

ACSN

ALUMNI CAREER SERVICES NETWORK

BOSTON 2017: THE HUB OF INNOVATION & IDEAS



12th Annual Conference • #ACSN2017
July 23 – 25, 2017 • Boston Marriott Copley Place

TABLE OF CONTENTS

● Welcome Letters	2
○ <i>From ACSN President</i>	
○ <i>From ACSN 2017 Conference Planning Committee</i>	
● Hotel Floor Plans	4
● Conference Schedule	5
● Descriptions & Bios	10
○ <i>Keynotes</i>	
○ <i>Breakout Sessions</i>	
○ <i>Sponsor Lunch & Learns</i>	
● Sponsor Directory	19
● About ACSN	22

WELCOME FROM ACSN PRESIDENT

Welcome to Boston – The HUB of Innovation and Ideas. We are so glad you are here!

It is my pleasure to officially welcome you to the 12th annual ACSN conference. Led by Karen Single and Jeff Murphy, the conference team has put together an innovative collection of speakers, networking opportunities, and other events to get us thinking and connecting.

It is appropriate that we gather in this city, a center of innovation and invention, to gain insights into the work we do. Boston is also the place that showcases the outcomes of these ideas. Rich in American history, Boston is home to the nation's first public park, printing press, organ transplant, marathon, lighthouse, college, and chocolate chip cookie – just to name a few.

We expect many “aha moments” in the days to come! These moments of inspiration will help us meet the career needs of our alumni as we implement, transform, and adapt our services and programs. We hope you will become inspired while listening to keynote speakers and breakout presenters, exchanging ideas at a round table, during a conversation with another attendee over coffee, and through quiet reflection. Be sure to take a quick moment to capture your “aha moment,” remembering that it is not just the idea but the future implementation of the idea that will create change.

This conference promises to change our work as individuals and our profession as a whole. The days and months to follow will reveal changes as our “aha moments” take shape. Consider sharing your innovations during the year through our webinar series, at our conference next year, or in our member resource sharing section on the ACSN website.

I hope the next few days bring you new energy as you join together as a community with others who both share your passions but also understand your trials. Now, fasten your seatbelts, you are about to be inspired!

Cheryl Clark Bonner
President, ACSN
Director, Penn State Alumni Career Services

WELCOME FROM ACSN 2017 CONFERENCE PLANNING COMMITTEE

As a professional organization uniquely dedicated to the career aspirations and success of alumni communities, ACSN has established a solid reputation for collaboration, information and resource exchange, professional development of members, and leadership in keeping the needs of our alumni a priority on two fronts: alumni relations and career services.

ACSN's membership is geographically, institutionally, and programmatically diverse. This is beneficial to all of us as we exchange best practices via the ACSN website and pursue new initiatives in the field of alumni career services through online programming. For us, the culmination of these benefits is the annual ACSN conference, where we meet face-to-face in real-time discussions. In addition to strengthening our professional networks, this time with colleagues leaves us re-energized and excited about being alumni career services practitioners.

The 2017 Conference Planning Committee has dedicated themselves to meeting your needs and elevating ACSN's reputation as a premier professional association. Please take a moment to thank these dedicated volunteers – you'll see they have an extra ribbon on their name tags.

We'd also like to take this opportunity to welcome to you Boston, the hub of innovation and ideas. "The Hub" became a popular nickname for the city in 1858, following a famous quote from Oliver Wendell Holmes. With nearly 40 institutions of higher learning within city limits, Boston is an international center of education. The city is also widely recognized as a world leader in innovation and entrepreneurship, with nearly 2,000 startups launching here.

Thank you for coming to our city to connect and reconnect with colleagues and friends. We hope you have a chance to experience all that Boston has to offer while you are in town!

