

SPRING 2018 CONFERENCE
FRIDAY, APRIL 20, 2018 RAMAPO COLLEGE

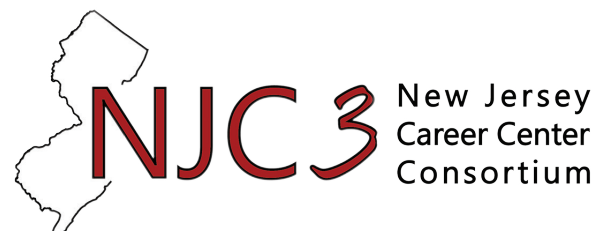
TRENDING NOW



Keynote Speaker:

Patrick L. Fennell

Founder / Executive Director





WELCOME

Welcome to the Spring 2018 Conference, Trending Now: What's Trending Now?

We look forward to learning about the many trends that surround us and impact our work. To accomplish this, we encourage thoughtful conversations, lively workshops, and mingling with colleagues new and old.

Special appreciation and thanks go out to:

- Rosa Santana for creating our beautiful conference program.
- Our Executive Board & Programming Committee members who designed and organized this conference.
- Our outstanding presenters whose biographies and presentation descriptions can be reviewed in the following pages.

2017 - 2018 Executive Board

Casey Hennessey, President
New Jersey Institute of Technology

Amanda Choo, Vice President of Programming
Rutgers University, New Brunswick

Rosa Santana, Vice President of Communications &
Website
Berkeley College, Online Campus

Lindsey Romes, Vice President of Awards
College of Saint Elizabeth

Juli McDonald, Parliamentarian
Fairleigh Dickinson University

Sue Pye, Past President
Rutgers University, New Brunswick

Kelly Keyes, Vice President of Finance and Membership
Fairleigh Dickinson University

Gina Hernandez, Vice President of Networking
and Social Events
Seton Hall University

Jenny Nesenjuk, Vice President of Trends
and Legal Issues
William Paterson University

Michelle St. George, Vice President of
Employer Services
Rutgers University, New Brunswick

2017 - 2018 Programming Committee

Amanda Choo, Rutgers University, New Brunswick

Casey Hennessey, New Jersey Institute of Technology

Sue Pye, Rutgers University, New Brunswick

Michelle St. George, Rutgers University, New Brunswick

Gina Hernandez, Seton Hall University

Rosa Santana, Berkeley College

Juli McDonald, Fairleigh Dickinson University

Kelly Keyes, Fairleigh Dickinson University

Jenny Nesenjuk, William Paterson University

Lindsey Romes, College of Saint Elizabeth

Linda Flynn, Montclair State University

Christine Cervelli, New Jersey Institute of Technology

Catarina Caulfield, Rutgers University, New Brunswick





AGENDA

- 9:00AM – 9:30AM Registration & Breakfast (Friends Hall, SC219)**
- 9:30AM – 9:45AM Opening Remarks, NJC3 E-board (Friends Hall, SC219)**
Chris Romano, VP of Enrollment Management and Student Affairs, Ramapo College
- 9:45AM – 11:00AM Keynote (Friends Hall, SC219)**
Understanding and Preparing for the iGeneration by Patrick L. Fennell
- 11:10AM – 12:10PM 1-Hour Workshops**
How Soft Skills Bridge Education & Employability For Today's Students
by Lawrese Brown (Alumni Lounge, SC136)
Engaging Students in Career Exploration through Strategic Planning
by Miriam Frolow (Alumni Lounge, SC137)
No Money, No Problem: Introducing the VGI Service Delivery Model
by Jacob Helmecezi and Patrick Burns (Alumni Lounge, SC138)
- 12:10PM – 1:20PM Lunch (Friends Hall, SC219)**
- 1:20PM – 2:20PM 1-Hour Workshops**
Emotional Intelligence (EI) is the New Hiring Standard: Let's Crack the Code!
by Lisa Panarello (Friends Hall, SC219)
Building a Successful Talent Community
by Marc LeVine (Alumni Lounge, SC136)
Tips for Web-Based Employment Interviews: Your Success is "Virtually" Guaranteed
by Scott Borden (Alumni Lounge, SC137)
Trending Towards Doing Good: Assisting Students With a Nonprofit Job Search
by Victoria Crispo (Alumni Lounge, SC138)
- 2:25PM – 3:25PM 20-Minute Speed Sessions (Friends Hall, SC219)**
2:25-2:45PM: Round 1 2:45-3:05PM: Round 2 3:05-3:25PM: Round 3
- Speed Session Topics Include:**
1. When Yours and Mine Become Our (Alumni): Partnering for Alumni Engagement and Career Development Initiatives
 2. Million Reasons Why Investing in Employer Development for International Students Makes Business Sense
 3. Supervision Tips for Effectively Onboarding Graduate Assistants, Graduate Interns and Graduate Student Workers
 4. Connected Communities in Career Services
 5. On-Campus Interviewing: Evolution and Innovation to Meet Changing Needs
 6. Personal branding – How references can tell your story
 7. ACE Your Career – Using a 3-pronged Approach for Students in Arts, Communications and Entertainment
 8. NJC (Yourself on the Eboard) 3
- 3:25PM – 3:30PM Closing Remarks (Friends Hall, SC219)**

