

# 2012 MBACSC Annual Conference

June 19-22, 2012 | The Grand Hyatt | Seattle, WA



## Breakout Session 1: Wednesday 10:30-12:00

Title	Track	HRCI
Empowering MBAs into the Right Role & Fostering Self-Awareness with the Strategic Use of Assessment	Career Education & Counseling, Employer	x
Advanced Resume Strategies for MBA Audiences	Career Education & Counseling, Working Professional	
Fitting it all in: how to connect with busy MBA students	International, Directors	
Round Table Discussion for CMC Directors: Managing Administration and the Dean's Suite	Directors Only	
New to MBA Career Services or have staff who are? What you need to know to get the job done	Career Education & Counseling, Employer Relations, Working Professional, Directors	
Innovative Ways to Connect Students and Employers	Employers, Employer Relations, Directors	
Getting to the Top: Strategies for Career Success	Career Education & Counseling, Employers, , Working Professional	
Global Employment Strategies for Today's Economy	International, Employers, Directors	x
Career Coaching by Industry/Function: Deconstructing Job Titles, Highlighting Transferrable Skills	Career Education & Counseling	

### **Empowering MBAs into the Right Role & Fostering Self-Awareness with the Strategic Use of Assessment**

**Room:** Washington (7th Floor)

**Track:** Career Education & Counseling, Employer

**HRCI:** The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit.

Luigi Pecoraro - Director, Career Management Center, IIT Stuart School of Business

Scott Kiefer - Vice President, The Oliver Group

Begin with the end in mind. Both employers and career services professionals want students hired in the right role where they can excel and make their best contribution for greater success and satisfaction. Well, what if we knew the behavioral profile of a given role and we identify the benchmark data that indicates the type of candidate needed to fulfill that role successfully. Today we have that technology and information available to us. We can help students get on the right path quicker and employers find employees that are more likely to succeed. We use the Predictive Index with our MBA students to raise self-awareness of internal motivators, needs and drivers. Over 100 of the Fortune 500 use the Predictive Index. Find out how you can use this tool in your company or career center.

### **Advanced Resume Strategies for MBA Audiences**

**Room:** Stevens (7th Floor)

**Track:** Career Education & Counseling, Working Professional

Ross Macpherson - President, Career Quest

Ellen Bartkowiak - Associate Director, Career Management Center, University of Wisconsin

The strategies and best practices for “effective” resumes (resumes that make the phone ring off the hook) have changed...and creating an effective resume can be especially challenging for MBA candidates who are trying to leverage their new degrees to make significant career moves. In this jam-packed session, Coaches and Directors will learn the latest ADVANCED strategies in off-campus resumes that work...strategies that showcase a candidate’s professional value to an employer and will make your MBAs stand out among their toughest competition. Prepare to take notes – this is NOT your average resume session!

### **Fitting it all in: how to connect with busy MBA students**

**Room:** Menzies (6th Floor)

**Track:** International, Directors

Chris Higgins - Assistant Director, Career Services, INSEAD

With a 10 month MBA program covering 80% of the curriculum of a traditional 2 year MBA with the possibility of global campus exchanges, MBA students at INSEAD have very little time on their hands. Join us for an interactive exchange on best practices for engaging students to prepare them for a successful job search and making sure that they can connect with their network and potential employers.

### **Round Table Discussion for CMC Directors: Managing Administration and the Dean's Suite**

**Room:** Discovery (1st Floor)

**Track:** Directors Only

Deanna Fuehne - Executive Director , Rice University

Kip Harrell - MBA CSC Past President, Thunderbird School of Global Management

Nicole Hall - MBA CSC President & Director, Wake Forest University

Michelle Chevalier - Director, Carlson School of Management, University of Minnesota

Forum for Assistant Deans, Executive Directors and Directors of MBA Career Management Centers. Developing and implementing CMC strategies, and managing b-school constituents, including the Dean's suite, University administration, alumni, students, companies and, of course, staff are critical components of the CMC Director role. Meet with colleagues for a roundtable discussion of best practices to move your agenda forward. Issues to be discussed may include: Creating and marketing career programming supported by the Dean's office. Getting administration to collaborate with career services in scheduling and academic curriculum planning. Best practices for sharing employer relationship management between administration and career services.

