



UNIVERSITY *of* LIMERICK

OLLSCOIL LUIMNIGH

GLOBAL CAREER SERVICES SUMMIT

2017

UNIVERSITY OF LIMERICK, IRELAND
14–16 MARCH 2017



University of Limerick
Cooperative Education & Careers Division
Empowering Through Employability

PURDUE CCO 
CENTER FOR CAREER OPPORTUNITIES

GLOBAL CAREER SERVICES SUMMIT

2017

UNIVERSITY OF LIMERICK
14–16 MARCH



Welcome from the Hosts

Welcome to the Global Career Services Summit 2017.

The Global Career Services Summit is a three-day event for college and university career services professionals.

Now in its second year, the 2017 summit is being jointly hosted by the University of Limerick's Cooperative Education & Careers Division and Purdue University Center for Career Opportunities.

The purpose of the summit is to facilitate learning, best practice sharing and collegial dialogue among career services providers, in addition to offering plenty of opportunities for social engagement. Through a number of structured workshops, traditional lectures and small group interactions, the summit aims to achieve the following objectives:

- To create a forum to share observations and insights about the ever-changing world of career services
- To discuss the challenges and opportunities which are central to the successful delivery of career services for tomorrow's students and employers
- To acquire an appreciation and understanding of the similarities as well as the differences of career services throughout the world
- To provide a venue to build a global network of career services colleagues.

Hosts

Gavin Connell



Gavin Connell is Head of Careers at the Cooperative Education & Careers Division, University of Limerick. Gavin is masters-qualified in Work and Organisational Behaviour with a primary degree in Human Resources. He has 20 years' industry experience in the areas of manufacturing, process engineering, learning & development, recruitment and HR in Ireland and also across the EMEA region.

Gavin currently supports students in developing employability skills and implementing their career plans, and is also responsible for engaging employers on all matters of graduate recruitment and employability. A significant element of this role is to influence policy formulation and planning within the university on issues relating to career development/employability as well as graduate employment. He holds a Level A/B Psychological Society qualification in Psychometric testing/Profiling and is also MBTI certified.

Tim Luzader



Tim Luzader has served as director of the Purdue University Center for Career Opportunities since 2000. After gaining private sector experience, Tim began his tenure in university career services in 1981 at West Virginia University, where he earned his graduate and undergraduate degrees. His career services work included positions at the University of Illinois at Urbana-Champaign and Indiana University – Bloomington. Prior to his Purdue appointment, Tim served as the career center director at Stony Brook University on Long Island.

Tim's leadership experience included service as President of NACE – National Association of Colleges and Employers (2004–5) and he now serves on the faculty of the Career Services Institute – East. In 2005, Tim received a Fulbright grant and travelled in Germany and Poland to study higher education and society and consult on career services delivery. Tim's wife, Sally Luzader, serves as the Corporate Relations Manager in the Purdue University Department of Computer Science. In his spare time, Tim is an active Rotarian.

Founders

Tom Devlin



Tom Devlin is the Associate Dean of Students and Executive Director of the Career Center at the University of California, Berkeley. Before joining Berkeley in 1997, he was the Executive Director of University Career Services at Cornell University. He has served as president of the national professional organisation, the National Association of Colleges and Employers (NACE) for 2009–10.

The Career Center has been awarded national honours by NACE for producing the best publication for students, for the most innovative programme in the country, and for Career Ladders. In 2009 Tom received Berkeley's Excellence in Management Award.

Tom's avocation is travelling and he has visited more than 70 countries, including consulting on career services in Algeria, China, Rwanda and the Philippines. In 2004 he was elected to the prestigious professional association Academy of Fellows. Tom received a BA in History from the State University of New York at Geneseo and an MA in College Student Personnel from Bowling Green State University, Bowling Green, Ohio.

