back by increasing students' self-awareness and awareness of the employment market, facilitating behavior change, and sharing new employment opportunities and insights. These programs include, but are not limited to, industry-specific mock interviews, alumni insights workshops, industry panels, alumni focus groups, the "Backyard Networking" series, and campus networking events. Presenters will also share strategies for obtaining and retaining alumni participation by using alumni recognition and reward programs, and systems that track alumni participation and interests.

Improving Student Outcomes: Leveraging Second Year MBA Students as Career Mentors

Kent Harrill, Associate Director, UNC Kenan-Flagler Business School
Caren Howley, Associate Director, UNC Kenan-Flagler Business School
Elisabeth Zimowski, Associate Director, Kenan-Flagler Business School, University of North Carolina

Target Audience: Coaching

It can be challenging to try to provide one-on-one service and individualized support to first year MBA students as frequently as one would like. At UNC Kenan-Flagler Business School, we have created a Career Mentor program where we enlist distinguished second year students as extensions of the Career Management Center and pair them with 3-8 first year students. These second year students coach students in cover letter preparation, conduct mock interviews, and share wisdom from their own job searches, all while earning MBA course credit. The program receives high satisfaction marks from first year students, and helps students feel better prepared for the internship search. Join the Associate Director team from UNC Kenan-Flagler as we share insights from this successful program.

Trends in MBA Recruiting & Employer Relations

James Barricelli, Senior Associate Director, Employer Relations, UNC Kenan-Flagler

Lori Clomburg, Director of Employer Relations, Emory University Goizueta Business School

Michelle Hardy, Director, MBA Employer and Alumni Engagement, University of Texas at Austin - McCombs School of Business

Marla McGraw, Senior Associate Director, Recruiting and Outreach, University of Michigan - Ross School of Business

Target Audience: Employer Relations

This discussion-based session will explore the best practices and trends in MBA recruiting. Hear from fellow employer relations colleagues about current challenges, unique programs, and common pitfalls. This session is designed for professionals who lead or actively manage MBA recruiting and/or employer relations for their school or program.

Hiring from non-US Business Schools

Ann Hargraves, Director, Graduate Campus Recruitment, Liberty Mutual

Derek Walker, Director of Careers, Said Business School, University of Oxford, United Kingdom

Isabella Pinucci, Career Service Coordinator, SDA Bocconi School of Management, Italy

John Gurskey, Director of Career Services, Melbourne Business School, Australia

Sara Vanos, Corporate Development Manager, HEC Paris, France

Dee Murphy, Career Development & Skills Manager, UCD Michael Smurfit Graduate Business School, Ireland

Target Audience: Employers

International Business Schools differ from their American counterparts in 4 ways: cohorts are more international, up to 95%+ which creates challenges in work visas and adapting to different cultural environments; participants are more mature, yet expect the types of dramatic career changes that are common in US programs; Specialized masters have a higher proliferation and are well-established which creates confusion with employers as to the differences; and 1-year programs are the norm, many times not including an internship, and therefore careers services need to deliver an effective service in less time. This session includes leaders from international schools to speak to the challenges of the non-US community. If you are interested in hiring for international offices, investigating the availability of US nationals with international experience or are seeking to develop the international employer brand of your organization, then this session is for you.

Recruiting Policies for Job Offers

Blair Beavis, EMEA Regional University Recruitment Manager, Johnson & Johnson EMEA

Christy Delregno, Talent Acquisition Director, CVS Health

Kim DiNicola, Vice President, College Relations, Fidelity Investments

Susan Lemke, Sr Associate Director, F.W. Olin Graduate School of Business, Babson College

Target Audience: Employers

Led by a panel of senior Human Resources and Career Services professionals, participants will be invited to share ideas of how to create fair, competitive and exciting job offer policies. The group will choose breakout topics for discussion looking at both the employer and MBA students' point of view. Topics could include such things as: attractive offer elements, schools policies regarding offer terms, internship to full time hiring, keeping hired students engaged and others topics.

