



**FUTURE**

»»» *FORWARD*



**2023**

**SUNYCDO CONFERENCE**

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**JUNE 14-16, 2023**

# SUNY CDO 2023

## Welcome

It's been my pleasure to serve as the President of SUNY CDO for the past year. The Board has been hard at work to continue CDO's long-standing legacy of quality professional development opportunities and tireless advocacy and support for career services throughout SUNY.

Our organization has a rich history of innovative leadership and member engagement. I encourage every member to consider the ways they can engage with CDO, big or small. I am confident that what you get back, will far outweigh the time you give. An organization is only as strong as its members, and we are counting on YOU to help us move forward into the future.

SUNY CDO is like a family to me and in many ways the conference feels a bit like a reunion. A place of comfort where I can count on some good laughs, memories shared, and a common bond over the work we share a passion for. For 47 years we have been coming together to learn from one another. That is an impressive achievement and something to be proud of. The annual conference is the culmination of a year's worth of planning. Let's give a shout out to the dedicated conference committee, working tirelessly behind the scenes to make this possible.



**Jessie Stack  
Lombardo**

SUNY CDO PRESIDENT  
2022-23

On behalf of the entire organization, THANK YOU!

**President's Welcome**



**Jessica Pugliese**

2023 CONFERENCE  
CO-CHAIR

Welcome to Albany, NY! We're excited for you all to be in New York's capital. During these next couple of days, we hope you engage with relevant Future Forward sessions, exciting keynotes, and the company of colleagues and friends.

Thank you to the conference committees for their hard work to put together a successful event! We understand how challenging it is to dedicate time outside of your full-time job to collaborate for the benefit of the organization.



**Dawn DeLeury Jones**

2023 CONFERENCE  
CO-CHAIR

**Co-Chairs' Welcome**

## 2023 Conference Team

**Conference Co-Chair**  
**Conference Co-Chair**

Jessica Pugliese, University at Albany  
Dawn DeLeury Jones, SUNY Schenectady CC

### Programming Committee:

Liz Doherty, Mohawk Valley CC - *Chair*  
Yue Riesbeck, Mohawk Valley CC  
Tina Cooper, SUNY Oswego

### New Member/Newcomer Committee:

Erica Hoerz, SUNY Cobleskill - *Chair*

### Marketing Committee:

Tina Cooper, SUNY Oswego - *Chair*

### Employer Relations Committee:

Lynn Rogers, Buffalo State - *Chair*

### Registration Committee:

Cathy Parker, University at Albany - *Chair*  
Megumi Kim, University at Albany

### Raffle Committee:

Megumi Kim, University at Albany - *Chair*  
Taylor Lynch, SUNY Cortland  
Erica Hoerz, SUNY Cobleskill

### Entertainment Committee:

Vincia Phillip, University at Albany - *Chair*  
Anita DeCianni-Brown, SUNY Empire