Bob Athwal



Bob Athwal is Pro Provost, Student Experience & External Engagement at GSM London, and an Industry Expert in Graduate Resourcing and Development. Bob has worked as a senior HR professional with extensive experience in the private and educational sector, managing activities within Career Development, Resourcing, Learning & Development, Organisational Development & Design as well as generalist HR. Bob has worked on and led several initiatives with Executive

Leaders in education as well as the CEO and board members of RWE Npower. Executive MBA holder. Former Vice-President and board member of the Association of Graduate Recruiters (agr). Published author. Regular international conference speaker. Double Innovation on Campus award-winner (National Graduate Recruitment Awards & AGR Industry Awards).

Programme

Day 1: Tuesday 14th March 2017

12.00– 2.00pm	Registration and light lunch – Irish Chamber Orchestra Building
2.00pm	Opening & Welcome – Irish Chamber Orchestra Building Gavin Connell, Head of Careers, Cooperative Education & Careers Division, University of Limerick Tim Luzader, Director, Center for Career Opportunities, Purdue University Welcome address Prof. Paul McCutcheon, Vice President Academic & Registrar, University of Limerick
2.30pm	Effective Employer Engagement – Employer Insights Dustin Clinard, Managing Director, Americas at Universum Global
3.30pm	Workshop A – Effective Employer Engagement – Career Service Insights Suzanne Helbig, University of California Kavita Sharma, Columbia University Andrew Falconer, GSM London Dr Colm Cuniffe, University of Limerick
4.30pm	International Student Survey – Response Feedback
5.00pm	<i>Local entertainment & Jameson Whiskey tasting</i>
6.30pm	Dinner – Pavilion, University of Limerick

Day 2: Wednesday 15th March 2017

9.15am	Transport from Castletroy Park Hotel to Irish Chamber Orchestra Building
9.45am	Opening & Welcome – Irish Chamber Orchestra Building Gavin Connell, Head of Careers, Cooperative Education & Careers Division, University of Limerick Tim Luzader, Director, Center for Career Opportunities, Purdue University
10.00am	Entrepreneurship & Technology Innovations Garrett Lord, CEO, Handshake
10.45am	<i>Tea/Coffee Break</i>
11.15am	Workshop B – Integrating Work/Career Learning into Curriculum Caroline Konrad, Ryerson University; David Gatson, University of Kansas; Bob Athwal, GSM London; Tim Harding, University of Tampa
12.15pm	Lunch – Pavilion, University of Limerick
1.15pm	Life in the UAE Seán Cooney, Educational Recruitment Director at International Schools of Choueifat UAE, Oman, Qatar, Bahrain
2.00pm	Workshop C – Student Competencies and Behaviours – What Employers Expect Melanie Parker, Massachusetts Institute of Technology Anthony Arcieri, Harvard University Judith Baines, University of Hertfordshire
3.00pm	Workshop D – Career Service Delivery to International Students Trudy Steinfeld, New York University; Martin Smith, University of Wollongong; Gail Rooney, University of Illinois
4.00pm	Workshop E – Programme for Specific Populations Liz Wilkinson, Royal Holloway University of London; Christian Garcia, University of Miami; Branden Grimmett, Loyola Marymount University
5.00pm	Global Employability Research Project Martin Smith, University of Wollongong
5.15pm	Questions & Answers - Wrap-up on Day 2
5.30pm	Transport from Irish Chamber Orchestra Building to Castletroy Park Hotel
6.30pm	Cocktail reception sponsored by Handshake
8.00pm	Dinner – Castletroy Park Hotel

Day 3: Thursday 16th March 2017

9.15am	Transport from Castletroy Park Hotel to Irish Chamber Orchestra Building
9.45am	Opening & Welcome – Irish Chamber Orchestra Building Gavin Connell, Head of Careers, Cooperative Education & Careers Division, University of Limerick Tim Luzader, Director, Center for Career Opportunities, Purdue University
10.00am	Workshop F – Assessment Hilary Flanagan, University of Notre Dame Dr Julie Howell, Curtin University / NAGCAS Dr Norah McRae, University of Victoria Judie Kay, RMIT University
11.00am	Workshop G – Building Teams/Staff Development Dr Kelli Smith, Binghamton University Tammy Goldfeld, The University of Manchester Patricia Rose, University of Pennsylvania Dr David Foster, University College Dublin
12.00pm	Lunch – Pavilion, University of Limerick
1.00pm	Questions & Answers Wrap-up on summit
2.00pm	Close of summit



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Handshake

Handshake is the ultimate career platform for colleges and universities – empowering career centres to connect every student with personalised career opportunities in any industry or geography.