Coming to America: Improving Cultural Acclimation & Employment Success

Chequeta Allen, Executive Director, Career Management Center, Raymond A. Mason School of Business, College of William and Mary

Leslie Bohon, Intensive English Language Programs, Reves Center for International Studies, College of William and Mary

Target Audience: International Students

This session describes a 4-week Pre-MBA program which supports US cultural and business acclimation for incoming international MBA students. In Program work is ongoing via executive coaching and 2 sessions focused on immigration and international student internship/job search. Each week of Pre-Program work focuses on themes covered during first year of MBA training such as current issues, U.S. business culture, multi-national business and case studies. Pre-program activities also include "Experiential Fridays" in the form of corporate visits, career and professional development content, and skill building. Covered topics include effective business writing, vocabulary building, reading strategies, listening skills, business language, idioms and plagiarism, presentation skills, pronunciation and intonation, non-verbal behavior, business etiquette, collaboration, individual assessment, executive coaching (Mason Executive Partner Program) resume writing, personal branding, self-promotion, career strategy, networking (Mason Career Champions & beyond), and MBA industries, functions, and global opportunities available.

Getting It Right: Career Services for Specialized Masters Programs

Marci Armstrong, Associate Dean, Graduate Programs, Southern Methodist University, Cox School of Business

Lisa Tran, Director, Cox Career Centers, Southern Methodist University, Cox School of Business

Target Audience: Specialized Masters

The successful proliferation of Specialized Masters programs within business schools is undeniable. These students typically have little to no business work experience and provide graduate career services professionals with challenges that in some ways mirror MBAs and in other ways differ significantly. In this interactive session, you'll explore evidence indicating that Masters programs are here to stay and will consider how best to empower these students to manage their own job searches. What tools and knowledge do they need? How can you best motivate and prepare them for a successful job search? What works and what doesn't? And how does all of this differ from supporting MBA students in their internship and full-time job searches? Come prepared to

share your wins and losses with Specialized Masters students and to learn from your peers as our industry evolves.

Hot Topics in MBA Career Management for Working Professional Populations

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

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

Ashley Johnson, Senior Associate Director, MBA Career Coaching, Carlson School of Management, University of Minnesota

Sally Templeton, Senior Associate Director, MBA Career Management, Foster School of Business, University of Washington

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

Target Audience: Working Professionals

In this session, you will hear from four MBA Career Services professionals on four different challenges and opportunities in engaging part-time students with career management programs. These hot topics will be discussed: (1) How to interest employers in WP populations, (2) Development of programs and guidelines to qualify students for on-campus recruiting, (3) Advising and creating experiences to aid in career transitions and (4) Expanding WP career services to multiple locations. Following the panelists' short presentations, join a small group on a topic of your choice to share ideas and best practices. Participate in a lively discussion!

Thursday Morning Sessions

Gallup's Approach to Talent-based Hiring

Jennifer Mosser, Director of Talent Sourcing, Gallup

Sallie Peters, Director of Talent Sourcing, Gallup

Susan Shald, Director of Talent Sourcing, Gallup

Target Audience: All

Gallup has conducted assessments for the past 40 years -- with more than 2,000 organizations in 60 countries, 30 languages and 20 industries -- to advance and strengthen hiring practices, put the best managers in place and grow their businesses. Our hiring and development philosophy is based on three essential principles: •Start with natural talent. •Develop strengths. •Leverage the entire hiring and development process.

Attend this session to learn how to leverage the entire hiring and development process through Gallup's consulting framework. In this breakout session we will introduce and unpack these seven crucial components: Align, Attract, Recruit, Assess, Hire, On-board, and Develop.

Case Certification Makes Students More Marketable

Marc Cosentino, CEO, CaseQuestions.com

Lawrence Verbiest, Associate Director, Georgetown University

Target Audience: Coaching

Companies have limited time and resources to devote to recruiting, which is why they identify target schools. What happens when your school isn't a target school for the consulting firms on your students wish list? How do you draw them to campus? How do you keep them coming back? For the last five years Georgetown has successfully drawn top consulting firms to campus and expanded their relationships through the case interview certification program, a collaboration between the MBA consulting club and career services. Firms are happy because the students are well prepared and students are happy because they feel more confident going into the interview. The process is often a "kick in the pants" to those who fail to get certified which makes them work harder.

