



## CONFERENCE SCHEDULE

Choose a Track:

- Diversity, Inclusion, Equity    
 ● Employer Relations    
 ● Career Development    
 ● Technology Solutions    
 ● University Recruiting

### Tuesday, May 25

Activity	Time	Platform
Conference Committee Meeting	12:00pm - 12:45pm	CrowdCast
Board Meeting	1:00pm - 4:00pm	CrowdCast

### Wednesday, May 26

Click on the Workshops below to get more information about each session.

Activity	Time	Platform
USC-CASE Meeting	9:00am - 9:45am	Zoom
New Member Orientation	9:00am - 9:45am	Zoom
Business Meeting	10:00am - 10:45am	CrowdCast
Keynote Speaker - <a href="#">Théres Stiefer</a>	11:00am - 11:45am	CrowdCast
Networking Lunch w/ Steph & Mal	11:45am - 1:00pm	Zoom
Lunch with the President	11:45am - 1:00pm	Zoom
Connection Lunch	11:45am - 1:00pm	Zoom
Catch the Wave: Transforming ML and CQ	1:00pm - 2:00pm	CrowdCast
Increasing Student Engagement In a Virtual Environment	1:00pm - 2:00pm	CrowdCast
COMPASS - Combining Career & Academic Advising	1:00pm - 2:00pm	CrowdCast
Network Time/Game	2:15pm - 2:40pm	Zoom
Upgrade your Dept through Office Habit Improvement	2:45pm - 3:45pm	CrowdCast
Marketing Practices: Higher Education Career Services	2:45pm - 3:45pm	CrowdCast



<b>Life After Sport: NCAA Student-Athlete Career Perceptions and Involvement</b>	2:45pm - 3:45pm	CrowdCast
<b>Closing Session</b>	3:45pm - 4:00pm	CrowdCast
<b>Happy Hour</b>	4:00pm - 4:30pm	Zoom

## Thursday, May 27

Click on the Workshops below to get more information about each session.

Activity	Time	Platform
<b>Employer Showcase</b>	8:00am - 10:00am	Zoom
<b>Opening Session</b>	10:00am - 10:15am	CrowdCast
<b>Antiracist Hiring and Supervision Practices</b>	10:15am - 11:15am	CrowdCast
<b>Emerging Careers and Evolving Competencies</b>	10:15am - 11:15am	CrowdCast
<b>Increase Student Retention by closely monitoring KPI Dashboards &amp; LMS Analytics</b>	10:15am - 11:15am	CrowdCast
<b>Network Time/Game</b>	11:30am - 11:55am	Zoom
<b>The Mamba Mentality: Building Your Professional Brand</b>	12:00pm - 1:00pm	CrowdCast
<b>Career Professionals Weigh In: Bridging Skills Gaps for Students Using a MOOC Model</b>	12:00pm - 1:00pm	CrowdCast
<b>University Recruiting Panel Discussion</b>	12:00pm - 1:00pm	CrowdCast
<b>Network Lunch w/ Steph &amp; Mal</b>	1:00pm - 1:45pm	Zoom
<b>President's Time</b>	2:00pm - 3:45pm	CrowdCast
<b>Closing Session</b>	3:45pm - 4:00pm	CrowdCast
<b>Happy Hour</b>	4:00pm - 4:30pm	Zoom

## Friday, May 28

Activity	Time	Platform
<b>Employer Showcase</b>	8:00am - 10:00am	Zoom
<b>Keynote Speaker - <a href="#">Sandy Mollet</a></b>	10:00am - 11:00am	CrowdCast
<b>Activity/Raffle</b>	11:15am - 11:45am	CrowdCast
<b>Closing Session</b>	11:45am - 12:30pm	CrowdCast

### NOTE:

The 2021 Annual Georgia Association of Colleges & Employers Virtual Conference has been approved by the National Board for Certified Counselors (NBCC) for credit. Sessions approved for NBCC credit are clearly identified. Georgia Association of Colleges and Employers is solely responsible for all aspects of the program. NBCC Approval No. SP-3637.



