



2018 NOW (Next Opportunity at Work) Conference

Summary Report

Berkeley



Executive Summary

Overview

The 2018 NOW (Next Opportunity at Work) Conference was held for the 6th consecutive year on July 19th. The theme this year was **Inspiring Sustainable Opportunities**, in keeping with the 150th birthday of the campus.

The conference is offered annually to provide a professional career development conference experience to our campus staff. The conference includes all the elements of any other professional conference, with quality keynote and breakout sessions on a variety of career and professional development topics, catering, networking, resources, a conference app, raffle prizes, and a reception. This year, for the first time, we moved the conference off campus to the Berkeley Doubletree Hilton Hotel to allow us to grow the registration numbers, and to use professional meeting space.

As has been true every year, we filled all our available registration slots and a waitlist within minutes of registration going live! This shows the incredible demand for this event, and the positive reputation based on past success. Thanks to the larger capacity at the hotel, we were able to grow our participation from our previously capped 500 to 650.

The conference planning committee is made up of staff volunteers from various campus departments, who come together 10 months ahead of the conference date to start planning, and work continuously throughout that 10 month period to plan for every aspect of the program and logistics.

We opened the conference with a welcome message from our Vice Chancellor for Equity and Inclusion Oscar Dubon, on behalf of campus leadership. We also had the presence of Jo Mackness, the Interim Assistant Vice Chancellor for Human Resources, and Steve Sutton, the Vice Chancellor for Student Affairs, who stayed for the entire event. And we closed the conference with our internal keynote speaker, Julie Hooper, our Vice Chancellor for University Development and Alumni Relations. We were pleased to receive this visible support from campus leaders, and for staff to have the opportunity to interact directly with them.

Improvements

We have made improvements to the conference each year, and this year there were many innovations. These included:

- Used an off-campus venue, allowing us to include 150 additional Berkeley staff
- Created and used a conference app allowing us to host a paper-free event
- Instituted a call for proposals for internal UC Berkeley staff to propose and deliver sessions as an additional development opportunity
- Included attendee give-a-ways as part of the program experience
- Hosted our campus Communities of Practice in our first ever Career Exploratorium

- Partnered with UCOP to host demo sessions of our new My UC Career portal
- Used Eventbrite as our registration tool allowing for smooth and fast registration
- Earned certification as a Campus Green Event
- Instituted a rolling, two-part registration process in response to registration concerns of past years
- Reserved spaces for Facilities and RSSP staff who don't have computer access
- Put together a sponsor package and got sponsorship money

Evaluations

The evaluations show extremely high ratings for the following overall questions:

- “Overall I found value in attending the conference”: 98.53% of attendees strongly agreed or agreed
- “I would encourage colleagues to attend this conference”: 97.44% of attendees strongly agreed or agreed
- “The conference was well organized”: 91.98% of attendees strongly agreed or agreed

The top 5 answers to the question “What did you like most about the conference and why?”:

- Sessions
- Keynotes
- Getting off campus
- Meeting people from across campus
- Feeling appreciated/valued

Note: Complete evaluation data and attendee demographics are included in this report.



Inette Dishler
Co-Chair



Angela Stopper
Co-Chair

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2018 Planning Committee

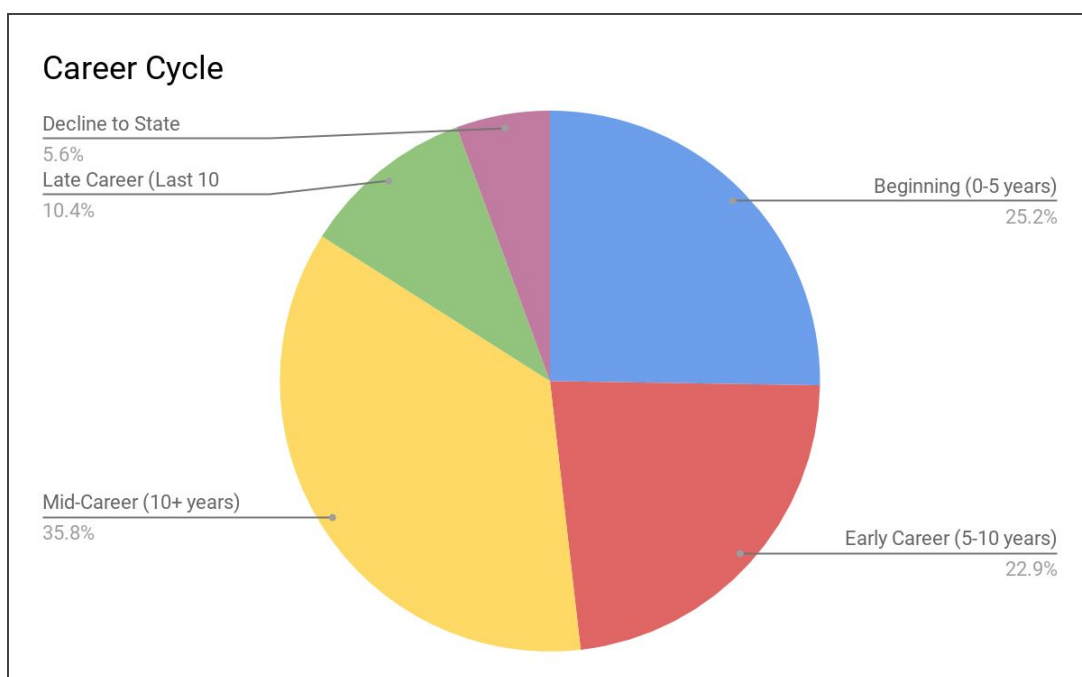
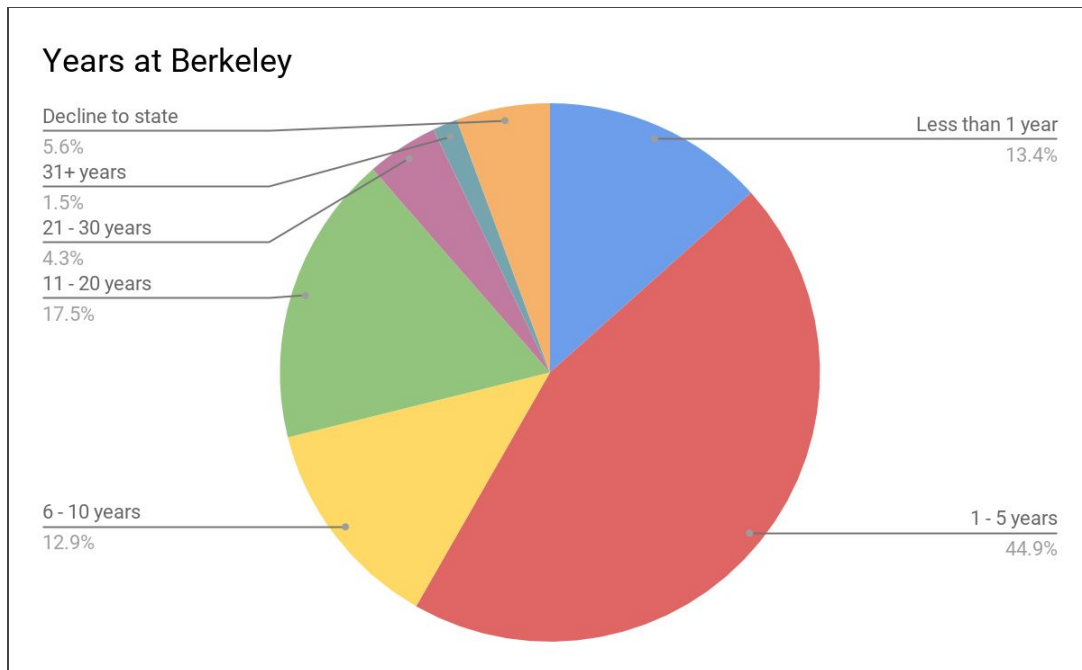
- Sarah Antonich: Assistant Director, Recognition Programs, University Development and Alumni Relations
- Nicole Blake: Associate Director, Undergraduate Admissions
- Danielle Carco: External Relations Specialist, University Development and Alumni Relations
- Jessica Chin: External Relations Associate, University Development and Alumni Relations
- Inette Dishler (Co-Chair): Sr. Learning and Development Specialist, Staff Learning and Development
- Maddy Irwin (Administrative Lead): Learning and Development Coordinator, Staff Learning and Development
- Lauren Krupa: Student Services Advisor, Master of Development Practice
- Lindsey Low: Program Director, University Extension
- Terrie Moore: Lead, Staff Career Development Program, Human Resources
- Sid Reel (Special Advisor): Director, Staff Diversity Initiatives, Equity and Inclusion
- Kira Stoll: Director of Sustainability, Office of Sustainability and Energy
- Angela Stopper (Co-Chair): Director, Staff Learning and Development, Human Resources



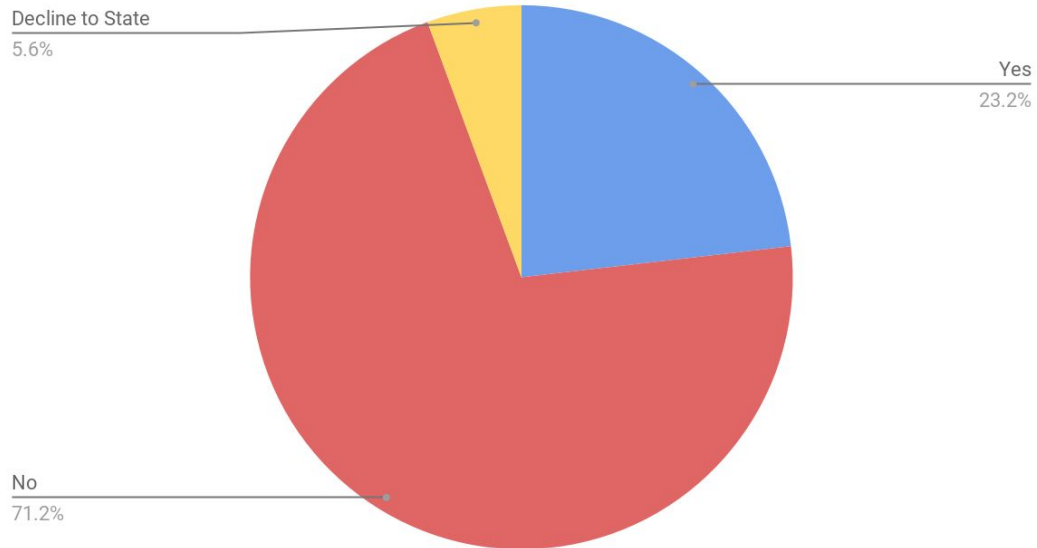
Evaluation Data

Conference evaluation data was collected through both paper and online versions, and then analyzed using Qualtrics. 304 participants completed the conference evaluation, and 99.1% agreed that they found value in attending. The following charts represent the demographic of attendees and the percentage of participants who answered the following open-ended and multiple choice questions. Feedback from the conference is used to help plan on-going career development throughout the year.

