



2019 NOW
(Next Opportunity at Work)
Conference

Summary Report

Executive Summary

Overview

July 25, 2019 marked the 7th 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. The conference theme, “Own Your Career,” was chosen with the goal of inspiring our hard working staff to continue seeking out opportunities to grow their careers here at UC Berkeley.

This annual event afforded our valued UC Berkeley staff members a truly professional conference experience. The conference includes all the elements of any other professional conference, with quality keynote speakers, concurrent breakout sessions on a variety of career and professional development topics, networking, resources, LinkedIn headshots, a conference app, meals, and raffle prizes. Because of the great success last year, and to allow for maximum attendance, we held the 2019 NOW Conference at the Doubletree Hilton Hotel at the Berkeley Marina.

This year, we implemented a new registration process to give as many staff as possible an equal opportunity to attend, and to also quantify the interest in attending. A lottery/interest form to attend the NOW Conference was open for one week. All staff had one week to complete a short google form to be entered into the lottery. We then randomly selected 600 participants from the lottery pool and provided them instructions for registration. We also created a waitlist for the remaining staff who completed the interest form. If those selected did not register within one week, their place was given to someone on the waitlist. Through this form, we were able to determine that 1,166 staff members entered into the lottery. As has been true every year, we filled all our available registration slots and no-show rates have significantly decreased! This shows the incredible demand for this event, and the positive reputation based on past success.

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 welcoming remarks from Chancellor Carol Christ, on behalf of campus leadership. Chancellor Christ was introduced by Jo Mackness, the Interim Assistant Vice Chancellor for Human Resources. Our morning keynote speaker was Shadan Deleveaux, a dynamic public speaker who leads impactful career focused workshops and has developed the expertise necessary to help others navigate their careers. The conference closed with our internal keynote panel, moderated by Khira Griscavage, Associate Chancellor and Chief of Staff to the Chancellor. The panelists were Leti McNeill Light, Executive Director in the Principal Gifts & Strategic Initiatives department in UDAR, Jennifer Sang, Assistant Dean for Finance and Administration at the College of Environmental Design, and Steve Sutton, Vice Chancellor for Student Affairs. We were pleased to provide staff with the opportunity to interact with senior campus leaders and receive their visible support.

Improvements

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

- Created a new registration process to allow as many staff as possible an equal opportunity to attend
- Determined the number of campus staff interested in attending the conference
- Continued using a conference app, allowing us to host a paper-free event
- Provided staff with a day full of meals, refreshments, and unlimited coffee
- Included attendee give-a-ways as part of the program experience
- Put together a sponsor package and received sponsorship from the Ken Blanchard Company
- Adding a Recruiter's Corner to the agenda where campus recruiters provided individual 20 minute mini-sessions with a UC Berkeley Talent Acquisition Advisor
- Hosted the conference at a certified Bay Area Green Business venue

Evaluations

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

- Overall I found value in attending the conference
 - 96.08% of attendees strongly agreed or agreed
- I would encourage colleagues to attend this conference
 - 96.09% of attendees strongly agreed or agreed
- The conference was well organized
 - 93.95% of attendees strongly agreed or agreed

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

- Sessions
- Networking Opportunities
- Feeling valued and inspired
- Individualized Guidance
- Keynotes

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

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2019 Planning Committee



Angela Stopper
Co-Chair



Terrie Moore
Co-Chair

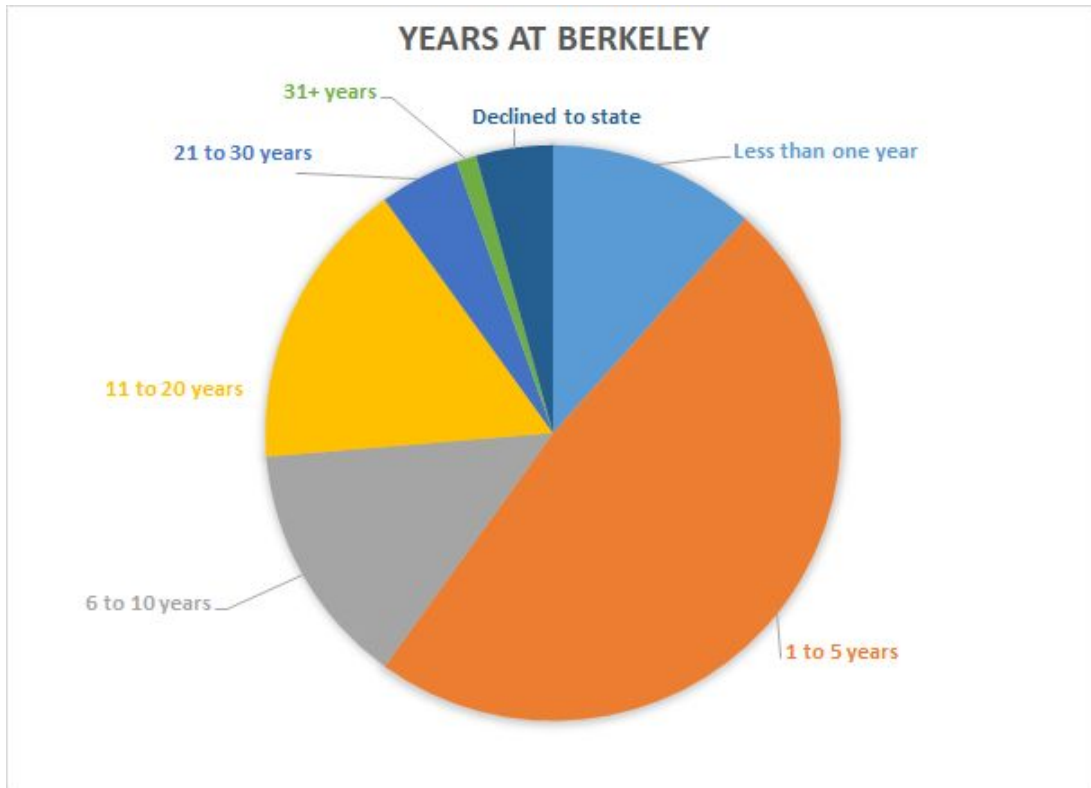
- Angela Stopper, Co-Chair: Director, Staff Learning and Development, Human Resources
- Terrie Moore, Co-Chair: Lead, Staff Career Development Program, Human Resources
- Sarah Antonich: Assistant Director, Recognition Programs, UDAR
- Nicole Blake: Associate Director, Undergraduate Admissions
- Danielle Carco: External Relations Specialist, Civil and Environmental Engineering
- Jessica Chin: Events Administrator, UDAR
- Tara Hertstein: Talent Acquisition Advisor, Central Human Resources
- Maddy Irwin : Learning and Development Operations Lead, Central Human Resources
- Lauren Krupa: Student Services Advisor, CNR Office of the Dean
- Kate Lewis: Associate Director, Industry Alliances Office
- Luis Valencia: International Program/Operations Coordinator