### **New to MBA Career Services or have staff who are? What you need to know to get the job done**

**Room:** Cyan (Olive 8 3rd Floor)

**Track:** Career Education & Counseling, Employer Relations, Working Professional, Directors

Jennifer Vancil - MBA Career Counselor, Colorado State University

We get here from a variety of backgrounds – corporate recruiting, higher education student services, directly from industry – each of us brings a piece of the puzzle. We'll share resources we've found to help you learn the counseling skills, career development theory, assessment tools, and corporate recruiting protocols to be a successful MBA Career Services Professional. We'll also collaborate to share our favorite web sites, books, training workshops, and other resources so we can leverage our collective knowledge to help each other be more effective. No matter which piece of the puzzle you bring, we will all leave with a clearer picture of the knowledge, skills, and abilities we need to do the job and where we can learn them.

### **Innovative Ways to Connect Students and Employers**

**Room:** Cobalt (Olive 8 3rd Floor)

**Track:** Employers, Employer Relations, Directors

Judith B. Downey - Associate Director, MBA Career Center, Northeastern University

It takes a lot more than career fairs and interviews to build meaningful, long-term connections between students and employers. Strategic events providing the opportunity for regular, ongoing interaction are required to create and maintain these important relationships. Corporate advisory boards, career panels, executive luncheons, networking events and employer-sponsored dress for success and etiquette events are just some of the best practices we will discuss. Come to this session to learn how to engage employers by increasing their exposure to your students, while exciting students about career opportunities, and developing and enhancing valuable corporate partnerships for your University.

### **Getting to the Top: Strategies for Career Success**

**Room:** Chinook (7th Floor)

**Track:** Career Education & Counseling, Employers, , Working Professional

**HRCI:** The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit.

Kathryn Ullrich - Director of Alumni Career Services, UCLA Anderson School of Management

MBA's need to think long term about career resilience and advancement. In today's job market, there's a huge, fundamental shift in the corporate world: many companies are no longer routinely grooming employees for senior-level executive positions. Career development is now up to the individual. How can employers and career centers help students chart their own roadmap for career development, in order to be resilient when the job market fluctuates wildly? In this session, Kathryn Ullrich shares advice from *Getting to the Top*, a book especially written for mid-career business professionals. From thousands of interviews as an executive recruiter and leader of *Getting to the Top*<sup>®</sup> career programs at UCLA Anderson and Stanford Graduate School of Business, Kathy has learned and analyzed career path categories in marketing, sales, business development, chief executive officer and more roles. She also defined five critical skills of successful executives. Kathy shares executive success stories and the findings of her groundbreaking career path research, and describes essential skills for career advancement in a career pyramid of skills at the top.

### **Global Employment Strategies for Today's Economy**

**Room:** Blewett (7th Floor)

**Track:** International, Employers, Directors

**HRCI:** The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit.

Mary Anne Thompson - President & Founder, Going Global

Thomas Monaco - Director, International Advising and Business Development, Columbia Business School

Join internationally recognized expert on global careers Mary Anne Thompson as she discusses how the global recession has permanently altered the career landscape for job hunters pursuing employment both in the U.S. and overseas. Stimulus programs around the world are funding new careers from "green" initiatives to energy and infrastructure jobs. Lack of full time employment opportunities has paved the way for the self-employed, virtual contractors and entrepreneurs filling the gap by providing innovative solutions for companies striving to do more with less. Most importantly, current recession woes are masking the even larger worldwide employment impact of retiring baby boomers, which will redefine mobility and the regulatory challenges of working outside one's home borders. This session will help you develop a realistic, up-to-date understanding of both global and country-specific economic and employment challenges. Participants will be able to apply the data presented to their talent management and career advising strategies.

### **Career Coaching by Industry/Function: Deconstructing Job Titles, Highlighting Transferrable Skills**

**Room:** Azure (Olive 8 3rd Floor)

**Track:** Career Education & Counseling

Jennifer Thomas - Associate Director, Career Management Center, Rice University, Jones Graduate School of Business

Shannon Hightower - Assistant Director, Career Management Center, Rice University, Jones Graduate School of Business

Introduction on coaching by Industry/Function; deciphering job titles ("what it says vs what it means") and qualifications needed. Examples provided for career counselors on coaching students how to communicate transferrable skills and how to apply those skills to a specific functional position. Second half of the session will consist of interactive breakouts by industry (Fin, Consult, Mktg and Energy) to delve deeper into functional areas and the respective transferrable skills needed. After the session, participants should be able to: -Determine which industries and job titles are aligned with students' skills -Demonstrate how students can communicate transferrable skills for various positions -Provide coaching on deconstructing job titles and open up job search opportunities -Share relevant best practices on industry guides and industry/job function research -Create plan in your Career Center for students to utilize resources needed to uncover job titles within their industry of choice

