



“Careers in an Evolving World of Work for Growth, Change, and Development.”

Fourth Annual - Utah Career Development Association Conference

February 23, 2018

University of Utah

Spencer Fox - Eccles Business Building

Registration & Refreshments	7th Floor Lobby	8:00am to 8:50am
UCDA Welcome & Announcements	Bill & Pat Child Community Hall, 7th Floor	9:00am to 9:10am
Morning Keynote	Vale Hale	Bill & Pat Child Community Hall - 7th Floor
		9:10am to 9:50am



Vale Hale is the executive director of the Utah Governor’s Office of Economic Development (GOED), which promotes state growth in business, tourism and film. Hale was appointed to the position in 2014 by Governor Gary R. Herbert.

Before accepting the position as executive director, Hale served for two years as president and CEO of the Utah Valley Chamber of Commerce. Prior to the chamber, Hale was vice president for university relations (2010-2012), vice president for advancement (2006-2010) and assistant vice president for external affairs (2005-2006) all at UVU, and he played a key role in transitioning Utah Valley State College into Utah Valley University.

Most recently, Hale has drawn from his many years of service to author “Living a Life That Matters: 7 Keys for Purposeful Living.” Hale and his wife have three children and 13 grandchildren, and they currently reside in Orem, UT.

Breakout Session 1 10:00 to 10:50	Topic	Room
Michelle Tuitupou - Academic Advisor University of Utah Sidney McGuire-Brown - Academic Advisor Salt Lake Community College	What's on the Menu? Helping Students Add Career Value to their College Degrees Helping students build strategic programs of study as well as soft skills to become more marketable after they graduate. From the Supersize menu to the super-secret Animal style menu, come prepared to share stories about how you've helped students build a career-ready degree.	BUC 203
Jillian Morley - Career Coach Donna Crow - Executive Director Utah State University	How to use 21st-century Design Thinking to Figure Out, "What do I want to be when I grow up?" In this highly impactful session inspired by Designing Your Life by Bill Burnett and Dave Evans, learn to reframe roadblocks while engaging in career exploration.	BUC 210
Douglas S. Gardner - Associate Professor Shane Gunn - Career Counselor Utah Valley University.	Being Undecided and Being OK with It This session integrates interdisciplinary theories to defend the importance and value of being undecided in the career decision-making process. This presentation emphasizes having an enjoyable and productive moratorium experience which will eventually lead to achievement.	BUC 302
Becky Flynn - Career Coach University of Utah	Knocking it Out of the Ballpark: Helping Job Seekers Land Roles in Elite Finance Careers- Recruiting for top finance roles is a tough ballgame; its high stakes, high pressure, and stiff competition. Learn about recruiting timelines, employer expectations, diversity programs and more. Help your students make hiring home runs!	BUC 303
Allison Musser - Career Coach Ella Butler - Assistant Director University of Utah	Getting Students In The Door: Marketing and Programming Best Practices - Student attendance at programming events are becoming lower each year, and getting students in the door is becoming increasingly hard. The University of Utah has created a new marketing and programming strategy which is has increased program attendance by 200%. Come learn about our newest practices that are getting students at our events and through our doors!	BUC 304

Breakout Session 2 11:00 to 11:50	Topic	Room
Anna Renzetti - Career Coach University of Utah	Empowering International Students to be the E.X.P.R.T of their Job Search! This workshop showcases a new approach to supporting international students. Instead of telling students to rely on ISSS or employers to help them navigate employment, my workshop fills a gap and empowers the students themselves to be the expert or “EXPRT” of their own job search.	BUC 203
Suzanne Sumsion - Assistant Director of Career Exploration Tiffany Wiberg, Career Peer Utah State University	How to use 21st-century Design Thinking to Figure Out, "What do I want to be when I grow up?" In this highly impactful session inspired by Designing Your Life by Bill Burnett and Dave Evans, learn to reframe roadblocks while engaging in career exploration.	BUC 210
Megan Randall - Career Coach Kathryn Timm - Coordinator University of Utah	How To Career Coach Students Who Study Abroad Career coaching skills for guiding students understanding of their development from studying abroad, a high-impact experience that can prepare students for careers in an evolving world of work. Presenters will share strategies career coaches can employ to assist students before, during, and after they go abroad.	BUC 302
Lindsey Kass - Assistant Director Kelly Dries, Associate Director University of Utah	Strength in Numbers: Leveraging StrengthsQuest with Individuals, Groups, and Across Campus Learn how to assist individuals in leveraging their top strengths to benefit their career exploration and development through StrengthsQuest workshops for students and alumni. Take away tangible practices and activities to help students articulate their worth. Also learn ways to increase collaborations with student leaders and campus partners through the utilization and facilitation of StrengthsQuest.	BUC 303
Dr. Lindsay R. Granger - Career Advisor Salt Lake Community College	Can't Knock the Hustle: Preparing Students to Navigate an Independent Economy Experts estimate that by 2020, more than 40% of American workers will be independent contractors. This represents a massive change in labor market participation, and will change the ways that career services professionals traditionally prepare students for the future. This session will help participants get a clearer picture of the independent economy, and provide tools for discussing this employment frontier with their clients.	BUC 304
Tannen Ellis-Graham – Co-Founder CareerKarma360	The 7 Deadly SINS Killing Career Coaching: The Hidden Habits Undermining Your Performance If you skip talking to Candidates/Clients/CoWorkers because you're busy, never quite get enough sleep, or open your laptop on the weekends to “get ahead,” you should listen up. Here are a few things we're going to cover: the #1 way to ensure that you'll have a highly productive day; how to place Candidates FASTER — without sacrificing quality; how to get rid of 80% of your to-do list (and start getting things DONE); when to ignore your email (and increase your contributions at the same time).	SFEBB 5160A