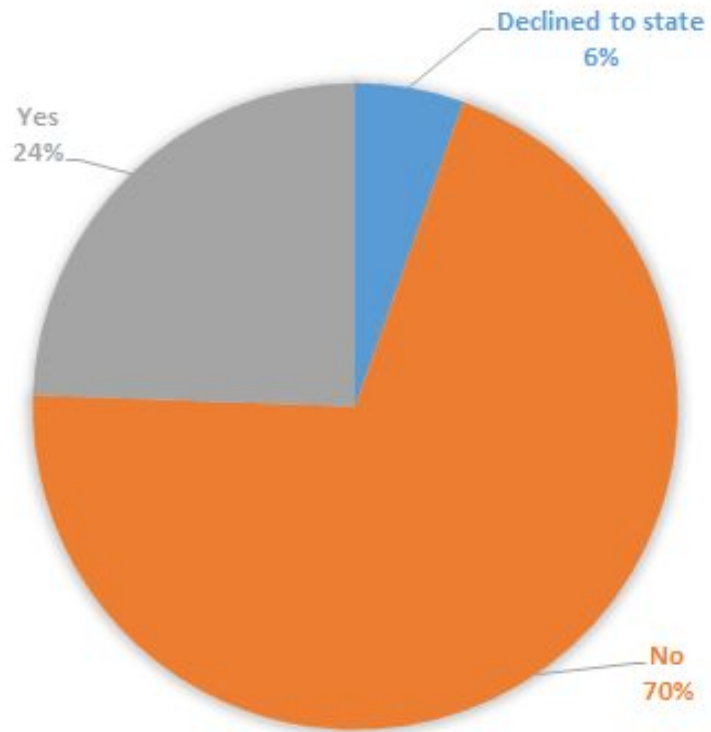
Evaluation Data

Conference evaluation data was collected through both paper and online versions, and then analyzed using Qualtrics. 307 participants completed the conference evaluation, and 96.08% 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.

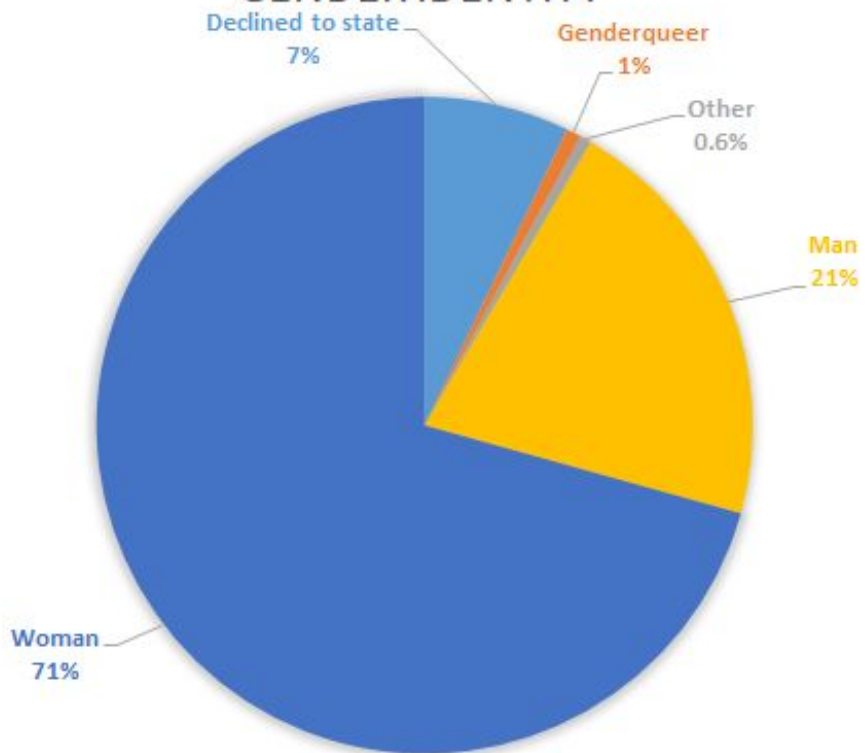
Attendee Demographics:

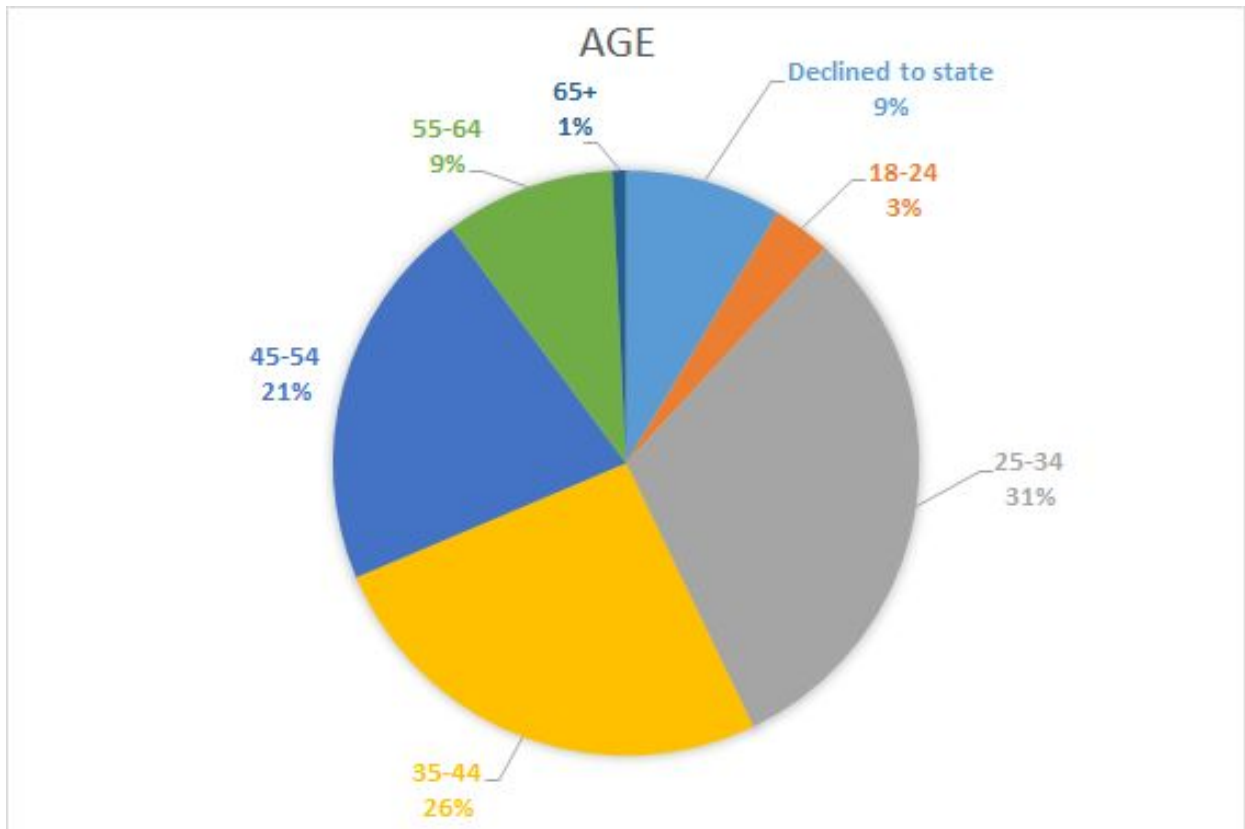
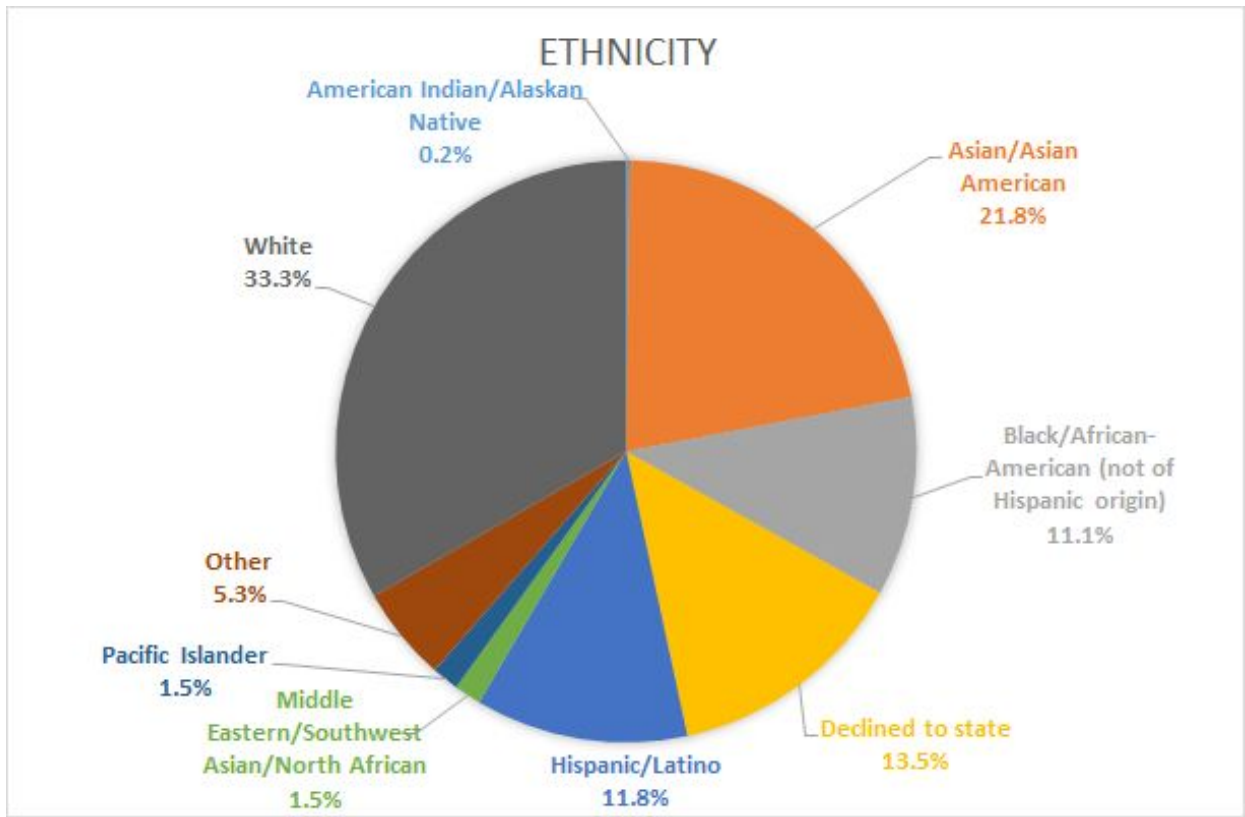