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## Breakout Session 2: Wednesday 1:15-2:45

Title	Track	HRCI
Making Your Career Development Programming Work Across Different MBA Constituencies	Career Education & Counseling, Working Professional, Directors	
Preparing Your Students For Success at National MBA Career Expos: A Sharing of Best Practices	Career Education & Counseling, Employers, Employer Relations	
Building Career Equity: Empowering students and working professionals to advance career growth	Career Education & Counseling, Employers, Working Professional	x
Major Trends in Employer Branding	International, Employers, Employer Relations	x
Management Strategies to Elevate the Influence and Stature of Career Services Inside Your School	Directors	
So You Want To Be A Consultant? Six Things Every Consulting Candidate Should Know	Career Education & Counseling	
MBA Mentoring: Senior Executives Views on Mentoring MBAs for Long Term Career Satisfaction and Success	Career Education & Counseling, Employers, Working Professional	
Case Interview Train the Trainer: Learn How to Give a Business Case	Career Education & Counseling, Employers	
International Students: Immersion, Acculturation & Experiences from Admissions to Employment	International, Career Education & Counseling, Directors	

### **Making Your Career Development Programming Work Across Different MBA Constituencies**

Room: Washington (7th Floor)

Track: Career Education & Counseling, Working Professional, Directors

Rebecca Cook - Associate Director, Graduate Career Services, Kelley School of Business, Indiana University

Pam Roberts - Executive Director, MBA Program, Kelley School of Business, Indiana University

Paul Binder - Associate Director, Graduate Career Services, Kelley School of Business, Indiana University

An increasing number of non-traditional MBA students are demanding a greater emphasis on the amount of career management education they receive in their MBA program. Many of these students have never had formal professional development training, yet could significantly utilize this skill set in their current position or during their job search. Kelley has taken its full time MBA professional development programming and developed a variety of classes and structures to help drive the non-traditional MBA students career and professional development education from the beginnings of personal branding through how to perform on the job. This class would be useful for anyone working with different MBA populations and we will open it up for discussion on how various programming can work across different

### **Preparing Your Students For Success at National MBA Career Expos: A Sharing of Best Practices**

Room: Stevens (7th Floor)

Track: Career Education & Counseling, Employers, Employer Relations

Stephen Glomb - Associate Director, University of Minnesota

Bibiana Am - Sr. Manager, Education and University Relations, National Society of Hispanic MBA

Roxanne Reddick - Director, Corporate Relations, Arizona State University, W.P. Carey School of Business

Paul Gomez - Microsoft Group HR Manager

Top companies are recruiting qualified MBAs at national diversity conferences and career expos each year. However, many students lack adequate preparation to truly make these events a professionally rewarding experience. Learn the fundamentals of building a career expo preparation session to ensure your students are successful at large recruiting events. An employer perspective and other insider tips will be shared on the recruitment goals and strategies of the companies that attend these conferences, while various coaching approaches will be discussed to help prepare students for success. Participants will be encouraged to share their own ideas for programming best practices.

### **Building Career Equity: Empowering students and working professionals to advance career growth**

Room: Sealth (6th Floor)

Track: Career Education & Counseling, Employers, Working Professional

HRCI: The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit.

Barb Gradala - Graduate Career Advisor, Saint Louis University, John Cook School of Business

How well are your students and employees taking initiative and implementing their career plans? What percent of your students and employees would say you help them build great career value? This program offers a practical and proven toolkit to build richer career experiences, meaningful relationships, and exceptional rewards. The concept creator and a career services provider will share success stories and program enhancements based on the Career Equity concept. Discussions will include the implications for counseling MBA students (full-time, professional, and executive), alumni and employees, as well as nurturing our own careers. Attendees will leave with a diagnostic tool to assess areas of potential growth in building career equity.

### **Major Trends in Employer Branding**

Room: Menzies (6th Floor)

Track: International, Employers, Employer Relations

HRCI: The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit.

Christopher Campellone - University Relations Manager, Universum

Doreen Amorosa - Associate Dean & Managing Director, MBA Career Management , Georgetown University

When it comes to Employer Branding, the term itself is becoming even more meaningful on a global level. In turn, companies are more aggressive in formalizing Employer Branding within their organization. Even though there are plenty of differences in the way each company approaches Employer Branding, there are high level key trends and challenges that can be looked at on a global level. Universum has interviewed 632 global employers in Europe, Americas and Asia to gain insight on how companies are currently working with Employer Branding and we will review some of the Main Trends & Best Practices in Employer Branding.