Today, Handshake partners with over 200 leading universities – including Stanford, Princeton, UC Berkeley, Colombia, Michigan and Virginia – providing a powerful suite of modern administrative tools, engaging students with personalised career opportunities, and making it easy to connect with a rapidly growing network of 100,000+ active employers in every corner of the world.

Handshake is intuitive, mobile-friendly and very easy to use – which is why our partner universities see an average 65% increase in student engagement and 2x – 3x increase in relevant, high-quality job opportunities during their first year on the platform!

Visit www.joinhandshake.com to learn more, or email us directly at info@joinhandshake.com.

Garrett Lord



Garrett Lord is the co-founder and CEO of Handshake, the ultimate career network and recruiting platform for students. Handshake's mission is to democratise opportunity and make it easy for any student to build a great career, no matter where they go to school or who they know. Handshake has 3 million students and 100,000 employers (including 95% of the Fortune 500) recruiting students across 175 schools including Stanford, Princeton, UC-Berkeley,

Michigan, UVA, Spelman and Harvey Mudd. Garrett grew up in the Detroit area and worked at Palantir before dropping out of Michigan Tech University in 2014 to build Handshake.



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To find out about new and exciting careers within the global network, visit careers.sabis.net.

Seán Cooney



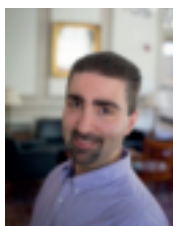
Seán Cooney is the Regional Recruitment Director of the SABIS network schools in the United Arab Emirates, Oman, Qatar and Bahrain. Seán started as a teacher and later became a school principal, before founding the Recruitment Department in 2006. Seán worked for the Department of Education for a number of years prior to moving to Dubai.

Seán holds bachelor degrees in Economics and Sociology from Maynooth University. He obtained a degree in the Irish language from University College Dublin and a master's degree in Sociology from Maynooth University.

Seán's department is a 360° in-house recruitment department that fills the needs of a diverse staff numbering 3,000 across the Gulf region. Recruitment is mainly from the open market and directly from universities in North America, Europe, South Africa, Australia and the MENA region.

Speakers

Anthony J. Arcieri arcieri@fas.harvard.edu



*Director, Undergraduate Career Advising and Programming,
Harvard University*

Office of Career Services, Faculty of Arts & Sciences

Anthony Arcieri has worked in university career services for nearly 20 years, and currently directs undergraduate career advising and programming for Harvard College, where he manages a team of talented professionals who counsel students, create career education programmes, and develop employer partnerships. He also oversees Harvard's January Winternships, an innovative experiential job shadow programme. He served previously as Harvard's director of career services for the School of Engineering & Applied Sciences. Anthony also spent seven years at The George Washington University Career Center, most recently as assistant director for career education and employer development. He holds a graduate degree in College Counselling and Student Affairs in Higher Education from the University of Delaware, and an undergraduate degree in Political Science and Public Policy from The George Washington University. Anthony is co-author of *Majoring in Success: Building Your Career While Still in College*, a text used by high schools and colleges across the US.