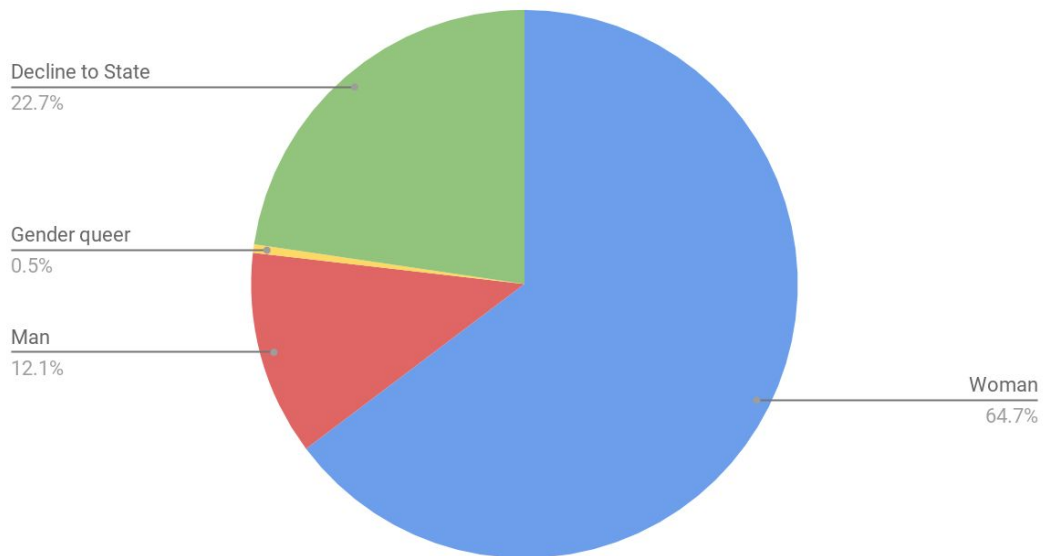
Attendee Demographics:



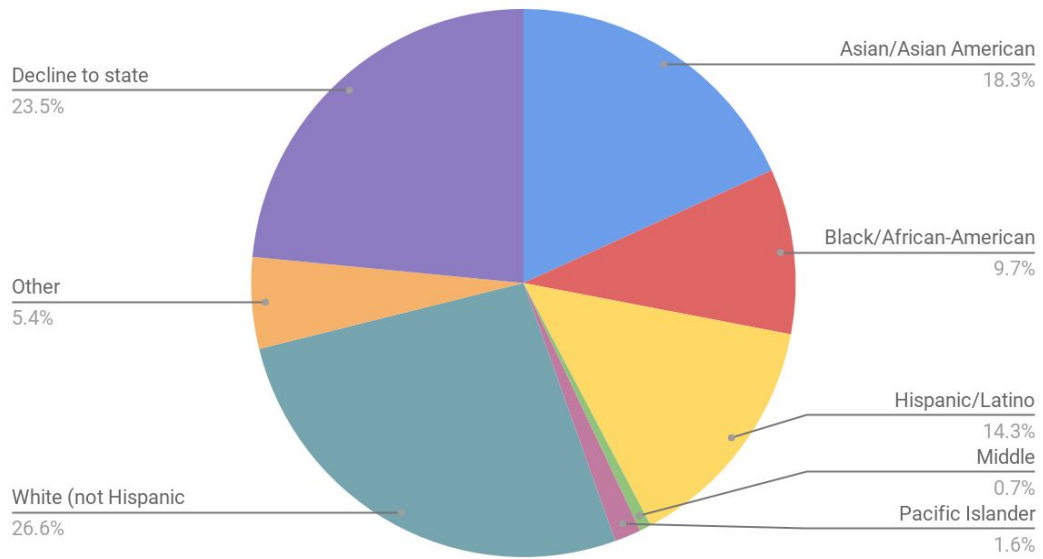
Supervisor



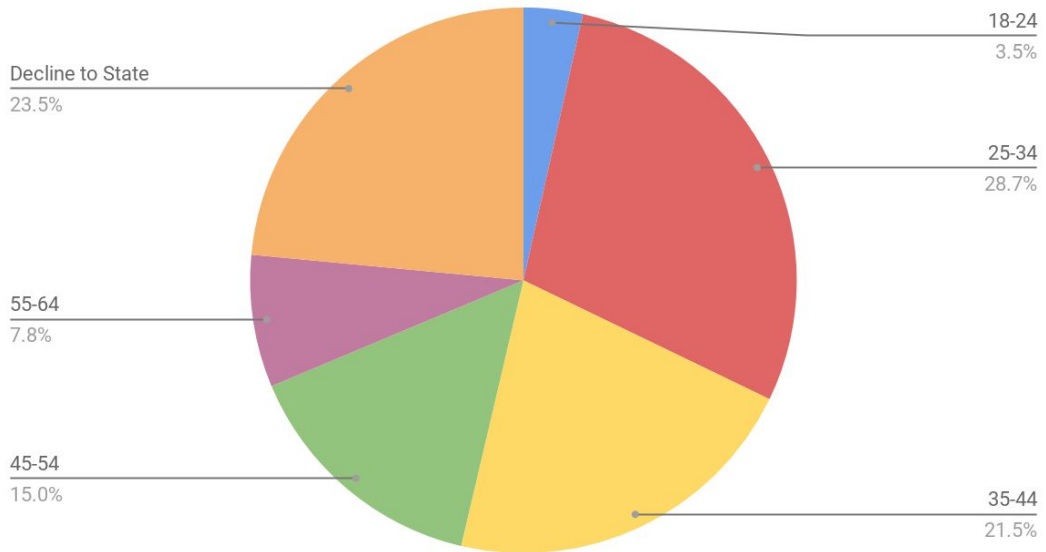
Gender Identity



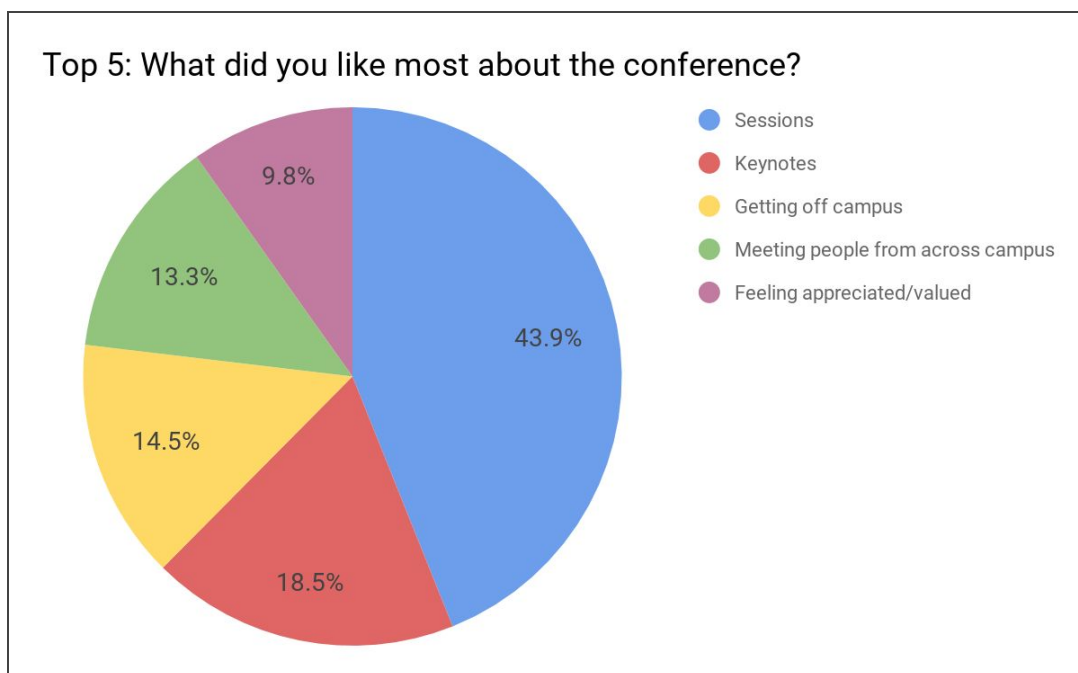
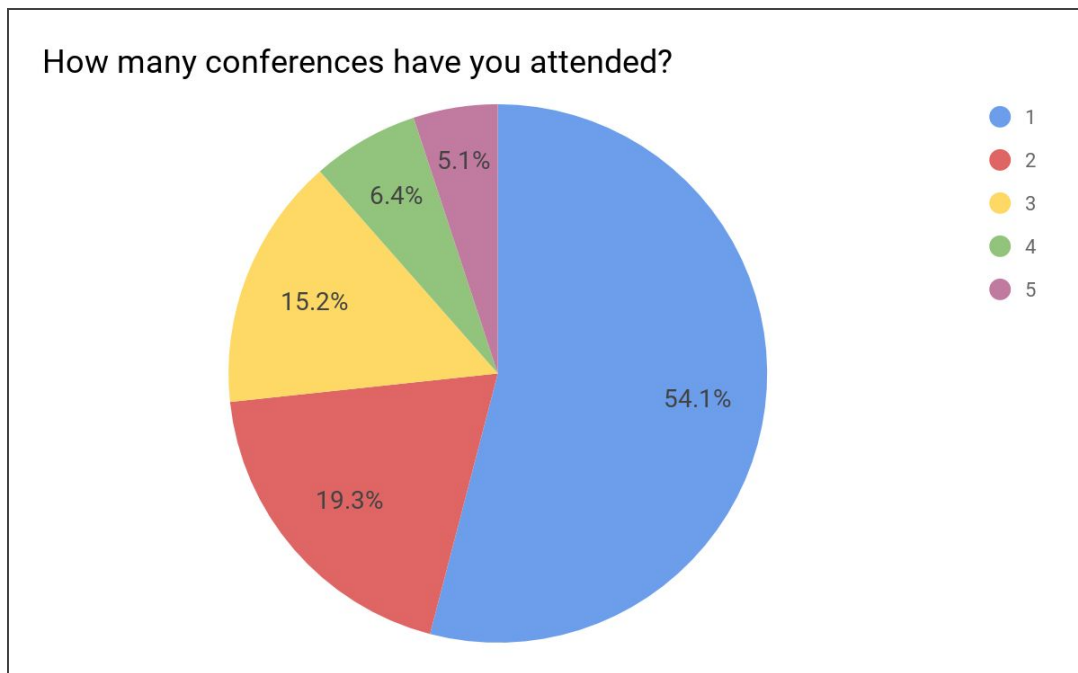
Ethnicity