Conference Co-Chairs

Jeff Murphy, Boston University

Karen Single, MCPHS University

Committee Chairs

Anne Chace, MCPHS University

Alexandra Stephens, Brandeis University

Colleen DeVecchio, Smith College

Jinny VanDeusen, College of the Holy Cross

Lindsey McGrath, Smith College

Committee Members

Jean Chisser, Boston College

Ellen Stahl, MIT

Program Committee

John Borgese, Seton Hall University

Michelle Rapp, Northeastern University

Katie DeBeer, UMass Amherst

Nikki Sandoval, University of Maryland

Taryn Kutujian, St. Joseph's College

Erin Simmons, Indiana University

Johnathan Luster, University of Washington

Jenna Turman, Syracuse University

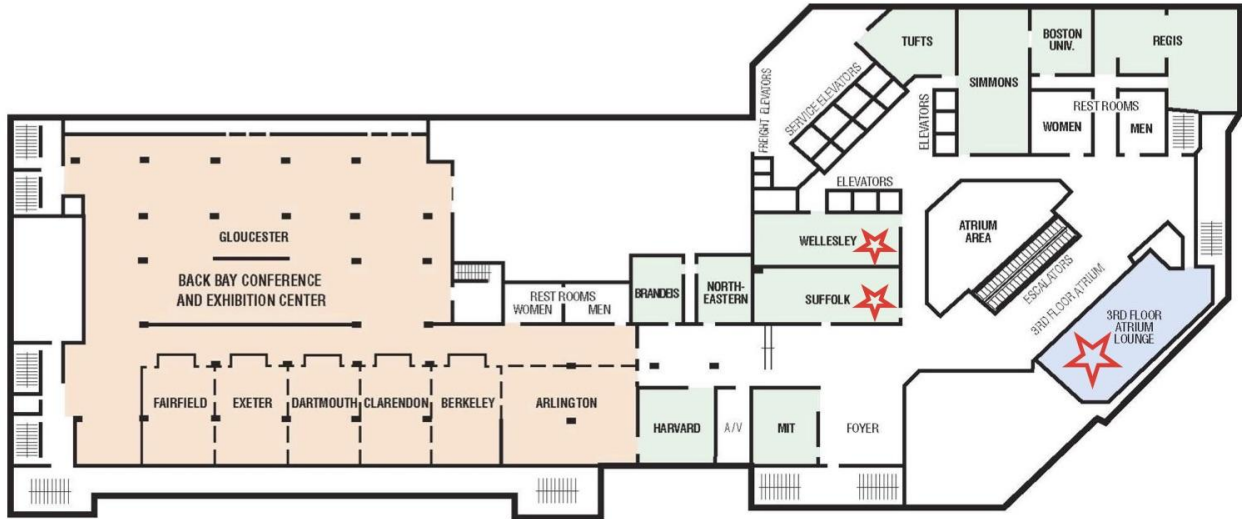
Ayodele Ogunye, University of Houston

Leslie Warner, Tufts University

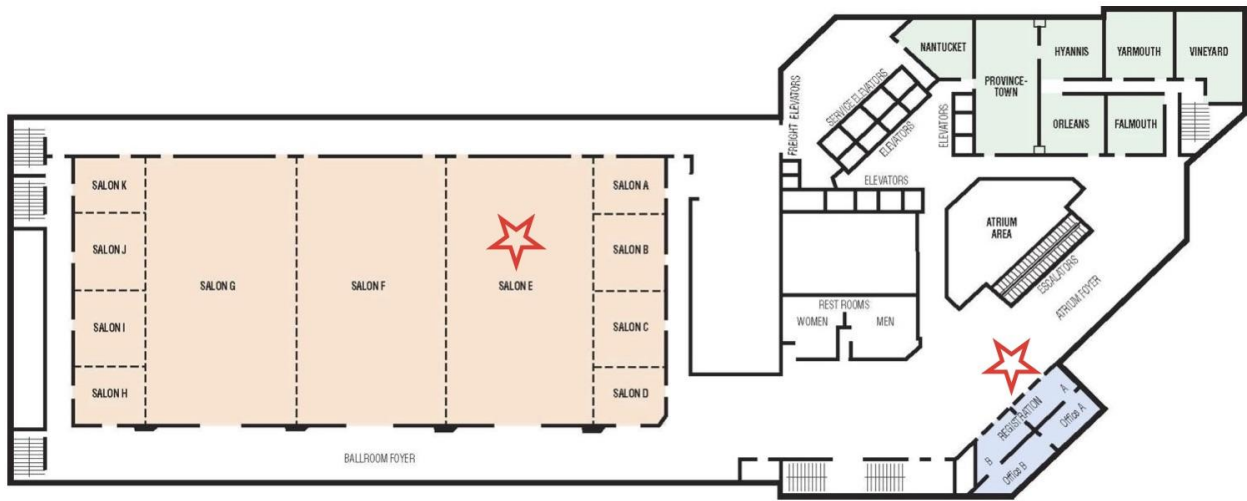
HOTEL FLOOR PLANS

ASCN conference spaces are marked with stars.

3rd Floor



4th Floor



DAY 1 CONFERENCE SCHEDULE: SUNDAY, JULY 23

Note: Please wear casual dress for the kick-off reception as we will be departing immediately from the reception for the duck tours.

Conference Check-in

2:00 p.m. - 5:00 p.m., 4th Floor, Information Window

When you first arrive, stop by the conference registration table to check in, pick up your conference packet, and sign up for group dining.

Welcome Reception for First-time Attendees

3:30 p.m., 3rd Floor, Atrium

ACSN President **Cheryl Bonner** and other board members will welcome first-time attendees to the conference. Meet fellow first-timers and learn more about ACSN. This reception is generously sponsored by Switchboard.

ACSN Conference Kick-off Reception – Sponsored by Switchboard

4:00 p.m., 3rd Floor, Atrium

2017 Conference Co-chairs **Jeff Murphy** and **Karen Single** will welcome all attendees to the conference.

Boston Duck Tours (Advance sign-up required)*

5:00 p.m., Prudential Duck Stop, 53 Huntington Ave, Boston, MA 02116

Get to know Boston and your fellow conference attendees a little better at this fun ACSN-only group city tour. Follow your “boat captain” from the Welcome Reception to the Duck Stop. ACSN has reserved six boats which will depart promptly at 5:30 p.m. The tour will last approximately 80 minutes. This sightseeing tour takes you by all the places that make Boston the birthplace of freedom and a city of firsts. The tour concludes with a “splashdown” into the Charles River for a breathtaking view of the Boston and Cambridge skylines.