Internships and Assurance of Learning: Assessing Outcomes from an Internship Program and Closing the Loop

Maralynn Maltz, Assistant Director of Career Management, Willamette University MBA

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

Target Audience: Coaching

In this competitive marketplace, MBA programs must provide employers with graduates who have competencies that add value to their organizations. Join us for this interactive program, where we will share a case study from our internship program and engage you in discussions around best practices. In this session you will learn how to design and implement an internship program that engages a student to hit the ground running and meet employer expectations. You will also learn how to design an AOL assessment tool that measures the success of core MBA curriculum enabling the internship program to close the loop with faculty and keep the MBA program relevant to employers.

Implementing The Alliance: Practical Tips for the New Age of Talent Management

Ben Casnocha, Co-Founder & Partner, Allied Talent

Target Audience: Employers

Join our keynote speaker for this special breakout session where he will continue the discussion from this morning's presentation. The session will take a closer look at the broken employee-employer relationship problem and the solutions that offer ways for organizations and employees to work together toward common

goals. It will be practical in orientation, looking at implementation suggestions that can be immediately adapted for your own organization.

Best Practices in MBA Talent Acquisition: Perspectives from University Staff and MBA Students

Jim Kranzusch, Executive Director, MBA Career Services, Georgia Tech University
Jeff McNish, Director, MBA Career Management Center, University of North Carolina
Paul Poissant, Director, MBA Employer Relations, Penn State University
Stacey Rudnick, Director, MBA Career Management, University of Texas

Target Audience: Employers

This session will be a moderated panel on best practices in the field of MBA talent acquisition. The panel will consist of four experienced, senior-level directors of MBA Career Services programs. Best practices to be discussed will include topics such as school engagement, student engagement, employer branding, internship programs, leadership development programs, and employer communications strategies.

Catapulting International Students to Success

Christine Dito, Senior Director, University of California, Davis, Graduate School of Management
Elizabeth Moon, Associate Director, University of California, Davis, Graduate School of Management

Target Audience: International Students

Utilizing strategies from theater, English as a second language teaching, EQ materials and TED Talks, international students are able to showcase the depth of value that they add as Global Talent and reach their next step career goals. In this workshop, we will share and practice actual ways to increase communication skills in the areas of Emotional Intelligence, Verbal, Non-verbal and Written Communication.

A Call to Action: Protecting the Confidentiality of Students and Employers in MBA Career Services

Laura Arthur, Associate Director of Coaching & Education, Johns Hopkins Carey Business School
Kathleen Bovard, Director of Coaching and Education, Johns Hopkins Carey Business School
Katy Montgomery, Assistant Dean, Johns Hopkins Carey Business School
Susan Whitcomb, President, THE ACADEMIES, INC.

Target Audience: Seasoned Professionals

A careful review of the ethical guidelines and standards for practice in coaching, recruiting, and counseling suggest that there are conflicting protocols for protecting the confidentiality of students and employers. Join a distinguished panel of speakers, including a legal expert, as we explore our ethical obligations, limits to confidentiality, and liability risks associated with MBA career services and recruiting. Through case analysis and interactive discussion, participants will consider best practices in the ethics of confidentiality and design an integrated model for adaptation by MBA career service providers. Leaders in both career services and recruiting will benefit from this session as they build ethically sound practices and protect the confidentiality of students and employers.

Specialized Masters Programs - Using Employment Data to Tell Your Story!