## 2022-2023 SUNYCDO Board

**President**

Jessie Stack Lombardo SUNY Geneseo

**President-Elect**

Sheila Cooley SUNY Oswego

**Treasurer**

Christopher LaGrow SUNY Fredonia

**Secretary/New Member at Large**

Erica Hoerz SUNY Cobleskill

**Professional Development**

Karen Kus SUNY Potsdam

**Member Relations**

Jackie Wallace SUNY Oswego

**Employer Relations**

Lynn Rogers Buffalo State

**4-Year Director Liaison**

Mark McFadden SUNY New Paltz

**2-Year Director Liaison**

Gelaine Williams Westchester CC

**DEI Committee**

Nan Pasquarello SUNY Cortland

**SUNY Admin Liaison**

Tina Cooper SUNY Oswego

**SUNY Admin Rep.**

Diana Pasterchick SUNY Administration

## 2023-2024 SUNYCDO Board

**President**

Gary Morris\* SUNY Oswego

**President-Elect**

Tina Cooper\* SUNY Oswego

**Treasurer**

Christopher LaGrow\* SUNY Fredonia

**Secretary/New Member at Large**

Taylor Lynch\* SUNY Cortland

**Professional Development**

Liz Doherty\* Mohawk Valley CC

**Member Relations**

Jackie Wallace SUNY Oswego

**Employer Relations**

Denise Harris\* Buffalo State

**4-Year Director Liaison**

Mark McFadden SUNY New Paltz

**2-Year Director Liaison**

Gelaine Williams Westchester CC

**DEI Committee**

Nan Pasquarello SUNY Cortland

**SUNY Admin Liaison**

Jessie Stack Lombardo\* SUNY Geneseo

**Technology Coordinator**

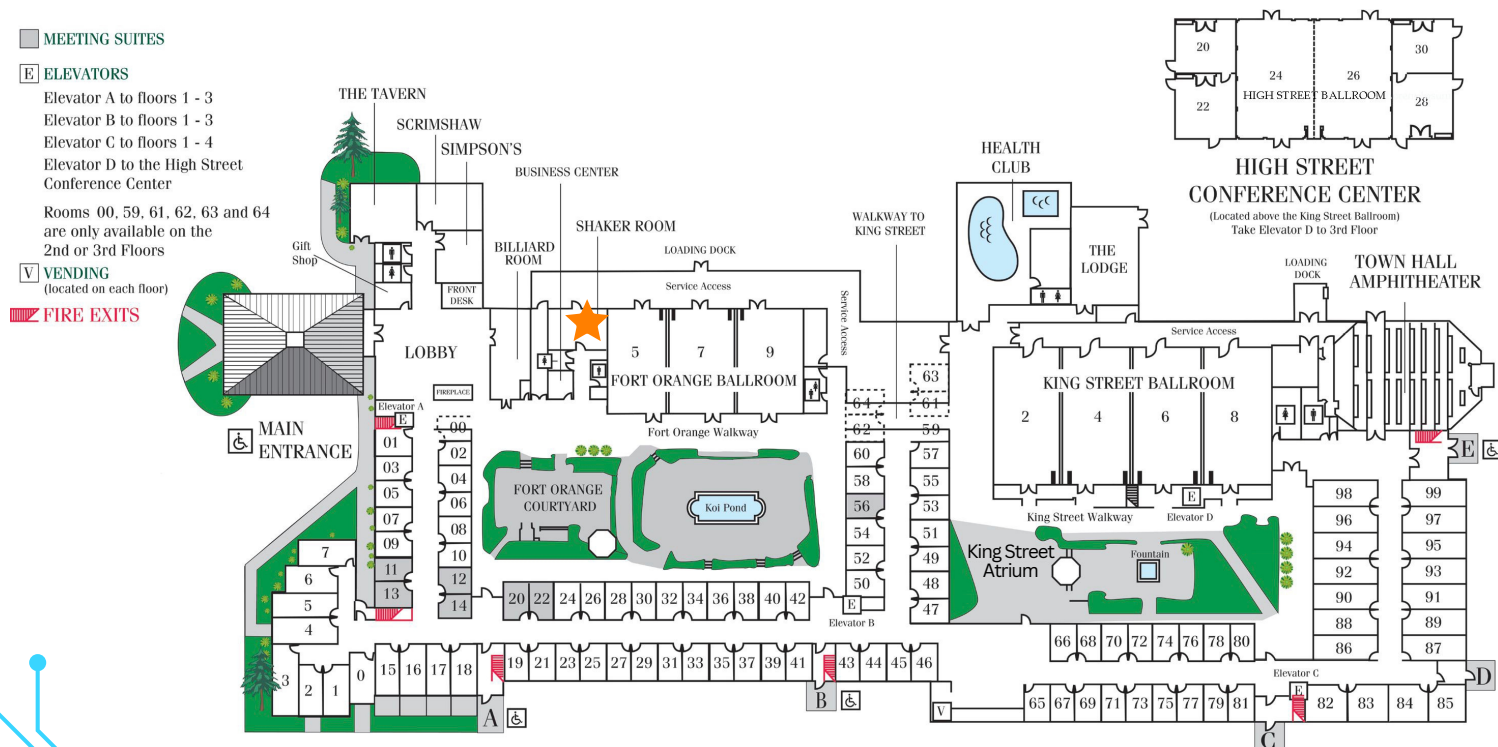
Andrew Swanson\* University at Buffalo

**SUNY Admin Representative**

Diana Pasterchick SUNY Administration

# PROPERTY MAP

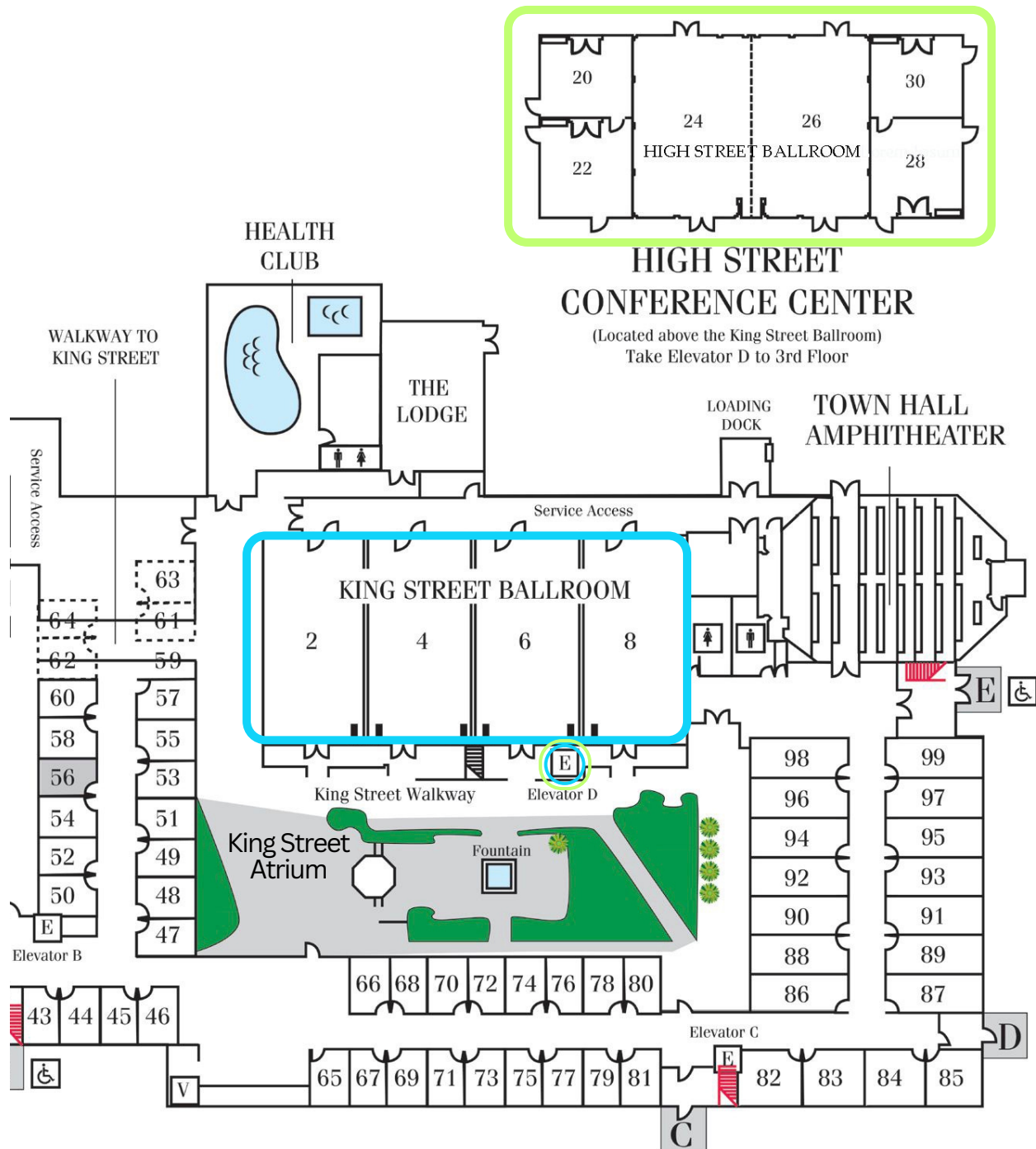
**NOTE: Please also refer to the map in your registration packet as some updates (i.e restaurant names, lobby related areas) may not be reflected on this map.**



