



# GLOBAL CONFERENCE

June 23–26 | Denver

## Concurrent Breakout Sessions

*Wednesday, June 24<sup>th</sup>, 2:15 – 3:15 pm*

### **Building a Multi-Course Career Development and Management Career Curriculum**

In this session, Tulane University's Freeman School of Business shares our journey to elevate a fragmented career education approach into a cohesive, scalable program embedded across a dual ecosystem of undergraduate and graduate business students. We transformed ad-hoc PowerPoint workshops into an 11-course hybrid curriculum, including one course fully integrated into the core business curriculum. Students thrive in an interactive, flipped course environment. Attendees will learn practical strategies for building partnerships, designing curriculum that aligns with employer needs, and scaling impact across diverse student populations.

#### ***Presenters:***

- **Loren Brodie**, Director, Employer Relations, A.B. Freeman School of Business, Tulane University
- **Tori Lane**, Director of Career Education, A.B. Freeman School of Business, Tulane University

#### ***Audiences:***

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

### **Building a Year-Round Framework for Career Services—Employer—Student Engage**

When employer and student engagement is intentional, structured, and sustained, everyone wins. This session introduces a practical, quarterly playbook for creating continuous, high-impact touchpoints between career services, employers, and students. Learn how to strategically sequence panels, skills workshops, networking clinics, cohort experiences, job

previews, and feedback loops to deepen relationships, expand equitable access, and better align employer expectations with student readiness. Walk away with ready-to-use planning tools that replace ad hoc outreach with consistency, strengthen employer partnerships, and deliver measurable value across the academic year.

**Presenter:** Kathleen Self, Associate Director, Career Coaching, UC San Diego, Rady School of Management

**Audiences:** Employers, Employer Relations, Career Center Leaders, Career Coaches, Specialty Masters

## **From Engagement to Employability: Designing Intentional, Connected Support**

Student engagement is essential, but without intentional connection to career pathways, engagement alone rarely leads to meaningful post-graduation outcomes. In this session, Fordham University will share how it redesigned the student experience to better link engagement, mentoring, experiential learning, and alumni connections in ways that strengthen career readiness for all students. Through this case study, attendees will learn how Fordham implemented an institution-wide framework that aligns engagement to employability, leverages data for continuous improvement, and expands opportunity networks for underserved students. The session will highlight strategies any institution can adopt, regardless of tools or budgets, to build scalable, inclusive student-support ecosystems that translate engagement into stronger career outcomes.

### **Presenters:**

- **Annette McLaughlin**, Director of Career Services, Fordham University
- **Dr. Aaron Mahl**, Senior Vice President, PeopleGrove

### **Audiences:**

Advanced Practitioner, Employers, Employer Relations, Career Center Leaders (Directors/Heads of Career Centers)

## **How AI is Transforming Career Services One Conversation at a Time**

As student expectations evolve, AI has become an essential partner in delivering timely, personalized, scalable career support. This session shares how Thunderbird School of Global Management integrated ethical, student-centered AI tools into the career services experience, including a custom AI career-coaching chatbot within Canvas, an evolving AI

Prompt Bank for students and staff, and a monthly AI learning series that builds team confidence and capability. Attendees will walk away with practical templates, prompts, and implementation steps they can adapt to their own institutions—empowering them to adopt AI with clarity, cultural intelligence, and confidence.

***Presenters:***

- **Vanessa Crues**, Assistant Director Career Programs and Engagement, Thunderbird School of Global Management, ASU
- **Angelique Smith**, Director, Career Management Center, Thunderbird School of Global Management, ASU

***Audiences:***

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

## **Navigating U.S. Immigration Pathways for International Talent**

Understanding U.S. immigration pathways is essential for career professionals and employers supporting international talent. This session demystifies employment-based immigration—from the H-1B visa and recent policy proposals to alternative options such as O-1, E-2, E-3, TN, and L-1, including founder pathways. Participants will also learn about employment-based green cards and self-petition categories like the National Interest Waiver (NIW) and Extraordinary Ability (EB-1A). Through real-world examples and interactive electronic polling tools, attendees will assess scenarios, dispel common immigration myths, and gain practical strategies to guide students, advise employers, and foster global talent retention.

***Presenter:***

- **Kurt Piemonte**, Director, Corporate Relations, Harvard Business School

***Audiences:***

Advanced Practitioner, Employers, Employer Relations, Career Coaches, International Students, New Practitioners, Specialty Masters

## **Part-time MBA and 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 Part-time MBA and Part-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, Working Professionals

## **The Human Advantage: Leveraging EQ and Resiliency in the Job Search**

The Human Advantage: Leveraging EQ and Resiliency in the Job Search explores how MBA job seekers can stand out in an AI-driven world by strengthening emotional intelligence and science-backed resiliency skills. This session addresses the emotional realities of the job search—including managing rejection—and introduces practical tools for self-awareness, self-regulation, motivation, empathy, and social skills. We'll discuss how to embed these practices into existing career development programming and highlight the benefits for students, coaches, and employers. The session includes individual and group activities designed to build EQ and foster resilient career mindsets.

***Presenter:***

- **Mark McGarry**, Associate Director, MBA Career Development, Boston University, Questrom School of Business

***Audiences:***

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