Lunch/Networking		Bill & Pat Child Community Hall - 7th Floor	12:00pm to 12:40pm
Breakout Session 3 12:50 to 1:40	Topic		Room
Michelle Tuitupou, Academic Advisor, University of Utah Sidney McGuire-Brown, Academic Advisor, Salt Lake Community College	What's on the Menu? Helping Students Add Career Value to their College Degrees This session will discuss how we can help students build strategic programs of study as well as soft skills to become more marketable after they graduate. From the Supersize menu to the super-secret Animal style menu, come prepared to share stories about how you've helped students build a career-ready degree.		BUC 203
Judy Braun - Professor Salt Lake Community College	How to Get Student and Client Buy In We spend more time deciding what type of car to drive than what type of career to go into. Students and clients think a career choice is a life or death decision. This presentation will cover strategies on how to get students to buy into personality evaluation, evaluation of past history, the messages we receive on "what we should do", career exploration, and job hunting preparation.		BUC 210
Douglas S. Gardner - Associate Professor Shane Gunn - Career Counselor Utah Valley University.	Being Undecided and Being OK with It This session integrates interdisciplinary theories to defend the importance and value of being undecided in the career decision-making process. This presentation emphasizes having an enjoyable and productive moratorium experience which will eventually lead to achievement.		BUC 302
Lindsey Kass - Assistant Director Kelly Dries, Associate Director University of Utah	Strength in Numbers: Leveraging StrengthsQuest with Individuals, Groups, and Across Campus Learn how to assist individuals in leveraging their top strengths to benefit their career exploration and development through StrengthsQuest workshops for students and alumni. Take away tangible practices and activities to help students articulate their worth. Also learn ways to increase collaborations with student leaders and campus partners through the utilization and facilitation of StrengthsQuest.		BUC 303
Eric Bloomquist - Assistant Director Natascha Knowlton, Academic Advisor University of Utah	Collaborations Done Right: Preparing Students for Their Life-long Career Adventure In this session, hear from an academic advisor and career coach about initiatives to enhance the undergraduate experience as students prepare for their futures. We'll discuss best practices for establishing strong collaborations and how this ties back to the mission of helping students succeed in their academic and career ambitions.		BUC 304

Afternoon Keynote	Richard "Dick" Knowdell	Bill & Pat Child Community Hall - 7th Floor	1:50pm to 2:30pm
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RICHARD "DICK" KNOWDELL, MS, NCC, NCCC, CDFI, CMF, NCDA Fellow, is the developer of the Knowdell 4-Step Career Transition Model and the Career Development and Job Search Profile. He is the author of six books, including Building a Career Development Program: Nine Steps for Successful Implementation, From Downsizing to Recovery: Strategic Options for Individuals and Organizations and Personal Counseling. He has developed four career assessment instruments that have been translated into ten languages and are used by career development professionals throughout the world. Dick has taught Career Assessment Techniques at the University of California-San Diego and Employee Career Development at San Jose State University. He has trained and certified over 7,500 Job and Career Transition Coaches in Africa, Asia, Europe, Australia and North America.

PRESENTATION / CARD SORT ASSESSMENTS:

The author will demonstrate the Motivated Skills card sort and briefly discuss the Career Values, Occupational Interests, and Leisure/Retirement instruments. The session will cover the administration and interpretation of the Motivated Skills instrument individually and in group settings. Attendees will be walked through a group assessment process. The use of the assessment results in both career planning and job search will be discussed.

Closing Remarks	George Eccles Auditorium, Rm 1110	2:30pm to 2:40pm
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UCDA - Upcoming Events

The Utah Career Development Association will be hosting an on-site MBTI® Certification Program delivered by CPP, Inc. on May 21-24, 2018

For information and registration please visit: <https://utahcda.org/>

Register by March 22; space is limited to 30 participants.

The Myers-Briggs Type Indicator® (MBTI®) instrument provides individuals with greater understanding of their own and others' personality preferences. With more than 2 million assessments administered annually, the MBTI instrument is the preferred tool for building successful teams, developing effective leaders and improving communication and productivity.

CPP's MBTI® Certification Program teaches participants how to professionally and ethically administer and interpret the MBTI instrument. The highly interactive, four-day, on-site workshop provides instruction in type theory and key MBTI applications such as team development and leadership development. Participants will benefit from the knowledge and expertise of a CPP Certification Program Instructor.

Upon successful completion of the program, participants will receive an MBTI® Step I™ and Step II™ Certification certificate and be eligible to purchase and use all the MBTI assessments and reports.

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