SUPERVISOR

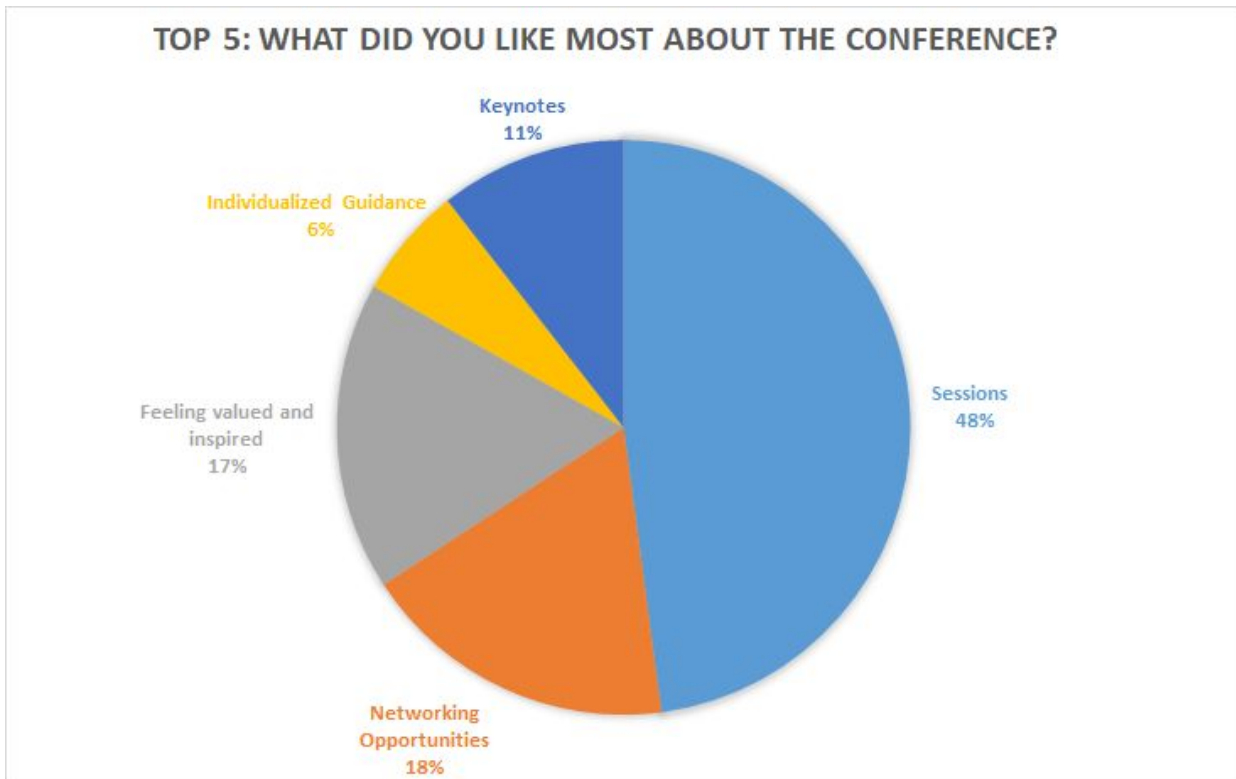
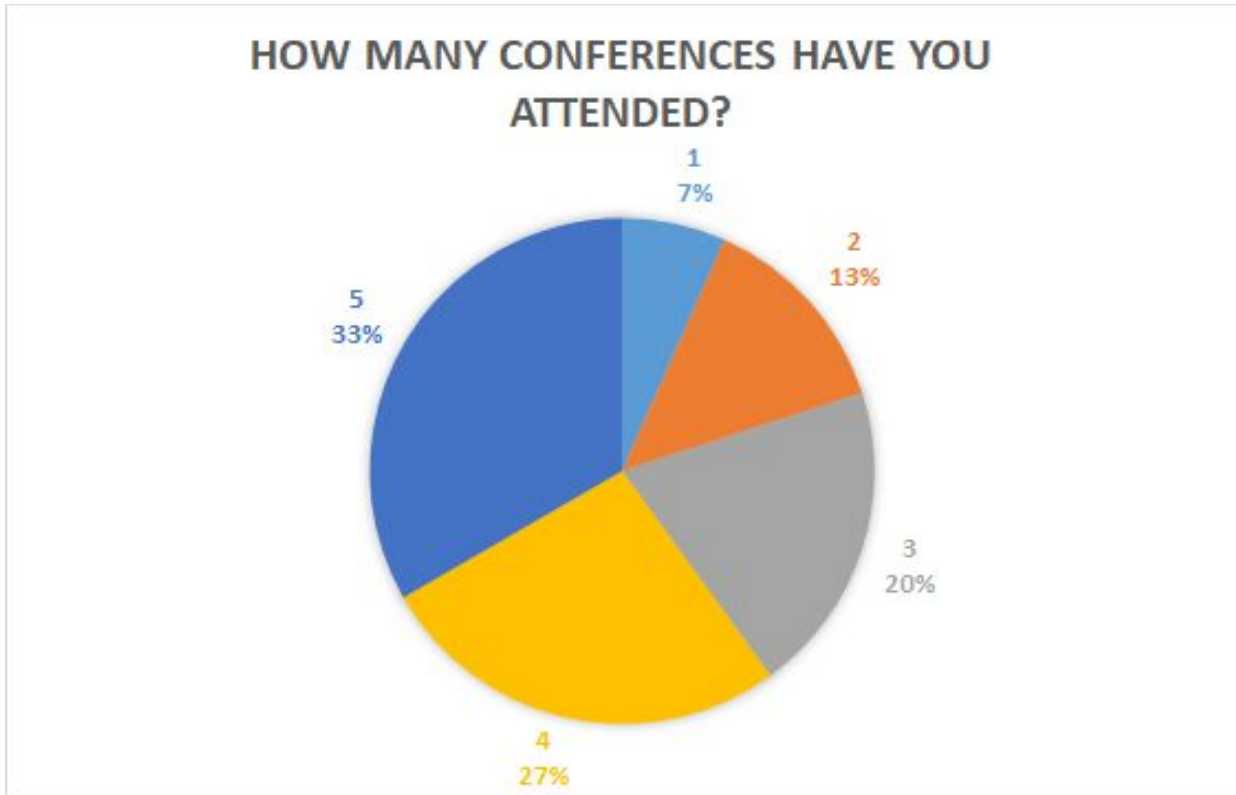