KEYNOTE SPEAKER



Patrick L. Fennell
Founder and President
Empowerment Solutions, LLC

Understanding and Preparing for the iGeneration

Keynote Info: For the first time in the history of the United States, we have five distinct generations working together simultaneously. The youngest generation, also known as the iGeneration, is beginning to graduate college and bring their unique perspectives, values and beliefs to the workforce. Are you prepared for the transition? This interactive session will explore trends that impact the development and success of the iGeneration by becoming more aware of:

- Defining events and characteristics that are shaping the generation
- Practical ways to integrate the iGeneration into the workforce
- How the iGeneration will transform the workplace

Patrick Fennell believes that the lens through which a person sees themselves and the world around them empowers them to define and achieve success. Throughout his career, Patrick has had a determination to support people in discovering and fulfilling their purpose. As a result, he founded Empowerment Solutions, LLC, as well as, Empowerment Institute, Inc., a 501(c)(3) non-profit corporation in order to assist people to better understand themselves and others.

He attains that goal and sustainable results through his ABCD principle – Attitude Awareness and Accountability yield Better Choices, which lead to your Destiny. Patrick is a master-level facilitator, presenter and coach who is consistently called upon because of his interactive and holistic approach to training, engaging stories and experiential activities.

Patrick has served in the banking, restaurant, education and non-profit industries, making him a well-rounded trainer with a wide-array of experience. He began his career in the banking industry and was a fast-track achiever promoted six times in six years. He then transitioned into the restaurant industry as a Director of Operations and Regional Training Liaison for six franchise groups. His passion for young people led to his work in education with administrators, children and parents.

Empowerment Solutions, LLC focuses on training and coaching both for-profit and non-profit individuals and organizations in the areas of leadership, team building, cultural awareness and competence, diversity, emotional intelligence, mentoring and effective communication across the United States. Patrick lives out his passion by developing mentoring programs for youth and facilitating connections between fathers and their children through Empowerment Institute, Inc.

Patrick is a fun and energetic speaker, facilitator and coach who is 100% dedicated to the betterment of people of all backgrounds. His style, enthusiasm and ability to connect with people is infectious and appeals to a variety of audiences.

For more information about his trainings or programs, please visit his website at www.empowerment-solutions.com, call him at 917.642.5882 or email him at patrick@empowerment-solutions.com.



SESSION ABSTRACTS

One-Hour Sessions - 11:10am - 12:10pm

How Soft Skills Bridge Education & Employability for Today's Students

Lawrese Brown

Students graduating today lack the ability to demonstrate key traits like reliability, punctuality, customer service and high quality completion of tasks.** They also struggle with written and presentation skills, creativity, teamwork, problem solving and self-direction. Technical skills can be taught on the job, but the soft-skills employers value must NOW be trained for in and outside of the classroom. In the presentation, How Soft Skills Bridge Education & Employability For Today's Students participants will:

- Bridge what students are doing in academia with the skills they'll be asked to do in the workplace. (ex. does participating in class qualify as having strong communication skills? What does seeking a self-starter with exceptional interpersonal skills actually mean?)
- Identify how generational and technological shifts have significantly influenced student behaviours when communicating and collaborating AND how we can encourage new behaviors that align with workplace expectations
- Walk through two project based learning activities that you can use to help your students learn how initiative, resourcefulness and creativity are demonstrated in a professional context

Article on Education World highlights how students lack these skills.