 **Shaker Room**  
 (For Directors' Meetings)


**MAIN PROGRAM  
 LOCATIONS**  
 (see next page)





 King Street Ballroom

 Elevator D

 High Street & HS Ballroom  
 (Above King Street)

 Shaker Room (See first map)

## TUESDAY, JUNE 13

4:00-6:00 pm **Conference Check-in**  
6:30 pm **Dinner**

King Street Reg.  
OYO (On Your Own)

## WEDNESDAY, JUNE 14

8:30-9:30 am **Board of Directors Meeting**  
9:00-11:00 am **Conference Check-in**  
9:00-11:00 am **Networking with Exhibitors**  
9:35-11:00 am **2 yr. & 4 yr. Directors Meeting**  
11:30 am-12:30 pm **Lunch**  
11:30 am-12:30 pm **Newcomers Luncheon**  
12:45-1:00 pm **Conference Welcome**  
1:00-2:30 pm **Keynote: Marti Konstant**  
2:30-3:00 pm **Networking with Exhibitors**  
3:00-3:50 pm **Breakout Sessions 1**  
4:00-5:00 pm **Keynote: John Robinson**  
5:15-6:15 pm **Reception & Raffle**  
6:30-10:00 pm **Dinner & Entertainment**

Shaker Room  
King Street Reg.  
King Street Atrium  
Shaker Room  
High Street Ballroom  
28 High Street  
King Street Ballroom  
King Street Ballroom  
King Street Atrium  
24-28 High Street  
King Street Ballroom  
King Street Atrium  
King Street Ballroom

## THURSDAY, JUNE 15

6:30-7:15 am **Yoga**  
7:00-8:45 am **Breakfast**  
8:00-9:00 am **Conference Check-in**  
8:00-8:30 am **SUNYCDO Member Meeting**  
8:45-10:15 am **Keynote: Dr. Kimberly Yousey-Elsemer**  
9:00 am-4:00 pm **Exhibitors Open**  
10:15-11:30 am **AM Exhibitor Break**  
11:30 am-12:20 pm **Breakout Sessions 2**  
12:30-1:30 pm **Lunch**  
1:45-2:35 pm **Breakout Sessions 3**  
2:45-3:35 pm **Breakout Sessions 4**  
3:35-5:30 pm **Paint Social or Entertainment OYO**  
5:30-6:30 pm **Cocktail Hour**  
6:30-7:30 pm **Dinner**  
7:30-8:30 pm **SUNYCDO Awards**  
8:30-10:00 pm **Trivia or Entertainment OYO**

Hotel Gym/Pool Area  
King Street Ballroom  
King Street Reg.  
King Street Ballroom  
King Street Ballroom  
King Street Atrium  
King Street Atrium  
24-28 High Street  
King Street Ballroom  
24-28 High Street  
24-28 High Street  
Shaker Room or OYO  
King Street Atrium  
King Street Ballroom  
King Street Ballroom  
King Street BR or OYO

## FRIDAY, JUNE 16

7:00-8:45 am **Breakfast**  
8:45-9:35 am **SUNY Administration Panel**  
9:45-10:30 am **Breakout Sessions 5**  
10:30-11:00 am **Conference Closing**

King Street Ballroom  
King Street Ballroom  
King Street BR 2, 4 & 6  
King Street Ballroom

# ENTERTAINMENT ON YOUR OWN:

# ALBANY, NY

**WE ARE 15 MINUTES FROM DOWNTOWN!**  
(AND EVEN LESS FROM MANY OTHER DESTINATIONS)



## Shopping

[Colonie Center](#)

[Stuyvesant Plaza](#)

[Crossgates Mall](#)



## Outdoor Activities

[The Crossings](#)

[Six Mile Waterworks](#)

[Albany Pinebush Preserve](#)

[June Farms](#)



## Evening Life

[Generation Axe Throwing](#)

[Bard and Baker: Board Game Cafe](#)

[Toro Cantina](#)

[Shaker and Vine: Wine Bar/Cocktails](#)

[Nine Pin Cider Works](#)

[The Hollow Bar & Kitchen](#)



**AND HERE'S A PROFESSIONAL  
MAP OF DOWNTOWN ALBANY**

■ SYMPLICITY

# BEYOND A JOB BOARD.

Symlicity CSM's Experiential Learning (EL) module empowers colleges and universities to increase participation, enhance campus collaboration and provide departments with robust student reporting so you can tailor your own EL program and track touchpoints every step of the way.