# Catch the Wave: Transforming ML and CQ

**DATE/TIME:** Wednesday, May 26 @ 1:00p.m. -2:00p.m EST

**Track:** Diversity, Inclusion, Equity

**Presenter(s):**



[Rushe Hudzinski](#)  
[Savannah Technical College](#)

**Rushe Hudzinski** - Business Management and Human Resources Faculty (MBA - Human Resources; BS in International Business/Marketing) (Certifications: SHRM-SCP, GPHR)

## **Learning Objective(s):**

1. Explain the inter-relationship of  $IQ + EQ = ML + CQ$
2. how to identify and apply common practices across cultures with ML and CQ
3. Determine how cultural background affects performance, attitude, achievement of goals

## **Brief Description:**

Successful organizations have certain commonalities: strong leadership, vision, communication, motivation and inclusion. These commonalities accompany the vast knowledge necessary to support the consistent “changing of the tides” in the global arena. To excel in the evolving modern workplace, understanding the importance of development in multicultural leadership and the cultural quotient is the key to continued organizational growth and profitability. Consistent ML and CQ cultivation results in positive outcomes, expansion of culture, and achievement of strategic organizational priorities.



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# Antiracist Hiring and Supervision Practices



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**DATE/TIME:** Thursday, May 27 @ 10:15a.m. -11:15a.m.

**Track:** Diversity, Inclusion, Equity

**Presenter(s):**



[Claire Beaudro](#)  
[Kennesaw State University](#)



[Mya Richardson-Echols](#)  
[Clayton State University](#)

- **Claire Beaudro** - Career and Internship Advisor(MA in Counseling, MFA Creative Writing, BS Communication)
- **Mya Richardson-Echols** - Interim Director Housing and Residence Life (MA in Educational Leadership, BS in Political Science)

## Learning Objective(s):

1. Be able to define anti-racism and components of active allyship
2. Identify anti-racist actions supervisors can take at different steps of the employee life cycle
3. Identify two (2) anti-racist supervision action steps you can begin using in your organization immediately

## **Brief Description:**

2020 has seen the rise of racial activism across America, and anti-racism has gained attention across the country. With increased awareness of anti-racism has come a desire for managers to create more racially just, equitable workplaces. Presenters will equip supervisors of all levels with antiracist action steps for each stage of the employee life cycle. This session invites GACE College and Employer members to attend.



# Emerging Careers and Evolving Competencies: Empowering Students & Supporting Employers in an AI World

DATE/TIME: Thursday, May 27 @ 10:15a.m. -11:15a.m.

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Track(s): Career Development & Employer Relations

Presenter(s):



[Andrew Potter](#)  
[University of Georgia](#)

- **Andrew Potter** - Director of University Experiential Learning (MA in History and Near Eastern & Judaic Studies, BA in History) (Certifications: IPI, Executive Development Training, ELEOT)
- **Karen Saunders** - Internships Coordinator of University Experiential Learning (BS in Business Administration)

## Learning Objective(s):

1. Identify the trajectory of disruptive innovation spurred by technology.
2. Analyze the impact of this trajectory on the emerging patterns of consumption, production, and careers.
3. Recognize the importance of experiential, work integrated learning experiences, and the resulting impacts on program design and employer engagement.

## **Brief Description:**

As educators, parents and members of various communities, we are preparing students to thrive in a world in which the majority of them will be working in careers that do not currently exist. Additionally, socio-economic, ethical, demographic, and geo-political forces will require our students to compete, collaborate, and create on a global level that is expected to present both incredible challenges and opportunities. The art of teaching, learning, and advising has never been more important; it must be relevant and rigorous, and provide opportunities to develop competencies, if we are to support all learners. cognitive and social/emotional skills and behaviors that positively impact students' successful and confident transition into a career and life as a productive adult, while also increasing productivity for employers and expanding their visibility on campus.