Engaging Students in Career Exploration through Strategic Planning

Miriam Frolow, PhD

Knowing that successful students who complete their degrees have made strategic decisions about their academic programs and courses to take (Martin, Galentino, & Townsend, 2014), it stands to reason that teaching students how to make strategic decisions about their career options would increase their success in obtaining their dream jobs. This interactive workshop will focus on actionable strategies that Career Center professionals can use to guide students who are exploring career options. Participants will learn how to walk students through three strategic planning processes that have been adapted for individual career planning. These are the Environmental Scan, the SWOTT Analysis (Strengths, Weaknesses, Opportunities, Threats, and Trends), and the Organizational Culture Assessment. Participants will also learn how to track and measure progress when their students use these strategies.

No Money, No Problem: Introducing the VG1 Service Delivery Model

Jacob Helmecki, Patrick Burns

Has your budget been cut? Senior leadership still looking for you to do more with less? Is your staff feeling overwhelmed? The solution you need is VG1 (Virtual→Group→1-1). The session will introduce attendees to this scalable, innovative model of service delivery that works with any career center structure. Competency based and developmental in nature, VG1 increases the effective reach of a career center, regardless of staff size. At its core, VG1 is about working smarter, not harder. The creators of VG1 have seen a 1400% return on their time investment by decreasing the amount of time spent advising students and increasing the number of students advised. In this session you will experience VG1 from a student's perspective and receive best practices for implementation. Participants are provided with a VG1 Implementation Blueprint Workbook and guided through the creation of their own conceptual VG1 models to implement when they return to campus.

SESSION ABSTRACTS

One-Hour Sessions - 1:20pm - 2:20pm

Emotional Intelligence (EI) is the New Hiring Standard: Let's Crack the Code!

Lisa Panarello

71% of hiring managers said EI is more important than IQ. 59% said they wouldn't hire someone with high IQ and low EI. Why? EI is a predictor of performance and leadership potential. What is EI? It's the capacity to be aware of and control one's emotions, and to handle interpersonal relationships. Testing for EI is a growing trend in employment today. After vetting candidates' skills on paper, the interview turns to an exercise in EI. What does it matter if a technician is hardworking if he alienates peers? What's the value of marketing expertise if she demoralizes staff? Let's crack the code! This program will reveal:

- 7 reasons why EI affects image
 - 6 techniques employers use to measure EI
 - 5 'soft skills' in demand
 - 4 non-verbal aspects to be mindful of during interviews
 - 3 tips to improve EI
- Walk away empowered to help students/alumni measure up and drive success!

Building a Successful Talent Community

Marc LeVine

Often, the best way to hire good people is to develop an online talent community, in which the company, past job applicants and referral sources remain in contact and continue to learn about each other's evolving employment needs. Consider your talent community a "farm team" or "G-League roster," in sports talk. Over time, some of your past candidates may further develop their skills and experience and become great employment prospects or possibly, good will ambassadors for the company when seeking to refer others for hiring consideration.

Tips for Web-Based Employment Interviews: Your Success is "Virtually" Guaranteed!

Scott Borden

This program will address the topic of web-based, "virtual" interview systems like "Hire-Vue," which is being used with increasing frequency for "screening interviews," by major employers, on college campuses. The target audience is career counseling, advising and employer relations professionals who empower students in the campus recruiting and career development process. Feedback from employers on the use of these interview systems, as well as tips for student success will be provided.

Trending Towards Doing Good: Assisting Students with a Nonprofit Job Search

Victoria Crispo

Job seekers today are expressing- in droves- a desire to make a difference in their work and lives. Many worry about finding their fit in the nonprofit sector/social impact space. While the mechanics of the job search (resume writing, interviewing techniques) will be the same, what are the skills nonprofit employers seek? What are some strategies to help them effectively showcase their career narratives and get hired? What types of nonprofit career programming and resources would be useful to your students? In this session, you will discover the top skills and attributes nonprofit employers seek, and identify ways to assist your students in their nonprofit career search. You will brainstorm ideas for establishing relationships with nonprofit employers and understanding how to support them on your campuses. You will also learn about nonprofit resources and share best practices with fellow colleagues!