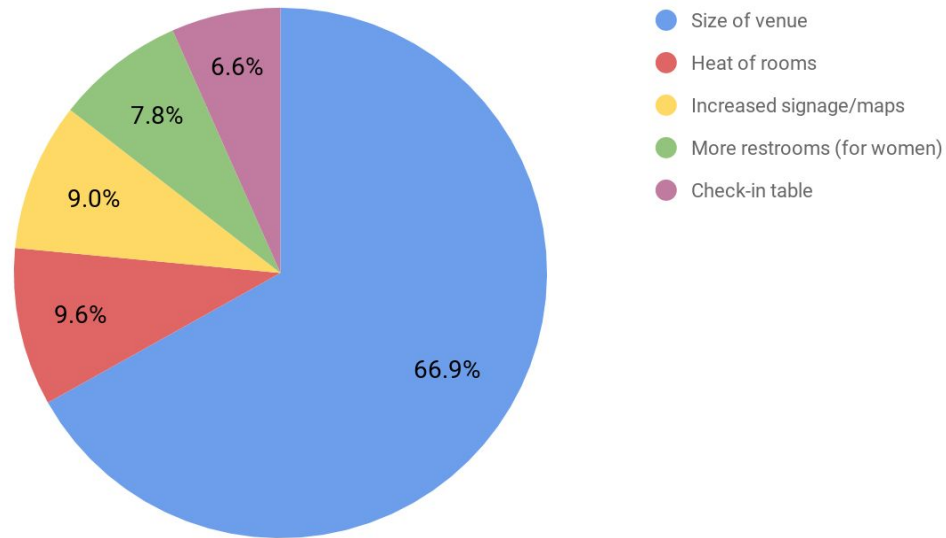
Age



OVERALL DATA:



Top 5: How can this conference be improved?



Participant Feedback “What ideas do you have for future conference session topics?”:

Would love to continue to have sessions like this year: mindfulness, resilience, focus on the whole person, and work/life balance.

I would like to see, a step by step process on how to transition from one career to the next. The Fellowship Session was great and the process on the how to transition within student affairs was great. Something like that would be great in general.

Sessions that offer tools that are immediately applicable. Such as the Designing Your Life and Renewal as a Professional Strategy sessions. Very useful!

Future of technology usage and training (coding, for example) in higher education. With students wanting more online classes how should we all be preparing for this next big shift.

Conference Budget

| Now Conference Budget: 2018 | | | |
|--|--------------|-----------------------------|------------------------|
| | | | |
| | Budgeted | Anticipated (500 people) | Actual (650 people) |
| Space and Food | \$ 43,500.00 | \$ 44,000.00 | \$ 43,040.68 |
| Space 1 | | \$ 1,500.00 | \$ 1,349.24 |
| Space 2 | | | |
| Food (breakfast, breaks, lunch, reception) | | \$ 42,500.00 | \$ 41,691.44 |
| Fees (moving, trash) | | | \$ - |
| | | | |
| Materials | \$ 4,000.00 | \$ 1,000.00 | \$ 191.27 |
| Program Folders / Printing | | \$ 500.00 | \$ 62.72 |
| Nametags | | \$ 500.00 | \$ 128.55 |
| Program Ap (agenda, evaluations) | | \$ - | \$ - |
| Marketing material creation and distribution | | \$ - | \$ - |
| Program Website | | \$ - | \$ - |
| | | | |
| AV | \$ 15,000.00 | \$ 13,000.00 | \$ 14,882.41 |
| ETS | | \$ 6,000.00 | \$ 4,994.00 |
| Hotel AV | | \$ 7,000.00 | \$ 9,888.41 |
| Misc | | | |
| | | | |
| Speaker Fees | \$ 4,000.00 | \$ 2,050.00 | \$ 2,050.00 |
| External Keynote | | \$ - | \$ - |
| External Concurrent Session | | \$ 2,050.00 | \$ 2,050.00 |
| | | | |
| Gifts | \$ 500.00 | \$ - | \$ - |
| Raffle Prizes | | | \$ - |
| Speaker Gifts | | | \$ - |
| | | | |
| MISC | \$ 3,000.00 | \$ 5,352.00 | \$ 4,292.00 |
| Parking (Speaker, Volunteer, Attendees) | | | \$ - |
| Transportation (2 buses: 7am - 11am and 3pm - 7pm) | | \$ 2,352.00 | \$ 2,752.00 |
| Shirts | | \$ 3,000.00 | \$ 1,540.03 |
| Misc | | | |
| | | | |
| TOTAL | \$ 70,000.00 | \$ 65,402.00 | \$ 64,456.36 |
| Per Person Spend | | \$ 100.62 | \$ 99.16 |

Planning Timeline

**October -
December
2017**

- Begin meeting once a month starting Oct. 24, 2017
- Planning Committee selected and roles determined
- Review 2017 report, goals, and budget for conference
- Secure location and date for event
- Brainstorm keynote speaker ideas and themes
- Send Call for Proposals
- Begin planning session content

**January -
March
2018**

- Begin meeting every 2 weeks (90 minute meetings)
- Build website
- Begin reaching out to keynote speakers and presenters
- Set overall structure and schedule for conference
- Solicit Sponsors
- Establish sub-committees (volunteers, space planning, etc.)
- Create communications timeline
- Launch marketing plan (logo, website, announcement)

**April -
May
2018**

- Venue tour for committee members
- Initiate contact with Education Technology Services (ETS)
- Announce conference through CAL Message(s)
- Launch website and open registration
- Finalize sessions, presenters and keynotes
- Reach out to potential career coaches
- Brainstorm layout, signage, food, speaker gifts & prizes
- Begin meeting weekly end of May (90 minute meetings)

**June
2018**

- Final confirmations: speakers, presenters & career coaches
- Get presenter slides
- Solidify session locations
- Finalize logistics with ETS on AV needs
- Solidify venue tour for volunteers
- Finalize food, signage, and staffing
- Secure speaker gifts (wrap them) and raffle prizes
- Confirm Genius Lab volunteers
- Set-up conference live blog
- Finalize volunteer duties for conference day
- Order materials and finalize signage/pamphlets

**July
2018**

- Finalize conference and session evaluations
- Arrange payment for guest presenters and keynotes
- Assemble materials (name tags, ribbons, signage, etc.)
- Set-up in PM day before conference
- Hold conference!
- Berkeley News piece published celebrating the conference
- Team debrief and celebration lunch
- Tabulate evaluation data
- Draft Executive Report

Conference Program

| Time | Event(s) | Location |
|-----------------|---|---|
| 7:30am-8:30am | Check-in Breakfast Career Exploratorium | Islands Ballroom Foyer Islands Ballroom Foyer Quarter Deck |
| 8:30am-9:15am | Welcome: Oscar Dubon Keynote: Kathy Davies | Islands Ballroom Islands Ballroom |
| 9:15am-9:45am | Refreshment Break and Move to Next Session Career Exploratorium | Islands Ballroom Foyer Quarter Deck |
| 9:45am-10:45am | Concurrent Sessions: 1.The Art of the Ask: Negotiating Win-Win Agreements 2.Effective Networking Strategies 3.Designing Your Life 4.The LEAP Model for Succession Planning 5.Your Sustainable Career Career Exploratorium Coaches Corner | 1.Yerba Buena 2.Treasure 3.Belvedere 4.Angel 5.Mariposa Quarter Deck Amador/El Dorado |
| 10:45am-11:00am | Break and Move to Next Session | |
| 11:00am-12:00pm | Concurrent Sessions: 1. The Future of Work 2.The Key to Sustainability: Mindfulness Practices on-the-Job 3.Brand You! 4.Friend-ship, Mentor-ship, and Sponsor-ship Across Campus 5.Feedback Career Exploratorium Coaches Corner | 1.Yerba Buena 2.Treasure 3.Belvedere 4.Angel 5.Mariposa Quarter Deck Amador/El Dorado |
| 12:00pm-12:50pm | Lunch | Bayview Ballroom/Patio |
| 12:50pm-1:50pm | Concurrent Sessions: 1.Public Service for Your Career 2.The Key to Sustainability: Mindfulness Practices on-the-Job 3.Resume Writing 4.Renewal as a Professional Strategy 5.Brand You! Career Exploratorium Coaches Corner | 1.Yerba Buena 2.Treasure 3.Belvedere 4.Angel 5.Mariposa Quarter Deck Amador/El Dorado |
| 1:50pm-2:10pm | Refreshment Break and Move to Next Sesion Career Genius Lab | Islands Ballroom Foyer Quarter Deck |
| 2:10pm-3:10pm | Concurrent Sessions: 1.Coaching for Connection 2.The Future of Work | 1 Yerba Buena 2.Treasure |

| | | |
|---------------|---|--|
| | 3.Interviewing Skills 4.Engaging Berkeley Staff Through a Localized Fellowship Career Exploratorium Coaches Corner | 3.Belvedere 4.Angel Quarter Deck Amador/El Dorado |
| 3:10pm-3:30pm | Break and Move to Keynote | |
| 3:30pm-4:00pm | Keynote: Julie Hooper | Islands Ballroom |
| 4:00pm-4:10pm | Move to Reception | |
| 4:10pm-5:00pm | Reception and Raffle | Bayview Ballroom/Patio |

Featured Speakers

Welcoming Remarks: Vice Chancellor Oscar Dubón, Jr.