**Stop by the Symlicity booth to see it in action.**

INFO@SYMPLICITY.COM | WWW.SYMPLICITY.COM

## Who We Are:

The nation's premier experiential education research and consulting firm who partners with higher education institutions to help educate companies on how to maximize their internships and talent acquisition strategies!

### Workshops

- FREE for institutions to host

### MyInternBridge

- Learning management system

### Consulting

- Packages available to connect your employers



CONTACT  
US





## BoostGrad

BoostGrad is a Career Readiness Platform focused on bridging the gap of deficit we see in Professional development of our future workforce. We ensure this by providing a framework for targeting Career-related goals and outcomes for all students and young graduates, regardless of the student's field of study. BoostGrad provides a means for Employers to identify talent with key skills and abilities across all job roles and ultimately, support a seamless and efficient Talent acquisition process to build out a strong workforce. [www.boostgrad.com](http://www.boostgrad.com)

## careershift

a division of Student Playbook 

Power Up Social Capital for your students, alumni and your career center.

Research shows that 70% of all jobs are not published publicly on jobs sites and as much as 80% of jobs are filled through personal and professional connections. Get the information you need to target employers, organize your data and follow up to catapult your search: 31M+ employers, 144M+ business professionals including emails, direct dial phone numbers and 16M+ jobs in the U.S. and globally. [www.careershift.com](http://www.careershift.com)



GradLeaders is a Software-as-a-Service company based in Columbus, OH. We've been operating in the early talent acquisition and career services space since the 1990s. From the beginning, GradLeaders' north stars have included offering easily accessible support and the ability for clients to private label, customize and configure our software to their specific brand, workflow, and reporting requirements. Our historic target markets have been higher education institutions and employers seeking candidates with degrees. Our cloud-based offerings include a business management platform created specifically for career services offices in the education and workforce development space; a talent acquisition platform for the recruiting departments of employers; virtual career fair/event software; and tools to manage experiential learning and internship programs. [www.gradleaders.com](http://www.gradleaders.com)

## Handshake

Handshake is the #1 place to launch a career with no connections, experience, or luck required. Handshake's community includes over 12 million students and young alumni around the world from 1,400 educational institutions, including four-year colleges, community colleges, boot camps, and 290+ minority-serving institutions. The platform connects up-and-coming talent with 750,000+ employers - from Fortune 500 companies like Google and Nike to thousands of public-school districts, healthcare systems, nonprofits, and even sports teams like the LA Dodgers. Handshake is headquartered in San Francisco with offices in Denver, New York, and London and teammates working globally. [www.joinhandshake.com](http://www.joinhandshake.com)

## SYMPPLICITY

Symplicity helps over 1,200 institutions deliver positive employment outcomes for their students. We provide a comprehensive employability platform that prepares students for careers, supported by outcomes surveys, data reporting and visualizations, and integrations with campus systems. [www.symplicity.com](http://www.symplicity.com)



# Do your students know about Idealist?

## Job opportunities

Social-impact jobs and internships posted by organizations around the world.

## Professional advice

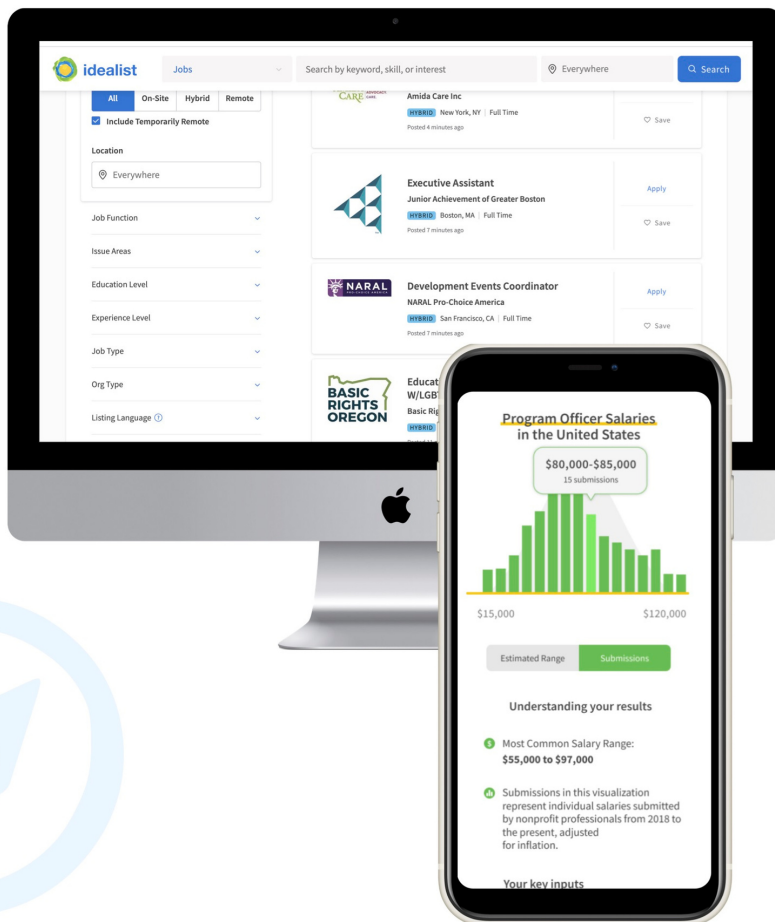
Tips, tools, and templates from career experts, plus, a free, email-based professional development course.