SESSION ABSTRACTS

20-Minute Speed Sessions - 2:25pm - 3:25pm

When Yours and Mine Become Our (Alumni): Partnering for Alumni Engagement and Career Development Initiatives

Colin Von Liebtog, Toi K. Tyson

Collaboration between the Rutgers University Alumni Association (RUAA) and University Career Services (UCS) has produced opportunities for alumni engagement and career development filling a service gap identified through mutual needs assessment, benchmarking, and subsequent data analysis. Through data driven decision-making and information sharing, this partnership expands alumni career advising as well as engagement opportunities for alumni from various industries to connect with students interested in career exploration programming such as Career Exploration Nights, the Road to Industry Programs, Scarlet Talks, and the Student Alumni Career Connect online networking and mentoring platform. Through this presentation attendees will be able to: identify programs providing alumni engagement and career development; evaluate the use of alumni association data and career services metrics to guide program development and to advocate for staffing; and identify new ways to partner with alumni, campus partners, and career services offices to create mutually beneficial marketing, assessment, and outreach opportunities.

ACE Your Career - Using a 3-Pronged Approach for Students in Arts, Communications, and Entertainment

Barbara Zito, Stacey Kohler, Catarina Caulfield

Career services is not a one-size-fits all approach. At Rutgers, we apply a career cluster model, which divides our large student population by their professional interests so that we can provide targeted support. The Arts, Communication, and Entertainment cluster is comprised of some of the brightest and most creative students at Rutgers, many of whom do not aspire to linear career paths as do so many of their Business and STEM classmates. These ACE students come to our offices for the professional and personal support they need to explore their creative interests via internships, full- and part-time jobs, freelance work, and side hustles. Additionally, our Road to Communication and Media program provides students with an outstanding introduction to these industries via mentoring and networking opportunities. We look forward to sharing our best practices with you!

Million Reasons Why Investing in Employer Development for International Students Makes Business Sense

Shalini Jain

Today we have over 1 million international students enrolled in US universities, or 5% of the total student body, contributing \$30 billion to US GDP and generating close to half a million jobs. While numbers provide a perspective and economic rationale, real benefit of having a diverse student body with myriad different views and experiences is both well established and hard to articulate in similar simple manner. Rutgers recognized the benefits of having large proportion of international students and has invested to nurture and grow this part of student body through targeted Employer Development for generating internship and job opportunities for international students. This session will share key strategies and learning from Rutgers initiative and hope to encourage conversation and inspire ideas on how to improve and innovate further. Target Audience: University Career Professionals, Employer Relations Team and Employers. Takeaway:

- Develop strategy for Employer Development to generate internship and job opportunities relevant for international students.
- Set up internal organizational structure and collaboration mechanisms to leverage existing Career Services resources towards this goal.
- Build network of employers through various means at disposal.

SESSION ABSTRACTS

20-Minute Speed Sessions - 2:25pm - 3:25pm

On-Campus Interviewing Evolution and Innovation to Meet Changing Needs

Larissa Keller, Lisa Goddard

Rutgers University Career Services strives to fill 15+ interview rooms during the fall and spring recruiting seasons and specialized on-campus interview weeks. Our focus remains on consistent world-class service delivery, leading up to and during recruiters' campus visits. As the needs of hiring organizations undergo transformation, we are following these trends through various means to ensure our offerings align with those of our employer partners. These efforts include comparisons of current and prior years and surveying those not yet scheduled for OCIs, using fairs to educate employers about next steps and encourage day after "room only" interviews, and enhancing our virtual interview capabilities. Examples of our unique efforts are targeting underrepresented industries, beginning with an Education Recruitment Week, and managing employer expectations by instituting a room cancellation fee to dissuade overbooking. White glove service includes meal vouchers for interviewers, offering impromptu strategy sessions during lunchtime, and other amenities in our center. We wish to share ideas with other career center professionals who can apply them in their own way.

Connected Communities in Career Services

Robert Case

The idea of "Connected Communities" brings together all elements in higher education, including staff, faculty, administration, and the various employment communities. In this session, we will explore the importance of Connected Communities and how the current model of having the student come to Career Services is outdated and being replaced with Career Services going to where students are, whether that be in the classroom, various events, or even the cafeteria. We will also explore what this means for employers, and how Connected Communities can benefit students and the College community in regards to employer engagement.