Professor Oscar Dubón, Jr. was appointed Vice Chancellor of Equity & Inclusion at UC Berkeley on July 1, 2017. He leads campus-wide efforts through the Division of Equity & Inclusion to broaden the participation of all members of the campus community, particularly those who have been historically underrepresented and/or unwelcomed, in the pursuit of the university's mission of access and excellence. Working with division professionals, campus partners, and the broader university community, Dubón pursues programs and services that lead to academic access and success for students; enable pathways to leadership and advancement for staff; build equitable structures for all members of the campus community; and close opportunity gaps for our most marginalized groups. In doing so, he envisions a campus where all Berkeley students, faculty, and staff feel welcome, valued, and supported.

Before his current appointment, Dubón served as the Associate Dean for Student Affairs and Associate Dean for Equity & Inclusion in the College of Engineering. In these roles, he guided Engineering Student Services (ESS) building programs to recruit and retain students from historically underrepresented groups, supporting efforts to achieve a more diverse faculty, and ensuring that the college fosters and maintains a welcoming and inclusive environment for the college community. For his efforts, Dubón received the 2016 Chancellor's Award for Advancing Institutional Excellence and Equity.

Dr. Dubón is a professor in the Department of Materials Science and Engineering and Faculty Scientist at the Lawrence Berkeley National Laboratory. He received a B.S. from UCLA in 1989 and an M.S. and Ph.D. from Berkeley in 1992 and 1996. After postdoctoral positions at Berkeley and Harvard University, he joined the Berkeley faculty in 2000. His research focuses on understanding the role of crystalline imperfections on the electronic behavior of materials for applications in semiconductor technologies. Dubón is the recipient of the 2000 Robert Lansing Hardy Award from the Minerals, Metals and Materials Society, a 2004 CAREER Award from the National Science Foundation, and the 2004 Presidential Early Career Award for Scientists and Engineers (PECASE).

Morning Keynote: Kathy Davies



Kathy is the Managing Director of the Life Design Lab and a Lecturer in Product Design at Stanford University. She also co-founded the Designing Your Life for Women workshop series, based on the NYT bestselling book. Kathy brings a unique perspective on how engineers, managers and creatives all approach the self-development process.

When not engaged with Stanford students, Kathy trains HR and leadership teams life design, and teaches engineering teams design thinking. Over the course of her 20 year career in Silicon Valley, Kathy has helped build IoT devices, machine tools, a heart surgery instrument, engineering software tools and training programs for design thinking. She holds 5 patents. Additionally, she has traveled to Myanmar to teach design thinking to budding entrepreneurs with the DeBoer Foundation and works with local community groups to impact engagement in health and wellness initiatives.

Kathy has a BS in Biomedical Engineering and Biomechanics from Brown University and an MS in Product Design from Stanford. Kathy is constantly curious. Her own life design involves trail running, commuting from Fremont to Palo Alto by bicycle and practicing improv exercises with her husband and two daughters.

Afternoon Keynote: Julie Hooper



Julie Morgan Hooper, CFRE, is the Vice Chancellor for University Development and Alumni Relations at the University of California, Berkeley. As Vice Chancellor, Hooper provides campuswide leadership on all philanthropic endeavors and manages development programs involving a staff of 250 employees and an operating budget of \$52 million. In her role, she serves as President of the UC Berkeley Foundation, a not-for-profit corporation that raises, invests, and administers private funds for the campus. She also provides oversight and guidance to the activities of approximately 50 different fundraising programs in the schools, colleges, and campus units.

Julie came to Berkeley in July 2014 from the University of Texas at Austin. During her 7 1/2 year tenure at UT, Julie served as Assistant Dean for Development and External Relations in the School of Architecture and as Associate Vice President for Development for the University Development Office. In this role, she acted as Campaign Director for The Campaign for Texas, an eight-year, \$3B capital campaign, which ended in August of 2014. Julie has also served as Executive Director and Senior Director of Development for various non-profit agencies in Texas and was named Outstanding Fundraising Professional in 2010 by the Greater Austin Chapter of the Association of Fundraising Professionals (AFP).

Julie holds a master's degree in historic preservation from the University of Georgia and a BA in history from Boston University.

Breakout Sessions

The Art of the Ask: Negotiating Win-Win Agreements

Have you ever found yourself yearning to ask for something such as a salary/equity adjustment, more or less responsibility, a new title, additional resources, a different work schedule, or a better starting salary in a new job? Did you let the opportunity pass you by? Maybe you felt overwhelmed or unsure of how to begin, so you didn't try. This workshop will prepare you to seize the next opportunity and make a powerful ask. We will explore winning mindsets and strategic planning and communication frameworks for effective negotiations that lead to win-win results.



Lisa is a Board Certified Coach. She has been coaching clients seeking life and work changes for nine years. Lisa has 20+ years of experience in human resources and organizational development working within municipal, non-profit, corporate and higher education institutions, including having worked at UC Berkeley. Her joyful calling is to support individuals and organizations to fulfill their highest purpose. Lisa is author of *More Joy at Work Now* (link is external), and has been a blog contributor to multiple online platforms.

Effective Networking Strategies

Explore strategies to become really good at networking, while having fun! Define what it is and what it is not, think about your goals, what you have to offer and practice your skills in this interactive workshop. You will leave with some tangible strategies to make your network more productive and learn how to effectively communicate without feeling like you are making a sales pitch. Bring your business cards!



Julia Schaletzky is the Executive Director at UC Berkeley's Center for Emerging and Neglected Diseases. She is a trained biochemist, and after completing her PhD at Harvard Medical School, joined the biotechnology company Cytokinetics to discover and develop novel, first-in-class medicines for Heart Failure, neurodegenerative and neglected tropical diseases. She started mentoring others in Graduate School and has done ever since, heading the internship program at Cytokinetics and helping new Graduates, reports and established colleagues to land jobs, network effectively and reach their full potential. Having joined UCB in 2017, Julia is passionate about translating basic science into new companies and ultimately cures, establishing effective collaboration between academia and industry.

Designing Your Life

Come experience a taste of *Designing Your Life*, the bestselling book and popular university course. Leave with tools to get unstuck, to prototype small changes and to use design thinking as you create a sustainable life and work where you thrive.



Kathy Davies is the Managing Director of the Life Design Lab and a Lecturer in the Product Design at Stanford University. She also co-founded the *Designing Your Life* for Women workshop series, based on the NYT bestselling book. Kathy brings a unique perspective on how engineers, managers and creatives all approach the self-development process.

When not engaged with Stanford students, Kathy trains HR and leadership teams life design, and teaches engineering teams design thinking. Over the course of her 20 year career in Silicon Valley, Kathy has helped build IoT devices, machine tools, a heart surgery instrument, engineering software tools and training programs for design thinking. She holds 5 patents. Additionally, she has traveled to Myanmar to teach design thinking to budding entrepreneurs with the DeBoer Foundation and works with local community groups to impact engagement in health and wellness initiatives.

Kathy has a BS in Biomedical Engineering and Biomechanics from Brown University and an MS in Product Design from Stanford. Kathy is constantly curious. Her own life design involves trail running, commuting from Fremont to Palo Alto by bicycle and practicing improv exercises with her husband and two daughters.

LEAP: Berkeley's Sponsored Projects Office Model for Succession Planning

The Sponsored Project Office's succession planning model began in 2013 with the establishment of a Leadership Experience in Administration Program (LEAP). The goal was to provide SPO staff with the opportunity to learn about the role and responsibilities of SPO managers, develop leadership and applied managerial skills, and conduct a project to improve office services and/or further their personal career goals. This presentation will describe the LEAP participants' experiences and LEAP outcomes five years later.



Pam Miller, Ph.D. is Interim Executive Director of Berkeley's Sponsored Projects Office. She has over 30 years of experience in research administration. She worked in Illinois and Mississippi before relocating to California where she established the first grants office at the University of San Francisco. Dr. Miller served as President of the Society of Research Administrators International from 2008-2010 and began work at UC Berkeley in 2009. She was a member of Berkeley's Chancellor's Staff Advisory Committee from 2012-2015.



Noam Pines is an Associate Director in UC Berkeley's Sponsored Projects Office. He has over ten years of experience in Research Administration with a focus on governmental entities (federal, non-federal, international). In 2011-12, Noam was selected as a Leadership Experience in Administration Program (LEAP) participant, and he served as a liaison to the project team for the implementation of "Phoebe," UC Berkeley's electronic proposal development system. Noam was elected to NCURA's Region VI Regional Advisory Committee (RAC) in 2017.



Kate Lewis is an Associate Director in the Industry Alliances Office (IAO) with 13 years of experience in Berkeley research administration. Her first position was in the Berkeley Seismological Lab. She then joined the Sponsored Projects Office and participated in the Leadership Experience in Administration Program (LEAP) from 2012-2013 followed by her leadership role in IAO. Kate was the Chair of the Chancellor's Staff Advisory Committee in 2017- spring of 2018. She holds a BA and MA in Sociology.



