



Friday, May 20, 2016, 9:00 AM – 3:30 PM  
Bluegrass Community & Technical College  
Newtown Campus  
500 Newtown Pike, Lexington, KY 40508

## 2016 SPRING DRIVE-IN

### CAREER ENGAGEMENT:

Bridging Career Counseling and Employee Engagement

9:00 – 9:30

#### Networking Breakfast & Article Discussion

*Adjoining Rooms 105/106/107*

ARTICLE: Career Engagement: Bridging Career Counseling and Employee Engagement  
By Roberta A. Neault and Deirdre A. Pickerell

9:30 – 9:35

#### Welcome!

*Adjoining Rooms 105/106/107*

9:35 – 10:30

#### Keynote Speaker

*Adjoining Rooms 105/106/107*

*Be a Solution to the Employer's Problem*

Carla Hunter, President, Career Span, Inc.

We will examine the important role between workforce development, sector strategies, and career counselors who understand and use labor market information with clients.

10:40 – 11:25

#### Breakout Session (choose 1 of 4 below)

11:30 – 12:15

#### Breakout Session (choose 1 of 4 below)

#### Creating an Engaging Environment for First Generation Students

*Room 109*

*Matthew Deffendall, Director of First Generation Initiatives, UK*

Are you tired of not connecting with first generation students on your campus? Come connect with a higher education professional at a four year institution for a discussion of the challenges of students whose parents did not graduate from college. This session will feature an overview of the literature, some best practices and a discussion with participants about next steps and strategies.

#### Developing Career Classes that Make the Biggest Impact - High-Touch vs. Self-Directed?

*Room 110*

*Amanda Tudor, Director of Career Development, Berea College*

When we consider the large number of students that know a college degree is important but they cannot articulate their own career direction, how can we create a classroom experience that moves them through the career decision making continuum? We will discuss some best practices for career development classes to facilitate students' clarity and career direction.

#### Roundtable Discussion: Employer Relations & Recruiting

*Room 112*

*Melanie Barber, Director for Employer Relations & Community Partnerships, UK*

*& Morgan McKenzie, Employer Relations Specialist, Centre College*

Discuss challenges as well as tips and tricks regarding university career centers and employer relationships.

#### Career Services Advisory Boards

*Room 113*

*Erica Gabbard, Employer Relations Manager, U of L*

Learn about the benefits of having a career services advisory board and tips on how to get one started at your college or university.



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12:15 – 1:15      **Networking Lunch**  
*Adjoining Rooms 105/106/107*

1:15 – 2:00      **Breakout Session** (choose 1 of 3 below)

2:00 – 2:45      **Breakout Session** (choose 1 of 3 below)

#### **Roundtable Discussion: Strategies for Engaging and Motivating Students, Clients & Employees; Bridging Differences**

*Room 110*

*Robin Fleischer*

Participants will have an opportunity to share ideas, techniques, and challenges/successes in engaging these populations and the latest trends. Group dialogues will be facilitated through prompts and feedback will be compiled as take-aways to use as resources in the process to engage and communicate with our stakeholders.

#### **Growing your Internship Program: Career Center and Faculty Collaboration**

*Room 113*

*Paige Hincker Erhart, Career Counselor & Internship Program Manager, U of L*

The College of Business Undergraduate Internship Program continues to grow every year due in part to collaboration between the career center and the college faculty. This presentation will cover the internship program structure and growth and how the faculty play a role in the program.

#### **Dinnerviews and Showcases: New Ways to Partner for Student & Employer Success**

*Room 112*

*Lana Kunkel, Associate Director of Housing Operations, WKU*

WKU's Center for Career and Professional Development and the Department of Engineering's Industrial Partnership Program offers unique programming opportunities to both students and employers for networking and professional skill development. This presentation will provide an overview of that partnership, and the programs offered, including "Dinnerview," Industry Showcases and Resume workshops.

2:45-3:00      **Next Steps and Closing Remarks**  
*Adjoining Rooms 105/106/107*

3:00-3:30      **KCDA Business Meeting**  
*Adjoining Rooms 105/106/107*