GENDER IDENTITY

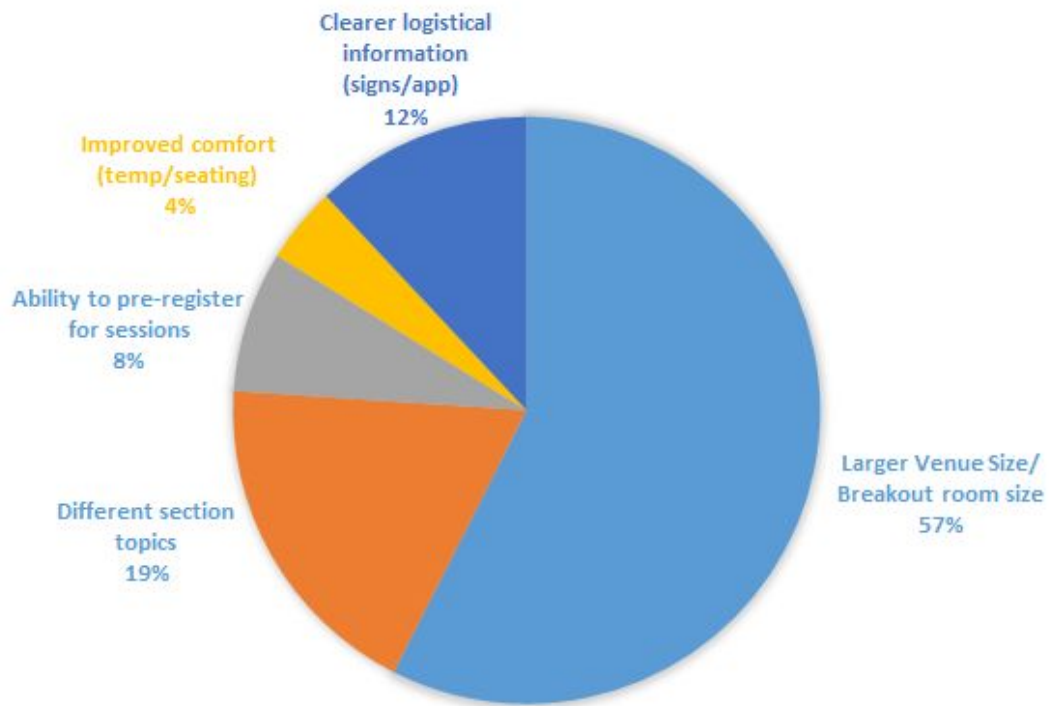




OVERALL DATA:



TOP 5: HOW CAN THIS CONFERENCE BE IMPROVED?



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

Work place communication - how to best share information amongst a team, a department, and a division and how to identify and use different communication styles to strengthen teamwork

A session related to requesting a reclassification at Berkeley which is hard to figure out! More sessions about expanding skills at your current job vs. finding a new one. A lot of the sessions seemed focused on finding new jobs even outside of UCB I'd like to see more about how you can turn your current job into the one that meets your personal and professional needs!

I spoke with several other people who are torn about their career goal because they're interested in different things-- maybe something about how to incorporate different types of work into one position or more about how to find your path if you're torn between interests or are interested in adding something new to Cal.

I would love a session on time management related to email inboxes specifically. I would also love to see a panel with "lower-level" staff who are not in leadership positions. It would be great to hear from people who have had long, successful careers at UC Berkeley but are not at the executive/ leadership level.

Participant Feedback “As a result of this conference, I commit to take the following action in the next month to support my career growth...”:

....Setting intentions and a plan of action for meeting career goals.

I commit to discovering more opportunities to push myself out of my comfort zone. I need to move forward with writing manageable goals and check in with myself/follow up as much as possible.

Be aware of and utilize all of the resources that Berkeley provides.

Taking advantage of the learning programs UC Berkeley graciously provides for Staff & Faculty.

Pro-actively and more intentionally reach out to colleagues.

I will reach out to those I collected business cards to start to build a community on campus.

Sit down with the people I connected with to talk about how we can collaborate.

Learning how to tell my story better. Quantifying my value and being able to articulate it to senior administration.

Be aware of and utilize all of the resources that Berkeley provides.

Taking advantage of the learning programs UC Berkeley graciously provides for Staff & Faculty.

Clarify my goals and look for opportunities to grow my skillset. Start to take ownership of my learning.

Looking for ways to become more engaged and inspired at work.

Talking with my boss about things that can be done at a higher level in our department.