Judith Baines j.baines@herts.ac.uk



Judith Baines is currently Head of Service at University of Hertfordshire (UH), having previously worked at London School of Economics, College of Law and London Metropolitan University as a Careers Adviser, Student Developer and Volunteer Coordinator. She has 15 years' experience in careers work and in supporting Association of Graduate Careers Advisory Service (AGCAS) professional development activities. She currently sits on the AGCAS Training, Education and Development Group, advising on

professional training programmes and the content of AGCAS conferences. She is also a member of the Association of Graduate Recruiters Membership Review Group. Judith's team consists of 43 staff supporting around 25,000 students in a university known for its business-facing and entrepreneurial focus. Just over 50% of UH students are from a BME background, with around 42% being the first in their family to attend university. A particular focus for the team has been working in partnership both internally and externally on reducing the BME attainment gap. Other areas currently on the agenda are all forms of work experience, international opportunities, apprenticeships and increasing the number of business start-ups. Judith has an MA in CEIG, PG Cert in HE and is a Senior Fellow of Higher Education Academy.

Dr Colm Cunniffe colm.cunniffe@ul.ie



Dr Colm Cunniffe currently holds the post of Cooperative Education Manager, Science & Engineering, at the University of Limerick. His role involves the management of a cooperative education programme of significant scale, accounting for approximately 1,800 students. This includes the development of students' employability skills from the early stages of their academic education, and creating cooperative education placement opportunities through extensive employer engagement both nationally and internationally. Colm has a background in IT and holds a degree in Information Technology & Telecommunication and a PhD from the Department of Electronic and Computer Engineering at the University of Limerick.

Andrew Falconer andrew.falconer@gsmlondon.ac.uk



Before joining GSM London as its first Director of Careers & Employability, Andrew worked as Professional Skills tutor to MBA students at Royal Holloway, University of London. He was Deputy Head of Careers and International Students Careers Consultant at Royal Holloway, part of The Careers Group, University of London. Andrew edited The Careers Group's blog, moving it from 9,000 readers to 140,000 unique visitors each year. He led International Futures, a student conference collaboration between twelve London institutions. Andrew's interests include developing social capital and widening access to Higher Education.

Hilary Flanagan hflanagan@nd.edu



Hilary Flanagan is a graduate of the United States Coast Guard Academy. She earned a master's degree in Student Development in Higher Education from the University of Maine. Before joining the University of Notre Dame's Career Center, she had directed John Carroll University's Center for Career Services since 2006, assuming that position after five years in career services at Roger Williams University in Bristol, R.I. Hilary has significant experience in career services and employer relations, and is certified as a Career Coach and Business Etiquette Trainer. She is also very active in the leadership of the career services field and in local, regional and national associations. She currently serves as co-chair of a committee of the National Association of Colleges and Employers and is a Past-President of the Midwest Association of College and Employers. An avid Ironman triathlete, Hilary lives in South Bend, Indiana, with her husband and two children.

Dr David Foster david.foster@ucd.ie



Dr David Foster was appointed to University College Dublin in August 2009 as UCD Director of Career Development and Skills, and Director of the UCD Career Development Centre. David is responsible for the strategic and operational direction of the Centre and for input to related institutional priorities such as curriculum review and enhancement, graduate employability and development of the co-curriculum.

In addition to overseeing the career development provision to UCD's students, David manages the ongoing development and enhancement of a bespoke Career Development Service for UCD's Postdoctoral Researcher community. Before joining UCD, David worked at The Queen's University of Belfast, holding the positions of Deputy Head of Careers, Employability and Skills, Senior Careers Adviser and Careers Adviser. David's special interests at Queen's included managing quality accreditation under an international standard for providers of information, advice and guidance, the introduction of an award to recognise students' personal and professional development from extra-curricular experience, and introducing credit-bearing career development programmes. Before moving to Queen's, David worked in second level career guidance roles and in finance.

David is a member the Association of Graduate Careers Advisory Services (AGCAS) and the Association of Higher Education Careers Services (AHECS). David has held the position of Director and Deputy Chair of AHECS and is a Fellow of the Higher Education Academy (FHEA) and a Member of Institute of City and Guilds (MCGI).

