

INTERN BRIDGE CAREER SERVICES ONLINE CONFERENCE

Budget Friendly Professional Development
Without Leaving The Office!

January 4, 2012 -
January 6, 2012



KEYNOTE ADDRESSES DELIVERED BY:

- **Manny Contomanolis**, PhD, Associate Vice President and Director, Cooperative Education & Career Services Rochester Institute of Technology
- **Andy Chan**, Vice President for Personal & Career Development, Wake Forest University

HOW THE CONFERENCE WORKS

Registration for the conference is made on a per-office basis, meaning every staff member of a registered career office will have access to the entire content of the conference, including the archives post-conference. All you need is an internet connection and a conference room where your staff can gather for presentations. Prior to the start of the conference, designated office contacts will receive a packet with information about how to access the Online Content Area.

The Online Content Area is an interactive, participant-only website just for conference attendees. Through this password-protected site, registered career centers will be able to:

- Download specific PDF handouts and additional resources created for each individual presentation.
- Build upon key takeaways from individual sessions by accessing discussion forums.
- Communicate and network with colleagues from across the country with an updated conference attendance roster.

The Online Content Area has everything you need to participate in the conference and connect with the community in a one-on-one, easy-to-use online space.

Archived Recordings

Need to miss a session? Having trouble deciding between two sessions offered during the same time slot? No problem! All staff members of a registered career office will have full access to archived recordings of presentations at no additional charge.

Technology Run-Through

You do not need any special computer components to participate in the online conference. In fact, all you need is access to the internet and a phone line. Intern Bridge will host several technology training sessions just to make sure that you have no problems connecting on the day of the program.



REASONS TO PARTICIPATE

► CONVENIENCE:

Traveling can be a nuisance and it does not allow for optimal use of staff time. With the online conference, staff can choose which presentations to participate in while still having time to meet the demands of the student populations on their campus.

► RELEVANCE:

Never before has so much attention been placed on the effectiveness of career counselors. This online event will ensure that career services professionals have the tools and resources needed to succeed in today's higher education environment.

► PEER PRESENTED:

Through our extensive network of industry contacts, we have arranged for you to hear from and ask questions of relevant alumni-related contacts.

► VALUE:

The opportunity to participate in a traditional three-day in-person conference could cost over \$1,000 per person. This online event provides high quality content and information at a fraction of the cost.

► NETWORK

Build your professional network by participating in our exclusive LinkedIn discussion group just for conference attendees.

► AFFORDABILITY:

Our site registration policy is pioneering. Registration fees are based on your whole office, and are not priced per-person. There's no need to decide which staff members will participate in each session. With our registration policy, everyone in your office is entitled to access the content. No questions asked.

► ANSWERS:

Receive immediate feedback to your questions during live and interactive Question and Answer sessions with each presenter. These sessions are moderated by Intern Bridge to ensure thought-provoking discussions.

► FLEXIBILITY:

Each programming period comes with your choice of two sessions (with the exception of our keynotes.) If you would like to watch both of the presentations, access to the archives is included with your registration! (See below.)

► ARCHIVE:

Need to miss a session for an important meeting or last-minute schedule change? No problem. All staff members with each registered career center will receive unlimited access to the session archives at no additional cost.

► RELIABILITY:

Intern Bridge is the leading provider of online professional development for career services professionals. Our online conferences have engaged thousands of career counselors from over 500 universities, with a 96% satisfaction rate.

Wednesday, January 4, 2012

Opening Keynote Address - 11:00am to 12:00pm EST

Rethinking Employer Relations in the New Age of Internship

Presented by:

**Manny Contomanolis, PhD, Associate Vice President and Director,
Cooperative Education and Career Services Rochester Institute of Technology, Former NACE President**

Never have internships been more important to higher education institutions as they continue to focus on ways to enhance the student educational experience and expand their partnership with the corporate and not-for-profit world. This session will focus on how career services organizations must rethink their employer relations activities in light of increasingly ambitious and aggressive institutional goals and objectives concerning these external partnerships.

Manny Contomanolis, PhD is Associate Vice President for Enrollment Management and Career Services at the Rochester Institute of Technology. He has more than 30 years of experience in career services and cooperative education and is active as a speaker, consultant and professional association volunteer. He is Past President of the National Association of Colleges and Employers (NACE) and the Eastern Association of Colleges and Employers (EACE). He is also a member of the NACE Academy of Fellows.

Session 1 - 12:30pm to 2:00pm EST

YOUR CHOICE BETWEEN THE FOLLOWING TWO SESSIONS:

Student Learning Outcomes and Assessment

Presented by:

Paul Leverington, Huston-Tillotson University

Demand for student learning outcomes (SLO's) and assessment have increased dramatically over the last several years in the higher education environment. This webinar will provide a primer for writing student learning outcomes to describe how you want the student to demonstrate what he or she knows or can do.