Deborah Howard is a C&G Supervisor in UC Berkeley Campus Shared Services Research Administration supporting the College of Natural Resources. Deborah has worked in both Pre and Post Award administration at both the UC Berkeley and UCSF campuses. She participated in the Leadership Experience in Administration Program

(LEAP) from 2012-2013. The majority of her 14-year career has been working in the Central Award Office, including 5 years specializing in Subawards. She holds a BA in Psychology.



Joyce So is a Principal Contract and Grant Officer in Berkeley's Sponsored Projects Office. She has over 9 years of contracts and grants experience and has worked with a wide spectrum of domestic and/or international governmental and non-profit funding agencies. Joyce participated in the Leadership Experience in Administration Program (LEAP) in 2014-2015 and has been an active participant and organizer on various working groups within the Sponsored Projects Office on process improvements.



Angela Ford is a Principal Contract and Grant Officer in Berkeley's Sponsored Projects Office. She has served as LBNL Deputy Manager in the Office of Sponsored Projects and Industry Partnerships, LBNL Program Manager supporting development activities for the Environmental Energy Technologies Division, Grants Manager at the UCB Institute of Quantitative, and Business Services Manager for the UCB Institute of Transportation Studies. Angela participated in SPO's Leadership Experience in Administration Program (LEAP) in 2015-16.



Jyl Baldwin is an Associate Director in Research Administration & Compliance at the University of California, Berkeley with responsibility for the international arena, and where she is also the coordinator for conflict of interest in research for the campus. She joined UC Berkeley in 1985 following graduate school and a career that included field archaeology and photography, documentary film production and co-founding an import-export company, which operated internationally for a number of years.

Your Sustainable Career

In this session, participants will learn about the importance of staying engaged in their work and how this impacts their career. Attendees will take a quick self-assessment and then hear about various methods to increase their engagement at Cal.



James Kent Dudek, is a Senior Organizational Strategist and the Employee Experience Lead for central Human Resources. and has over 20 years of experience at Cal. James focuses on the development and implementation of comprehensive campus-wide staff engagement programs including cultural onboarding and recognition.

The Future of Work

Are you ready for the future of work - which promises to be more project based, contract driven, skill and geographically defined, and organized around virtual and ever changing teams? Are you prepared to work anywhere or make an extreme commute? Are you developing a career mobility plan that supports perpetual professional re-imagining or are you dedicated to a single unchanging pathway? Are you ready to save enough for retirement (in a world with fewer benefits and safety nets) or work longer – even into old age? Most importantly, are you building current competencies or are you building progressive, future based competencies? Post-recession work has changed and will continue to change dramatically and technology will continue to shape and accelerate these changes. Awareness is the first step to preparing yourself for these and other seismic shifts...join us for a discussion of the major changes coming soon to the workplace near you.



Elizabeth Wilcox is a Sr. Consultant and Instructional Designer at Central HR. She currently manages the campus-wide professional development program Advancing Practice for the student services job family and the HR Professional Development Program for HR Generalists and Academic Personnel Analysts.

The Key to Sustainability: Mindfulness Practices on-the-Job

You don't have to wait until after work to get the benefits of mindfulness. Stress-reduction, more spaciousness, clarity, concentration, and moments of experiencing well-being and joy can be encouraged by "mini-vacation" mindfulness self-interventions during the course of a normal workday. Intentionality and knowing how to practice mindfulness throughout the day can lead to creative brief ways to center, ground, calm down and "enlighten up." This session will include instruction in mindfulness meditation for beginners, an informative talk, and interactive exercises.



Patricia Mushim Ikeda is an internationally-known mindfulness meditation teacher based at East Bay Meditation Center in downtown Oakland, a community social justice activist, a published author, and a diversity and inclusion consultant. Known for her humorous, down-to-earth teaching style, Mushim emphasizes empowering people to practice mindfulness on the job and in the home. She is the recipient of the Gil A. Lopez Peace Prize; a Global Diversity Leadership Award; and an honorary doctor of sacred theology degree. www.mushimikeda.com

Brand You!

You've heard you need a personal brand, but how do you develop one that is unique and stands out from the crowd --- and is also authentic and personally meaningful?

In this session, you will learn how to develop an authentic and dynamic personal brand that will not only help you communicate your value but also lead a joyful and purposeful life. We will delve into using branding in tools such as LinkedIn and your resume as well as how to use branding in networking and choosing your path at work. Develop confidence in your communications with a robust personal brand!



Rebecca Andersen is an educator, career coach, and talent connector. Her passion is partnering with individuals and teams to make mindful decisions in their career and organizational strategy. Rebecca brings over a decade of program management and career/leadership development, is a Wellcoaches certified coach, and is currently working at UC Berkeley as a career director for technology graduate students. In her spare time, Rebecca teaches career workshops with UC Berkeley Extension, chases after 2 children and is a board member for the Golden Gate Mothers Group (non-profit serving 4k+ bay area moms).

Sailing the Berkeley Seas: Friend-ship, Mentor-ship, and Sponsor-ship Across Campus

The seas of Berkeley are vast and ever-changing. You can navigate them on your own, but it's much easier (and more fun) with a sturdy vessel and stalwart crew on your side! This session is designed to outfit you with both. We'll spend our time together discussing mentorship models and sources, inventorying your current professional networks, connecting with one another, and identifying personally relevant next steps, including campus resources that will help you with whatever "-ship" you're looking for at this point in your career.



Meaghan DeRespini, M.A. earned her undergraduate and graduate degrees in Education from NYU and has been in student services at UC Berkeley for almost 10 years, first with continuing education students at UC Extension and then with first year undergraduates in the Fall Program for Freshmen. She co-chairs the BSA Career Development Committee with her friend-colleague Erin Leigh Inama and loves the opportunities that working in higher education provides to foster mentor relationships with both students and fellow colleagues!



Erin Leigh Inama is an advisor with the History Department, where her portfolio includes the undergraduate minor and graduate admissions and career development support. She is delighted to serve as the co-chair of the BSA's Career Development Committee with her former Extension colleague (and current friend!) Meaghan DeRespini.

Feedback: Why it's so deep and so crucial for your career

Have you ever wondered... How am I doing? Do people see me as a fantastic employee with a potential to grow? In this highly interactive workshop, we'll talk about why feedback is such a deep subject that gets at the heart of a human being. You'll get immediately useful tips on how to get feedback, both formally and informally, and you'll learn a tool for both giving and receiving feedback to help take your career to the next level.



Kia Afcari is a learning & organizational development practitioner focused on healthy organizational cultures and helping people succeed. He has worked with organizations on topics such as change enablement, diversity-equity-inclusion, culture change, mindfulness, feedback, manager effectiveness, and leadership development. Kia worked with UC Berkeley on a major culture change effort and is now leading learning & organizational development at the Lawrence Berkeley National Laboratory (Berkeley Lab), where world-class scientists are helping solve some of the world's most pressing challenges.

Public Service for your Career, Getting Ahead and Giving Back: The personal and professional benefits of volunteering

Volunteering is good for you and for others. It supports our health, helps us find our passion and a sense of purpose, and when done well, strengthens the communities we work with. It's also great for your professional development. This interactive session will discuss how volunteering can help build new professional skills, strengthen your network, and move you forward in your career. Participants will also receive a copy of Cal Professor Emeritus Arthur Blaustein's book "Make a Difference: The Ultimate Volunteer Handbook", a comprehensive guide to civic participation and the best volunteering opportunities.



Sandra is Assistant Dean of Students and Director of the Public Service Center. As an assistant professor of Criminology and Political Science at the University of Maryland, College Park she integrated service learning into both her undergraduate and graduate courses. In 2002 Sandra joined the David and Lucile Packard Foundation, and in 2010 she was selected to lead the Foundation's girl's education, women's leadership, and reproductive health program in 5 Sub-Saharan African countries. In 2012, Sandra volunteered for the Obama campaign in the battleground states of Nevada and Colorado and later was appointed Executive Director for the nonprofit Teach with Africa, a cross cultural exchange program that allowed teachers from the U.S. and South Africa to learn from each other. Sandra holds a BA from San Jose State University, a PhD from UC Berkeley, both in political science. She also serves on the regional Board of the Jefferson Awards Foundation, the Chancellor's Community Partnership Fund, and is the immediate past Board Chair of the Ella Baker Center for Human Rights in Oakland.

Resumes Employers Select: Getting an Interview Invitation

Create a resume that gets the hiring manager or recruiter's attention and results in an interview invitation. Learn how to create a self-marketing document that strategically showcases the highest level of your employment contributions. Learn how to effectively highlight your most transferable skills to make successful career transitions.



Kim Sapp Dinwiddie has been at Berkeley for 16 years. Currently, she is the Training Manager in Advancement Training and Outreach at University Development and Alumni Relations where she successfully manages the first comprehensive training program for Berkeley's advancement community. Formerly, she was a Senior Talent Acquisition Consultant and Staff Career Development Trainer in Central Human Resources for nine years. She also developed and facilitated campus recruitment and hiring training curriculum for campus managers and supervisors. Previously, she was a Program Director at Extension. Kim has been training, recruiting and hiring, building career and job development curriculum, and managing related programs for 20+ years; she has a Master in Education, Counseling.

Renewal as a Professional Strategy

External stressors are real. To adapt to upcoming challenges and show up as our best selves professionally, we must support ourselves to maintain a healthy level of stress. How we take care of ourselves during times of change and increasing demands results in us either being depleted or renewed. This workshop will introduce the concept of managing our energy as the foundation for healthy practices, sustainable personal renewal, and ongoing engaged performance.



Kathy Mendonca joined UC Berkeley in 2009. She is a Senior Instructional Design and Learning Specialist in Central HR, Learning & Development. In this role, she designs, develops, delivers, and coordinates staff professional development and also acts as program manager for the KEYS People Management at UC Berkeley manager and supervisor training program. Her passion is empowering others to create the greatest impact in their own areas of expertise.