Christian Garcia christian@miami.edu



Christian Garcia is a higher education professional with 20 years of experience in a variety of areas within student and academic affairs. He currently serves as the Associate Dean and Executive Director of the Toppel Career Center at the University of Miami, where he is responsible for the management and strategic direction of one of the country's most innovative and dynamic career centres. Through Christian's leadership, the Center recently opened the doors to its brand new, state-of-the-art facility. Previously, Christian served as Associate Director of Employer

Relations, responsible for creating and maintaining relationships with employers representing a wide range of industries.

In addition to career services, Christian has worked in the areas of new student and parent orientation programmes, student activities, and leadership programmes. An avid user of social media, Christian believes in the power of online social networking in today's job market. Christian has presented on social media and other career-related topics, including marketing and branding, at various professional conferences.

Christian was awarded a Fulbright grant to spend two weeks in Germany in order to gain in-depth knowledge and understanding of the German higher education system. Christian also served on the Board of Directors for the National Association of Colleges and Employers (NACE) between 2014 and 2016.

Born and raised in Miami, Christian earned his bachelor's degree in Psychology from Florida International University. His master's degree in Higher Education Administration is from Florida State University.

David Gaston adgaston@ku.edu



David Gaston is a twenty-year higher education veteran in the areas of career services, communications, athletics and leadership development. Currently he serves as the Executive Director of the University Career Center at the University of Kansas. Previously at KU, David established a student communications office in support of 20 departments within the division of Student Success to enhance departmental communications with students through email, web, social media, etc. He is currently working to complete

a doctorate in Educational Leadership and Policy Studies at the University of Kansas. David has served in numerous roles with the National Association of Colleges and Employers (NACE) including co-chairing the Diversity Research Team and the Leadership Strategy and Sourcing Committee. He has presented at numerous conferences including NACE and several state and regional associations.

Tammy Goldfeld tammy.goldfeld@manchester.ac.uk



Tammy Goldfeld is Head of the Careers Service at The University of Manchester, which is one of the most targeted universities in the UK by graduate recruiters. With nearly 60 staff, the Careers Service has won awards in recent years for its work with international and economically disadvantaged students. Tammy is also a former Director of Membership of the UK's Association of Graduate Careers Advisory Services and has 20 years of experience in the careers field. She originally hails from New Jersey and previously had a successful career in US college textbook publishing. Being a dual US/UK national, she has a good understanding of the differences and commonalities between universities in both countries.

Branden Grimmett branden.grimmett@lmu.edu



Branden Grimmett joined Loyola Marymount University as Associate Provost for Career and Professional Development in June 2015, where he leads the university's Career and Professional Development initiative. In this role, he oversees the office responsible for successfully launching undergraduate and graduate students into their professional careers. Over 90% of LMU graduates are employed, enrolled in graduate school, or pursuing post-graduate service or military within six months of graduation. Before joining LMU, Branden held similar leadership roles in career services at St. Olaf College, Tufts University and Harvard University. His work in the field of career services has been featured in *USA Today*, *The Wall Street Journal*, the Education Advisory Board, and the book *Will College Pay Off?* by Peter Cappelli of the Wharton School of Business.

Suzanne Helbig shelbig@uci.edu



Suzanne Helbig is the Director of the Career Center at the University of California, Irvine (UCI). Suzanne arrived at UCI with 15 years of experience in career services, including 13 years at UC Berkeley's Career Center.

Since joining UCI in 2013, the Career Center has implemented a Strategic Road Map, Spring Break Job Shadow Program, Employer Engagement Initiative, new website design, new programmes for graduate students and students interested in internships, and has added staff positions and redesigned the Career Center facility. At UCI, she serves on the Division of Student Affairs Strategic Planning Committee and was the invited keynote speaker at the first International Symposium on Career Development and Globalization at Osaka University in Japan.

Suzanne is an active member of NACE, where she currently serves as co-chair of the Honors & Awards Committee and MPACE (Mountain Pacific Association of Colleges and Employers) where she serves as Pacific South Regional Director for 2015–2017. Her involvement in these organisations also includes numerous conference presentations, committee roles, award nominations, and co-writing the chapter, 'The Future of Career Services', for NACE's book *Leadership in Career Services: Voices from the Field*. Suzanne also worked at the University of Las Vegas-Nevada Career Center, taught English in Taiwan, and has travelled to 40 countries. She holds a master's degree in Higher Education from the University of Arizona.