***Boston Duck Tours are generously sponsored by Switchboard, Brazen, Alumnifire, CampusTap, CareerShift, and Wisr.**

Group Dinners (Optional)

7:00 p.m., Various locations

Enjoy a night out in Boston with fellow conference attendees. Sign up for dinner reservations at check-in or during the Kick-off Reception. All selected restaurants are within walking distance or a short cab or Uber ride from the hotel.

DAY 2 CONFERENCE SCHEDULE: MONDAY, JULY 24

Conference Check-in / Swag Table Drop-off

7:30 a.m. - 4:00 p.m., 4th Floor, Information Window

If you are just arriving, stop by the conference registration table to check-in and pick up your conference packet. Drop off a swag item from your school for the annual swag swap table, located on the fourth floor in Salon A-E. Throughout the conference, listen for your number to be called (on the back of your name tag) to “shop” the swag table.

Grab-n-Go Breakfast – Sponsored by Wisr

7:30 a.m. - 9:00 a.m., 3rd Floor, Atrium

Official Conference Welcome & Group Ice Breaker

9:00 a.m. - 9:45 a.m., 4th Floor, Salon A-E

ACSN President **Cheryl Bonner** and 2017 Conference Co-chairs **Jeff Murphy** and **Karen Single** will officially welcome attendees to Boston and the 12th annual gathering of those providing career services to alumni.

Opening Keynote: Building Your Brand as a Leader

9:45 a.m. - 10:45 a.m., 4th Floor, Salon A-E

Dorie Clark, CEO of Clark Strategic Communications, will speak about how to cultivate a powerful professional reputation and help the alumni you advise to do the same.

Coffee Break – Sponsored by CareerShift

10:45 a.m. - 11:00 a.m., 3rd Floor, Atrium

Re-caffeinate while visiting sponsor tables to learn how they can help you work smarter.

Breakout Sessions

11:00 a.m. - 12:15 p.m., Various locations

- Designing & Implementing a Student-Alumni Mentoring Program (4th Floor, Salon A-E)
- Panel: How to Start an Alumni Career Services Program (3rd Floor, Suffolk Room)
- Contemplative Career Counseling: Using Mindfulness to Enrich the Counselor-Alum Relationship (3rd Floor, Wellesley Room)

Scavenger Hunt Send-off

12:15 p.m. - 12:30 p.m., 4th Floor, Salon A-E

Return to Salon A-E to hear instructions for a Photo Scavenger Hunt designed by the Conference Planning Committee. Look on the back of your name tag for your team assignment and sit at the table with the corresponding number. All clues are within walking distance of the hotel. After you complete the hunt, enjoy lunch with your team nearby.

Scavenger Hunt / Team Lunch

12:30 p.m. - 1:45 p.m., Copley Square

ACSN 2017 LinkedIn Photobooth

Free professional headshots sponsored by

switchboard



Monday, 10:30am – 3:30pm

Tuesday, 10:00am – 3:00pm

3rd Floor Atrium

DAY 2 CONFERENCE SCHEDULE CONT.

Breakout Sessions

1:45 p.m. - 3:00 p.m., *Various locations*

- Using Innovative Online Career Programming to Increase Alumni Engagement (4th Floor, Salon A-E)
- Flexible and Remote Work: Navigating the Flexible Job Market (3rd Floor, Suffolk Room)
- Working Together to Build a Strong Alumni Career Network (3rd Floor, Wellesley Room)

Coffee Break – Sponsored by CampusTap

3:00 p.m. - 3:30 p.m., *3rd Floor, Atrium*

Re-caffeinate, visit sponsor tables, network informally with fellow attendees, and stop by the LinkedIn Photobooth sponsored by Switchboard.

Breakout Sessions

3:30 p.m. - 4:45 p.m., *Various locations*

- Lowering Hurdles for Alumni to Build a Stronger Network (4th Floor, Salon A-E)
- Mind the Gap: Helping Alumni Successfully Re-enter the Workforce (3rd Floor, Suffolk Room)
- Do More with Less: Programming on a Shoestring Budget (3rd Floor, Wellesley Room)

ACSN Group Photo

4:45 p.m., *4th floor, Salon A-E*

Gather with fellow conference attendees for the annual ACSN group photo.

Conference Sponsor Networking Reception

5:00 p.m. - 6:00 p.m., *3rd Floor, Atrium*

ACSN is proud to partner with organizations that provide thought leadership, cutting-edge technology, and ideas and inspiration for our members. Mix and mingle with these dedicated professionals over light hors d'oeuvres and drinks (cash bar).

Free Time

6:00 p.m. -

DAY 3 CONFERENCE SCHEDULE: TUESDAY, JULY 25

Grab-n-Go Breakfast – Sponsored by Alumnifire

7:00 a.m. - 8:30 a.m., 3rd Floor, Atrium

The Future of ACSN

8:30 a.m. - 9:00 a.m., 4th Floor, Salon A-E

ACSN Board President **Cheryl Bonner** will welcome attendees to day two of the conference and provide an update on the future of ACSN.

Morning Keynote: Unleash Your Inner Storyteller!