### **Management Strategies to Elevate the Influence and Stature of Career Services Inside Your School**

Room: Discovery (1st Floor)

Track: Directors

Wendy Tsung - Associate Dean & Executive Director of MBA Career Services , Emory University

Roy Young - CEO, Beyond B-School

Pete Giulioni - Former Assistant Dean and Director of Career Services, USC, Giulioni and Associates

Judith B. Downey - Associate Director, MBA Career Center, Northeastern University

Growing responsibilities, institutional culture and rapid changes in the MBA job market make managing the Career Services function increasingly challenging. Based on case studies and the findings and recommendations from research conducted in 2011 with 16 directors of MBA CSC member schools, this session explores the ways experienced professionals are meeting today's management challenges of the Career Services function. While it is widely understood by business school deans that Career Services plays a vital role in fulfilling the ultimate promise made to MBA students, the function is often viewed as an expense with budgets that are discretionary. What strategies can you use to demonstrate that Career Services is a major contributor to the success of the entire school and secure the trust and confidence of the dean? In addition to the research, success stories will stimulate attendees to share experiences.

### **So You Want To Be A Consultant? Six Things Every Consulting Candidate Should Know**

Room: Cobalt (Olive 8 3rd Floor)

Track: Career Education & Counseling

Rex Trewin - University Recruiting Manager, Wipro

Michelle Chevalier - Director, Carlson School of Management, University of Minnesota

Six things every consulting candidate should know ! From outward appearances, business consulting is glamorous. You work with top people at respected firms. You travel constantly. You delve into the deepest recesses of prominent organizations to help solve their problems. You play hard and work harder—and for all that you earn some serious money. If that's your definition of glamour, then management consulting could be for you. But the process of getting into consulting is far from glamorous and competition is fierce. The ability to reach into a complex business situation and think quickly, objectively, laterally, and quantitatively while expressing yourself succinctly and persuasively doesn't come easily to everyone—even to otherwise well-prepared business school graduates. We will be presenting the six key skill sets each student will need to master to be a consultant. Learn how to support, guide and advise those students wanting to learn what employers want in a consultant.

### **MBA Mentoring: Senior Executives Views on Mentoring MBAs for Long Term Career Satisfaction and Success**

Room: Chinook (7th Floor)

Track: Career Education & Counseling, Employers, Working Professional

Susan Canfield - Senior Associate Director, MBA Career Services; Director, MBA Mentor Program, University of Washington, Foster School of Business

Panelists: Howard Behar, Former President, Starbucks Coffee Company; Nick Choat, Vice President, The Walt Disney Company; Tim Evenson, Vice President, Philips Medical Capital; Lynn Parker, Co-founder & Principal, Parker LePla; Lisa Wellman, Managing Director, North America, nsquared solutions

At the University of Washington's Foster School of Business over 75 senior executives serve as mentors to full-time and part-time MBAs. A panel of senior executives will discuss their experience mentoring MBAs regarding recruiting and how to build a career for long term satisfaction and success. In addition, recognizing that mentoring relationships go both ways, hear what mentors have learned from their MBA mentees over the years.

### **Case Interview Train the Trainer: Learn How to Give a Business Case**

Room: Blewett (7th Floor)

Track: Career Education & Counseling, Employers

HRCI: The HR Certification Institute has pre-approved this activity for 1hour of general recertification credit.

David Ohrvall - Founder, MBACASE

Brendan Boler - Associate Director, University of Virginia, Darden Graduate School of Business Administration

Whether you are an employer teaching others to give (and evaluate) case interviews, or a career advisor teaching students to master them, you'll gain new insights and have fun in this popular session! David Ohrvall, author of Crack the Case System and international trainer, will engage your mind, build your skills and keep you laughing. Through lively participation and paired practice you'll 1) learn to understand the distinct modules of a business case, 2) conquer your fears in giving cases through simple examples and clear methodology, and 3) practice the steps in giving a case with a partner.

### **International Students: Immersion, Acculturation & Experiences from Admissions to Employment**

Room: Azure (Olive 8 3rd Floor)

Track: International, Career Education & Counseling, Directors

Jamie Elwell - Associate Director, Career Management Office, Weatherhead School of Management

Jennifer Thomas - Associate Director, Career Management Center, Rice University

Meenakshi Sharma - Director, Career Management Office, Weatherhead School of Management

Identifying and supporting the needs of international students is key to any growing business program. Rice University and the Weatherhead School of Management will provide profiles on each of their international student populations and lead an interactive session on strategies to support the growing international student population. The session will cover 5 main areas: admissions, orientation/immersion, workshops, employer relations and alumni engagement. In each, the two programs will describe strategies that have worked and lead the group in generating new ideas. After the session, participants should be able to: design strategy for international student programming needs, strategically collaborate with other offices, alumni and employers to attract prospective students and meet career goals, and share best practices and experiences with fellow attendees.