# Upgrade your Department through Office Habit Improvement – The Scheller College of Business at Georgia Tech

**\*Approved for NBCC Credit**



**DATE/TIME:** Wednesday, May 26 @ 2:45p.m. - 3:45p.m.

**Track(s):** Career Development, Employer Relations, & University Recruiting

**Presenter(s):**



[Michael Dutcher](#)  
[Georgia Institute of Technology](#)



[Stan Broome](#)  
[Georgia Institute of Technology](#)

- **Michael Dutcher** - Corporate Relations Manager (MPA and MBA, BS in Education)
- **Stan Broome** - Assistant Director, Undergraduate Career Education (BISM in Management)

## Learning Objective(s):

1. Learn about the Scheller Career Services Model.
2. Learn our process to continue to have process improvement as well as the history of how it got there
3. Strategies for process improvement through habit development.

## **Brief Description:**

The [Scheller College of Business](#) at Georgia Tech offers a career services program that is ranked in the top 5 in the country. Their programming is a required part of the every undergraduate students' curriculum within the college of business. Learn the professional habits that got them there, the results for their students and staff, as well as the employers that recruit there. During this presentation you will also conduct a 'self-assessment' of your department's habits as well as your own professional habits and how to improve them and apply them to your practices that will help you produce positive results for your target populations.



# Marketing Practices: Higher Education Career Services



DATE/TIME: Wednesday, May 26 @ 2:45p.m. - 3:45p.m.

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Track(s): Career Development & Technology Solutions

Presenter(s):



[Kendra Evans](#)

[Georgia College & State University](#)



[Mary K. Rickard](#)

[Georgia College & State University](#)



[Doreen Sams](#)

[Georgia College & State University](#)

- **Kendra Evans** - Lecturer of Marketing (MBA, BA in Spanish)
- **Dr. Mary K. Rickard** - Assistant Professor of Marketing (DBA in Marketing, MBA, BBA in Marketing)
- **Dr. Doreen Sams** - Professor of Marketing (PhD in Marketing, MBA in Marketing, BA in Marketing)

## Learning Objective(s):

1. Gain value-added knowledge for OB marketing strategy founded on scientific research from peer-reviewed articles as to best practices when marketing to currently enrolled college students.
2. Analyze data relevant to best outbound marketing practices.
3. Evaluate outbound marketing tools.

## **Brief Description:**

This presentation identifies marketing best practices to reach and engage college students in career services activities. This study was based on an in-depth analysis of peer-reviewed academic journal articles that have examined best practices in marketing to students in institutions of higher education. Limited research studies exist that focus only on effective marketing strategies for on-campus services, specifically career services. The authors extrapolated from the research best practice strategies using in-depth studies of secondary and primary research that are expected to engage students in attending appointments, workshops, career fairs, and other career-related events. Strategies obtained through secondary data were tested over a semester through a survey intercept methodology examining student awareness of events and through in-direct observational research of social media (e.g., click-throughs, likes, shares, etc.). Although the research focused on IHE services from the perspective of a career center, the findings may also apply to other on-campus organizations. The research questions addressed in this study were 1) What are the most effective outbound (OB) marketing strategies to reach and engage currently enrolled students in Career Service's opportunities, and 2) what are the best mediums for implementing effective OB marketing strategies to reach and engage currently enrolled in Career Service's opportunities.





# Increasing Student Engagement In a Virtual Environment

DATE/TIME: Wednesday, May 26 @ 1:00p.m. - 2:00p.m.

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Track(s): Career Development, Employer Relations, & Technology Solutions

Presenter(s):

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[Aliyah Martin](#)  
[Georgia State University](#)  
[Robinson College of Business](#)



[La'Kesha Hughes](#)  
[Georgia State University](#)  
[Robinson College of Business](#)



[Marielle Thomas](#)  
[Georgia State University](#)  
[Robinson College of Business](#)

- Aliyah Martin - Undergraduate Career Counselor (MPA, BA in Mass Communications) (Certifications: Associate Certified Academic Life Coach, CPP Strong Interest Inventory Certified)
- La'Kesha Hughes - Undergraduate Career Counselor (Bachelor in Political Science)
- Marielle Thomas - Career and Employer Relations Specialist (MS in Organizational Leadership, BS in Music Business)

## Learning Objective(s):

1. To explore best practices and techniques in order to increase virtual student engagement.
2. Discuss strategies and opportunities for virtual employer engagement.
3. Learn multiplatform technology resources for 24 hour professional development for student services

## **Brief Description:**

As we embarked on a new era in the world of virtual recruiting our role as career services professionals evolved as well. This presentation is focused on how to transform your career services face to face programming into an engaging virtual experience for students and employers. Additionally, we will explore how to navigate student engagement and employer relations using today's modern technology.