9:00 a.m. - 10:00 a.m., 4th Floor, Salon A-E

Trisha Griffin-Carty, president of Griffin-Carty

Communications, shares storytelling tools that can be applied immediately to increase your effectiveness, whatever your role in alumni career services.

Coffee Break

10:00 a.m. - 10:30 a.m., 3rd Floor, Atrium

Re-caffeinate, visit sponsor tables, network informally with fellow attendees, and stop by the LinkedIn Photobooth sponsored by Switchboard.

Morning Round Table Discussions

10:30 a.m. - 11:45 p.m., See handout for topics and locations

Get ideas for alumni career programs and services that you can replicate at your school! Colleagues and conference sponsors will share best practices around specific topics in a round table format. There will be two 30-minute rotations with brief presentations, followed by Q&A.

Lunch & Learn

11:45 a.m. - 1:00 p.m., 4th Floor, Salon A-E

Enjoy a buffet lunch while hearing from our two lead sponsors Switchboard and Brazen as they each offer insight into solving today's greatest challenges in creating and providing effective career resources for alumni.

Afternoon Round Table Discussions

1:00 p.m. - 2:15 p.m., See handout for topics and locations

Coffee Break

2:15 p.m. - 2:45 p.m., 3rd Floor, Atrium

Re-caffeinate, visit sponsor tables, network informally with fellow attendees, and stop by the LinkedIn Photobooth sponsored by Switchboard.

ACSN 2017 LinkedIn Photobooth

Free professional headshots sponsored by

switchboard



Monday, 10:30am – 3:30pm
Tuesday, 10:00am – 3:00pm
3rd Floor Atrium

DAY 3 CONFERENCE SCHEDULE CONT.

Closing Keynote: Creating HEROIC Mindsets: Navigating a Lifetime of Transitions

2:45 p.m. - 3:45 p.m., 4th Floor, Salon A-E

Rich Feller, president of Rich Feller & Associates, will share ideas and tools for engaging alumni in-person and online to better direct their own personal and career development.

Closing Remarks & 2018 Conference Location

3:45 p.m. - 4:30 p.m., 4th Floor, Salon A-E

ACSN President-Elect **Cindy Hyman** offers closing remarks and announces the 2018 conference location.

KEYNOTE DESCRIPTIONS & BIOS

Dorie Clark | *Building Your Brand as a Leader*

Being recognized as a compelling leader can dramatically accelerate your professional success. That's true for the alumni you advise – and for you. In this talk, Dorie Clark – a Duke University Fuqua School of Business adjunct professor, former presidential campaign spokesperson, and author of *Reinventing You* and *Stand Out* – will show you how to cultivate a powerful professional reputation and help your alumni do the same. You'll learn how to:

- Communicate your brand effectively to others
- Establish and cultivate your reputation over time
- Leverage your unique strengths
- Ensure others understand your true leadership abilities

About the Presenter: **Dorie Clark** is the author of *Reinventing You* and *Stand Out*, which was named the #1 Leadership Book of 2015 by Inc. magazine, one of the Top 10 Business Books of the Year by Forbes, and was a Washington Post bestseller. A former presidential campaign spokeswoman, she teaches at Duke University's Fuqua School of Business. She is a frequent contributor to the Harvard Business Review, and is a consultant and speaker for clients such as Google, Morgan Stanley, and the World Bank. You can download her free 42-page *Stand Out* Self-Assessment Workbook and learn more at dorieclark.com.



Rich Feller | *Creating HEROIC Mindsets: Navigating a Lifetime of Transitions*

Alumni are smart and they seek more than footballs and a hot dog. Confusion about finding work, meaning, and purposeful commitments is growing with disruption in work, community and organizations. Yet, college experiences remain a powerful connection and lifelong unifier. What if we could better offer ideas and tools to bring folks in person or online to experience ways to navigate a lifetime of transitions? This video enhanced and interactive session begins by asking the audience, “Are you learning as fast as the world is changing?” It then offers insights to 4 ways to increase “touches” which engage alum to better direct their own personal and career development. Participants will be challenged to evaluate their own HEROIC mindset, their personal commitment to learning for a lifetime, and how they translate the changing workplace into interventions with their clients.

About the Presenter: **Rich Feller**, Ph.D., has served as NCDAPresident, and consultant to NASA, UN, NFL, AARP, and international and small companies on six continents and all 50 states. Lead trainer for the JCTC/JCDC Coach Certificate held by 7K coaches, and professor of counseling and career development and University Distinguished Teaching Scholar at Colorado State University, he is co-author of three books, six film series, the Who You Are Matters! board game, Chief Scientist to youscience.com, thought leader for lifereimagined.org, and co-author of the Career Decision Making System used by over 20M. Learn more at richfeller.com.



KEYNOTES CONT.

Trisha Griffin-Carty | *Unleash Your Inner Storyteller!*

The research is in. Our brains love stories. Why? Because stories trigger our thoughts and emotions in a way that straightforward facts simply can't.

The good news? Storytelling is actually part of our social DNA. People remember stories. So what better way to connect with alumni than concise, compelling stories?