This program will discuss the three main components of SLO's and provide specific examples of career services based SLO's. In addition, assessments should be designed to show proof that specific outcomes are being achieved. This program will provide specific examples of multiple types of assessment strategies that may be employed such as objective, subjective, qualitative, quantitative, performance, direct, and indirect.

Developing an On-Campus Sustainability Fair

Presented by:

Marcia Eagleson, Worcester State University.

How can you Increase awareness of the importance of a sustainable lifestyle? Why should Career Services start thinking about Sustainability in their work? Learn how to provide resources, information, and opportunities for work, advocacy, and change; and how you can help encourage your college community and beyond to support cooperation and responsibility for the preservation of the planet.

Wednesday, January 4, 2012 (cont.)

Session 2 - 2:30pm to 4:00pm EST

YOUR CHOICE BETWEEN THE FOLLOWING TWO SESSIONS:

*Work/Life Balance:
Screw You I'm Going Home*

**Presented by:
Dr. Tom Denham, Careers In Transition**

If you feel that you are too busy making a living that you don't have time to make a life, then this program is for you. Come learn how to analyze your present situation and begin the process toward wholeness. Find out how to set goals with the Triple "P" and the 9 "Fs". Come learn how the 10 Strategic Action Plan steps can work for you. Discover the important questions that will get you to think. You're guaranteed to walk away with at least 3 things that you can immediately implement that will have an impact on your life. Join us for this webinar that will help you get clarity on the life you really want. Isn't the New Year the time to make a fresh start?

The Sophomore Success Internship Conference

**Presented by:
Jennifer Pluta, Syracuse University**

The Sophomore Success Internship Conference aimed to educate and prepare sophomore students at Syracuse University for the internship search process. The goal of the program was to create awareness on how to obtain an internship to an often overlooked population- sophomores. The Conference topics included information on the benefits of taking an internship, internship search strategies, credit registration process, networking via alumni and social media, resume and cover letter writing, and interviewing 101. Workshops featured a blend of employer, student, and career services professional presenters. The program also provided a unique opportunity for employers to create brand awareness to freshman and sophomores. This program was set-up conference style, which allowed students to customize their experience based on their own interests and needs.

Thursday, January 5, 2012

Session 3 - 11:00am to 12:30pm EST

YOUR CHOICE BETWEEN THE FOLLOWING TWO SESSIONS:

*Networking and Placement:
The future of College Career Services*

**Presented by:
Dr. Mark Raikes, Taylor University**

In today's world career services has morphed from an educational resource center in the recent past to a highly-networked relational endeavor. In order to successfully navigate the entry-level terrain, students must build on relational networks, trust their career networks and advisers, and be willing to adapt to the demands of the hiring environment. Today's successful career centers must strategically leverage their resources and encourage students to build early professional relationships.

SESSION 3 CONTINUED ON PAGE 6

Thursday, January 5, 2012 (cont.)

Session 3 - 11:00pm to 12:30pm EST (CONTINUED)

Fostering Inter-Generational Connections For Career Development

Presented by:

Rachel Wood, Kalamazoo College

Career centers are under increasing pressure to deliver results, while budgets are tightening, and time in the office is running short. What to do? Learn strategies to engage your alumni and community members in a forum that offers real results: jobs, graduate school advice, even help deciding between career pathways. Kalamazoo College's "Guilds" do just this for their members on the professional networking platform LinkedIn. The Guilds are not your average mentoring program—they require far less "management". Learn to put LinkedIn's 120+ million membership to work for you. We'll start with the basics, and then answer questions on starting groups, generating content, tracking/reporting, and maintenance/management time. Leave with a step-by-step plan to implement K's concept at your own school.

Session 4 - 1:00pm to 2:30pm EST

YOUR CHOICE BETWEEN THE FOLLOWING TWO SESSIONS:

Creating a Strategic Plan in Your Career Center

Presented by:

Russ Faulkner, Your Training Team

Have you ever wondered at the end of the year why you didn't hit your organizational goals? Do you ever look around and see others excelling while your team is executing the status quo? Do you ever feel disorganized, like you are running around putting out fires all day long? If so, you are not alone. We can help. With our program we discuss the importance of planning, provide tools to help the learner work through the process and most importantly tips for keeping the plan alive as they execute it. Let us help you plan for success.