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## Breakout Session 3: Thursday 10:00-11:30

Title	Track	HRCI
Coaching Working Professional Students through Internal Career Transitions	Career Education & Counseling, Working Professional	
Turning Social Media into Social Networking: Creating Door-Opening Relationships Beyond Technology	Career Education & Counseling	
Using Chatter at Tuck: How Tuck's Career Development Office launched Salesforce Chatter	Career Education & Counseling, Employer Relations, Directors	
Slow Down to Speed Up: How Tripping Up Your MBAs Early Leads to Better Outcomes Later	Career Education & Counseling	
Best Practices of Companies Working with MBA Career Services Programs	Employer Relations, Employers, Directors	
Starting From Scratch - Best Practices in Creating & Maintaining an Employer Relations Program	Employers, Employer Relations, Directors	
Vision: The First Step in Career Coaching	Career Education & Counseling	
Innovation in Lifetime Career Management for International Student Success	International, Career Education & Counseling, Directors	
The Future of Online Job Applications	Employers, Employer Relations	x
Extend the Reach of MBA Career Advising through Peer Coaching	Employers, Employer Relations	

### **The Future of Online Job Applications**

**Room:** Chinook (7th Floor)

**Track:** Employers, Employer Relations

**HRCI:** The HR Certification Institute has pre-approved this activity for 1hour of general recertification credit.

Guy Groff - Director of the Schools of Business Graduate Career Management Center, Wake Forest University

Employers: Make applying to you fun! Find out what you can do to increase engagement and positive feedback from your application pool, including; proven tactics for engaging applicants and how to retain top talent throughout the application process. Career Centers: Find out how you can help students customize their search online and teach them to navigate the growing world of applicant tracking systems and resume black holes. We will discuss several key topics, including; effectively searching and applying for opportunities online with the greatest job fit, strategies for helping MBAs avoid the resume black hole and moving beyond keywords: emerging trends in applicant tracking systems.

### **Coaching Working Professional Students through Internal Career Transitions**

**Room:** Washington (7th Floor)

**Track:** Career Education & Counseling, Working Professional

Ashley Bowes Johnson - Associate Director & Career Coach, University of Minnesota

Jill Clouse - Career Coach, Kellogg School of Management - Northwestern

In addition to working professional students seeking career changes through an MBA, there are large portions of those students who are pursuing their degrees to advance their careers within their current organizations. Students with internal career management needs are increasingly making use of the career services available to them through their schools. It is up to the Career Management professionals to be prepared with tools to properly advise students with those needs. This program will review some best practices for helping students navigate an internal career transition. Participants in the program will leave with some ideas to implement at their own schools. Given the specific nature of this topic, we imagine the program to be fairly interactive with a lot of dialogue/knowledge sharing among the participants.

### **Turning Social Media into Social Networking: Creating Door-Opening Relationships Beyond Technology**

**Room:** Stevens (7th Floor)

**Track:** Career Education & Counseling

Jennifer Vancil - Counselor Professional MBA Program, Colorado State University College of Business

Darrell Gurney - Author, Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest

Michelle Hardy - Senior Associate Director, MBA Employer Relations, University of Texas

Roy Young - CEO, Beyond B-School

Social Media create virtually unlimited networking activities for MBAs to open up opportunities beyond campus recruiting. The challenge is to learn how to effectively combine the use of both new and traditional networking approaches (high-tech and high-touch) to create door-opening connections. Both avenues require building the skill of conversation. The panel will present proven, systematic, "paint-by-numbers" practices by seasoned MBA Career Centers and marketing professionals as to the vital importance of systematic professional networking as a critical element of our students' career search strategy. Of particular concern and focus will be our foreign students, working professionals and alumni.