Dr Julie Howell j.howell@curtin.edu.au



Dr Julie Howell is the Associate Director of the Curtin University Careers, Employment and Leadership Centre. Julie's employment has substantially lain within the education sector and has included being employed in higher education, the vocational education sector, and secondary and community education. She has worked in both Australia and Canada. Underpinning these responsibilities in programme management has always been her background in

the delivery of educational and training programmes. Julie's research interests are motivated by a desire to both strongly link theory and practice and to incorporate career development learning within curricula. Most recently she has been engaged in the use of analytics and evidence of achievement of learning to assess students' achievement of employability and retention outcomes. Her PhD research explored what takes place in a structured career education programme, specifically what it is that 'works' and helps students' career learning experiences. The programme extended the use of an electronic portfolio both as a teaching platform, and a tool to use for career management and development. Julie is the current National President of NAGCAS: National Association of Graduate Careers Advisory Service and until recently was a board member of GCA: Graduate Careers Australia.

Judie Kay judie.kay@rmit.edu.au



Judie Kay is Associate Director, Careers and Employability at RMIT University, and leads a range of university-wide strategies to enhance the employability for RMIT's 86,000 students globally including currently the development of RMIT Employability Plan. Judie has extensive experience in the strategic implementation of university-wide employability and work-integrated learning policy, systems and projects. In addition, Judie holds the position of President of ACEN, the peak Australian body for work-integrated learning and in that role advocates for employability and work-integrated learning nationally. Judie led ACEN's involvement in the development of the National Work-Integrated Learning Strategy for Australia and provides advice to the Australian government on the nation's International Education Strategy. Judie is active internationally, representing Australia on the world body, WACE, co-ordinating regular meetings of national WIL associations and is involved in global projects including the development of global professional development modules. In 2015 Judie was awarded the WACE international award for Excellence in Innovation, Entrepreneurship and Commitment to Cooperative Education and Work-Integrated Learning. With experience in a number of national WIL projects, including Leadership for WIL and Industry Engagement in WIL, Judie has recently been awarded a national grant to lead a project investigating and developing resources to support innovative work-integrated models such as micro internships and placements in incubators, and enhancing engagement with small to medium enterprises. This project is in collaboration with Curtin and QUT Universities and two peak industry groups, the Australian Chamber of Commerce and the Australian Industry group.

Caroline Konrad caroline.konrad@ryerson.ca



Caroline Konrad is the Director of the Career Centre, Ryerson University where she is implementing a three-pillar model of career education, bridging the curricular and co-curricular student experience. Since moving to this model in Fall 2014, the team have received two national awards for their work. Previously, as Head of Careers at University of Southampton, England, she integrated a university-wide careers offering across three campuses and developed the university's first student work experience programme. Prior to this, she brings nearly a decade of experience working with multinational companies and government organisations in Brussels, London and Budapest. Caroline holds a BA honours in Political Science from the University of Toronto and an MA in International Politics from the University of Paris XI. She speaks French and Hungarian. Connect with Caroline on LinkedIn: ca.linkedin.com/in/carolinekonrad and Twitter: [@caroline_konrad](https://twitter.com/caroline_konrad)

Dr Norah McRea nmcrae@uvic.ca



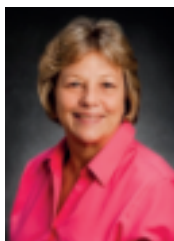
Norah McRae, PhD, is Executive Director of the Co-operative Education Program and Career Services, the Director of the Office of Community-University Engagement and an adjunct faculty member at the University of Victoria, Canada. Her involvement in cooperative education, work-integrated learning and community engagement spans more than 20 years, over which time she has led strategic programme development and research on student engagement, work-integrated learning and intercultural competency development. Her doctoral research examined conditions that enable transformative learning during work-integrated learning and led to the development of a preliminary theoretical model. Norah has been published in the *International Handbook for Cooperative and Work-Integrated Education*, *Asia-Pacific Journal for Cooperative Education*, *CEIA Journal* and *The World is My Classroom: International Learning and Canadian Higher Education*. She is a faculty member for the WACE Planning Institute for Global and Experiential Education, the WACE Assessment Institute and an adjunct in the Faculty of Education at UVic.