Tap into your inner storyteller as we explore the following:

- Where do I find stories in my environment?
- How do I move from an account to a story?
- What is the right story to share?
- How can I track and share stories with colleagues?

Interested? Find out how you can increase your effectiveness - whatever your role in alumni career services - and take away storytelling tools that can be applied immediately.

About the Presenter: Dynamic, engaging and fun, **Trisha Griffin-Carty** has been telling stories since she was a child. One of her earliest memories is being reprimanded for talking too much and "telling stories out of school" to neighbors, teachers, and pretty much anyone else who would listen.



Today, as a storyteller and presentations coach, she partners with clients from financial services, healthcare and higher education, focusing on how storytelling can help organizations achieve their business goals. A frequent speaker in university circles, Trisha encourages students, alumni and employees to use storytelling techniques to create compelling, memorable messages when interacting with internal and external clients.

Currently she serves as the Chair of Stories in Organizations, a special interest group of the National Storytelling Network. Her favorite question is, "What's your story?"

BREAKOUT SESSION DESCRIPTIONS & BIOS

Monday, July 24, 11:00 a.m. - 12:15 p.m.

Designing and Implementing a Student-Alumni Mentoring Program (Salon A-E)

Western Oregon University (WOU) and Oregon State University (OSU) collaborated to implement student / alumni mentoring programs to help their underrepresented students develop networks and become more career ready. This presentation will share the successes and challenges each college went through in designing an in-person and online mentoring program. Learn strategies for creating and implementing mentoring programs, ways to recruit and maintain alumni mentors and student retention within the programs, assessment designs for evaluation, and suggested online platforms for mentor/mentee databases and online mentoring programming.

About the Presenters:

Jennifer Edwards was asked to be a part of a grant writing committee for Senate Bill 860; a grant to develop and implement a student-alumni mentoring program for career readiness. Because Jennifer's background includes academic advising, career advising and alumni relations (the three identified partners within the grant), she decided to also apply for the position. Jennifer brings with her the understanding of these three spokes on a college campus and how this experience and understanding helped to launch a student-alumni mentoring program under a tight schedule.

Annie Friedman recently completed her Ed.M. in College Student Services Administration from Oregon State University and has worked in a variety of positions throughout her time in higher education. In her current position at Western Oregon State University, she is uniquely positioned to draw on past experiences, student development theory, and new knowledge to design and implement a career mentoring program. Additionally, the alignment of values and objectives on levels - across the grant, university, and curriculum - is considered of particular importance in this role.

BREAKOUTS CONT.

Monday, July 24, 11:00 a.m. - 12:15 p.m.

Panel: How to Start an Alumni Career Services Program (Suffolk Room)

Learn the key considerations for starting an alumni career services program and hear from a panel of four schools that have started programs in the last 1-3 years. The panel will address the following questions:

- Where did the impetus come from to start your program?
- How did you get started?
- Who were the key stakeholders, and how did you determine their needs and wants?
- What services, resources, and programming did you bring with, and why?
- Would you do anything different if you were to start a new program somewhere else?

Panelists include:

- Satya Patel, New York University
- Jinny VanDeusen, College of the Holy Cross
- Deborah Cremer, Clemson Alumni Association
- Johnathan Luster, University of Washington Alumni Association

About the Facilitator: Debra Franke has 25 years of experience helping individuals assess their strengths and make career and life choices. At La Salle University, she conducts job search and career transition coaching, oversees the university LinkedIn group, facilitates alumni/student career events, and increases alumni engagement through other career-related programs and resources.

Contemplative Career Counseling: Using Mindfulness to Enrich the Counselor-Alum Relationship (Wellesley Room)

Explore Contemplative Career Counseling, an innovative approach that integrates mindfulness into career development. Discover how this approach allows you to be more present and expands your toolkit for supporting alumni in slowing down, reducing anxiety, reflecting deeply, and taking a more authentic approach to career exploration and decision-making. We will practice techniques and experiential interventions to shift and expand the attention of the counselor and the alum during 1-1 sessions and in groups. It is through integrating contemplative practices into career development that new techniques are emerging for career counselors to empower alumni in making meaningful career and life choices.

About the Presenter: Jennifer Earls, M.Ed. is a contemplative career counselor and mindfulness teacher in her private practice, Dance With Life Consulting. She is passionate about pioneering the integration of contemplative practices, like mindfulness, into the career development process to support individuals in connecting to their authentic career and life paths. Previously, she worked at MIT for five years, providing career guidance to students and alumni. Jennifer holds a Master's degree in education from Suffolk University. She also holds a certificate in mindfulness and psychotherapy from the Institute for Meditation and Psychotherapy, as well as a Koru Mindfulness teacher certification.

BREAKOUTS CONT.

Monday, July 24, 1:45 p.m. - 3:00 p.m.