### **Using Chatter at Tuck: How Tuck's Career Development Office launched Salesforce Chatter**

**Room:** Sealth (6th Floor)

**Track:** Career Education & Counseling, Employer Relations, Directors

Stephen Pidgeon - Associate Director, Career Development Office, Tuck School of Business at Dartmouth

Last summer Tuck's CDO launched Chatter to the incoming class, with the goal that this secure, enterprise level social network would replace emails, sign-up lists, and newsletters. Students in previous years complained of 'information overload' and of 'being Spammed' by the CDO even when the messages weren't relevant to them – Chatter works with groups that students can opt into or out of at any time. Many students have the same questions, and the CDO dealt with many similar requests – we believed that by posting conversations in a public place, this would minimize such parallel communications and allow others to join in with their ideas. The result: within 3 months of launch, Chatter had been established as the only communications forum for career related topics and for ALL student clubs. It is now used across the school, including MBA Program Office.

### **Best Practices of Companies Working with MBA Career Services Programs**

**Room:** Menzies (6th Floor)

**Track:** Employer Relations, Employers, Directors

Naomi Sanchez - Assistant Dean, University of Washington MBA Career Services

Ernest Adams - Global Talent Acquisition Manager, NIKE

MJ Wheble - Vice President, Amazon.com

Chuck Edward - General Manager of University Recruiting team, Microsoft Corporation

Leaders in talent acquisition will share their views on what works well in partnering with MBA career services programs. They will share how MBA career services can help companies through the on-campus and just-in-time hiring that occurs each year. An overview of how companies view MBA hiring, organize it, and involve their teams and hiring managers will be shared. Examples of what works well and what doesn't work well will also be shared. In times of high competition for talent, questions that will be answered are: how are companies structuring their recruiting efforts to find the best performers. What are the critical "must haves" in working with schools. For global companies, what are the challenges these companies face in finding talent. Speakers will also share new initiatives that they are undertaking to make the hiring process successful. They will touch upon the types of skills that are becoming critical for candidates to know and understand. Following the questions from the moderator to the panel, questions and answers from the audience will follow three, and possibly four presentations by recruiting staff from large and small companies. The panel will be moderated by Naomi Sanchez, EdD, Assistant Dean, UW Foster School of Business.

### **Slow Down to Speed Up: How Tripping Up Your MBAs Early Leads to Better Outcomes Later**

**Room:** Discovery (1st Floor)

**Track:** Career Education & Counseling

Arlene Hill - Director, American University - Kogod School of Business

Jennifer Murphy - Sr. Associate Director, Career Education and Advising, American University - Kogod School of Business

Superstar students with experience lead the pack in creating a competitive environment that forces students (and career service professionals) to prepare for their internship searches immediately. This creates pressure on staff for early programming and for students to create falsely confident career facades when their experience level and career choice are not as clear. At the Kogod School of Business, we intentionally slow down this process and encourage lengthy career exploration that paradoxically results in better career choices. This ultimately speeds up the effectiveness of the students' internship/job search process and significantly increases hiring outcomes.

### **Starting From Scratch - Best Practices in Creating & Maintaining an Employer Relations Program**

**Room:** Cyan (Olive 8 3rd Floor)

**Track:** Employers, Employer Relations, Directors

Beth Ursin - Director of Career Management, Willamette University

Robin Darmon - Director, MBA Career Connections, Rady School of Management, University of California, San Diego

Developing and maintaining effective relationships with employers is critical to the success of all MBA career offices. Do you have the strategy and tools you need to create an organized plan each academic year to meet the needs of your employer partners? How do you develop a list of your key stakeholders and what levels of service do you offer them? When you pick up the phone to set an appointment with an employer, do you have your meeting objectives clearly in mind? This presentation and panel will offer you a framework to develop a customized strategy and step-by-step guide that fits the needs of your program. Following a brief overview of basics around building a program – particularly from the viewpoint of a program that is being created “from scratch”, we will work in small groups to share best practices as well as challenges the group is currently facing in creating a strong employer relations program at their university. We will have time at the end to share best practices as well as concerns. We will then create a list serve of participants to keep a dialogue going, post-conference, of how to keep building and improving upon our outreach initiatives and interface with companies and recruiters.

### **Extend the Reach of MBA Career Advising through Peer Coaching**

**Room:** Cobalt (Olive 8 3rd Floor)

**Track:** Career Education & Counseling, Directors

Lesah Beckhusen - Associate Director, UC Berkeley, Haas School of Business

Brendan Boler - Associate Director, University of Virginia, Darden Graduate School of Business Administration

Jana Klauke or Jennifer Johnson - Associate Director or Director, University of Iowa, Henry B. Tippie School of Management

Amit Puri - Assistant Director, University of Texas at Austin, McCombs School of Business

Belinda Dowdy - Assistant Director, North Carolina State University, Poole College of Management

Many Career Services Offices have created peer coaching programs to extend the range of career and job search advising to their first year students. In this facilitated panel, you will learn how different schools structure their programs, the role of the peer coach and the type of services they offer and the selection and training process of peer coaches. Gain best practices for developing a new program or building upon your current program.