## Salaries calculator

Nonprofit compensation tool based on real data from real people.

## Volunteer opportunities

Thousands of ways to give back while gaining valuable experience.



# SUNYCDO 2023 - Conference Program

## Day 1 - Wednesday June 14

8:30-9:30 am	<b>Board of Directors Meeting</b>	Shaker Room
9:00-11:00 am	<b>Conference Check-in</b>	King Street Registration
9:00-11:00 am	<b>Networking with Exhibitors</b>	King Street Atrium

### EXHIBITORS



GRAD**LEADERS**

**BoostGrad**

**careershift**  
a division of Student Playbook 

**Handshake**



**SYMPPLICITY**

9:35-11:00 am	<b>2 yr. &amp; 4 yr. Directors Meeting</b>	Shaker Room
11:30 am-12:30 pm	<b>Lunch</b>	High Street Ballroom
11:30 am-12:30 pm	<b>Newcomers Luncheon</b>	28 High Street
12:45-1:00 pm	<b>Conference Welcome</b>	King Street Ballroom

# SUNYCDO 2023 - Conference Program

## Day 1 - Wednesday June 14

1:00-2:30 pm

**Keynote: Marti Konstant**

King Street Ballroom

### KEYNOTE SPEAKER



## Marti Konstant

### WORKPLACE FUTURIST

Marti Konstant is a workplace futurist, inventor of the category career agility, and the best-selling author of *Activate Your Agile Career*. She has an MBA from the University of Chicago Booth School of Business and is a former technology executive that has worked in Silicon Valley.

As a Top Career Influencer and a Top 50 Future of Work Influencer, she has been featured in media outlets such as NBC Chicago, Forbes, and The Muse, and has worked in companies like Samsung, Dow Jones and Apple.

Marti is an expert in applying agile principles to individual and workforce development.

### Career Agility: What's in Your Future?

Agility describes more than your talent for flexing with rapid change. It's transforming how organizations hire, develop, and manage their people. We're in the middle of a career and workplace reset, where businesses and educational institutions need to quickly find ways to adapt or risk disappearing.

So how will you as career services professionals bridge the great divide between survival and thrival mode in your career? To flex forward, you will need to embrace disruption and challenge long-held assumptions in order to design a positive future.

Flexible systems and an agility mindset will reframe the challenges and opportunities for career development. This presentation and interactive discussion will cover multiple trends and actions that impact the future workplace and strategies you can take to usher in the future, one effort at a time.

**SPONSORED BY:**



# SYMPPLICITY





# SUNYCDO 2023 - Conference Program

## Day 1 - Wednesday June 14

2:30-3:00 pm      **Networking with Exhibitors**      King Street Atrium

3:00-3:50 pm      **Breakout Sessions 1**      24-28 High Street

### **On-Campus Student Employment: Establishing Technology, Collaborations, and Consistency** **28 High Street**

Tina Cooper, *Internship & Student Employment Coordinator* (SUNY Oswego, Experiential Learning)  
Taylor Lynch, *Internship & Student Employment Coordinator* (SUNY Cortland, Career Services)

We joined forces! Join Tina Cooper from SUNY Oswego and Taylor Lynch from SUNY Cortland (both Internship & Student Employment Coordinators) in this session that will deep dive into the options of harnessing the potential your campus has in the Student Employment realm. From CSM utilization to implementing practices that foster student affinity for on-campus roles, they'll cover a broad range of what can be done to help you create the best system for your own campus.

### **From Boss to Coach: Management Skills for an Evolving Workplace** **26 High Street**

Cathy Parker, *Associate Director* (University at Albany, Office of Career and Professional Development)

Lack of engagement and employee burnout are two of the biggest issues in the workplace worldwide. Higher Education is no exception. Currently, only 33% of U.S. employees are engaged in their job. Research has also shown that 3 out of 4 employees experience burnout at least sometimes. As a manager you can make a difference in both engagement and wellbeing. Are you currently a manager or supervisor? Do you want to become one someday? This session will look at current research on what employees want and need and the best practices for management in today's environment. We will look at specific ways that managers and supervisors can positively impact both engagement and wellbeing. There will be opportunities to share struggles and concerns as well as suggestions for what can really work.