Emily Anderson, Director, Coaching & Operations, Owen Graduate School of Management, Vanderbilt University
Nicole Hall, Director, Market Readiness & Employment, School of Business, Wake Forest University
Mark Peterson, Director, Graduate Business Career Services, Iowa State University

Target Audience: Specialized Masters

Specialized masters programs are abounding and universities are introducing new programs annually. The vast majority of these programs are pre-experience, but they range widely in areas of specialization, length of program, and the type of students they attract. Join us to learn about how several career offices have piloted an employment survey developed largely on the MBA CSEA Standards for Full-time MBA Employment. Learn from their experiences promoting and collecting the survey as well as how they plan to use the data. The MBA CSEA Standards committee believes that a comprehensive set of standards can aid all schools in capturing compelling data that helps prospective students to make the best program decisions. The discussion during this interactive session will serve as the launch pad for moving toward the adoption of industry-wide standards for Specialized Masters programs. Join the conversation and share your ideas!

Full-time Career Services for Part-time MBAs

Ellen Bartkowiak, CEO, EllenCoaching
Cynthia Meis, Associate Director, The University of Iowa
Jana Klauke, Director, The University of Iowa

Target Audience: Working Professionals

In today's economy, when we're asked to do more with less, the perception is that Working Professionals are losing out. With very few programs having dedicated staff, resources, or funding to part-time programs, it's time to pool our resources and best practices and share what we know. Join us as we facilitate an open discussion around how to best serve our amazing Working Professional MBAs. Bring your ideas, success stories or questions and take the time to work with your peers who have been in your same shoes. The presenters will share their best practices of working with PMBAs and will guide you through a process of sharing, brainstorming, and learning. You'll leave with ideas, connections and maybe an "a-ha" moment.

...Oil, that is, Black Gold, Texas Tea

Facilitator: Kim Austin, Director, Texas A&M University Mays Business School

Panel Representatives from:

Azure Midstream
Chevron
ExxonMobil
Halliburton
Shell

Target Audience: Seasoned Professionals

... And up through the ground came a bubblin' crude. Oil that is, black gold, Texas tea. What better place than Texas to find out what's happening with the oil and gas industry? Join us for a facilitated panel discussion with industry professionals from Halliburton, Shell Oil Company, Azure Midstream, Chevron and Exxon Mobil to explore the "state of the industry", the trends, and the hiring expectations and implications for graduate business students.

Thursday Afternoon Sessions

The Business School Talent Pipeline: Trends in Recruitment Strategies for MBA and Masters Students

Rebecca Estrada-Worthington, Survey Research Manager, Graduate Management Admission Council
Ann Hargraves, Director, Graduate Campus Recruitment, Liberty Mutual
Susan Lemke, Sr Associate Director, F.W. Olin Graduate School of Business, Babson College
Paul Poissant, Director, MBA Employer Relations, Penn State University
Amanda Wasler, AVP of Global Talent Acquisition Operations, Xerox Services

Target Audience: All

Join researcher Rebecca Estrada-Worthington from the Graduate Management Admission Council (GMAC) and a panel of career service experts and employers in an open discussion about hiring trends, employer recruitment practices, and tips for preparing today's students for today's global job market. Specific areas will include the skills employers are seeking, as well as students' successful job search methods and recruiter activities. The session will close with a preview of the future student pipeline: an overview of what shifts GMAC observes in the profiles and career preparation of business school candidates, as well as desires, hesitations of incoming students. Come prepared to learn, as well as to share.

Creating an Innovative and Integrated Career Development Program

Josh Campbell, Manager, Coaching and Development, Queen's University

Helen Rutledge, Associate Director, Coaching and Development, Queen's University

Target Audience: Coaching

Having difficulty getting students to attend your career workshops and events? Facing the unending challenge of ensuring that all of your students have the career foundation necessary to be successful? In 2013, Queen's Business Career Centre partnered with their FT MBA program and committed to emphasizing career and making it a part of the academic curriculum. The results have been amazing - a mandatory, intensive career development program that dramatically increased student engagement and performance, that has also led to amazing collaboration between career centre and program office. Join us as we unpack the blueprint for how to successfully create an innovative and integrated Career Development Program, and share the unique infrastructure and technology that we used to implement it. Participants will also have the opportunity to share best practices from their schools and learn from their colleagues.