Supervision Tips for Effectively Onboarding Graduate Assistants, Graduate Interns and Graduate Student Workers

Linda M. Flynn

Come hear how Montclair State's Student Success Center in the College of Education and Human Services conducts a structured training and onboarding process for their GAs and graduate student workers. Learn the importance of properly on-boarding and assessing students' skills and expectations. This presentation will provide strategies for helping students apply information learned in the classroom to their practice as graduate assistants, student workers and interns.

NJC (Yourself on the EBoard) 3

Kelly Keyes, Juli McDonald

Are you looking to take on a leadership role, network with professionals in the field or gain programming experience? Become a member of the NJC3 executive board! We will share with you information about all positions including, roles and responsibilities, time commitments and how and when to nominate yourself or another professional. What a great way to grow professionally and strengthen your own resume!

Personal Branding—How References Can Tell Your Story

Barb Wyskowski

This session will provide career center professionals with practical information that will help students develop the key tools that will result in successful outcomes. The discussion will include how students can begin as freshman to proactively manage applications for competitive internships and employment opportunities as they begin their careers. Attendees will discover how background investigations are conducted, what information is reported to a prospective employer, and how students can use this process to their advantage. A discussion will include how to create experiences and proactively engage internship and volunteer coordinators, former employers and others who can serve as references during the background investigation process. Positive references will impress a recruiter and can be the difference between jumpstarting a career or settling for a job. Our message for students- don't wait for someone to call, give the recruiter a reason to call you!

SPEAKER BIOGRAPHY



Lawrese Brown is the Founder of C-Track. She's equipped thousands of students with the soft-skills skills employers most care about through programming and products delivered in partnership with non-profit organizations, community colleges and high schools. She has a Masters in Educational, Leadership, Advocacy & Politics from NYU and is an active member of New Jersey Business and Industry Association's Post Secondary Taskforce which brings together the public and private sector to have conversations about preparing NJ's future workforce. She also has the same birthday as Oprah.



Dr. Miriam Frolow provides leadership to faculty and staff to reinforce the connection between education and careers for students. Her expertise is in innovative classroom activities and experiential learning. She also teaches courses in leadership, strategic planning, and organizational development.



Jacob Helmecci is an Assistant Director in the Career Center at Stockton University. He holds a B.A. in Philosophy and Religion from Stockton and a M.Ed. from James Madison University in Virginia. He lives with his wife and four children on an eight acre farm by Wharton State Forest.



Patrick Burns is an assistant director in the Career Center at Stockton University. He holds a M.S. in Counseling from Villanova University. He is a Licensed Associate Counselor in New Jersey and a Global Career Development Facilitator Instructor. His passions include surfing, biking, nature, music, and vintage audio.



Lisa Panarello specializes in career planning, personal branding, interviewing, and emotional intelligence training. She's been featured on the Early Show and ranked Top 9 in Toastmaster's World Champion of Public Speaking Contest. Since 2001, Lisa has crafted 2,000+ résumés/profiles and coached all-level success seekers while guiding organizations in driving results.



Marc LeVine is currently employed by Edgewood Properties as full-time corporate recruiting specialist; charged with building an employment function from the bottom up, staffing the company and developing and administering full-cycle employment policies and procedures. In collaboration with corporate marketing and internal systems, Marc functions as architect of an employment branding strategy designed to establish an employee value proposition message fashioned to attract, reward and retain talent.



Scott Borden is a Licensed Professional Counselor and National Certified Counselor/ Career Counselor on staff of Rutgers University Career Services. Scott provides career counseling to undergraduates, graduate students and alumni, and has a private practice in the Princeton, NJ area. In March 2018, Scott was named, Director of the "Road to Wall Street Program," a high-impact and competitive mentoring and career education program created to assist Rutgers students in their development and preparation for internships and careers in the financial sector.



Victoria Crispo, As Manager of College and Professional Development, my focus is on lifting career advice from our online publication (Idealist Careers) "off the page" and into career workshops and webinars. Understanding the roles that a positive outlook and holistic self-care play in career success, I present not only job search strategies for the social impact space, but time-honored methods for improving confidence. My experience in career development spans in higher education, career coaching company, and as a private coach. During this time, I've propelled job seekers and career changers towards taking control of their searches with confidence and removing fear, uncertainty, and other blocks to success.