Coaching for Connection

Coaching to Connect is a highly impactful look at our ability to connect since the tech and social media boom, and how coaching serves to bridge the widening gap between lonely anonymity and accountable presence. In order to sustain a fulfilled life, Cara Lyn will outline basic tools that every person can use to re-establish connections in both their personal and professional lives. By understanding these tools and applying them throughout your life, it is possible to enhance qualities such as trust, empathy, understanding, and accountability.



Cara Lyn Giovanniello is a Bay Area native who specializes in education, coaching, and organizational development. She is a powerful speaker, presenting to Universities and colleges throughout California on hot topics such as Impactful Customer Service, Consultation Excellence, Change Management for Fatigued Organizations, and Coaching for Connection. Her coaching and consulting firm, C.L.G. Coaching, works with individuals and organizations worldwide in mastering emotional intelligence and creating a more connected group of employees. She is a fast-paced game changer, and thrives in the quick moving Bay Area markets.

Interviews that Result in Offers: Becoming the Candidate of Choice

You've submitted an amazing job application that resulted in a call to interview for your dream job – now what? It's time to meet the interview team and demonstrate that you are the most qualified candidate for the job. We will explore the critical areas that you must know to 'stand out on top' in the interview: (1) interview types and formats, (2) preparing for and conducting the interview, (3) post interview, (4) interview do's and don'ts, (5) offer and salary negotiation.



Kim Sapp Dinwiddie has been at Berkeley for 16 years. Currently, she is the Training Manager in Advancement Training and Outreach at University Development and Alumni Relations where she successfully manages the first comprehensive training program for Berkeley's advancement community. Formerly, she was a Senior Talent Acquisition Consultant and Staff Career Development Trainer in Central Human Resources for nine years. She also developed and facilitated campus recruitment and hiring training curriculum for campus managers and supervisors. Previously, she was a Program Director at Extension. Kim has been training, recruiting and hiring, building career and job development curriculum, and managing related programs for 20+ years; she has a Master in Education, Counseling.

Career Development In Our Own Backyard: Engaging Berkeley Staff Through a Localized Fellowship

Access to career development opportunities is necessary for staff at Berkeley. Yet with campus transitions, availability to pursue opportunities can be limited. How do managers, then, retain high-performing employees and improve staff engagement? Student Affairs has been successful in building staff engagement through "localized" fellowships, which allow employees to do cross-divisional work and develop new skills. During this session, managers will learn how this model works and will leave equipped with tools to create similar fellowships within their respective units.



Beth Pearce, Natalie Wheat, and Kristian Cloyd are professionals within the Division of Student Affairs, and have been involved with the Student Affairs Professional Development Fellowship since January 2018. Beth Pearce serves as coordinator for the fellowship and is a Policy Analyst with Student Affairs Administration; Natalie Wheat is an Insurance and Billing Analyst with the Student Health Insurance Office; and Kristian Cloyd is an Assistant Director with the Office of Undergraduate Admissions.

Coaches Corner

Back by popular demand, Coach's Corner is a way for staff to touch base with a career coach while attending the conference. They are able to sign up for one-on-one coaching sessions.

Our career coaches are open to meeting with individuals to discuss a variety of career development topics, including:

1. Assessing Your Career Options
2. One-on-One Resume Pointers (bring a copy of your resume!)
3. Answering Interview Questions
4. One-on-One Interview Preparation & Tips
5. Design Your "Elevator Pitch" About Your Professional Background
6. Tips on Connecting Your Skills to the Job Position (bring sample job postings if available)
7. Questions About Your Educational Background - How to Answer Them
8. Managing a Career Change



Kate Zubry is the Career Counseling Outreach Coordinator in Counseling & Psychological Services at UC Berkeley. In this role she works with students, alumni, and community members to provide career exploration support for individuals struggling with career indecision. Prior to her role at UC Berkeley, she has had six years of experience working in various educational settings as an undergraduate advisor, program coordinator, and career counselor providing one-on-one assistance and resources to individuals seeking career services. Kate received her M.S. in College Student Personnel Counseling from San Francisco State University.



Rosanne Lurie, MS, currently works at the University of California Berkeley as part of the management group at the Career Center, where she co-leads a team of 13 counselors. She nearly 20 years professional experience in career services, and enjoys helping individuals learn about career options and develop their job search skills. Prior to joining UC Berkeley in 2017, she served first as an Associate Director, and then as a Senior Associate Director of Career Services at the University of Pennsylvania. She established direction for all advising services, programs and outreach for six Penn graduate schools. Rosanne co-authored the 5th edition of the **Academic Job Search Handbook (link is external)**, published in 2016. She has presented or provided individual advising at multiple professional conferences including the 2017 NOW conference, the Higher Education Recruitment Consortium, and the Association of Liberal Arts and Professional Schools.

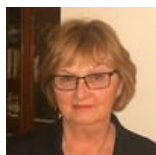


Ruthann Haffke has over 20 years of experience providing career coaching and counseling at UC Berkeley. While at UC Berkeley, Ruthann established a career services program for graduate students, developed career programming for professionals in transition, and co-led the Berkeley Facilitators Network. She has received the Chancellor's Outstanding Staff Award and the Distinguished Service Award. Ruthann received her M.S. in career and college counseling from San

Francisco State University, and a B.A. in sociology from UC Santa Barbara. She is a Gallup-trained strengths coach and is certified in the Myers-Briggs Type Indicator (MBTI).



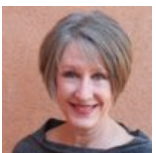
Paula Jung is the International Institute consultant for Counseling & Psychological Services (CAPS). She has had previous experience in various roles including finance, public relations, and human resources. While previously working as the Career Counseling Library Manager for CAPS, her focus was on providing outreach to under-served student populations at UC Berkeley as well as managing the Library as a source for occupational research. She's dedicated to helping staff and students to look inward and outward to identify the factors that will help them move forward in their career decisions and journeys with passion and confidence. Paula holds a B.S. and B.A. from UC Berkeley, and a M.A. in Counseling with an emphasis in Career Development.



Linda Lundberg, has been with UC Berkeley since 2009 and leads the Transition Services Program in Human Resources and Employment Services. As a Career Coach, Linda has a passion for providing resourceful, innovative and motivating career guidance, and is very enthusiastic about all things related to employment. She holds a Masters degree in Career Development and Career Counseling. She is a Hudson Institute Certified Professional Coach, a National Board Certified Counselor (NCC), Career Development Facilitator (CDFI) and a National Board Certified Career and Executive Coach (BCC).



Chris McLean is a licensed psychologist with 25 years experience providing a full range of counseling and career development services. He has expertise in performance psychology and has designed and led numerous trainings to promote personal growth and professional development of university students, high performance athletes, and adults in career transition. As a psychologist in UC Berkeley's Counseling and Psychological Services he manages career development services for students and for 10 years provided leadership to a comprehensive program to promote career growth for Berkeley staff sponsored by Human Resources.



Terrie Moore leads Learning and Development's career development programming for the staff of UC Berkeley. Terrie believes that a meaningful career relies on recognizing one's innate strengths, developing new skills, and engaging with others. She is committed to helping people build, synthesize, and leverage understanding of themselves, the world of work, and the UC Berkeley landscape. Terrie became a career counselor after extensive consulting and analytical experience in the healthcare industry. She is a National Certified Counselor and an MBTI Certified Practitioner, and she holds M.S. degrees in Career Counseling and Health Services Administration.



Lisa Rykert is a Board Certified Coach with nine years of experience running her own coaching practice. She has 20+ years of experience in human resources and organizational development working within municipal, non-profit, corporate and

higher education institutions, including having worked at UC Berkeley. Lisa also holds a Master's degree in Mental Health Counseling from Nova Southeastern University. Lisa's current joyful calling is to support individuals and organizations to fulfill their highest purpose and inspire others to do the same to make our world an amazing place for all. Lisa is author of the ebook, *More Joy at Work Now* ([link is external](#))

Career Exploratorium

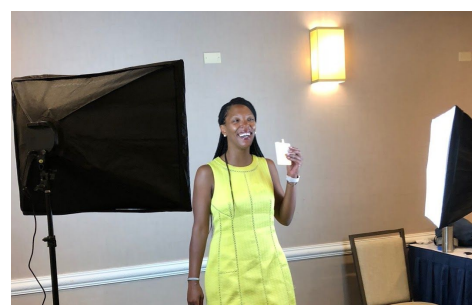
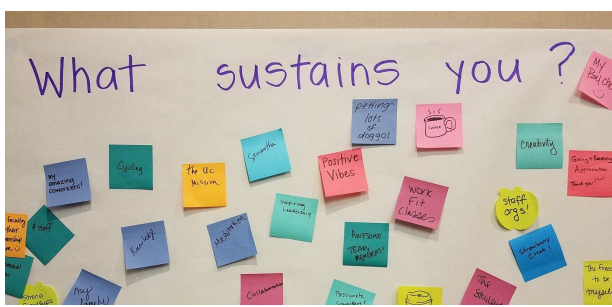
The Career Exploratorium was an interactive exhibitor space, which included participation from seven different communities of practice, the Staff Ombuds Office and a representative from the UC Office of the President demoing their latest career tool, “My UC Career”.

Communities of Practice Present:

- Chancellor's Staff Advisory Council (CSAC)
- Staff Alliance for Disability Access (SADA)
- Webnet
- Berkeley Facilitators Network (BFN)
- New Professionals Network (NPN)
- Cal Women's Network
- Berkeley AMP (previously ABOG)

Anecdotally, the communities of practice said that they found this opportunity to be a more engaging experience compared to other tabling experiences on campus. They appreciated the opportunity to have more intimate, one on one conversation time with conference participants.