Melanie Parker mlparker@mit.edu



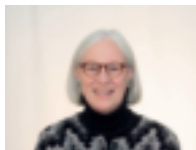
Melanie Parker is Executive Director for the MIT Office of Global Education and Career Development (GECD), which oversees career services, study abroad and prehealth advising. With over 25 years of experience in higher education, she has served in numerous leadership roles within the national professional organisation, the National Association of Colleges and Employers (NACE). Particular areas of expertise include strategic planning, first year career development programmes, global competencies, employer development, new facility development, collaborative partnerships, and outcomes assessment. Melanie was the recipient of the NACE/ Chevron Award for innovative and groundbreaking programming in 2005 and GECD was selected as a 2013 Innovation Excellence Award Finalist for Marketing and Branding. She has conducted external reviews at numerous universities in the United States as well as internationally. She has presented at numerous national, regional and local conferences and has participated in numerous interviews with the media, including television, newspaper and radio. She holds a Bachelor of Science in Business Administration from the University of Maryland and a Master of Education from Mississippi State University and has completed Global Career Development Facilitator training.

Dr Gail Rooney grooney@illinois.edu



Dr Gail Rooney is Associate Dean of Leadership and Career Development and Director of The Career Center at the University of Illinois at Urbana-Champaign. She has worked in higher education for over 30 years in a variety of positions including counselling, teaching and administration. Her work has been within community colleges, small-private colleges and large universities. She received her PhD in Counseling Psychology from the University of Illinois. Her past roles include student affairs and career services administration, faculty teaching for undergraduate and graduate students, and consulting with career services, student programmes, and social agencies. She has presented at several conferences on topics such as using learning outcomes in career services, campus-wide first destination practices, technology-enhanced career exploration, ethics in social networking, assessment to guide evidence-based practice, and strategic planning for organisational/service improvement.

Patricia Rose prose@upenn.edu



Patricia Rose is Director of Career Services at the University of Pennsylvania. In that capacity she oversees career advising and programming, graduate/professional school advising, employer outreach and recruiting for all Penn undergraduates and graduate students in nine schools. She previously worked with Wharton MBA's, and ran a programme to help non-business PhD holders make the transition to the corporate world. She holds undergraduate and graduate degrees in English, and before embarking on an administrative career she taught English at liberal arts colleges and at Penn, where she did her graduate work. Pat Rose speaks frequently to students, alumni and business groups on career management topics and employment trends. She serves on the board of Philly Fellows, and is the Clerk of the School Committee (board of trustees) of Germantown Friends School. In her spare time, she roots (futilely) for the Philadelphia Phillies and Eagles. She is proud of her Irish roots, and looks forward to spending some time in this beautiful country.

Dr Kelli Smith kksmith@binghamton.edu



Kelli Smith has 23 years of experience in higher education, most recently serving as the Director of University Career Services at Binghamton University (SUNY) in upstate New York since 2014. Prior institutions include University of Nebraska-Lincoln (UNL), Nebraska Wesleyan, Georgetown University, Doane College and Indiana University, primarily in career services. She successfully grew her staff from 14 to 21 professionals and 50 students in her first two years. She also teaches leadership within Binghamton

University's School of Management. Kelli has served on the Directorate for an ACPA commission on career development, the NACE First Destination Survey Task Force, last year's NACE Leadership Advancement Program class, and is currently on the NACE Awards Committee and recently developed the new 'Career Champion' award. Her relevant publications include the Jossey-Bass/Wiley sourcebook, *Strategic Directions for Career Services Within the University Setting* (December, 2014) and the chapter 'Preparing Students for After-College Life: The Context' in *Stepping Up to Step Out: Helping Students Prepare for Life After College* (June, 2012). A forthcoming publication is the Jossey-Bass/Wiley sourcebook, *Leadership Development for Career Readiness in University Setting* (February, 2018). Kelli is passionate about college student success, trends in career services, student leadership development and higher education.