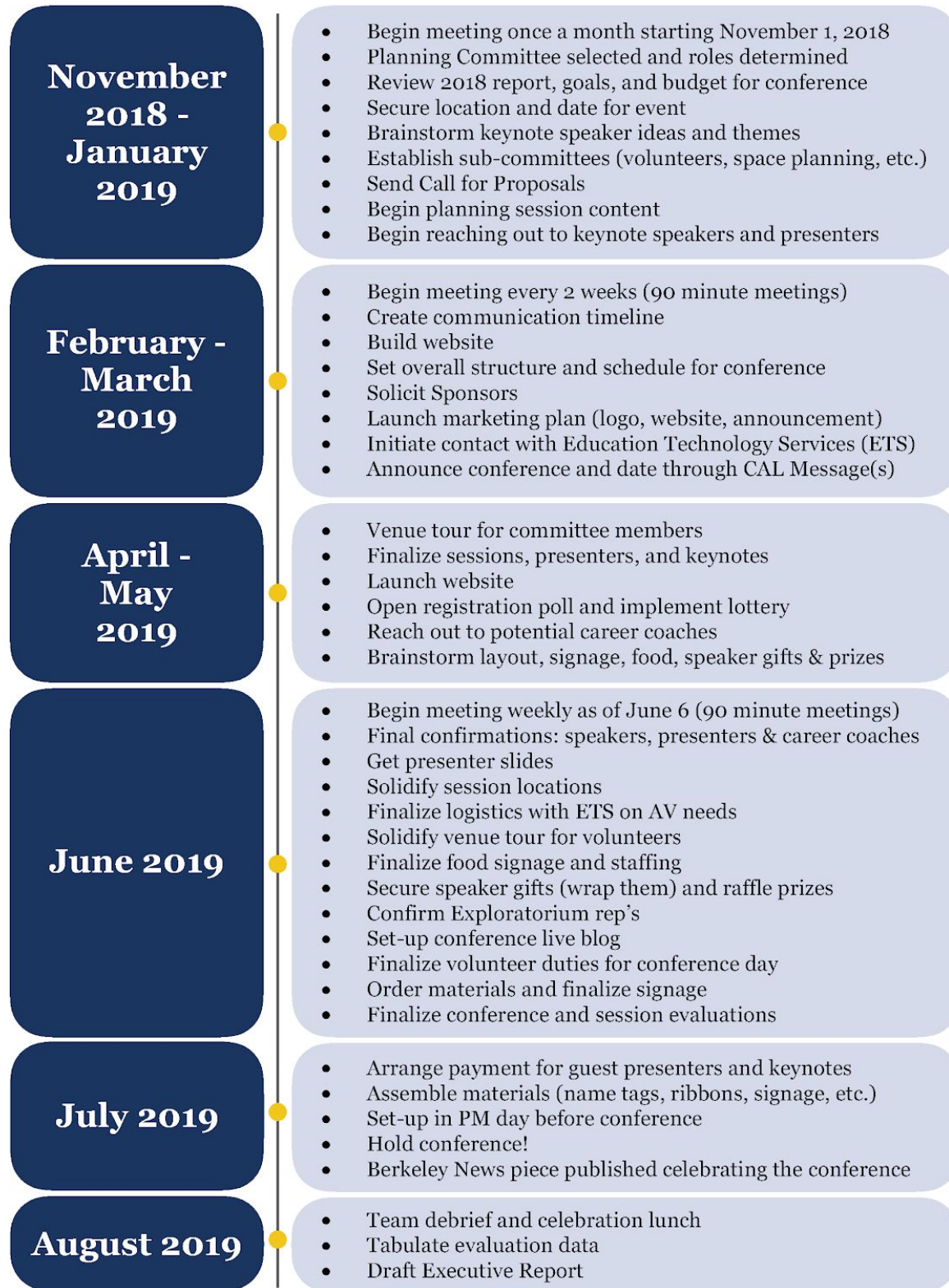
This conference was organized at a perfect time right before the self appraisal form is due. The knowledge and motivation I gathered from various session[s] has helped me immensely in completing my self appraisal form.

Conference Budget

Now Conference Budget: 2019			
	2018 Spend	Budgeted	2019 Spend
Space and Food	\$ 43,040.68	\$ 45,100.00	\$ 45,021.38
Space (Venue, parking, etc.)	\$ 1,349.24	\$ 3,400.00	\$ 3,400.41
Food (breakfast, breaks, lunch, reception)	\$ 41,691.44	\$ 41,700.00	\$ 41,620.97
Materials	\$ 191.27	\$ 650.00	\$ -
Program Folders / Printing	\$ 62.72	\$ 100.00	
Nametags	\$ 128.55	\$ 250.00	
Program Ap (agenda, evaluations)	\$ -		\$ -
Marketing material creation and distribution	\$ -	\$ 150.00	\$ -
Program Website	\$ -		\$ -
Event Signage		\$ 150.00	
AV	\$ 14,882.41	\$ 13,600.00	\$ 13,443.48
ETS	\$ 4,994.00	\$ 5,600.00	\$ 5,592.00
Hotel AV	\$ 9,888.41	\$ 8,000.00	\$ 7,851.48
Speaker Fees	\$ 2,050.00	\$ 1,000.00	\$ 455.57
External Keynote Travel	\$ -	\$ 1,000.00	\$ 455.57
External Concurrent Session	\$ 2,050.00	\$ -	\$ -
Gifts	\$ -	\$ 2,650.00	\$ 3,064.86
Raffle Prizes	\$ -	\$ 150.00	\$ -
Speaker Gifts	\$ -	\$ 1,000.00	\$ -
Participant Gifts	\$ 1,540.03	\$ 1,500.00	\$ 3,064.86
MISC	\$ 4,292.00	\$ 3,500.00	\$ -
Parking (Speaker, Volunteer, Attendees)	\$ -	\$ 500.00	\$ -
Transportation	\$ 2,752.00	\$ 3,000.00	\$ -
Misc (Cal Catering)			
TOTAL	\$ 64,456.36	\$ 66,500.00	\$ 61,985.29
Attendees	650	600	600.00
Per Person Spend	\$ 99.16	\$ 110.83	\$ 103.31

Planning Timeline

2019 NOW Conference Planning Timeline



Conference Program

Time	Event(s)	Location
7:30am-8:30am	Check-in Breakfast Recharge Lounge	Islands Ballroom Foyer Islands Ballroom Foyer Quarter Deck
8:30am-9:15am	Welcome: Chancellor Christ Keynote: Shadan Deleveaux	Islands Ballroom Islands Ballroom
9:15am-9:45am	Refreshment Break and Move to Next Session Recharge Lounge	Islands Ballroom Foyer Quarter Deck
9:45am-10:45am	Concurrent Sessions: <ol style="list-style-type: none"> 1. Social Intelligence, Emotional Intelligence, & Cross-Cultural Competency: Building Tomorrow's Skills Today 2. Taking Charge of Your Own Development 3. Connect Generously (networking authentically) 4. How to Deliver a Dynamic Presentation 5. Identify Your Transferable Skills to Enhance Your Career Mobility Recharge Lounge Coaches' Corner & Recruiters' 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: <ol style="list-style-type: none"> 1. The Strategic use of LinkedIN to Gain Access to Influential People 2. The Power of Campus Engagement: UCB Staff Organization Membership/ Leadership 3. Turn Your Imposter Syndrome into a Champion Mindset 4. Get Your Career Straight NOW! 5. Time Management: How to Get the Most Out of Your Time at Work and Beyond Recharge Lounge Coaches' Corner & Recruiters' 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: <ol style="list-style-type: none"> 1. Hidden Treasure: Discover the Right People & Skills to Aid Your Search 2. Improv for Everybody: A Tool for Effective Collaboration 3. What Lies Beyond Win-Win Negotiations 4. Resumes Employers Select: Getting an Interview Invitation 5. Making Your Career Finale Count Recharge Lounge Coaches' Corner & Recruiters' 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 Session Recharge Lounge	Islands Ballroom Foyer Quarter Deck