Using Innovative Online Career Programming to Increase Alumni Engagement (Salon A-E)

At the University of Chicago, in addition to our fundraising goals, we have a goal to engage 125,000 alumni over the course of our capital campaign. Learn how we plan on getting there by:

- Offering webinars on coaching, interviewing skills, and resume writing
- Adding webinar topics such as image consulting, mentoring, and navigating corporate culture
- Offering online networking in multiple time zones to accommodate alumni in the US and around the world

About the Presenter: Lucie Sandel plans and executes career programming for alumni at the University of Chicago's central alumni relations and annual giving department through contacts on and off campus. Lucie has been with UChicago since September 2009 and has worked with the domestic and international clubs team and with affinity groups before moving over to career development. Her ideal day is matching up alumni who are searching for help with those who are excited to assist and when it happens over and over, she knows that she's found her niche.

Flexible and Remote Work: Navigating the Flexible Job Market (Suffolk Room)

More people are working flexibly than ever before, and this presentation is all about helping alumni find jobs that better fit their lives--jobs that offer flexible work options. Those include telecommuting, flexible schedules, professional part-time schedules, and freelance opportunities. Learn who's working this way, current and future trends, and the best advice to give alumni seeking work flexibility, including data on the top career fields for flexible work, the top companies offering flexible work, and job search tips for landing these positions. Also hear advice for convincing current employers to allow more flexibility.

About the Presenter: Brie Weiler Reynolds is the senior career specialist at FlexJobs, the award-winning site for telecommuting, flexible schedule, and freelance job listings. She aims to provide practical information and resources to help people navigate the flexible job market to find jobs that fit their lives. With a background in human resources and career advising, Brie has 12 years of experience working with job seekers and employers, and she offers career, hiring, and work-life balance advice through the FlexJobs Blog and media outlets like Fast Company, Forbes, and NBC News.

BREAKOUTS CONT.

Monday, July 24, 1:45 p.m. - 3:00 p.m.

Working Together to Build a Strong Alumni Career Network (Wellesley Room)

The alumni relations department and career center at Seton Hall University have operated under two separate divisions for years but have started poking holes in barriers that have separated the two. And, as we have all come to know, achieving our goals is not possible without involving the other side. Like many other institutions, the challenge of cross collaboration that both alumni relations and career center professionals face when trying to work together is difficult to overcome. By opening communication channels and working together, we have discovered similar objectives and are working together to engage constituents through a true partnership between the two departments. Learn about the roadblocks that have occurred along the way and how, through cross collaboration, those barriers have started to fade. More importantly, we will share with you how different divisions can achieve results by working together.

About the Presenters:

Erika Klinger has worked in higher education for ten years serving roles in both undergraduate admissions and alumni relations during her tenure at Seton Hall and most presently as the director of campus partnerships. Erika holds a Bachelor of Arts in public relations from Susquehanna University and a Master of Arts in strategic communication from Seton Hall University. Erika is also an adjunct professor at Seton Hall, teaching oral communication in the College of Communication and the Arts.

Reesa Greenwald is currently the director of the career center at Seton Hall University, where she leads a team of professionals and oversees the direction of a campus-wide career services office. She began her career in higher education as an assistant director of cooperative education at Montclair State University, later joining a team that created the University's first service learning program. Reesa is a two-time past president of the New Jersey Cooperative Education and Internship Association, and was active with the Mid-Atlantic region of CEIA. She served as a trainer and former director of the National Academy for Work-Integrated Learning (NAWIL). For four years, she served as a vice president for the national Cooperative Education & Internship Association. She holds a B.A. from Hofstra University and an M.A. from Montclair State University.

BREAKOUTS CONT.

Monday, July 24, 3:30 p.m. - 4:45 p.m.

Lowering Hurdles for Alumni to Build a Stronger Network (Salon A-E)

How do we set and track engagement goals, while following through with innovative and meaningful programming to build a stronger alumni network? Join us for a discussion on the impact engagement metric tracking is having on alumni relations and career services professionals. In this session, we will explore the various ways engagement data can be used to uncover actionable insights, better utilize our resources, and save us administrative headaches. Hear how Longwood University has combined data with new and innovative programs such as their 1 hour a month volunteer program, Day After Graduation Podcast, and Engagement Wanted ads, to create a stronger culture of professional development and helped to identify network catalysts for their university.

Together we will explore the struggles and successes of building an alumni engagement program from the ground up.

About the Presenters:

Melissa Schipke is the CEO and Founder of Tassl, a technology company focusing on streamlining and measuring engagement for universities, high schools and nonprofits to create more effective network ecosystems that make value and resources accessible to all constituents. Prior to starting Tassl in 2014, Melissa worked for 5 years for a large Fortune 200 Corporation as a Unit Manager strategizing on team management and market analytics. Melissa is a 2009 graduate of Penn State University with a B.S. in marketing and international business and a B.A. in advertising. She is actively involved with her alma mater as a director-at-large for the Smeal College of Business, where the initial ideas for Tassl took flight.

Parks Smith is the director of alumni relations at Longwood University where he leads the office's efforts in regional engagement, network building, and volunteer management. Parks is also a content contributor for EverTrue where he blogs regularly about trending topics in alumni relations. Prior to coming to Longwood, Parks worked for five years at Royall & Company as an associate strategic leader helping colleges from around the country hit their enrollment management goals. He began his career at an internet startup in the endurance industry, Racelt.com, where he served as the director of sales and marketing. Parks is a 2008 graduate of Longwood with a B.A. in organizational and strategic communications and a M.A. in management and leadership from Liberty University.