# The Mamba Mentality: Building Your Professional Brand

**DATE/TIME:** Thursday, May 27 @ 12:00p.m. - 1:00p.m.

**Track(s):** Career Development & Employer Relations

**Presenter(s):**



Shantra Laye

[Wellstar Health System Careers](#)



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**Shantra Laye** - University Relations Programs Consultant (Bachelor of Liberal Arts) (Certifications: Public Speaking Training, RACR - Recruiter Training)

## **Learning Objective(s):**

Whether you are currently in the process of looking for a job, jumping into a new profession or starting a new business, your professional brand is forever critical to your immediate and long-term success as it reveals:

1. Who you are
2. What your brand stands for and
3. What your brand will deliver.

## **Brief Description:**

'The Mamba Mentality: Building your Professional Brand' is aimed at helping you to assess and hone your professional brand, regardless of where you are in your career journey. You will walk away from this session feeling equipped and inspired on how to best present your brand and subsequently, boost your professional reputation and advance your career.



# COMPASS - Combining Career & Academic Advising

DATE/TIME: Wednesday, May 26 @ 1:00p.m. - 2:00p.m.

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Track(s): Career Development

Presenter(s):



[Brian M. Weese](#)  
[College of Coastal Georgia](#)



[Pat Morris](#)  
[College of Coastal Georgia](#)

- **Brian M. Weese** - Director of Career and Academic Advising (MBA, BS in Family Consumer Sciences)
- **Pat Morris** - Associate Director for COMPASS Career and Academic Advising (MA in History, BA in English) (Certifications: Museum Collections Management)

## Learning Objective(s):

1. How the College of Coastal Georgia combined the Career and Advising centers into one unit.
2. Overview of the Academic Research supporting such an endeavor
3. Initial findings and lessons learned in the process.

## **Brief Description:**

There is little debate on the value of academic advisors and career counselors have an impact on the retention, progression and graduation rate among students. By integrating career planning into the academic advising model, students can get a more holistic approach to college planning. "Academic advising, well developed and appropriately accessed, is perhaps the only structured campus endeavor that can guarantee students sustained interactions with a caring and concerned adult" (Hunter & White, 2004).



# Career Professionals Weigh In: Bridging Skills Gaps for Students Using a MOOC Model

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**DATE/TIME:** Thursday, May 27 @ 12:00p.m. - 1:00p.m.

**Track(s):** Technology Solutions

**Presenter(s):**



[Stacey Young Rivers](#)  
[WarnerMedia](#)

**Stacey Young Rivers** - Director, People Growth and Employee Experience CoE (MS in Management, Leadership & Organizational Effectiveness, BS in Technology Management) (Certifications: Human Capital Strategist, Workforce Planner)

## **Panelists:**

- **Dr. Paul Fowler** - Executive Director of the Career Center at Emory University (PhD in Higher Education Administration - specialization in law, MS in Higher Education Administration, BS in Business administration)
- **Laura Garcia** - Director of Career Education at GA Tech (MS in College Student Personnel, BS in Marketing)
- **Antonio Hairston** - Head of Diversity Outreach & University Relations at WarnerMedia (BA Business Human Resource Management)
- **Josh Mellinger** - Associate Director, Talent Acquisition & Employee Experience at AT&T (Bachelor in Journalism/PR)

## **Learning Objective(s):**

1. Identify new strategies for college and employer partnerships
2. Evaluate how professionals use technology in problem-solving for talent initiatives
3. Explore how tech platforms are being used in novel ways for recruitment
4. How a corporate MOOC may fill student skills gaps
5. Whether virtual internships can be a key driver supporting diversity & inclusion
6. How a MOOC can build talent pipelines
7. What industry/academia opportunities exist to partner for student career-readiness

## **Brief Description:**

The pandemic has ushered in a new demand for a more skilled workforce, and with colleges adjusting to hybrid programming to support students, the corporate MOOC may be an overlooked solution. This session will shed light on how AT&T, partnered with over 300 colleges and universities to provide over 50,000 students with a virtual externship experience. Engage in a conversation with career professionals and corporate recruiters discussing this model and new opportunities to collaborate.



