

# CONFERENCE PROGRAM

## 8:00AM REGISTRATION

**Location:** Prillaman Hall Lobby (HS 1100)

## 8:00 – EMPLOYER NETWORKING BREAKFAST

8:50AM Attendees must RSVP in advance to attend this session

**Location:** Prillaman Hall Indoor Plaza (HS 1001)

## 9:00 – WELCOME & OPENING KEYNOTE ADDRESS

9:50AM "When I Grow Up: College is the Beginning, Not the End"

Dethra U. Giles - Founder, Author & Consultant

**Location:** Prillaman Hall Auditorium HS 1000

## 10:00 – BREAKOUT SESSION 1

10:50AM

"Work it! The Professional Value of Effective Collaborative Skills from Campus to Career"

**Speaker:** Dr. Audrey Allison, Associate Professor, School of Communication & Media

**Location:** HS 1103

**Description:** College students who master group-oriented assignments with exemplary task coordination, time management, leadership ability, or ethical integrity consequently possess a valuable workplace currency.

"Cover Letters: Communicating Your Value"

**Speaker:** Tallia Deljou, Co-founder & President, Mavenly + Co

**Location:** HS 1105

**Description:** In this session, participants will gain a unique perspective on how to communicate their value through a cover letter by going 'against the grain.' They will learn how to make themselves stand out using principles of Positive Psychology and strength-based language.

"Effective Communication when Speaking to Small & Large Groups"

**Speaker:** Dr. Matthew Robison, Director, Department of Student Engagement

**Location:** HS 2008

**Description:** This program will prepare you to be a better, more effective communicator when talking with and/or presenting to small and/or large groups. It will provide insight into how to speak with power and purpose and communicate in a way that motivates and moves your audience. The session will be interactive, utilizing role-play activities to get "hands-on" with the information covered. It is sure to be tons of fun!

"Intercultural Competence & Soft/Transferable Skills"

**Speaker:** Dr. Sabine Smith, Coordinator of German Community Engagement & Professor, Department of Foreign Languages

**Location:** HS 2010

**Description:** After defining what intercultural competence and soft/transferable skills are, we discuss scenarios and strategies relevant to students in academic and professional settings, in curricular contexts and in the job application/interview process. Participants will be introduced to real-world examples and engage in discussion, role-play, and the drafting of an "elevator pitch."

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10:50 – **NETWORKING BREAK**

11:10AM Browse employer information tables & network with attendees  
**Location:** Prillaman Hall Indoor Plaza (HS 1001) & Lobby (HS 1100)

11:10 – **BREAKOUT SESSION 2**  
12:00PM

"Connecting the Dots.. How Getting Involved Gets You a Job"

**Speakers:** Drew Harvill, Associate Director Student Life & Nicole Kogan, Assistant Director Student Conduct and Academic Integrity

**Location:** HS 1103

**Description:** This presentation will focus on discussing the benefit of engaging in co- and extra-curricular experiences at Kennesaw State, as well as how to highlight those experiences when connecting with employers.

"Attitude, Aptitude, Skills & Experience - Building Blocks of Successful Professionals"

**Speaker:** Frank Ziller, Chief Information Officer, Intelliteach

**Location:** HS 1105

**Description:** Regardless of profession, attitude, aptitude, skills and experience all play a key role in any professional's career. Attitude is the way a person approaches their profession, aptitude refers to God-given talents one is born with, skills refer to what is learned and experience is the application of attitude, aptitude and skills over time.

"Practice Makes Perfect: Perfecting the Art of Interviewing"

**Speaker:** Tiffany Hunt, Assistant Director Auxiliary Services and Programs

**Location:** HS 2008

**Description:** This session will teach you how to prepare for your upcoming interviews by reviewing basic interview strategies. Different kinds of interview settings, appropriate dress, prep work before the interview, and best follow up practices will all be reviewed.

"Networking: The Art of Connecting with People"

**Speaker:** Charles "Rey" Versola, Career Coach, Hughes Leadership and Career Program

**Location:** HS 2010

**Description:** The purpose of this presentation is to help students, recent graduates, alumni, and career changers understand the basics of networking, best practices, and the concept of NetWeaving ("Pay It Forward"). The goal is to encourage and empower the attendees to start networking or enhance their networking skills with confidence and a willingness to help others first.

12:00 – **LUNCH**

1:00PM **Location:** University Commons (General Dining Area)

12:10 – **LUNCHTIME ACTIVITY**

12:50PM "Table Manners, Etiquette, Professionalism – What Is That?"

**Speaker:** Leigha Tiple, Corporate Recruiter, The Haskell Company

**Location:** University Commons (Upstairs Private Dining)

*\* Space is limited, seating is 1st come/1st served. Bring your food from downstairs.*

**Description:** Sure, by now, we should understand the importance of being 'professional,' but what does that really look like? It's more than just appearance; it's a state of mind.

# CONFERENCE PROGRAM

## 1:00 – CONFERENCE ACTIVITY: "EMPLOYER FEUD"

1:50PM Please make your way from lunch to the auditorium promptly for this activity.  
**Location:** Prillaman Hall Main Auditorium HS 1000

## 2:00 – BREAKOUT SESSION 3

2:50PM "Should You Get a Graduate Degree?"

**Speaker:** David Baugher, Senior Assistant Dean, The Graduate College

**Location:** HS 1103

**Description:** This session will help you understand the factors that go into the decision-making process and the benefits of obtaining a graduate degree. We will also discuss how to select the right program for your needs and how to navigate the application process.

"You've Got a Lot of Experience & Activities on Your Resume. So What?"

**Speaker:** Dr. Tom Vizcarrondo, Assistant Professor, School of Communication & Media

**Location:** HS 1105

**Description:** This program is designed to help attendees understand that a resume should do more than list activities and experiences. The resume should specifically translate those experiences into accomplishments that are relevant to a prospective employer, and should show how the applicant can help the employer achieve its specific goals and objectives. The session will then offer ideas as to how to take a list of extracurricular activities, internships, or work experiences, and present them in a resume that focuses on achievements over activities and contributions over collaborations.

"How to Plan for an Interview"

**Speaker:** Jessi Shell, Field Recruiter, Auto-Owners Insurance

**Location:** HS 2008

**Description:** The program will go over the ins and outs of interviewing: what to wear, what to bring, how to prepare for questions, what questions to ask, what to do after the interview, image on social media, quick resume overview.

"Understanding Employer Benefit Packages"

**Speaker:** Wade Smith, Technology Manager, State Farm Enterprise Technology

**Location:** HS 2010

**Description:** The presentation will discuss the aspects of a job offer that candidates should consider. We will discuss differences in benefits and the potential of receiving more than one offer with the same salary.

## 3:00 – ALUMNI PANEL PRESENTATION

3:45PM "Sound Advice from Owls Who Have Been in Your Shoes"

**Location:** Prillaman Hall Auditorium HS 1000

## 3:45 – RAFFLE & CLOSING REMARKS

4:00PM Attendees who enter for raffle prizes must be at this session for chance to win

**Location:** Prillaman Hall Auditorium HS 1000