The Strategic Career: Let Business Principles Guide You

Bill Barnett, Adjunct Professor, Rice University

Target Audience: Coaching

Author Bill Barnett led McKinsey & Company's Strategy Practice and taught career strategy to MBA students at Yale and Rice. He drew on these experiences to write *The Strategic Career*. He shows that business and career strategy are conceptually identical, and that business strategy concepts can help MBA students and others plot careers. At the conference, Barnett will show how to set long-term direction, conduct short-term opportunity search, and make rigorous choices among offers.

Employer Relationships: From Recruiter to Partner

Lynne Sarikas, MBA Career Center Director, D'Amore-McKim School of Business, Northeastern University

Target Audience: Employer Relations

Taking the employer relationship beyond recruiting to a strategic partner has broadened employment engagement at Northeastern's D'Amore-McKim School of Business. Employers are actively engaged in Career Track Advisory Boards providing input to faculty and staff on curriculum and activities. Employers are serving as mentors to students, participating in the admissions process and are actively engaged in the career management class. Students, faculty and staff all benefit from increased employer partnerships.

Engaging and Retaining the Millennial Workforce through a Revised Workplace Strategy

Erika Gragg, Campus Recruiting Manager, Pariveda Solutions

Jennifer Mosser, Director of Talent Sourcing, Gallup

Christine Murray, Associate Director, Employer Relations, Johns Hopkins Carey Business School

Target Audience: Employers

Presented by a team of career development, employer and industry professionals from Johns Hopkins Carey Business School, Gallup, and Pariveda Solutions, this interactive conversation about workplace strategy will engage employer representatives and career development practitioners in a conversation around workplace culture and design as it pertains to attracting and retaining the millennial workforce. The emergence of the millennial generation of talent in the workforce continues to challenge company assumptions about how to appropriately recruit and retain talent and how to allocate physical office space to support a healthy and engaged workplace culture.

Dell's Employment Brand Evolution

Jennifer Newbill, Sr Manager, Global Talent Center of Excellence, Dell

Target Audience: Employers

Learn how Dell took control of their brand perception and what they are doing to attract candidates both on and off campus. During this session you will learn about Dell's employment branding journey including the development of their flexible, global recruiting campaign allowing them to target specific audiences, their multimedia strategy and social media growth.

Infusing Innovation into International Student Initiatives

Brittany Buxton-Graham, Director, Career Management and Corporate Relations, The Ohio State University
Fisher College of Business

Jill Westerfeld, Assistant Director, Career Management and Corporate Relations, The Ohio State University
Fisher College of Business

Target Audience: International Students

Join us to think about how you approach supporting the unique needs of graduate international students. Learn about the Fisher College of Business' innovative approach to international student initiatives, collaboration, and content delivery. Participants will have the opportunity to understand how Fisher is fostering innovation, ask questions, and discuss how you can leverage these and other ideas on your own campus.

Senior Moments - An Open Discussion Among 'Senior' Career Professionals

Jamie Belinne, Assistant Dean, University of Houston

Target Audience: Seasoned Professionals

This discussion is for senior professionals with 10+ years' experience leading MBA career centers. It is an opportunity to share challenges, look at how things have changed, and deal with some of the challenges associated with working long term in MBA career services. Topics will come from the participants but may include best practices in managing senior administration, addressing changing populations and degree programs, staying fresh after 10 years in the business, and dealing with the media.

Roundtable Discussion: Surveying the Landscape of Specialty Masters Programs in Business Education

Stephen Glomb, Senior Associate Director—Specialty Programs and Executives, University of Minnesota, Carlson School of Management

Lisa Jammer, Sr. Director of Graduate and Alumni Career Services, University of Houston, C.T. Bauer College of Business

Target Audience: Specialized Masters

The rapid emergence of specialty masters programs in business education has led some career practitioners to question how they can best serve this unique and challenging student population. Similarly, employers who are accustomed to hiring MBA students often require additional guidance and education when hiring students from 1- and 2-year specialty programs. In this roundtable discussion, facilitators will guide a discussion focused on the rewards and challenges that arise when working with specialty masters students. Participants will be encouraged to share their experiences, best practices and lessons learned.