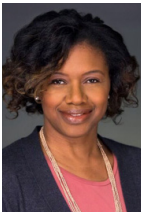


Rob Case has worked in higher education for twelve years, with over half in Career Services. He has worked in various areas in the US, including Queens (NY), Jacksonville (FL), and Salt Lake City (UT). Currently, he is the Director of Career Services at Union County College in Elizabeth.

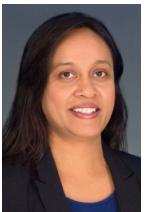
SPEAKER BIOGRAPHY



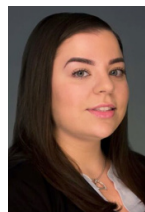
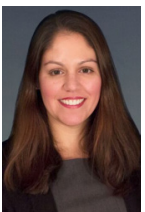
Colin W. von Liebtog is the Assistant Director for Alumni Career Development at Rutgers University. In this role, he is responsible for the development, administration, operation, and assessment of alumni career-related initiatives. This includes the management of both alumni career development and engagement opportunities available to more than 500,000 alumni.



Toi K. Tyson is the Associate Director for Alumni-Student Engagement at Rutgers University Career Services, New Brunswick. In this role, she works to create programs and manage platforms that connect the over 40,000 students of Rutgers' flagship campus to the over 500,000 alumni worldwide for career-focused networking and mentoring opportunities.



Shalini Jain, As Global Job & Internship Developer my primary goal is to increase internship and job opportunities within the U.S. for international students as well as outside of the U.S. for all Rutgers students. This includes cultivating new employer relationships, and partnering with internal and external constituents to increase the global reach of Rutgers University.



Barbara Zito, Stacey Kohler, and Catarina Caulfield are part of the University Career Services team at Rutgers

University--New Brunswick. Their focus is on students in the Arts, Communication, and Entertainment career cluster.



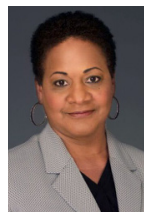
Kelly Keyes and Juli McDonald are part of the Career Development team at Fairleigh Dickinson University's Florham Campus. They assist a large portion of the undergraduate and graduate student population with their career development needs and both serve as instructors for freshman seminar courses.



Linda Flynn, For the past 9 years, Linda Flynn has served as Director of Career Services for the College of Education & Human Services at Montclair State University. Currently on the Awards & Research Committee for EACE, Linda has served on the e-boards for NJ Career Center Consortium and NJ Cooperative Education & Internship Association. In addition, she is an adjunct professor for the Exercise Science and Physical Education Department at MSU, teaching an internship prep course to Exercise Science students.



Larissa Keller serves as the Associate Director for Recruiting Programs and has been a member of the Rutgers University Career Services employer relations team since 2001. She oversees the department's on-campus interviewing and employer information session programs, three large-scale career and internship fairs, virtual recruiting activity, and is involved in various networking and recruiting initiatives.



Lisa Goddard, As the former On-Campus Interviewing Coordinator, Lisa Goddard managed the expansion of, and day-to-day operations pertaining to, the campus-wide on-campus interviewing program and related interviewing events. She now manages three live career and internship fairs, will support campus partners with their fairs, and supervises student employees. Lisa has been employed with UCS at Rutgers since 1996.



Barb Wyskowski, Before joining the pre-employment background screening industry, Ms. Wyskowski was the Managing Partner of a law firm in Sea Girt, NJ. For the last eleven years, Ms. Wyskowski held leadership and board-level positions at the pre-employment background investigation company TABB INC. As the Founder and CEO at careerandtalenthub.com, Ms. Wyskowski was instrumental in the development of a software platform that helps job candidates strengthen their resumes and job applications, and lowers on-boarding costs for employers.

ANNOUNCEMENTS



EXECUTIVE BOARD OPEN POSITIONS FOR 2018-2019

President-Elect/Vice President for Programming

Vice President for Communications and Website

Vice President for Employer Services

Vice President for Awards

Vice President for New Trends and Legal Issues

Parliamentarian



The deadline to submit a nomination is 4:00 p.m. on Monday, April 23rd, 2018.

Visit www.NJC3.org to complete the nomination form.

Thank you



NJC3

New Jersey
Career Center
Consortium