The Career Exploratorium was also home to the LinkedIn profile headshots photo booth where 175 staff participated in having their headshots taken, a device charging station and our annual question wall. This year we asked participants, “What sustains you in your career?”



Sponsors and Donors

Call for Sponsors:

The NOW Conference has impacted the career and professional development of nearly 500 UC Berkeley staff per year since its inception in 2013. This year is expected to be bigger and better than ever. By sponsoring, you will make a noticeable contribution to the continuing professional development of over 500 staff member of the world's #1 public university. This is the first year that we're opening the call for sponsors, so don't miss this opportunity to partner with us as we inspire the sustainable workforce of tomorrow for UC Berkeley!

NOW 2018 Break Sponsor:



NOW 2018 Donors:



Thank you to Under Armour for generously donating 500 t-shirts for our conference attendees!



Thank you to Berkeley Moves for generously donating drawstring bags and sustainable cutlery sets!

Recommendations

The 2018 Conference Planning Committee would like to make the following recommendations to the 2019 planning group:

- Continue to hold the conference at an off-campus location
- Continue to build out the agenda to ensure speaker diversity
- Continue to use a conference app and other electronic tools vs. paper materials to ensure Green Event qualification is achieved
- Build in additional ways to incorporate social and informal learning opportunities into the conference
- Add interactive LinkedIn workshop(s) to the program agenda where people can bring laptops to either get and practice tips aimed at maximizing their profiles and/or practice use of LinkedIn Learning
- Move the registration table to a location other than right outside the main conference room to ease congestion
- Add a coffee refresh to the morning break
- Incorporate better messaging about Wi-Fi access to pre-conference communications and signage for day-of
- Incorporate better messaging about on-site parking to pre-conference communications
- Explore using a lottery system for registration
- Explore the use of a ride share option for carpooling or large vans to help attendees in getting to the off-campus location rather than using buses
- Explore the use of a new tool for volunteer sign-up and organization

Communications Timeline

| July 2018 (2018/2019 Fis. Year) | | | | | |
|---------------------------------|---|--------------|---|---------------------------------|--|
| | Task | Approx. Date | AUDIENCE | SENT FROM | NOTES |
| 1 | Save the Date (Managers) | 4/25/18 | Managers / Supervisors / CAOs / Cabinet | Jo Mackness | Message to include language about taking the event off campus and encourage managers to let staff participate in the full day of professional development |
| 2 | Save the Date (Staff) | 4/26/18 | All Staff | Jo Mackness | Message to include language about taking the event off campus |
| 3 | Email to Workshop Presenters | | Workshop Presenters and Keynote Speakers | NOW Committee (Inette / Angela) | PPT template, what av is available, bring your handouts, bring your PPT on a stick, media release (attached) to sign |
| 4 | Registration 1 (include transportation message) | 5/23/18 | All Staff | Jo Mackness | Message to include registration link, note about free parking at the hotel, and question about needing transportation from West Crescent to the hotel, Keynotes and topics |
| 5 | Announce Workshops / Reminder to Cancel | 6/20/18 | Registered, Waitlist, NOW Committee, Speakers | NOW Committee | Message to include select workshops, remind people to cancel if they can't attend to free up space for waitlisted people, coaches corner, volunteer sign up, bus info |
| 6 | Other opportunities at Berkeley | 6/20/18 | Waitlist | NOW Committee | Other opportunities (see Terrie's email) |
| 7 | Reminder Email to Workshop Presenters | 6/20/18 | Workshop Presenters and Keynote Speakers | NOW Committee (Inette / Angela) | Reminder for slides, bring handouts, app |

| | | | | | |
|----|--|---------|---|----------------------------------|---|
| 8 | Call for Volunteers | 7/11/18 | NOW Conference Attendees (Registered ?) | NOW Committee | |
| 9 | Reminder Email to Participants | 7/12/18 | Registered, NOW Committee | NOW Committee (Inette / Angela) | message to include: Date, Download App, Print any materials you may want ahead of time, Get excited, Cancel if cannot attend for people on waitlist |
| 10 | Final Details | 7/16/18 | NOW Conference Attendees (Registered ?) | Maddy on behalf of NOW Committee | |
| 11 | Waitlist Email | 7/17/18 | Waitlist | NOW Committee | Sorry you can't join us - streaming information |
| 16 | NOW Presenter Thank you | 7/20/18 | NOW Presenters | Inette Dishler | |
| 17 | Evaluation Reminder | 7/23/18 | Registered | NOW Committee | |
| 18 | Venue Thank you | 7/23/18 | Zoe Wotton | Maddy on behalf of NOW Committee | |
| 19 | NOW Committee Thank you | 7/31/18 | Angela Stopper | Jo Mackness | Message to include thank you, copy sent to committee member's manager / supervisor |
| 20 | Event Recap | 8/16/18 | Registered, NOW Committee, Speakers | NOW Committee (Inette / Angela) | Thank you for joining us, share photos and memories |

Website, Video, and App Views

This year, the NOW conference team introduced a completely redone website, along with a new smartphone app. With the app, attendees were able to easily access all relevant resources for the conference. The app also upheld the green event sentiments promoted by the conference.

<https://hr.berkeley.edu/now-conference>

Next Opportunity At Work Conference

NOW 2018

Staff Career Development
Conference


Inspiring Sustainable Opportunities


NOW CONFERENCE

- Getting to the Conference
- Featured Speakers
- Schedule
- Breakout Sessions
- Coach's Corner
- Sponsors
- Planning Committee
- Archives

Session recordings from the 2018 NOW Conference are now available! Watch them here:

4/11 Welcome Remarks by Oscar Dubón, Jr.





We are proud to announce that this is a certified green event!

[NOW 2018 Green Event Certificate](#)

Inspiring Sustainable Opportunities


July 19, 2018 marks the 6th annual Next Opportunity at Work (NOW) Conference for UC Berkeley staff. This all-day conference is designed to support staff career development through inspiring keynote speakers, concurrent workshops, and career planning resources.

In recognition of the crucial role staff play on campus, the Interim Chief Human Resources Officer is sponsoring this year's conference. Our theme, "Inspiring Sustainable Opportunities," has been chosen to align Berkeley's 150th birthday with the goal of providing you the tools and resources you need to engage, perform and reach your highest potential. Through the hard work of our campus staff, we look forward to sustaining our mission for 150 more years!


The NOW Conference has impacted the career and professional development of nearly 500 UC Berkeley staff each year since its inception in 2013. This year is expected to be bigger and better than ever. Managers and supervisors are encouraged to approve requests from staff to attend (PESM-50) ¹⁶.

This year's program has been designed for staff to have an authentic professional career development conference experience. Join us for this amazing opportunity for learning, networking, and growth so you can continue to bring your best self to work at UC Berkeley each and every day!

Featuring Keynote Speakers



JULIE HOOPER




KATHY DAVIES

Home Page on Website

Featured Speakers

- Now Conference
- Getting to the Conference
- Featured Speakers**
- Schedule
- Breakout Sessions
- Coach's Corner
- Sponsors
- Planning Committee
- Archives

Welcoming Remarks: Vice Chancellor Oscar Dubón, Jr.




Professor Oscar Dubón, Jr. was appointed Vice Chancellor of Equity & Inclusion at UC Berkeley on July 1, 2017. He leads campus-wide efforts through the Division of Equity & Inclusion to broaden the participation of all members of the campus community, particularly those who have been historically underrepresented and/or unwelcomed, in the pursuit of the university's mission of access and excellence. Working with division professionals, campus partners, and the broader university community, Dubón pursues programs and services that lead to academic access and success for students; enable pathways to leadership and advancement for staff; build equitable structures for all members of the campus community; and close opportunity gaps for our most marginalized groups. In doing so, he envisions a campus where all Berkeley students, faculty, and staff feel welcome, valued, and supported.

Before his current appointment, Dubón served as the Associate Dean for Student Affairs and Associate Dean for Equity & Inclusion in the College of Engineering. In these roles, he guided Engineering Student Services (ESS) building programs to recruit and retain students from historically underrepresented groups, supporting efforts to achieve a more diverse faculty, and ensuring that the college fosters and maintains a welcoming and inclusive environment for the college community. For his efforts, Dubón received the 2016 Chancellor's Award for Advancing Institutional Excellence and Equity.

Dr. Dubón is a professor in the Department of Materials Science and Engineering and Faculty Scientist at the Lawrence Berkeley National Laboratory. He received a B.S. from UCLA in 1989 and an M.S. and Ph.D. from Berkeley in 1992 and 1996. After postdoctoral positions at Berkeley and Harvard University, he joined the Berkeley faculty in 2000. His research focuses on understanding the role of crystalline imperfections on the electronic behavior of materials for applications in semiconductor technologies. Dubón is the recipient of the 2000 Robert Lansing Hardy Award from the Minerals, Metals and Materials Society, a 2004 CAREER Award from the National Science Foundation, and the 2004 Presidential Early Career Award for Scientists and Engineers (PECASE).