### **Vision: The First Step in Career Coaching**

**Room:** Blewett (7th Floor)

**Track:** Career Education & Counseling

Timothy Butler - Senior Fellow and Director of Career Development Programs, Harvard Business School

Many MBA career coaches are more comfortable with coaching for job search strategy and tactics than with coaching for vision. “What really counts for me and where, in the world of MBA work, am I most likely to find it?” This is the question that must be addressed with rigor before moving on to coaching for job search plans, resume writing, or interview skills. In this workshop, participants will learn a coaching process for identifying each student’s essential “career ingredients” which are the building blocks of any career vision.

## **Innovation in Lifetime Career Management for International Student Success**

**Room:** Azure (Olive 8 3rd Floor)

**Track:** International, Career Education & Counseling, Directors

Christina Fox - Director, Career Services, Hult International Business School

Marjorie Singer - Career Services Manager, Hult International Business School

This session will reveal best practices, challenges and successes of rolling out a global 2-credit career course. Approximately 90% of the students that attend any of the five Hult International Business School campuses are from outside of the U.S. Our student body represents 150 different countries. We will share examples of our high touch, student-centric model delivering a practical and hands-on curriculum. We will discuss how innovation, integrating practical learning and the use of technology can help students develop tangible career action plans leading to employment in the US or their home country.

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## Breakout Session 4: Thursday 1:00-2:30

Title	Track	HRCI
The Challenges of Delivering the Same Content to Different Student Populations	Career Education & Counseling, Working Professional	
Talent Acquisition Strategies: Engaging Top Employers	Employers, Employer Relations, Directors	x
Beyond Resumes: Helping your MBAs Manage their 'Online Identity' and Social Media Profile	Career Education & Counseling, Working Professional	
Hire Expectations for 2012: Trends Business Schools and Employers Need to Know	International, Career Education & Counseling, Employers, Employer Relations, Directors	x
Unlocking Transferrable Skills for Career Changers	Career Education & Counseling	
The Leading Edge: Georgetown's Career Coach Certification Journey	Career Education & Counseling, Directors	
Mind Your Business: Engage, Prepare, and Transform fresh from undergrad students into MBA leaders	Career Education & Counseling	
Working with large populations of international students	International	
Enhancing Employability through Positive Psychology: Hope, Appreciative Advising & Strengths	Career Education & Counseling	

### **The Challenges of Delivering the Same Content to Different Student Populations**

Room: Washington (7th Floor)

Track: Career Education & Counseling, Working Professional

Kelly O'Brien - Assistant Director, Fisher Career Resource Center, University of Chicago Booth School of Business  
Sarah Outland - Assistant Director, Career Resource Center, University of Chicago Booth School of Business

We want all of our students to excel, and the same basic skills are necessary regardless of where they are in their careers. Everyone needs to know how to interview, craft a resume and cover letter, research, network, develop their story, etc. Though it would be ideal to deliver the same program to all populations, the reality is that full-time and part-time students have different geographic considerations and time constraints and are usually at very different stages in their careers. Join two Chicago Booth colleagues for a discussion around programming to fit the needs of diverse student populations.

### **Talent Acquisition Strategies: Engaging Top Employers**

Room: Stevens (7th Floor)

Track: Employers, Employer Relations, Directors

HRCI: The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit.

Yolander Albert - Associate Director, Employer Relations, Jones Graduate School of Business - Rice University

What makes your school a key source of talent for an employer? Hint: It's all relationship-driven! This session will provide strategies and best practices to not just feed resumes to employers during recruitment season, but to build meaningful, reciprocal relationships. The goal is for employers to provide knowledge about their hiring practices, business growth strategies, needs from your school and creative ways to engage students. Likewise, the information that schools provide to companies should help them to know the student climate, to develop key strategies for recruitment and to build brand equity on campus through a broad school network.

### **Beyond Resumes: Helping your MBAs Manage their 'Online Identity' and Social Media Profile**

Room: Sealth (6th Floor)

Track: Career Education & Counseling, Working Professional

Sharon B. Cohen - Georgia State University

Ross Macpherson - President, Career Quest

More than 70% of recruiters have Googled a candidate or conducted informal or formal social media audits before extending offers to interview. • Are your MBAs prepared? • Are you prepared to advise them? In today's job market, having a strong online brand is just as important as having a strong resume and strong job search strategy. Learn cutting edge best practices, see live online illustrations and take away practical tips for your career management center.