Older but Wiser (about Career Development)? Engaging Working Professional Students in Career Services

Sharon Cohen, Associate Director, EMBA & PMBA, University of Georgia

Nicole Hall, Director, Market Readiness & Employment, School of Business, Wake Forest University

Jeff Mckinney, MBA Career Consultant, Robert H. Smith School of Business - University of Maryland

Katy Montgomery, Assistant Dean, Johns Hopkins Carey Business School

Target Audience: Working Professionals

The 2015 workplace requires employers to hire and maintain a passionate, highly engaged workforce. This heightened level of engagement makes it increasingly more difficult for working professionals, especially those PTMBA students, to engage in career services offerings. Student expectations surveys indicate that students

expect schools to provide networking opportunities, access to alumni and employers, and access to career coaching. Given constraints on students and programs, how can we best engage students to prepare them for careers post-MBA (blended learning, boot camps)? This facilitated dialogue session will discuss ways to rethink innovative and creative strategies for inspiring students to engage in career services. Additionally we will discuss how to evaluate outcomes of these services, including an update by the Standards Committee on adoption of industry-wide standards for reporting Working Professional MBA employment data. During this interactive session best practices and challenges will be addressed.

Friday Morning Sessions

Past Presidents Panel

Nicole Hall, Director, Market Readiness & Employment, School of Business, Wake Forest University
Tom Kozicki, Executive Director, MBA Career Center, The Paul -Merage School of Business, University of California, Irvine
Mark Peterson, Director MBA/Graduate Business Career Services, Iowa State University
Jeffrey Rice, Executive Director, Office of Career Management, Ohio State University
Damian Zikakis, Director, Career Services, Ross School of Business, University of Michigan

Target Audience: All

The panel includes four past presidents, with the current president moderating. The panel will discuss the past, present and future of MBA career services, the “next frontier.” The panel will also accept questions from attendees.

Building a Recruiting Brand: Differentiation in the MBA Market

Amanda Panarese, Assistant Director, UVA Darden School of Business
Sarah Rumbaugh, CEO and Founder, RelishMBA
Zachary Mayo, COO, RelishMBA

Target Audience: Employers

With increasing competition in the MBA recruiting market, establishing a strong recruiting brand has become essential for companies looking to attract the top business school talent. This session will explore the value of building a brand in the recruiting space, best practices in reaching out to students, and how Career Services offices can facilitate the brand-building process. It is co-hosted by the Darden Career Development Center and the founders of RelishMBA.com, an online MBA recruiting platform.

Enhancing Alumni & Employer Relations by Getting Your (international) Students to INTERVIEW Like Rockstars!

Maureen Manion-Leone, Senior Director, MBA Career Management, Goizueta Business School, Emory University
Jaymin Patel, Author, Speaker, Coach, JayminSpeaks.com

Target Audience: International Students

The interview directly impacts Alumni & Employer perceptions of an MBA program, and influences their decisions to recruit. We will discuss effective ways to get Alumni & Employers excited about recruiting at your program by sharing insights and learnings from case examples, leaving the audience with implementable ideas on getting their students interviewing like Rockstars! This session is meant to help Career Services Professionals enhance their interview coaching practice. We will review & discuss various approaches, methodologies and proven tactics to share the Employer feedback with your students in an effective way that will "stick". This session will include content from Jaymin's book "Confessions of an MBA Interviewer" providing details about the interview process from "the other side of the table" and discloses the mindsets, expectations, and evaluation processes that interviewers use to advance MBA candidates to final offers. It's not always just a skill-set problem. it's a mind-set problem.

Hear about Specialized Masters Programs through a Staff and Employer Perspective

Tom Kim, Assistant Dean - Career Management Center - UT Dallas Jindal School of Management, The University of Texas at Dallas

Target Audience: Specialized Masters

The growth of specialized master's programs in business schools has led to challenges for career services staff to serve each particular program. The Jindal School of Management is large enough to offer many attractive degree plans but small enough to serve each program with the highest level of service and satisfaction. Collaboration with employers and the specific skills/needs of the employers will be discussed. Attendees will be called upon to discuss best practices of this process.