### **Data Driven Programs & Strategic Planning** **24 High Street**

Mark McFadden, *Director* (SUNY New Paltz, Career Resource Center)  
Oliver Similton, *Undergraduate Research Assistant* (SUNY New Paltz)

For the past 4 years, the SUNY New Paltz Career Resource Center (CRC) has collected student data using a survey tool for the expressed purpose of better understanding our students' perspectives, expectations, and priorities related to personal, academic, and career-related obstacles and goals. With over 1000 responses collected, The CRC staff is now equipped to make informed decisions with respect to planning and delivering programs and services. This workshop will provide an overview of the survey being used and how student feedback is being used to develop new, or modify existing programs and services that address student's concerns and priorities on a scale from the general student population down to specific majors and/or demographic groups.



# SUNYCDO 2023 - Conference Program

## Day 1 - Wednesday June 14

4:00-5:00 pm

**Keynote: John Robinson**

King Street Ballroom

### KEYNOTE SPEAKER



## John Robinson

**CEO, OUR ABILITY**

John is dedicated to connecting individuals with disabilities towards education and employment through mentoring, workshops, public speaking as well as job placement. Our Ability is the only disability owned and operated business dedicated to building employment opportunities through our job platforms, employment webinars, digital profile system and personal empowerment.

In 2013, John Robinson was named one of ten White House (Obama) Champions of Change for Disability Employment. In 2015, Our Ability, Inc. is presented with the Business Excellence Award in Small Business by the New York Small Business Development Corp. In 2018, John Robinson is presented with the Chamber Champion Award in recognition of actions that have advanced the mission of the Capital Region (NY) Chamber. In 2019, John Robinson is named to Governor Andrew Cuomo's Reimagine the Erie Canal Commission (for New York Economic Development).

John Robinson is the subject of "Get Off Your Knees: The John Robinson Story" a public television documentary seen around the world. Syracuse University Press published an autobiography of the same title in 2009.

### How Understanding Ableism and Culture Leads to Inclusion

Our Ability CEO John Robinson will share stories of living with a disability and empowering others with disability to achieve employment success. Businesses will gain a better understanding of the ability within all of us as well as the financial impact in including everyone. Our Ability utilizes generative AI technology to build a better pathway to employment for individuals with disabilities. We are using the same technology to assist students on college campuses in finding education and career pathway. Additionally, we are building an ableist language filter that will work similar to Grammarly. Technology is the great equalizer for individuals with disabilities!

5:15-6:15 pm

**Reception & Raffle**

King Street Atrium

6:30-10:00 pm

**Dinner & Entertainment**

King Street Ballroom

# SUNYCDO 2023 - Conference Program

## Day 2 - Thursday June 15

6:30-7:15 am	<b>Yoga</b>	Hotel Gym/Pool Area
7:00-8:45 am	<b>Breakfast</b>	King Street Ballroom
8:00-9:00 am	<b>Conference Check-in</b>	King Street Reg.
8:00-8:30 am	<b>SUNYCDO Member Meeting</b>	King Street Ballroom
8:45-10:15 am	<b>Keynote: Dr. Kimberly Yousey-Elsener</b>	King Street Ballroom

## KEYNOTE SPEAKER



Dr. Kimberly Yousey-Elsener

**SENIOR MANAGER OF CAREER  
INSIGHTS, DATA, AND RESEARCH**

The Career Leadership Collective

Dr. Kim Yousey-Elsener is the Senior Manager of Career Data and Research at the Career Leadership Collective. She brings over two decades of experience in higher education having professional roles in coordinating student affairs and academic

affairs assessment, teaching at the undergraduate and graduate level, residence life, academic advising and support, community engaged learning, student retention, and student activities. Kim most recently came from Binghamton University where she was the Director of Student Affairs Assessment and Solutions for Engagement.

Her published works include “Coordinating Student Affairs Divisional Assessment: A Practical Guide” from Stylus Publishing as well as “Successful Assessment for Student Affairs: A How-to Guide” and “Advanced Assessment for Student Affairs: Making Reliable Data-Based Decisions”



# SUNYCDO 2023 - Conference Program

## Day 2 - Thursday June 15

from PaperClip Communications. Her research interests include developing cultures of assessment and inquiry, equity minded assessment techniques, student retention, graduate career outcomes and high impact practices. Kim is most passionate about translating data into information to be used to transform systems and structures in order to ensure all students are successful during college and beyond. She received her PhD. from New York University in Higher Education Administration and Policy, her masters in College Student Personnel from Kent State University and a Bachelors of Music Education from Baldwin Wallace University.

### **Transforming Career Practices to Increase ROI and Equitable Career Success**

As higher education recovers from COVID, continues to address structural barriers to equity, and prepares for the projected enrollment cliff, it is essential that institutions use data to define career mobility, articulate the value of their degrees, and demonstrate how they are preparing students for success after graduation. At the intersection of career mobility, return on investment and equity is how institutions are transforming career practices to ensure the success of graduates after graduation. This session uses data from the National Alumni Career Mobility survey to answer questions like: 1) What career practices should higher education strategically invest in that will significantly benefit their graduates as alums? 2) Which of these high impact career practices are more likely to close equity gaps? 3) How can an institutional investment in career influence return on investment (ROI)?