### **Hire Expectations for 2012: Trends Business Schools and Employers Need to Know**

Room: Menzies (6th Floor)

Track: International, Career Education & Counseling, Employers, Employer Relations, Directors

HRCI: The HR Certification Institute has pre-approved this activity for 1 hour of general recertification credit.

Rebecca Estrada - Survey Research Manager, Graduate Management Admission Council

Jim Dixey - Director - Graduate Business Career Services, Texas A&M University

Kanya Pannell - University Relations Manager, Johnson & Johnson

How can you help your company or your students stand out in the current job market? Join us to gain insights into the 2012 results from the Graduate Management Admission Council annual Corporate Recruiters Survey. Having surveyed thousands of recruiters and employers for the last 10 years, this session will focus on current corporate hiring and salary projections by industry and region, recruiting methods and workplace talent needs and expectations. Also, we'll explore what's behind the scenes, like how companies choose which school to visit—and what they look for in the students they interview and eventually hire. Information like this can be a competitive advantage for both companies and schools, and help better prepare students for employment.

### **Unlocking Transferrable Skills for Career Changers**

Room: Cyan (Olive 8 3rd Floor)

Track: Career Education & Counseling

Chris Kovitz - Associate Director, MBA Career Center, The Paul Merage School of Business, UC Irvine

Career changers can comprise 50% or more of a MBA class. As they write resumes, cover letters and prepare for interviews, career advisors must be adept at helping them translate their prior experiences into value-added skills in traditional MBA careers like Finance, Marketing and Consulting. During our Transferable Skills workshop at The Merage School, we help students break down the key skills required in their target roles and identify the sub-skills they already possess. In Unlocking Transferrable Skills for Career Changers we will share best practices and discuss how to apply this process to several key MBA skills.

### **The Leading Edge: Georgetown's Career Coach Certification Journey**

Room: Cobalt (Olive 8 3rd Floor)

Track: Career Education & Counseling, Directors

Doreen Amorosa - Associate Dean & Managing Director, Georgetown University

Susan Whitcomb - CEO, The Academies Inc.

Many MBA Career Centers are staffed with experienced career professionals who are already at the top of their game, these teams continually look for tools that will tip the scales farther in their favor when it comes to serving students. Georgetown University's McDonough School of Business recently embarked on a process to obtain career coaching certification from an International Coach Federation-accredited program for its entire team—a process that favorably impacted its student satisfaction and hiring outcomes. Join us to learn best-practices, collaborate with your colleagues, and come away with actionable takeaways around the benefits of career coach certification.



### **Mind Your Business: Engage, Prepare, and Transform fresh from undergrad students into MBA leaders**

Room: Chinook (7th Floor)

Track: Career Education & Counseling

Angela Boyd - Director of MBA Employer Relations and Professional Development, College of Charleston

The College of Charleston School of Business offers an accelerated one-year, full-time day MBA program. 50% of the MBA cohort enters the MBA program directly from their undergraduate institution with no full-time work experience. A required weekly program called “Mind Your Business” was added to the MBA program to help students achieve their full potential as business and civic leaders. This presentation will describe successful collaborations with the School of Business Board of Governors, the business, government, and philanthropic communities, and the creation of special projects, mentorships, and other professional development opportunities for fresh from undergraduate MBA students.

### **Working with large populations of international students**

Room: Blewett (7th Floor)

Track: International

Derek Walker - Director of Careers, Saïd Business School, University of Oxford

Many schools outside the US have an international student population exceeding 95% of the class. Careers staff from these schools will describe approaches taken in working with a large number of international students, including cultural awareness training, the impact of rapidly changing WP regulations, geographical and timing challenges, and working with recruiters and employers around the world, so that we are able to understand and meet their needs as best we can. Key learnings - non-US schools adopt a wide range of approaches and practices to these issues – and many of these ideas could be transferable to US schools, and could also interest US employers looking to hire outside the US.

### **Enhancing Employability through Positive Psychology: Hope, Appreciative Advising & Strengths**

Room: Azure (Olive 8 3rd Floor)

Track: Career Education & Counseling

Christa Hinton - Assistant Dean and Director, DePaul University

Catherine Moser - Assistant Director, Depaul University

This seminar highlights methods from Positive Psychology to assist career professionals in optimizing outcomes. Results from original research on the relationship between Hope and Employability will be presented. Appreciative Advising and StrengthsQuest will be discussed to assist career professionals with applying Positive Psychology techniques to their practice.