2:10pm-3:10pm	<p>Concurrent Sessions:</p> <ol style="list-style-type: none"> 1. How to Get to “Yes” in Your Career 2. Embracing Our Journey: How to Navigate UC Berkeley as Staff of Color 3. How to increase Your Satisfaction & Motivation at Work 4. Interviews that Result in offers: Becoming the Candidate of Choice 5. Practices for Mindful Communication & Emotional Intelligence <p>Recharge Lounge Coaches’ Corner & Recruiters’ Corner</p>	<p>1 Yerba Buena 2.Treasure 3.Belvedere 4.Angel 5.Mariposa Quarter Deck Amador/El Dorado</p>
3:10pm-3:30pm	Break and Move to Keynote	
3:30pm-4:00pm	Keynote Panel: Leti Light, Jen Sang, and Steve Sutton Moderated by Khira Griscavage	Islands Ballroom
4:00pm-4:10pm	Move to Reception	
4:10pm-5:00pm	Reception and Raffle	Bayview Ballroom/Patio

Featured Speakers

Welcoming Remarks: Chancellor Christ



Carol Christ began her term as the 11th chancellor of the University of California, Berkeley on July 1, 2017. A celebrated scholar of Victorian literature, Christ is also well known as an advocate for quality, accessible public higher education, a proponent of the value of a broad education in the liberal arts and sciences, and a champion of women's issues and diversity on college campuses.

Christ spent more than three decades as a professor and administrator at UC Berkeley before serving as president of Smith College, one of the country's most distinguished liberal arts colleges, from 2002 to 2013. She returned to Berkeley in January 2015 to direct the campus's Center for Studies in Higher Education, and was appointed interim executive vice chancellor and provost in April

2016 before being named chancellor in March 2017. Since her return to Berkeley, she has worked to foster community and improve the campus climate for people of all backgrounds, celebrate the institution's longstanding commitment to free speech, strengthen Berkeley's financial position, address a housing shortage, and develop a ten-year strategic plan for the campus.

As president of Smith for more than a decade, Christ supervised the development of the nation's only accredited engineering program at a women's college, oversaw a significant rise in student diversity, expanded Smith's global activities and reach, managed a major campus capital planning program, and shepherded the college through strategic planning exercises designed to improve its academic and financial models within the context of changing trends in higher education.

Prior to joining Smith, Christ served as UC Berkeley's executive vice chancellor and provost from 1994 until 2000. During her six years as the campus's top academic officer, she sharpened Berkeley's intellectual focus, strengthening many of the institution's top-rated departments in the humanities and sciences as well as advancing major initiatives in areas including neuroscience and bioengineering.

Christ received her B.A. (1966) from Douglass College, and her M.Ph. (1969) and Ph.D. (1970) from Yale University. She joined the Berkeley English faculty in 1970, and in addition to her other roles, has served as chair of that department, dean of the Division of Humanities, and provost for the College of Letters and Science. Christ has authored two books, *The Finer Optic: The Aesthetic of Particularity in Victorian Poetry* (1975) and *Victorian and Modern Poetics* (1994), and has edited or co-edited several others, including *The Norton Anthology of English Literature*. She is a member of the American Academy of Arts and Sciences and the American Philosophical Society.

Christ was married for 21 years to Paul Alpers, a professor of English and founding director of UC Berkeley's Townsend Center for the Humanities, until his death in 2013. She has two grown children, Jonathan and Elizabeth Sklute, from a previous marriage, as well as two grandchildren. She lives in Berkeley.

Morning Keynote: Shadan Deleveaux



Shadan Deleveaux is a dynamic public speaker who leads impactful career focused workshops for college and graduate students as well as career professionals. He has presented to audiences at some of the top universities and companies in the country and was a keynote for the 1st annual Grand Bahamas Tech Summit.

After two decades in corporate America working across multiple functions including Marketing, Business Development and Talent Acquisition at some of the top companies in the world including Colgate Palmolive, L'Oreal and currently Google, Shadan has developed the expertise necessary to help others navigate their own corporate climb.

Shadan created the 'Ultimate Guide to Not Screwing Up Your Career' blog on Tumblr. He co-founded Technology for Families in Need (TechFIN), a not-for-profit created to help close the digital divide for low-income families. He is also an amateur photographer. His advice and photographs have appeared in publications including, Fortune.com, Ebony magazine, and the Examiner.com.

Shadan received his Bachelor's degree in Philosophy from the University of Rochester and a Master's in Business Administration from Columbia Business School.

Afternoon Keynote Panel Moderator: Khira Griscavage



Khira serves as Associate Chancellor and Chief of Staff to the Chancellor. She is also the Chief Ethics, Risk, and Compliance Officer (CERCO). As the Chief of Staff to the Chancellor, Khira is a strategic advisor to the Chancellor and campus senior leadership and is responsible for the effective administrative organization and daily functioning of the Office of the Chancellor. As the CERCO, Khira oversees UC Berkeley's compliance, ethics and risk service programs and provides strategic and operating guidance to the Chancellor and campus leadership. She previously served as Special Advisor and, later, Interim Chief of Staff for Administration and Finance between 2007 and 2012.

Khira earned an MBA from Stanford's Graduate School of Business, an MA from Stanford's Graduate School of Education, and an undergraduate degree in mechanical engineering from Harvard University.

Prior to her current role, Khira served as the Director of Operations and Professional Development for McKinsey and Company's West Coast Office. In this role, she had oversight for the administrative, operating, and people functions for the consulting firm's San Francisco, Silicon Valley, Southern California, and Seattle locations. In addition, Khira has experience in public sector finance (as a Vice President with JPMorgan), management consulting (as a consultant for McKinsey and Company), and school finance and operations (as the CFO for The Athenian School in Danville).

Afternoon Keynote Panel:

Leti McNeill Light



Leti Light serves as Executive Director in the Principal Gifts & Strategic Initiatives department in University Development and Alumni Relations. In collaboration with members of the campus community, her team works with the world's leading philanthropists to achieve their dreams through partnerships with the University, and helps make Berkeley's highest aspirations possible.

Leti is a higher education leader in fundraising for large initiatives which at UC Berkeley includes the Berkeley Brain Initiative, Innovative Genomics Institute, Data Science & Information, and the Environment Resilience Accelerator. These cross-cutting, multidisciplinary initiatives engage the partnership of a wide range of

campus leaders in order to deliver transformational impact for the public good. Over the last 19 years, Leti has worked in philanthropic development at Cornell University, UCLA's Henry Samueli School of Engineering and Applied Science, and the David Geffen School of Medicine, and now UC Berkeley.