9:00 am-4:00 pm	<b>Exhibitors Open</b>	King Street Atrium
10:15-11:30 am	<b>AM Exhibitor Break</b>	King Street Atrium
11:30 am-12:20 pm	<b>Breakout Sessions 2</b>	24-28 High Street





# SUNYCDO 2023 - Conference Program

## Day 2 - Thursday June 15

### **Career Programming 2.0: Strategizing Traditional Career Events and Relations**

#### **26 High Street**

Yue Riesbeck, *Career Coach* (Mohawk Valley CC, Career Services)

Kevin Siembab, *Career and Employer Relations Specialist* (Mohawk Valley CC, Career Services)

As technology allows us to connect with students and key stakeholders in a variety of innovative ways, good old career programming, events, and relationship building are still a major part of what we do. With this presentation, we hope to shine new light on traditional programming by sharing our best practices and data results on working with students in career ready fields. Kevin and Yue at Mohawk Valley Community College will discuss how we effectively connect students with careers and leveraging relationships with our key stakeholders. (30 minutes). We would also love to hear from you! Share what you do at your organization at the roundtable discussion. (20 minutes).

### **Who Do You Think You Are? Fostering Classroom Conversations in Identity & Career Development**

#### **28 High Street**

Mallory Bower, *Assistant Director of Experiential Curriculum & Assessment* (SUNY Oswego, Experiential Learning)

SUNY Oswego's experiential learning office (EXCEL: Experiential Courses and Engaged Learning) recently launched a course that helps students explore topics of diversity, equity, and inclusion as it relates to their identity development. Learn how this class about social justice and self-exploration has led to positive career development conversations and how you can incorporate these into classroom presentations on your campus.

### **Career Advising through Diversity, Equity, and Inclusion - Panel**

#### **24 High Street**

Nan Pasquarello, *Director* (SUNY Cortland, Career Services)

Jacob Wright, *Career Coach and Educator* (SUNY Cortland, Career Services)

Jasmine Foster, *Career Design Consultant* (University at Buffalo, Career Design Center)

Jessica Lane-Rwabukwisi, *Career Consultant* (Binghamton University, Fleishman Center)

Diversity, equity, and inclusion have become important foci for colleges and universities across the SUNY system. Various career services departments across the state have embraced DEI with open arms and have excelled at building programs, initiatives, and professional development opportunities to enhance career design for underrepresented students. Other departments across the state may still struggle with identifying opportunities to integrate DEI into career advising. This panel will feature SUNY career professionals who will share best practices for how other departments can begin to incorporate DEI into their programming.

# SUNYCDO 2023 - Conference Program

## Day 2 - Thursday June 15

12:30-1:30 pm      **Lunch**      King Street Ballroom

1:45-2:35 pm      **Breakout Sessions 3**      24-28 High Street

### **Creating Meaningful Alumni Engagement with Lifelong Career Services**

#### **26 High Street**

Valerie Matta, *Managing Director* (CareerShift, a division of Student Playbook)

Mark McFadden, *Director* (SUNY New Paltz, Career Resource Center)

For 15+ years, CareerShift has provided an “absolutely essential, must-have” career search and networking platform to over 300 institutions, including many SUNY schools. As part of Student Playbook, CareerShift is now expanding our services, including a pilot program called Alumni Playbook. It goes beyond CareerShift to provide greater networking opportunities including directly linking alumni with relevant recruiters. SUNY schools were among the first to participate in our Alumni Playbook pilot program in early 2023. Join us for an overview of the program and the initial results at our pilot schools. We will also discuss how colleges can build loyalty by providing these enhanced services and the benefits of taking a “give before you get” approach with alumni.

### **Generation Us: Balance & Understanding in a Generationally Diverse Workforce**

#### **28 High Street**

Tina Cooper, *Internship & Student Employment Coordinator* (SUNY Oswego, Experiential Learning)

Mallory Bower, *Assistant Director of Experiential Curriculum & Assessment* (SUNY Oswego, EL)

Participation and communication is the name of this game. Let's get ready to rumble! ...Wait, no, that's not it. Join us for an interactive take on bridging and balancing the generational workplace web as we examine our unique position of meshing the strengths across the four current working generations. Your future workplace and tips to support employers in developing their organizational cultures awaits!

### **Building Community Through Social Media**

#### **24 High Street**

Vincia Phillip, *Assistant Director of Career Education* (University at Albany, Office of Career and Professional Development)

Do you want to learn how to leverage social media to increase student engagement and create a community? Students spend five or more hours each week communicating, learning, and building their personal/professional identity on various social platforms. You might be missing an opportunity to share important messages, connect with students in an approachable manner, and expand the reach of your office. This session will cover strategies you can implement, tips on navigating limitations, and actions you can take to improve the overall purpose of your accounts.



# SUNYCDO 2023 - Conference Program

## Day 2 - Thursday June 15

2:45-3:35 pm

### Breakout Sessions 4

24-28 High Street

#### **Bengal Internship Award: A Stipend for Unpaid Internships**

##### **24 High Street**

Lynn Rogers, *Assistant Director for Employer Engagement* (Buffalo State, Career and Professional Education)

Unpaid internships disproportionately affect female students, students of color, and first-generation students – a large portion of Buffalo State's student population. In less than 1 year, Buffalo State created a stipend for students participating in an unpaid/underpaid internship. Gaining support from upper administration, along with collaborating with Institutional Advancement was critical to the success of the Bengal Internship Award. The award is now in its 2nd year, and we will discuss our successes, challenges and what we have learned. Finally, we will also include how social media played an important role in fundraising as well as advertising to students the Bengal Internship Award application.