Welcoming Remarks



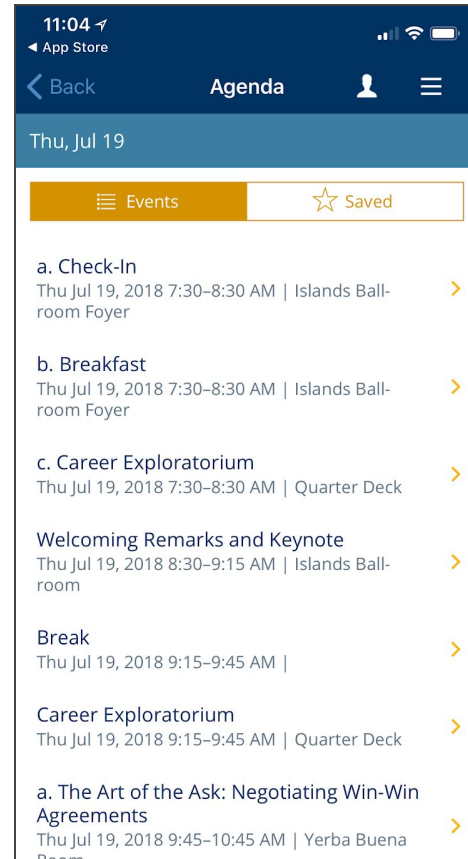
Featured Speakers Subpage on Website

| | | |
|---|----------------------|---|
| Home » NOW Conference » Breakout Sessions | | |
| Breakout Sessions | | |
| NOW CONFERENCE <ul style="list-style-type: none"> Getting to the Conference Featured Speakers Schedule Breakout Sessions <ul style="list-style-type: none"> The Art of the Ask: Negotiating Win-Win Agreements Effective Networking Strategies Designing Your Life LEAP: Berkeley's Sponsored Projects Office Model for Succession Planning. Your Sustainable Career The Future of Work The Key to Sustainability: Mindfulness Practices on-the-Job Brand You! Friend-ship, Mentor-ship, and Sponsor-ship Across Campus | Time/Location | Session Details |
| | 9:45 am - 10:45 am | <p>The Art of the Ask: Negotiating Win-Win Agreements</p> <p>Speaker: Lisa Rykert Room: Yerba Buena</p> <p>Effective Networking Strategies</p> <p>Speaker: Julia Schaletzky Room: Treasure</p> <p>Designing Your Life</p> <p>Speaker: Kathy Davies Room: Belvedere</p> <p>The LEAP Model for Succession Planning</p> <p>Speaker: Pam Miller, Noam Pines, Kate Lewis, Deborah Howard, Joyce So, and Angela Ford Room: Angel</p> <p>Your Sustainable Career</p> <p>Speaker: James Dudek Room: Mariposa</p> |
| | 11:00 am - 12:00 pm | The Future of Work |

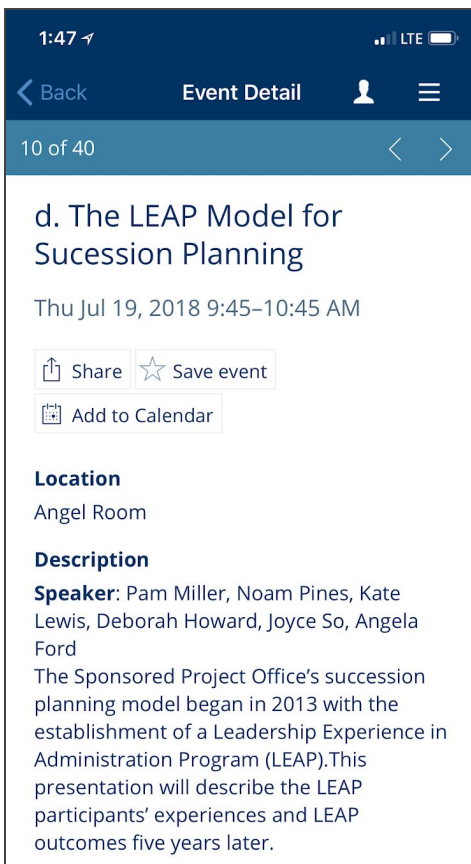
Breakout Sessions Agenda on Website



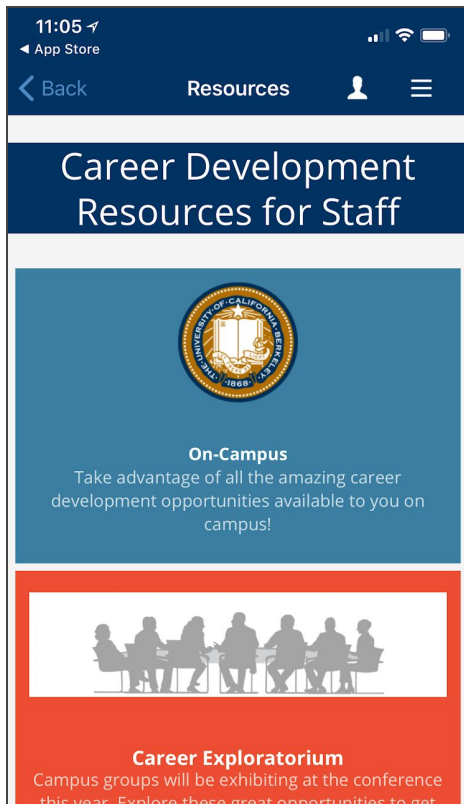
Home Screen on UCB Mobile App



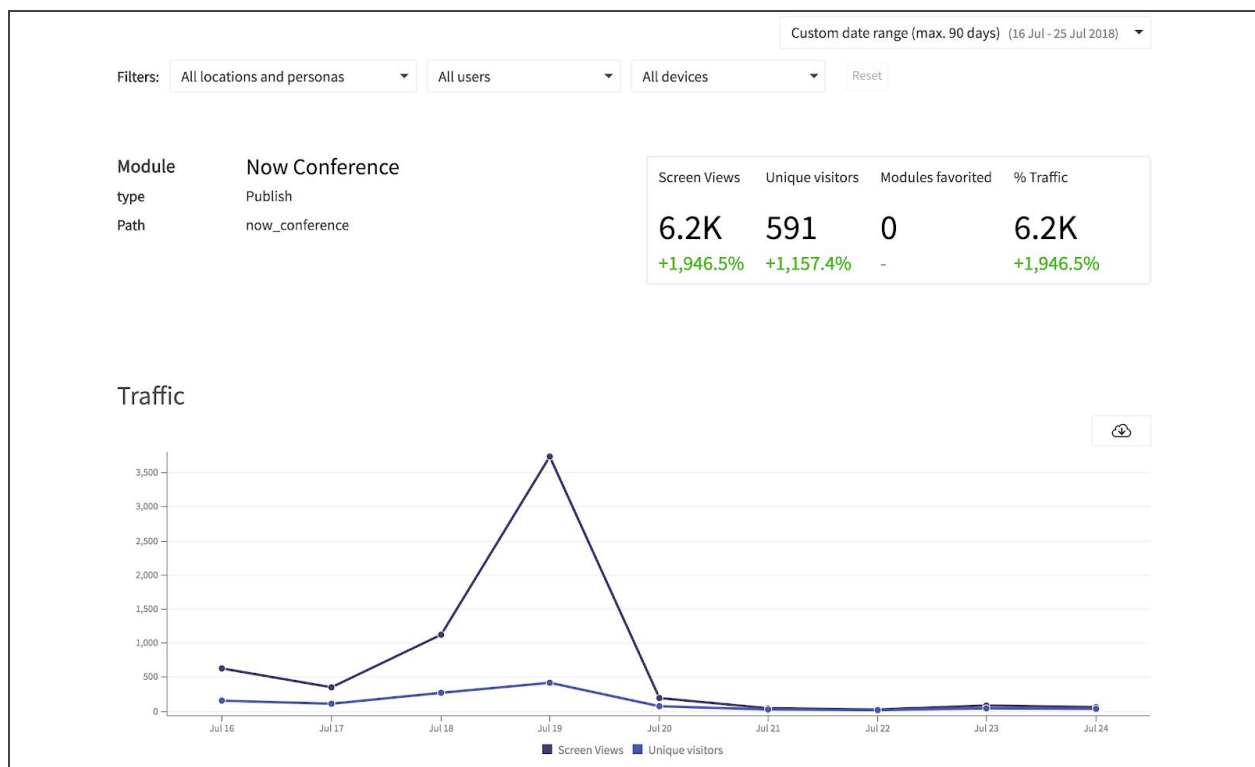
Agenda Screen on UCB Mobile App



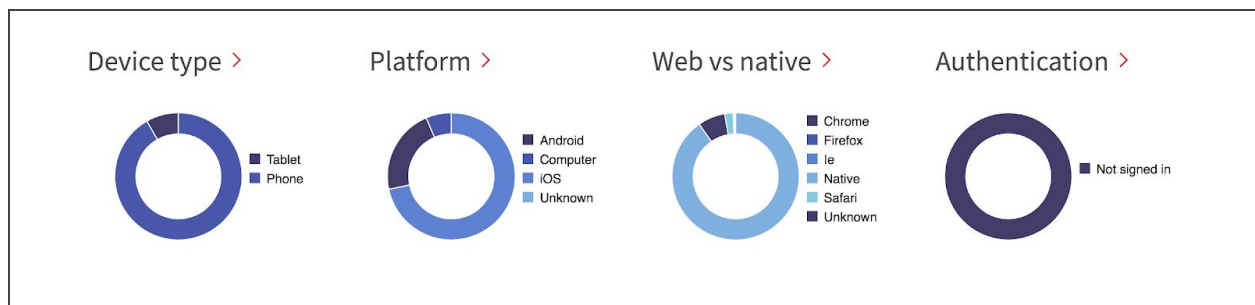
Clicking on an event brings the viewer to a screen with all relevant materials and resources



Exploring the app reveals all resources the viewer may need



Modolabs was used to keep track of screen views and number of visitors to the app and website



Analytics of devices used to access the app and website

Photo Gallery



A beautiful day for lunch outdoors!



AVC Jo Mackness introducing our afternoon keynote, Julie Hooper



As staff signed in at the beginning of the day, they had the choice of a free t-shirt or a drawstring bag with sustainable cutlery!



LinkedIn Headshots



Name tags for the 650 staff registered for the NOW Conference



New Professionals Network (NPN) had a table in the Career Exploratorium



Raffle Prizes



Some excited NOW Planning Committee members



Some members of the NOW Planning Committee smiling with some UCB Celebs



Staff eager to win some of the great raffle prizes!



Staff had the opportunity to have their LinkedIn headshot taken by a professional photographer at the Career Exploratorium



Staff Ombuds Office had a table at the Career Exploratorium



The Conference was wrapped up with a raffle filled with great prizes for staff.



VC Oscar Dubon adding his post-it to the sustainability wall.



The Key to Sustainability_ Mindfulness Practices on-the-Job Breakout Session with Patricia Mushim Ikeda