



GLOBAL CONFERENCE

June 23–26 | Denver

Concurrent Breakout Sessions

Wednesday, June 24th | 1 – 2 pm

Applying Customer Success tools to Strengthen Employer Engagement

In today's competitive hiring environment, employer engagement teams are expected to expand outreach and deepen relationships—often with limited resources. Drawing on her experience in sales and Human Resources/HR Services, Sarah Cook, Director of Employer Relations at Imperial College Business School, will share how Customer Success principles can be adapted for use within Career Services to drive meaningful and scalable employer activity. In this session, you'll explore how to:

-Use customer journey mapping to streamline processes and boost collaboration across teams

-Apply product–market fit principles to design new, high-impact employer engagement offerings

-Leverage unique local advantages to stand out in a crowded landscape

The session will feature interactive polling and provide templates attendees can take back to their own institutions to begin implementing these strategies immediately.

Presenter:

- **Sarah Cook**, Director, Employer Relations, Imperial Business School

Audiences:

Career Coaches, Employer Relations, Operations

Are Business School Skills Future-Proof? Recruiter Insights for the AI Era

As AI transforms workflows and job design, questions about the future-readiness of business education are intensifying. Are the skills taught in graduate management programs truly future-proof? Using new data from GMAC's recently published Corporate Recruiters Survey, this session will explore employer perceptions, hiring and salary intentions, and evolving competency demands. We'll examine how recruiters view the long-term value of business

degrees, which skills they consider most durable, and how AI fluency fits alongside leadership, strategic thinking, and communication.

Presenter:

- **Shoshana Jarvis, Ph.D.**, Associate Manager, Survey Research, GMAC

Audiences:

Employers, Career Center Leaders, Employer Relations, Career Coaches, Operations, Advanced Practitioners, New Professionals, Working Professionals, Specialty Masters, International Students

Climbing the Career Summit: Using Cases to Elevate Student Engagement

Discover how Washington University in St. Louis' Center for Career Engagement leverages a case-based approach to enhance career awareness and success. This interactive session will showcase the development of "business cases" designed to help students understand career realities, set balanced expectations, and engage deeply in planning. Attendees will learn how to create impactful cases, implement rollout strategies that drive engagement, and facilitate discussions that foster ownership and critical thinking. By experiencing a live case discussion, participants will gain practical tools to integrate this approach on their campuses, empowering students with meta-skills essential for career readiness and long-term success.

Presenters:

- **Craig Ingram**, Assistant Director, Career Development - Center for Career Engagement, Washington University in St. Louis
- **Brittney Meredith**, Assistant Director, Career Development - Center for Career Engagement, Washington University in St. Louis
- **Isabella Schultz**, Assistant Director, MBA Career Coach, Washington University in St. Louis

Audiences:

Advanced Practitioner, Career Center Leaders (Directors/Heads of Career Centers), Career Coaches, New Practitioners, Specialty Masters

Full-time Specialty Masters Standards

The CSEA Standards for Reporting Employment Data are the platform by which business schools capture, analyze and distribute employment information in a transparent, consistent, and

comparable way to all internal and external stakeholders. This session is a full training on the Full-time Specialized Masters Standards for those who are new to data collection or looking for a refresher. Join this hands-on training session to gain practical knowledge on how to accurately apply the Standards for Reporting Employment Data. This session will provide participants with step-by-step guidance and real-world examples to ensure consistent and compliant data collection and reporting.

Presenter:

- **Beth Ursin**, Standards Consultant, Career Services & Employer Alliance

Audiences:

Career Center Leaders, Career Coaches, Operations, Advanced Practitioners, New Professionals, Specialty Masters

Quiet Doubt, Loud Impact: Managing Impostor Phenomenon at Work

This workshop equips participants with practical, research-informed tools to identify, manage, and reduce the impact of impostor phenomenon in their own careers and in the individuals they support. Impostor phenomenon is especially common among high-achieving professionals, those in technical and knowledge-intensive fields, and individuals navigating career transitions, expanded responsibilities, or leadership expectations. When left unaddressed, it can lead to stalled career growth, reduced engagement, overwork, burnout, and reluctance to pursue advancement or negotiate compensation. In this session, participants will develop the skills to recognize impostor thoughts as they arise, interrupt unproductive self-talk, and apply six practical techniques that support confidence, learning, and sustained career momentum. The strategies presented are immediately applicable in professional settings and can also be used by career coaches, advisors, managers, and mentors working with others. This workshop emphasizes application over theory, focusing on tools participants can use the same day in performance conversations, coaching sessions, mentoring relationships, and team environments.

Presenters:

- **Anna Bahvala, Ed.D**, Career & Student Success Coach | School of Information Systems, University of South Florida | Muma College of Business
- **Anne Marie Hardy**, Graduate Career Educator & Coach, University of South Florida | Muma College of Business
- **Karen Krueger**, Asst Dir & Coach | Graduate Career Advancement, University of South Florida | Muma College of Business

Audiences:

Employers, Career Center Leaders (Directors/Heads of Career Centers), Career Coaches

Strengthening Futures: Bridging Career and Admissions to Facilitate Success

Traditionally, admissions teams support prospective students while career development focuses on current students and recent graduates. But that separation is shifting. This session explores the value of a strategic partnership between graduate career development and graduate admissions. Through small-group discussions and large-group activities, participants will gain insight into how a strong, coordinated approach not only enhances the student experience and improves outcomes, but also streamlines processes and reduces workload across both departments. This is an ideal session for anyone seeking tangible, actionable strategies to implement effective cross-department collaboration.

Presenter:

- **Megan Zech**, Assistant Director, University of Cincinnati

Audiences:

Career Coaches