The Resume Revisited – Presenting the Well Rounded Student

Presented by:

Richard Finger and Navisha Maharaj, Lehman College - CUNY

From the Wall Street Protesters to Bankers the economic downturn and slow recovery has hurt most Americans. Getting a job can be described as challenging at best. While the value of networking can never be underestimated, the resume remains the most important element of achieving the initial interview. Increased demands made upon career centers have lead many college career centers to utilize templates and automated resume programs. While adequate, these products do not allow students to highlight their unique experiences causing many exceptional students to be over looked by employers. This presentation focuses on presenting well rounded students using 35 unique resume categories designed to spotlight the client's background and skill sets.



BUDGET FRIENDLY PROFESSIONAL DEVELOPMENT WITHOUT LEAVING THE OFFICE!

Thursday, January 5, 2012 (cont.)

Session 5 - 3:00pm to 4:30pm EST

YOUR CHOICE BETWEEN THE FOLLOWING TWO SESSIONS:

*Active Interviewing:
Branding, Selling and Presenting Yourself to Win Your Next Job*

**Presented by:
Eric Kramer, Innovative Career Services**

Good candidates are losing jobs they should be landing due to poor interview performance. Many candidates try to prepare for interviews but their preparation is inadequate and they make job losing errors or their interview performance is average or poor-not enough to land a competitive job. Active Interviewing is an entirely new, tested, and dramatically effective approach to interviews; treating the interview as a sales call and developing a sales oriented interview presentation. Using a sales approach and developing an interview presentation, has helped hundreds of candidates win their interviews and land the job. This approach is new, innovative, and targeted towards landing a job in today's hyper-competitive job marketplace.

Creating a Service Member Friendly Career Center

**Presented by:
Shanna Fowler, Grantham University**

Due to the large number of service members entering the workforce and the rising veteran unemployment rates, institutions of higher learning are receiving more and more service member and veteran students. In order to assist the veteran and service member, the career center must be equipped to handle their unique needs, along with the unique needs of employers that wish to hire veterans and service members. This presentation will educate institutions on how they can create a veteran friendly career center to assist the veteran employment situation in their given area.

Friday, January 6, 2012

Session 6 - 11:00am to 12:30pm EST

YOUR CHOICE BETWEEN THE FOLLOWING TWO SESSIONS:

Engaging and Connecting with Faculty

**Presented by:
Lynne Orr, William Paterson University**

Connections, connections, connections - the keys to nurturing relationships with faculty. An outstanding professional development program started through one simple connection with a career professional and faculty member. Discover how the College of Business' Enrichment Series was developed, implemented and succeeded. Learn about how this program developed and the current outcomes of success. Discuss the benefits of creating THE connection. In addition, begin a networking list and begin developing an action plan for generating your connections.

SESSION 6 CONTINUED ON PAGE 8

Friday, January 6, 2012 (cont.)

Session 6 - 11:00am to 12:30pm EST (CONTINUED)

Using Experiential Learning to Help Liberal Arts Students Determine a Career Path

Presented by:

Lakeisha Matthews, University of Maryland

Do liberal arts majors on your campus underutilize the career center services or complain that your center does not have resources to address their career needs? If so, attend this session and learn how the career development process for liberal arts students differs from business students. Moreover, learn how experiential learning opportunities can assist liberal arts students with selecting a major and career path. Finally, gain helpful resources and learn how to market career services to liberal arts majors.

Session 7 - 1:00pm to 2:30pm EST

YOUR CHOICE BETWEEN THE FOLLOWING TWO SESSIONS:

They Don't Know What They Don't Know:

Using the The Conscious Competence Ladder Model to Engage Students

Presented by:

Cindy Verduce, Indiana Tech

For some college students, finding a job after graduation is something they'll think about later, but as career center professionals and our partner employers all know, students need to prepare for the job search process starting day one. However, many students underestimate the amount of time it takes to develop these soft skills, and more importantly, don't seek out opportunities to work on those skills. They just don't know what they don't know.

This presentation will discuss the Conscious Competence Ladder Model and how it has been taken to create student programming to awaken student awareness and interest in developing these skills. The benefits to students and how this can translate to other college and university campuses will be discussed.

Got Internships?

Using An Integrated Internship Week Campaign to Increase Awareness

Presented by:

Dr. Dixie Crase & Kathy Tuberville, University of Memphis

One of the most challenging aspects of a metropolitan university academic internship program is the constantly changing awareness levels of students and participating partners. With multiple program parameters and community involvement levels, the challenge to keep students informed of opportunities requires strategic levels of cooperation from staff, faculty, and community partners. Internship week at the University of Memphis was developed primarily to enhance campus and community awareness of the significance of academic internships.