#### **Curriculum Integration: The Perfect Storm of ROI, Equity of Access, and Best Practices**

##### **26 High Street**

Gary Morris, *Director* (SUNY Oswego, Career Services)

with Kate George, *Assistant Director*; Megan Mazzoccone, *Career Coach*; and Elise Allington, *Career Coach* (SUNY Oswego, Career Services)

The research is in - and increasing every day. Integrating career education, readiness, and competencies into the academic curriculum of an institution is not only the best way to ensure access, it might be the ONLY way. For years we have chased student engagement at great cost to energy, treasure, and especially time. It is high time to stop hoping students engage in what we offer and instead integrate it into the one thing that is mandatory - academics - and facilitated by perhaps the most influential people on campus - faculty. We'll share SUNY Oswego Career Services' success in moving the needle in a few areas - and their hope to fundamentally transform the campus so ALL students - every major, every class year, campus-based or distance learners, and regardless of background - will have access to high impact and transformational career education.

#### **Fake It Till You Make It: Navigating the Interview Process for International Students**

##### **28 High Street**

Megumi Kim, *Career Advisor* (University at Albany, Office of Career and Professional Development)

Kayla O'Donnell, *Assistant Director* (University at Albany, International Student and Scholar Services)

No one likes interviewing! But add in cultural and immigration related barriers to the mix, it becomes even more challenging. This interactive session aims to see the multidimensional aspects of the interview process for international students. In collaboration with the International Student & Scholar Services Office, we will describe the unique immigration related anxieties international students encounter during the job or internship search. We will also talk about the intercultural differences students face during the interview process in the U.S. We will provide suggestions and generate ideas on how we can support our students to succeed in their interviews and land that opportunity!



# SUNYCDO 2023 - Conference Program

## Day 2 - Thursday June 15

3:35-5:30 pm      **Paint Social or Entertainment OYO**      Shaker Room or OYO

5:30-6:30 pm      **Cocktail Hour**      King Street Atrium

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—Ethan Tanis  
MA, GCDF, Assistant Director, Career Services  
Davenport University

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# SUNYCDO 2023 - Conference Program

## Day 2 - Thursday June 15

6:30-7:30 pm	<b>Dinner</b>	King Street Ballroom
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7:30-8:30 pm	<b>SUNYCDO Awards</b>	King Street Ballroom
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### **SUNYCDO Members:**

**Thank you for your contributions to the industry!**

8:30-10:00 pm	<b>Trivia or Entertainment OYO</b>	King Street BR or OYO
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## Day 3 - Friday June 16

7:00-8:45 am	<b>Breakfast</b>	King Street Ballroom
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8:45-9:35 am	<b>SUNY Administration Panel</b>	King Street Ballroom
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Join us in a session with SUNY Administration representatives as we discuss career development through the lens of student success, assessment, and proactive practices.

Panel moderated by Tina Cooper, *SUNY Admin Liaison*:

**Donna Linderman**, *Senior Vice Chancellor for Student Success*

**Deborah Moeckel**, *Senior Assistant Provost for Assessment and Community College Education*

**Diana Pasterchick**, *Coordinator of Veteran and Military Affairs*



# SUNYCDO 2023 - Conference Program

## Day 3 - Friday June 16

9:45-10:30 am

**Breakout Sessions 5**

King Street BR 2, 4 & 6

### **Helping Students Make the Career & College Connection: Linking Student Services to Retention and Career Success (Session Part 1 - 25 minutes)** [King Street Ballroom 2 & 4](#)

Dr. MaryAnn Verdolino-VanAalten, *Career Counselor/Professor* (Suffolk County CC)

Achieving career goals and increasing ones earning potential are among the top motives for students to attend college. However, the value of various student services as well as the career department are often not clearly linked to career opportunities for students. As a result, many services are overlooked and under-utilized by the majority of students. We will discuss the importance of creating the college and career connection and address the need for both the academic and student service departments to join forces. Ideas from this presentation can potentially increase retention, as students may be more likely to complete their college degree when clear career goals and objectives can be established throughout an institution.

### **Career Ready & the Gen Ed (Session Part 2 - 25 minutes)** [Same Location](#)

Carleen Pallante, *Director of Career Planning* (Russell Sage College)

Career Planning at RSC has integrated career readiness and NACE competencies via classrooms and suggested assignments in the General Education classes since 2020. This academic year we have started to educate faculty on the NACE Career Competencies in order to start speaking the same language on-campus. We will discuss our work so far, and also would like to hear from others on this topic in our speed session!

**OR**

### **Queer Eye for the Job Search: Finding an Employer that Accepts You**

[King Street Ballroom 6](#)

Zachary VanGalder, *Associate Director of Inclusive Career Exploration* (Skidmore College)

Are you ready to serve some fierce job search realness to your students? Then get ready for "Queer Eye for the Job Search: Finding an Employer that is Queer Affirming." We'll spill the tea on everything you need to know to help your LGBTQ+ students find inclusive and affirming workplaces where they can slay the competition. You'll learn about the challenges that LGBTQ+ job seekers face and the benefits of working in an inclusive environment. Plus, we'll serve up practical tips for job searching as an LGBTQ+ individual that will have your students feeling confident and ready to werk! By the end of the presentation, you'll be ready to slay the game and help your students sashay into their next job interview with confidence, knowing exactly what to look for in a queer affirming employer!

10:30-11:00 am

**Conference Closing**

King Street Ballroom

***see you next year!***



# SUNYCDO 2023 - Conference Attendee List

## Name | Title | College/University/Organization | Email

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