BREAKOUTS CONT.

Monday, July 24, 3:30 p.m. - 4:45 p.m.

Mind the Gap: Helping Alumni Successfully Re-enter the Workforce (Suffolk Room)

Alumni returning to work after a child-rearing or other gap can bring particular challenges to career counseling: ambivalence about returning to work, high anxiety about networking, a tendency to focus on only one job opportunity at a time. These factors and more can slow or stall a successful return. We will discuss effective strategies to address these obstacles, and ways to empower alumni to more confidently define their next steps, launch an effective job search, and succeed in landing that (sometimes) elusive first job after a break.

About the Presenter: Christine Valenza Shin is the alumnae counselor at Barnard College of Columbia University. Christine counsels alumnae at all stages of their careers as well as presenting webinars and in-person workshops to support their ongoing professional development. Christine was formerly the program director of Barnard's Financial Fluency Program for alumnae and associate director of the Athena Leadership Lab. A 1984 graduate of Barnard, she majored in history and minored in education. Christine completed a certificate in career planning and development at New York University in 2013, and is certified in the Myers-Briggs Type Indicator® and Strong Interest Inventory® assessments.

Do More with Less: Programming on a Shoestring Budget (Wellesley Room)

Universities are not known for their deep pockets. Alumni expect specialized, high quality programs convenient to their schedules and lifestyles. Institutions require that alumni career programs stay within budget and produce defined results. This “do more with less” attitude has created immense pressure for alumni career services professionals. In this session, learn how to advance your institution’s goals, maximize your human and monetary resources and create strategic partnerships that generate revenue, reduce your costs and expand your reach.

About the Presenters:

Cindy Hyman oversees the alumni career and professional development program for the University of Denver. She works with on and off-campus partners to create low-cost, high-impact programs that contribute to the departmental goal of 51% alumni engagement by 2025. In the current fiscal year, that included launching two new professional development series and streamlining marketing through collaborations with communications and other campus professional development partners, all with little extra cost. Cindy is active in ACSN where she has served as conference co-chair, treasurer and currently president-elect.

Lindsey Day is a global thought leader on LinkedIn, recruitment and networking. Lindsey has coached thousands of professionals at three major universities. She is a leader in alumni career services and co-chaired the 2014 ACSN conference. After starting the ACS program at MSU Denver, she contributed to a rapid 101% usage growth in the ACS program at the University of Denver. Currently, Lindsey offers training and consulting in HR and LinkedIn. She has trained over 700 recruiters to date. Lindsey is a member of the Forbes Coaches Council and her profile is in the top 1% most viewed on LinkedIn.

SPONSOR LUNCH & LEARN DESCRIPTIONS & BIOS

Tuesday, July 25, 11:45 a.m. - 1:00 p.m.

**Switchboard presents... Listen, Ask, Offer, Succeed:
Drive Continued Engagement in Alumni Communities**



One of the biggest challenges we face in alumni career services management is balancing the growing list of competing priorities and community needs with limited resources. In this interactive session, we'll share best practices for growing useful and meaningful virtual alumni communities focused on continued engagement.

About the Presenter: Chelsea Haring is a consultant specializing in creating partnerships between alumni relations and career services teams. She has over a decade of experience managing career services initiatives at multiple institutions. Chelsea has worked with ed-tech companies focused on college recruiting and community engagement products including Handshake and Switchboard.

**Brazen presents... How to Strengthen University
Partnerships Through Chat Based Events**



Combine forces across campus to engage alumni with purposeful online events while helping colleagues hit their goals. Whether you are a Brazen rookie or veteran, learn how schools like UGA, Carnegie Mellon, McGill and others strengthen university partnerships and broaden alumni engagement through chat based events

About the Presenters: Jill Fritze and **Mike Sutter** are both Brazen account managers who graduated from Patriot League schools - Jill representing the Bucknell Bison, and Mike a patriotic American Eagle. They now sit two feet away from each other in Brazen's office outside of Washington, DC, spending their days helping Brazen clients connect with students and alumni through strategic and innovative online events.

SPONSOR DIRECTORY



Blue Line Sponsor: Switchboard | switchboardhq.com

Switchboard is a networking and community-building platform that connects students and alumni with their alma mater and each other. Colleges and universities like William & Mary, Oberlin, and Williams use Switchboard to help their students and alumni request and share career advice, opportunities, and connections. Switchboard's team of alumni relations and career services consultants work directly with our university partners to drive institutional goals and initiatives, facilitate cross departmental collaborations, and evaluate outcomes.

Green Line Sponsor: Brazen Technologies | brazen.com



Brazen is an online chat event software, enabling universities to host online events that connect students, alumni, and others in 1-on-1 text-based conversations.

Orange Line Sponsors

Alumnifire | alumnifire.com

Alumnifire is revolutionizing alumni networking. Alumnifire gives alumni and career services offices the tools to launch free grassroots networks for their communities so that members can open doors for alumni and students in the real world. Alumnifire offers free and paid tools to partners, has been activated in over 600 alumni communities globally and is used by leading alumni offices from large universities to small nonprofits.