Jennifer Sang



Jen Sang is currently the Assistant Dean for Finance and Administration at the College of Environmental Design. She has worked on the UC Berkeley campus for the last 15+ years in different schools/colleges and in various roles ranging from student services to operations to program management to finance. Jen has an MBA from the Haas School of Business and a Bachelors in Chemical Engineering from Manhattan College. Prior to her career in higher education, she was a Project Engineer at Texaco, focusing on international business development for clean power technology.

Steve Sutton



Dr. Steve Sutton currently serves as the Vice Chancellor for Student Affairs at UC Berkeley, where he began his Student Affairs journey as a Residential Life Coordinator. He has worked in higher education for over 30 years. His experience as a first generation college student from a small town in southern Ohio informs his work as an educator, as does his three year experience as a resident assistant. As UC Berkeley's VCSA, he acts as an advocate for a range of issues impacting the college student experience. Steve has worked in a variety of functional areas within student affairs during his career, including: Dean of Students Office; Student Union Management; Housing and Residence Life; Facilities Management; and Student Activities

Steve has a Bachelor of Science in Microbiology and a Master of Arts in Higher Education and Student Affairs, both from The Ohio State University. His Doctorate of Education is from the University of Houston where he explored the factors that impact student persistence for those enrolled in web enhanced courses.

Breakout Sessions

Connect Generously

Most everyone agrees that networking is important, but how do you do so with authenticity? This workshop will frame networking as “connecting generously”. So whether you are gregarious or shy, you can build your network to enable you to offer more and have more impact. Wherever you are in your career, you always have something to share.



Helena Weiss-Duman, MA, PMP is a project manager and educator. Her superpower is bringing order to complexity. She is the deputy director of External Relations & Marketing Communications in UDAR and is celebrating 24 years working at UCB. In addition, she teaches project management and event planning at UC Berkeley Extension and was named “Honored Instructor” in 2018. She loves to travel and is celebrating her milestone birthday this year with five international trips. She loves creating meaningful and impactful experiences both professionally and for family and friends.



Jennifer Davis, MA Organizational Leadership, is a coach, encourager and life-long leadership practitioner. She challenges herself to breathe hope and inspiration into every human interaction and thrives when others succeed and develop in their spheres of influence. After nearly 30 years leading teams and programs in the nonprofit world, she designed an intentional and radical sabbatical from leading and serving to reflect, rejuvenate and reset for the next seasons of life and work. She is excited to carve out new paths in the years to come! Jen loves to gather with interesting people, around any table, listening to stories and finding ways to spur them on as they accomplish their dreams!

Embracing Our Journey: How to Navigate UC Berkeley as Staff of Color

As staff and managers of color at UC Berkeley, we typically find ourselves challenged by institutional barriers that actively impede our success. Through our experience in the new Leadership and Career Enhancement Program for Staff of Color (LCEP), we will share our lessons learned from the program. This session is presented by LCEP graduates from the first two cohorts of the program where they will share their stories and resources that staff of color can utilize to enhance their career.



Kristine Lee Wilby- I have worked on campus for 11.5 years in the Office of Undergraduate Admissions. I began as an Admissions Officer, promoted to Assistant Director, and currently an Associate Director. I was chosen to be a part of the pilot cohort for LCEP (Leadership and Career Enhancement Program for Staff of Color) last spring. I appreciate the opportunity to learn from our facilitators, hear my cohort’s stories, and self reflect on my career path. I also serve as the Co-Chair for APASA (Asian Pacific American Systemwide Alliance), a member of the campus Constituent Board, and Inclusion, Diversity, Equity, Access Chair for WACAC (Western Association for College Admission Counseling). I have my BA in Sociology from UC Irvine and my MA in Organization & Leadership from University of San Francisco. I love mentoring, coaching, and growing an inclusive and positive culture for staff to have a fulfilling experience.



Judy Smithson- I have worked in the field of Student Affairs for the past 13 years at elite public and private institutions. I currently serve as a Program Manager for the On-Campus/Online MPH, Interdisciplinary and Doctor of Public Health Programs for the School of Public Health (SPH). Prior to SPH, I was the Academic Advising Graduate Lead to one of the largest implementations of CalCentral an online portal and Peoplesoft Applications to over 11,000 graduate students and 120+ Graduate Student Affairs Officers. During the past two years, I served in a leadership role for CAL Women’s Network and I am currently serving as a member on the Chancellor’s Advisory Committee on the Status of Women. Prior to UC Berkeley, I worked as an Educational Opportunity Counselor for the University of California Santa Barbara and counseled over 450 historical

underrepresented and first-generation undergraduate. I have a BA in Communications from Concordia University, Irvine and M.Ed. in Postsecondary Administration and Student Affairs & Certificate in Management of College Student Services from the University of Southern California (USC).



Paul Martinez- I am a Principal Contracts and Grants Officer of 8+ years at the UC Berkeley Sponsored Projects Office. Before joining UC Berkeley, I served as a Contracts Manager at WestEd, an educational non-profit Joint Powers Authority; as an Industry Officer specializing in clinical trials at LABioMed, located at the Harbor-UCLA Medical Center campus and affiliated with the David Geffen School of Medicine at UCLA; and a Study Coordinator on the large scale, multi-year NIH-funded Women’s Health Initiative study. During my time at UC Berkeley, not only have I served as a Contracts and Grants Officer, but I have also served as a Principal Investigator and conducted a two-cohort research study. I am

fortunate to have had the opportunity to participate in the Leadership Experience in Administration Program (LEAP) established by the UC Berkeley Sponsored Projects Office in addition to being selected to Cohort 1 of the Leadership Career Enhancement Program (LCEP).



Lauryn Holloway- I attended UC Berkeley as an undergrad and finished with a BA in Psychology and a minor in Education. After, I pursued my Master of Science in Clinical Psychology at San Francisco State University. I started my career as a therapist for young children and families coping with trauma. Several years later, I returned to campus as a counselor in the Financial Aid and Scholarships Office. I have worked on campus for over 6.5 years.

I am a doctoral candidate in the Educational Leadership program at Mills College and tics. Currently, I am serving as the Director of Compliance for Financial Aid, the chair of the Intercollegiate Athletics Equity, Inclusion, and Diversity Task Force, and a member of Chancellor Christ’s Undergraduate Student Diversity Project via the Campus Experience Working Group. My hope is to continue to grow in my career and actively engage with the campus’ equity, inclusion, and diversity initiatives in order to see the change in our culture and climate.

Get Your Career Straight NOW

We are in the do-it-yourself career development era. This NOW conference presents a great opportunity to bring balance and career achievement by leveraging resources on campus! It’s up to you to proactively manage your career in a way that gives you partnering power to work with your employer to help you realize your career aspirations. Find your level of boldness. Create, design and

execute a personal internal mobility strategy that is in alignment with your career goals. Join, Vaneese Johnson-The Boldness Coach™ in this highly engaging power session as we discuss five strategies to help you be bold, big and bad as you get your career straight NOW!

Topics Include:

- Treating your career like a business™
- Career vision and mission statement
- Professional Branding
- Leverage-up your network
- Bold, big and bad blueprint™



Vaneese Johnson, The Boldness Coach™, is a Global Leadership Coach, Keynote Speaker, Brand Strategist and Author. She teaches, empowers, and challenges professionals to step into their Bold, Big & Bad™ and up-level their career choices and successes with intention, ownership and self-direction.