Martin Smith martin@uow.edu.au



Martin has worked at the interface between higher education and the world of work for 25 years. He has led the university's approach to developing a career-ready culture integrated across employability initiatives embedded within the learning and teaching strategy of the university. Examining the contribution of Career Development Learning to Work-Integrated Learning and the wider student experience has been a research focus, particularly during his role as

Project Leader for a national Scoping Project. He was awarded a Citation from the Australian Learning and Teaching Council and led a national workplace learning programme which received a Business Higher Education Round Table award for collaboration. He is currently leading a global research project examining how employability is termed, driven and communicated by universities. He is a Senior Fellow of the Wollongong Academy of Tertiary Teaching & Learning Excellence (WATTLE). He has held national leadership roles within professional bodies such as the NAGCAS and Graduate Careers Australia and is an Honorary Life member of NAGCAS. He has held the position of President of the Career Industry Council of Australia for the last three years.

Trudy Steinfeld tss1@nyu.edu



Trudy Steinfeld is the Associate Vice-President and Executive Director of the New York University Wasserman Center for Career Development and oversees over 30 full-time and 25 part-time staff. Trudy has extensive experience in the field of career development, experiential education and recruiting, and is considered a national expert on the job market and employment trend. She has been a frequent media contributor to:

The New York Times, The Wall Street Journal, Business Week, Fortune, New York Daily News, New York Post,

Crain's, NBC, CBS, ABC, MTV, CNN, CNBC, MSNBC, NPR, CBS Radio, Newshour with Jim Lehrer and several international television and print news outlets. Trudy was a featured career expert on the cable show *The Job Hunt* as well as the CBS *This Morning Show*. Trudy is a visiting instructor at the NACE Management Leadership Institute and a facilitator at the highly acclaimed Career Services Institute (CSI). Currently, Trudy is a contributor to Forbes.com. In her column, Career Warrior, she comments on important strategies for college students and graduates seeking career advice. She is also the co-editor and a contributor to *Leadership in Career Services: Voices from the Field*, a collection of individual voices and perspectives of experienced college and university career services leaders and corporate recruiting professionals. Additionally, Trudy has been a presenter and keynote speaker at over 100 national meetings and conferences including National Association of Colleges and Employers (NACE) annual meetings, Universum, Women for Hire, and the Global Work and Integrated Learning Conference held in Durban, South Africa. She continues to chair and serve on several key committees, task forces and major conferences for NACE, and advises on several national conferences such as the first ever Global Recruiting Symposium.

Trudy is also a recipient of both NASPA and multiple NACE Excellence awards. Trudy earned her bachelor's degree in American Studies and Education from Ramapo College and holds a master's degree from the Graduate School of Arts and Science at New York University. She has also completed extensive coursework in counselling psychology from the NYU Steinhardt School of Culture, Education, and Human Development. Outside of her professional life, Trudy is passionate about coffee, her dog Norm, and the NY Mets.

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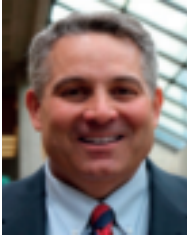
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Sinead Darcy

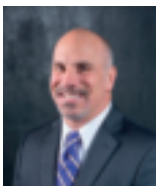
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With roots in student research, Universum has evolved to become a data-led, digital employer branding company. We provide an agile, end-to-end approach to employer branding, including research, consulting, digital products and brand activation services.

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This image shows a full page of blank handwriting practice paper. It features approximately 28 evenly spaced, horizontal blue lines across the entire page. The lines are thin and consistent in color, providing a guide for letter height and placement. There are no margins, text, or other markings present.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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