



**GLOBAL CONFERENCE**

June 23–26 | Denver

## **Concurrent Breakout Sessions**

*Thursday, June 25<sup>th</sup>, 1:15-2:15 pm*

### **Are Career Coaches Competing with Social Media Influencers?**

As career influencers dominate student attention on LinkedIn, Instagram, and TikTok—some leveraging fear-mongering tactics while others monetize advice on platforms like Topmate—traditional career centers face an unprecedented engagement crisis. This research-driven session presents findings from comprehensive student surveys, influencer content analysis, and pilot initiatives that reveal what students truly want from career guidance. Learn evidence-based strategies to create authentic, engaging content that resonates with digital-native students, collaborate with (rather than compete against) career influencers, leverage alumni relationships in the age of monetized advice, and build trust while addressing misinformation—all while maintaining institutional integrity and compliance.

#### ***Presenter:***

- **Manish Bengani**, Associate Program Director, Mays Business School, Texas A&M University

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

Career Center Leaders, Career Coaches, International Students, Specialty Masters, Employer Relations

### **Cross-Collaborative Career Initiatives & Employer Relations:**

#### **Hybrid/Online**

Launched in 2001, the UMass Amherst Online MBA has grown to more than 1,500 learners from diverse professional backgrounds. In December 2024, the Isenberg School of Management's Office of Career Success introduced a data-driven survey to shape a more strategic and holistic support model. The final approach blends individual coaching, mini-workshops, career support groups, and networking events, while intentionally connecting online learners with on-campus opportunities, including a new in-person event in the

Boston area. Attendees will learn how to build a flexible mix of low-effort, high-impact networking and career resources that strengthens connection, belonging, and career momentum for online students.

***Presenters:***

- **Trista Hevey**, Executive Director, Graduate Employer Relations & Outreach, University of Massachusetts Amherst, Isenberg School of Management
- **Beth Pellettieri**, Associate Director, Graduate Career Development, University of Massachusetts Amherst, Isenberg School of Management

***Audiences:***

Career Center Leaders (Directors/Heads of Career Centers), Career Coaches, New Practitioners, Specialty Masters, Working Professionals/Online Programs

## **Designing High-Impact Employer Treks**

Employer Treks bring action learning to life by getting students out of the classroom and into real workplaces. They offer a level of interaction and energy that a typical employer presentation just cannot match. In this session, we will break down simple ways to plan, organize, and run Treks that strengthen student learning and employer relationships. We will also help employers understand how Treks can strengthen their talent pipeline by giving students a deeper look into their culture and their work. Employers will learn how to partner with campuses to design engaging on-sit experiences and use Treks to attract interested candidates. Through quick idea-building exercises, attendees will explore different Trek models and common challenges. Everyone will leave with easy-to-use tools, templates, and tips they can bring back to their teams right away.

***Presenter:***

- **Martha Day Sanford**, Executive Director, Industry Engagement, Boston University

***Audiences:***

Advanced Practitioner, Employers, Employer Relations, Career Center Leaders (Directors/Heads of Career Centers), Career Coaches, International Students, New Practitioners, Operations, Specialty Masters

## **From Engagement to Outcomes: Data-Driven Career Advising Model**

Specialty Masters students vary widely in professional readiness and engagement, making it challenging for advisors to support large cohorts effectively. Statistical analysis of our Masters population shows that engagement is a strong predictor of job-offer outcomes, with results

increasing proportionally as engagement rises. This session introduces a data-driven Engagement Segmentation Model that defines engagement using behavioral indicators (event participation, advising frequency, job-search activation, etc), and converts them into an actionable score. The model segments students into score-based tiers, each tied to targeted interventions including structured outreach, tailored coaching, career course touchpoints, networking scaffolds, and alumni engagement strategies, improving post-graduation outcomes.

**Presenter:** Sanket Gomase, Career Advisor - AI in Business and Marketing Analytics | Assistant Director, Simon Business School, University of Rochester

**Audiences:** Advanced Practitioner, Career Center Leaders, Career Coaches, International Students, New Practitioners, Operations, Specialty Masters

### **Leading Students to Discover: Using Inquiry to Guide Insight and Action**

Effective career coaching isn't just about providing direction; it's about helping students discover answers for themselves and uncover information that will lead to their success. This interactive session explores how purposeful question-asking can deepen reflection, clarify goals, and support student decision-making in the career search. Guided by research from Edgar Schein's Humble Inquiry and Alison Wood Brooks' data on question framing, participants will learn how to balance providing guidance with asking purposeful questions, and how to deepen student thinking. This session concepts with hands-on practice using scenarios and role play, giving attendees practical strategies that they can use right away.

**Presenters:**

- **Mary Kate Scardillo**, Career Coach, Yale School of Management

**Audiences:**

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

### **Stress & Anxiety? A Coach-Approach to Future-Proof Teams & Students**

Stress and anxiety amid uncertainty is normal—it prompts us to adapt and grow. However, excessive uncertainty can throw us into reactivity and relational distrust. Emotions can leak into people we lead or coach, unintentionally escalating their fears about the future. Learn how university leaders and coaches deepened their coach-approach in response to this year's challenges, and join a collaborative exploration emphasizing: Awareness: How do you manage your own stress without heightening others' distress? Connection: Who can

help buffer and metabolize your uncertainty? Tools: What helps you remain present, caring, productive? Walk away with insights and confidence to navigate challenging landscapes!

***Presenters:***

- **Susan Britton**, President, The Academies for Neuroscience Coaching, Inc.
- **Merri Su Ruhmann**, Director of Full-Time MBA Career Education & Coaching, The University of Texas at Austin - McCombs School of Business

***Audiences:***

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

## **Teaching the AI-Enabled Job Search: Practical skills to run your own AI workshops for your students**

This interactive session equips career centers with practical, transferable skills for teaching students how to use AI effectively across the job search. The session begins with a brief snapshot from an original data project examining how graduate business students currently use AI, then shifts to hands-on practice with high-impact use cases. Participants will build adaptable prompts, templates, and guardrails that can immediately be reused in workshops, 1:1 advising, or asynchronous modules. Designed for skill mastery rather than tool demos, the session prepares attendees to run their own AI-focused workshops and teach job-search strategies that students can apply responsibly and independently.

***Presenters:***

- **Vanessa Manz**, Associate Director, Product Management/Technology Careers, Carnegie Mellon University Tepper School of Business Masters Career Center
- **Jennifer McGurkin**, Associate Director, Product Management/Technology Careers, Carnegie Mellon University, Tepper School of Business, Masters Career Center

***Audiences:***

Advanced Practitioner, Career Coaches, New Practitioners