# Increase Student Retention by closely monitoring KPI Dashboards & LMS Analytics



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**DATE/TIME:** Thursday, May 27 @ 10:15a.m. - 11:15a.m.

**Track(s):** Technology Solutions

**Presenter(s):**



[Preeti Tanwar](#)  
[HiEd Success](#)

**Preeti Tanwar** - CEO (MS in Software Engineering, MS in Computer Applications, BSc in Mathematics)  
(Certifications: Educational Leadership, Associate Public Manager)

## **Learning Objective(s):**

1. How to leverage the tool for actionable analytics.
2. Automation of assessment & surveys
3. Seeing the trends of last 5 years in days not weeks!

## **Brief Description:**

Either Institution struggles to afford such smart analytics systems or lacks the technical staff to leverage the in-house systems to bring this meaningful information at the executive's fingertips so they can make informed decisions for Institutions' sustainability! See the case studies of how other small-mid size colleges have leveraged the tools for Increasing student success.



# Life After Sport: NCAA Student-Athlete Career Perceptions and Involvement

**DATE/TIME:** Wednesday, May 26 @ 2:45p.m. - 3:45p.m.

**Track(s):** Career Development & University Recruiting

**Presenter(s):**



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[Stefanie Swanger](#)  
[Mercer University](#)

**Stefanie Swanger** - Assistant Director Center for Career and Professional Development (MA in Educational Leadership, BA in Mass Communications) (Certifications: Handshake Certified Trainer)

## **Learning Objective(s):**

1. Recognize student-athlete career expectations and common challenges for student-athletes as it relates to their career identity formation and career involvement
2. Examine the differing needs of student-athlete populations based on demographics.
3. Apply the findings of this research study to their career development and recruitment practices

## **Brief Description:**

Research shows that collegiate athletes often have unrealistic post-college employment expectations and lack career preparedness compared to their non-athlete peers. This presentation will share the results of a 2020 research study on student-athlete career preparation, and discuss student-athlete perceptions of career resource trust, engagement in career field experiences, and provide a connection between sport experiences and the NACE Career Competencies. Participants will better understand how universities can better prepare their athletes for post-college employment.



# University Recruiting Panel Discussion

DATE/TIME: Thursday, May 27 @ 12:00p.m. - 1:00p.m.

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Track(s): Career Development & University Recruiting

Presenter(s):



[Monique Jenkins](#)  
[Team Georgia Careers](#)

**Monique Jenkins** - Manager, Enterprise Talent Management Services (MBA, BS in Business Administration)  
(Certifications: SHRM-CP, PHR)

## Panelists:

- **Tom Mallory** - Human Resources and Talent Director at Chick-fil-A-Franchise (BS Management, BBA Management) (Certifications: SPHR)
- **Shannon Krantz** - Talent Acquisition - Campus, Diversity, Veteran at Synovus (BBA Marketing/ Professional Sales)
- **Karen McGrath** - Generalist Manager at Enterprise Holdings and GACE President (BS in Social and Political Science) (Certifications: PHR)

## Learning Objective(s):

1. Gain insight on current campus recruiting trends
2. Learn about current and emerging technology used in campus recruiting programs
3. Best practices to maximize the campus recruiting budget

## **Brief Description:**

This would be a panel discussion (three panelists plus moderator) focused on campus recruiting. It could be a best practices session, one focused on technology used, building a program or any other topic relevant to the GACE employer community. Panelists would represent large and small employers, public and private employers, for profit and non-profit, and varying industries to reflect the diversity of the membership.

