

2023

# UACE CONFERENCE

FOSTERING FUTURES: SUPPORTING SUCCESS  
AND GROWTH THROUGH CAREER SERVICES



**MAY 19, 8:30 AM - 3:00 PM**

UTAH VALLEY UNIVERSITY WASATCH CAMPUS

3111 COLLEGE WAY, HEBER CITY, UT 84032



# CONFERENCE PROGRAM –

## WELCOME

8:30am - 10:20am

### CHECK-IN & BREAKFAST

8:30am - 9:00am – Room 202

### KEYNOTE – CHRISTIAN HANSEN

9:10am - 10:20am – Room 204

### WELCOME

9:00am – Room 204

The Influence Mindset author, Christian Hansen, will teach us how to help students present themselves more strategically and how to assist them to adapt their message to "rise above the noise."

## 1ST SESSION

10:30am - 11:20am

### LEVEL-UP YOUR MARKETING STRATEGIES

MCKINLEY HATCH – Room 224

Learn how to level-up your marketing strategies to increase event attendance and social media engagement. Receive a step by step guide on how to create a marketing strategy that is successful for YOU and your target audiences.

### TURNING CAREER ADVISING THEORY INTO CAREER ADVISING PRACTICE

SUE STEPHENSON & DAVE OAKESON – Room 227

We all know of the pain students experience when they feel pressured yet fearful to choose a major. Learn how career advising theory can be transformed into career advising practice, to better support undecided students.

### WELLBEING: HELP YOURSELF TO HELP YOUR STUDENTS

JESSICA LUND – Room 228

Gallup reports that only 33% of global employees thrive, leading to suffering that affects various aspects of life. Learn the five universal elements of well-being to promote thriving among yourself and your students.

### STARTING STRONG IN A NEW POSITION: HELPING STUDENTS GROW AND RISE IN THEIR CAREERS AFTER LANDING THAT INTERNSHIP OR JOB

TONY JEWKES & ANDREA MERRIMAN – Room 229

Acquiring an internship or job is just the beginning; students must also overcome habits and roadblocks to succeed in the workplace. Discover and discuss these obstacles and strategies for starting strong to achieve career success.



## 2ND SESSION

11:30am - 12:20pm

### **FOSTERING CULTURE TO IMPROVE POST GRADUATION SUCCESS**

**MADALYN SWANSON** – Room 224

Learn how SUU's School of Business achieved a 6% increase in graduate employment and 43% increase in graduates through a four-pronged approach, and how other institutions can replicate this success.

### **LEVERAGING CHATGPT TO GIVE STUDENTS AN EDGE IN THE JOB MARKET**

**SKYLER COOMBS & SHANE BLOCKER** – Room 227

Learn how to use ChatGPT, a powerful language model, to help students find jobs and graduate programs, build skills, and achieve career goals. Gain practical tips for integrating ChatGPT into career advising programs.

### **USING THE MAGIC OF DESIGN THINKING TO SPARK A NEW APPROACH TO CAREER DEVELOPMENT FOR EXPLORATORY/UNDECIDED STUDENTS**

**JILLIAN MORLEY** – Room 228

Discover how to engage undecided students in career development with Exploratory Advising and the Career Design Center's collaborative approach, using design thinking. Learn about our prototypes and share successful practices from other institutions.

### **WSU'S CAREER MENTORING PROGRAM & PROFESSIONAL HEADSHOT ROOM**

**JACOB WILKEY, ALEJANDRO SILVA & MAKAYLA GEDDES** – Room 229

Explore WSU's Career Mentoring program and Professional Headshot Room, including mentors' roles, training, team atmosphere, and increased student engagement in career development.

## LUNCH

12:30pm - 1:20pm

### **LUNCH, PROGRAMMING AWARDS, & RECOGNITIONS**

**STAN/LISA** – Room 202

Enjoy a delicious lunch along with programming awards and recognitions.

## ROUNDTABLES

1:30pm - 2:20pm

### DIRECTORS

ROOM 224

### MARKETING/EVENTS

ROOM 228

### EMPLOYER OUTREACH

ROOM 227

### CAREER ADVISORS

ROOM 229

## CLOSING

2:30pm

### CLOSING REMARKS

STAN/LISA – Room 202

## RECOGNITION

### RETIREEES



#### Stan Inman

Director

23 years in this role, 31 at UofU



#### Paige Geslin

Career Design Specialist

28 years at USU



#### Scott Greenhalgh

Director, Alumni &  
Employer Engagement

37 years at BYU

### IN REMEMBRANCE



#### Larry Burdett

Employer Outreach & Job  
Development Coordinator

14 years at WSU



#### Sam Morrison

Executive Director

40+ years at UofU

# SPECIAL THANKS

TO OUR UACE PLANNING COMMITTEE

## CHAIR

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LISA LAIRD

## COMMITTEE MEMBERS

---

SCOTT MOON

BRYNN LEAVITT

LINDSEY BOSLEY

JACOB WILKEY

MIKE RAY

PAIGE ADAMS

KELSIE DOUGLAS

LINDSEY CHRISTENSEN

DOTTIE CATLIN

LEANN WEIBERT

CRYSTAL CORY

STAN INMAN

TRISHA JENSEN

MCKINLEY HATCH

# THANK YOU!