The presenters developed and implemented a weeklong series of internship-related events which included information sessions, receptions, and workshops. This was the first effort of its kind for large metropolitan state campus. A discussion of the outcomes and "lessons learned" will guide conferees to consider the value of a communication strategy such as an internship week campaign. Presenters will share the experiences of such a program and the preparation required for a successful implementation of an internship week effort.

Friday, January 6, 2012 (cont.)

Closing Keynote Address - 3:00pm to 4:00pm EST

*The Wake Forest Model
for Personal and Career Development*

**Presented by:
Andy Chan**

Vice President for Personal & Career Development, Wake Forest University

Wake Forest University is re-writing the way that career development is delivered at a liberal arts university and is making it a central component of the student learning experience and the university culture. Learn about their unique vision, innovative programs, faculty and parent engagement, and fundraising strategy from Andy Chan, the university's vice president of personal and career development.



TESTIMONIALS FROM PAST CAREER SERVICES ONLINE CONFERENCE PARTICIPANTS

The online conference brought us multiple learning opportunities in a short time frame at an extraordinarily low price. The return on investment was incredibly high.

John Adams
Director of Career Services, Davidson College

Events such as the Intern Bridge online conference provide an opportunity for Career Services professionals to benefit from the innovative and successful programming ideas developed by colleagues across the country. With many departments being asked to do more with less, attending in-person conferences is not a current option for professional development.

Rachel Moeller
Associate Director of Career Services,
Lafayette College

The Career Services Conference provides the opportunity for my entire department to participate in a meaningful conference. Due to budget reasons, they would not otherwise have that opportunity.

This is the second conference we have participated in. The sessions from both conferences have provided ideas that we have begun to implement in our office.

We plan on participating again. Thank you.

Ron Orick
Director of Career Services,
University of Arkansas - Fort Smith

The Career Services Online Conference provided valuable and timely professional development on a variety of relevant Career topics. I finished the conference with fresh ideas and increased motivation.

My colleagues and I were able to participate in the conference without leaving the comfort (and budgets) of our own office. We look forward to participating again!

Amanda Ljubicic
Assistant Director of Career Services,
Mitchell College

This was my first webinar experience and I thoroughly enjoyed it. The presenters were well organized and experienced and provided excellent information. I didn't have to travel and spend limited resources and I could work between sessions and get projects completed. I felt it was a win/win situation for me.

Connie Cluff
Director of Internships and Career Services,
Brigham Young University

The Intern Bridge Webinar was so convenient from the comfort of my own desk! The speakers were diverse and very knowledgeable of their topics. It was a very efficient and effective way to provide a broad range of topics from various perspectives. It was a very insightful experience!

Megan Beers
Academic Affairs and Financial Aid Coordinator,
South Hills School of Business

The Intern Bridge virtual career services conference provided an array of topics to choose from and the convenience of attending all the sessions without leaving my own desk. The keynote and several other sessions were useful. It was also fun to be a presenter with my colleague Cheryl Kohen and be able to reach out to and share our message with a national audience - again, all without leaving the office. Kudos on a job well done!

Douglas Eisenhart
Associate Director of Employer Relations,
Simmons College

The Career Services Online Conference provided affordable, convenient and up-to-date career information for both new and seasoned professionals. This was a win-win opportunity for both my staff and for my ever-shrinking administrative budget! Thank you!

Gail Berman-Martin
Director of Career Development,
University of Massachusetts - Dartmouth

**PLEASE VISIT WWW.INTERBRIDGECSC.COM
FOR ADDITIONAL TESTIMONIALS**



REGISTRATION INFORMATION

THE CAREER SERVICES ONLINE CONFERENCE is designed to provide the highest level of professional development to as many career services professionals as possible within a three day period. With that in mind, registration for the conference is made on a per-office basis rather than a per-person basis. The registration cost will cover every practitioner in your office to participate in the complete conference.

PURCHASE JUST ONE REGISTRATION FOR YOUR ENTIRE OFFICE STAFF!

To register, purchase the appropriate registration depending on how many total individuals are employed by the career center, not how many plan on participating in the live sessions. Remember, each and every person in the career center will receive permanent access to the archives.

We recommend paying for registrations with a credit card whenever possible. Should you have any questions, please do not hesitate to email the dedicated conference email address at csc@internbridge.com.

PLEASE VISIT www.InternBridgeCSC.com TO REGISTER

REGISTRATION INFORMATION	
Ticket Information	Registration Fee Per Office
1 to 3 Total Individuals Employed By The Career Center	\$259.00
4 to 7 Total Individuals Employed By The Career Center	\$299.00
8 to 10 Total Individuals Employed By The Career Center	\$359.00
11+ Total Individuals Employed By The Career Center	\$399.00