CampusTap | thecampustap.com

CampusTap provides private career networking and alumni mentoring communities to help students and recent graduates launch successful careers. With CampusTap, you can recruit alumni in meaningful mentor opportunities, easily match them to students and alumni with similar professional interests, and measure engagement.



CareerShift | careershift.com

CareerShift has been named the #1 job search tool by Forbes.com. Student, alumni, career professionals, and outplacement firms use CareerShift for proactive and confidential job search, employer outreach and company research. It's career management for the career journey.



Wisr | getwisr.com

Wisr partners with select universities, offering an alumni career network, student advising platform, and dedicated marketing team rolled into one online 'knowledge community'. Our innovative program involves and engages all aspects of a university network, from students to alumni and supporters. Wisr was co-developed in partnership with The University of Chicago, Case Western Reserve University, Denison University, Oberlin College, and Cedarville University.



Silver Line Sponsors

Aluminati | aluminati.net

Aluminati are leading providers of intuitive online spaces to help people create new meaningful relationships. Aluminati's product can be configured as an easy to manage, self-service e-networking platform through to sophisticated, highly controlled and targeted mentoring programs. Universities around the world depend on Aluminati to scale up their career mentoring initiatives.



Firsthand | firsthand.co

Firsthand builds custom platforms that connect students to alumni for career advice on demand. Our goal is to enhance career outcomes and engage alumni in a scalable way. Mentoring students is the #1 way alumni want to give back. Firsthand's AMP turns alumni into mentors in minutes, while protecting privacy. Intelligent profiles let alumni define their areas of expertise and how often they want to mentor.



Graduway | graduway.com

Graduway is a leading provider of alumni networking and mentoring platforms built on top of social media delivering engagement, data and intelligent insights on your alumni community.



Hire Talent | gohiretalent.com

Hire Talent is the leading organizer of multi-school alumni only career events, managing over 20 events across the country each year. With a proven track record for producing exclusive events featuring top talent from the best schools and universities and the top employers in each city, Hire Talent has relationships with over 250 universities and for many we are looked upon as an extension of their career services/alumni management offices.



know.careers | know.careers

We make career fairs better! We provide a mobile app and cloud-based platform that makes the career fair experience better for schools, employers, and students. You can get up and running in a few hours (you don't have to deal with your IT department) and it's free for everybody - seriously, it's free.



PeopleGrove | peoplegrove.com

PeopleGrove is on a mission to connect every student and professional with the mentors, advisers, and network needed to realize their full potential and find a fulfilling career. PeopleGrove's mentorship and advising platform has been successfully launched at the world's leading institutions, including Stanford, Georgetown, Wellesley, Notre Dame and many more.



Symplicity | symplicity.com

There's a reason why 1,100+ career centers worldwide and 400,000 active recruiters use Symplicity to connect students and recruiters. CSM by Symplicity is the industry-standard because of its robustness and configurability, allowing career centers of all sizes and types maximum flexibility for their specific workflows while connecting recruiters to the largest network of entry-level talent.



Silver Line Sponsors Cont.

TalentMarks | talentmarks.com

TalentMarks will provide your alumni association with a scalable life-cycle career and professional development strategy. Your alumni can participate in four monthly live webinars featuring noted career authors. The live webinars are delivered through a branded Career Community that includes customized links to your alumni association and career center websites.



Tassl | tassl.com

Tassl's affordable technology solutions simplify your engagement strategies by streamlining constituent engagement tracking and integrations to your advancement platform. Intuitive dashboards turn data into actionable insights while reducing the administrative work needed manage your engagement strategies. With add-on mobile app and volunteer leader tools, Tassl will fit any engagement strategy and help you mobilize and maximize your network potential.



uConnect | gouconnect.com

uConnect is a marketing and communications platform that embeds career education into every aspect of the student journey to improve enrollment, student success and alumni engagement. For alumni career centers, uConnect provides administrators the power to organize career resources, personalize communications, and drive purposeful engagement to scale the impact of their resources, programs and services.



VineUp | vineup.com

Universities have a vast network of alumni with a wealth of knowledge and experience that could benefit their students and young alumni when it comes to pursuing their chosen profession. VineUp provides web and mobile applications to universities that enable them to open up the collective knowledge and experience within their alumni network, for mentoring and career development opportunities, for their students and alumni alike.



ABOUT ACSN

The Alumni Career Services Network (ACSN) supports alumni career services professionals at colleges and universities throughout the nation in enhancing their professional and personal development through shared knowledge and peer networking. Collectively, ACSN seeks to increase awareness of alumni career services as a profession and to facilitate interaction amongst alumni career services professionals at their respective institutions.

ACSN was formed in 2005 as a forum for alumni career services professionals at colleges and universities to share best practices, technology, programming and marketing ideas with their peers nationwide. Our members, now from the U.S. and across the globe, encompass a wide range of institutions, including large state universities and small private colleges. Our common goal is to provide state-of-the-art career services and programs for the alumni we serve.

There are many benefits to becoming a member of ACSN, including free webinars, discounted conference registration, participation in our peer-to-peer mentor program, access to benchmarking statistics from member schools and more! Visit www.myacsn.org to learn more!

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