As a powerhouse possibility creator and transformation instigator, Vaneese teaches and emboldens today's professionals through her proprietary success fundamentals of Branding Out Loud Daily (BOLD), Building in Your Gifts (BIG), and being Branded and Distinctive (BAD) to accentuate their professional presence with authenticity and authority while making a purposeful impact in the world. Her strategic approach allows clients to better connect their talents, skills and values across diverse groups and industries resulting in relevant, high-impact engagement.

Her professional credentials include: Certified Career Management Coach, Personal Brand Strategist, Online Brand Strategist, Small Business Advisor, Career Transition Coach, 360 Administrator and Interpreter and Crucial Conversations Instructor

Hidden Treasure: Discover the Right People and Skills to Aid Your Search

Expand your toolkit for developing connections and gaining skills that will help you stand out as a candidate. Explore informal and social learning strategies - such as informational interviews, educational media, and volunteering - as ways to accelerate your career change. Participants with a mobile device, specific job or career of interest-- and high degree of self-awareness-- will gain the most from this workshop.

Takeaways:

- Learn to build new connections outside of events
- Discover how to become knowledgeable on a job or career of interest
- Find ways to develop your transferable skills and experience



Shirley Giraldo has built a career creating positive change as an educator and coach. A strong proponent of growth, she currently focuses on developing staff outside of the classroom at UC Berkeley as the Informal and Social Learning Lead. Outside of UC Berkeley, Shirley coaches people on their careers and works with organizations to increase their diversity efforts through her organization, Delthena Group. She's previously worked with Google on workplace allyship, and spoke to an overflowing audience at the National Conference on Race and Ethnicity (NCORE). Her work has been featured in The Queens Courier and NBC Latino.

How to Deliver a Dynamic Presentation

Public speaking along with facilitating presentations and meetings can undoubtedly be a daunting task for some no matter your role or title . This collaborative and interactive workshop will provide attendees with the critical elements needed to structure and deliver an impactful presentation, engage and inspire their audience, and be aware of common mistakes facilitators often make. These tools will also help non-presenters facilitate productive meetings, foster an inclusive environment, and further develop confidence in public speaking and improve the overall speaking experience for both the facilitator and audience.

Shari W. Quinn, MBA is an experienced speaker and best-selling author of 5 books, is currently the Assistant Director of Undergraduate Admissions and International Specialist for China with UC Berkeley. She is also a former college instructor of Professional Communications. Shari Quinn has been a guest speaker at sold-out events, presented in over 100 high schools throughout the U.S. and China; and facilitates workshops on public speaking, the art of book writing, effective goal planning and admissions-related topics at professional conferences. She is also a previous Director of Admissions and has been in higher education for 19 years. Shari delivers motivational and impactful speeches, and inspires attendees to development confidence, understand the importance of proper preparation and the power of their voice. She was also featured as Today's Woman on NBC's Albany (NY) affiliate WNYT and featured on the cover of Herlife magazine.

Dionne Teasley

How to Get "Yes" in Your Career

When presented with a novel career opportunity that challenges us in a new way, what keeps us from saying yes? Often, it can feel like there are many reasons to say no when faced with a challenge that is outside our comfort zone. This hands-on workshop will help participants identify both internal and external obstacles that interfere with saying yes to career-enhancing opportunities, and learn strategies to successfully navigate these challenges in order to get to their own personal “yes.”



Dr. Catherine Ciano holds a Ph.D. in psychology, and has spent most of her career working in hospitals and clinical settings across the United States. Her interests in proactive approaches to mental wellness, and creating sustainable change, inspired her to branch outside of clinical psychology to explore psychology’s broader applications. At present, enthralled with maximizing human potential, Dr. Ciano applies her psychological understanding of emotions and human behavior to the domains of change management, the future of work, and creativity and inspiration, by way of writing and public speaking. She works as a Psychologist in Primary Care at the University of California, Berkeley, and is an MBA Candidate at the McCombs

School of Business at University of Texas, Austin. She is also Past President of the Santa Clara County Psychological Association and Membership and Assessment Chair for Cal Women’s Network.



Emma Strong is an Academic Advisor in the Fall Program for Freshmen, a learning community for first-year students in the College of Letters & Science (L&S). She began her UC Berkeley career in the L&S Office of Undergraduate Advising, and has been on campus for five years. Emma has nine years of experience in higher education student services, and has a passion for helping both students and staff identify and achieve their goals. As Co-Chair of the Berkeley Staff Assembly (BSA) Career Development Committee, Emma supports professional development opportunities for UC Berkeley staff by administering the BSA Mentorship Program. She is currently pursuing a certificate in Project

Management through UC Berkeley Extension.

How to Increase Your Satisfaction & Motivation at Work

Are you getting less satisfaction from your work? Lack motivation? Unhappy?

Sounds like your emotional paycheck needs a raise. We'll explore:

- What's weighing you down
- What inspires you at work
- Ways to boost your motivation

We will use coaching techniques that can be used for your own professional development as well as with students, co-workers or employees. You'll walk away from this workshop with actionable next steps to raise your well-being at work and rediscover the joy in your job.



Ruthann Haffke has over 20 years of experience coaching and counseling career clients at UC Berkeley. Throughout her career, Ruthann has led workshops and guided students, alumni, faculty and staff in the process of career exploration, successful career change, and leadership/team development. While at UC Berkeley, Ruthann established the career services program for the School of Public Health, developed career programming for professionals in transition at UCB Extension, and delivered leadership/team development programs across campus. For her work at Cal, Ruthann has received the Chancellor's Outstanding Staff Award and the Distinguished Service Award. She is a Gallup trained strengths coach and is certified in the Myers-Briggs Type Indicator (MBTI). In addition to her work at UC Berkeley, Ruthann has served as a lecturer in the San Francisco State University Career Counseling program.

Identify Your Transferable Skills to Enhance Your Career Mobility

Are you seeking greater satisfaction in your current role, evaluating new career options, or applying for new jobs? Does your current resume promote your skills and strengths? It is important to identify your transferable skills for developing a strategy for growth and movement. In this hands-on workshop, you will identify your top transferable skills, create action steps to move forward, and gain strategies to effectively promote your skills. Attend this workshop to enhance your career mobility and own your career.



Lesah Beckhusen

For over 25 years, Lesah has guided individuals through career crossroads; from launching a first career, making a career transition to advancing in a career path.

She is a career consultant and President of SkillScan. She is the developer of a suite of transferable skills assessments including two online assessments, Drive and SkillScan Express and the print version, Advance Pack 2.0. She provides train-the-trainer programs for career counselors and coaches on optimizing the value of assessment results to deepen client self-understanding.

Lesah has worked with clients in a wide variety of environments including 23 years at the Berkeley/Haas MBA Career Management Office, community colleges, outplacement firms, adult career centers, universities and held a private practice for over ten years. Lesah earned her Master's Degree in Counseling and a Bachelor's degree in Psychology from San Diego State University.

Improv for Everybody: A Tool for Effective Collaboration

Improvational acting is live, unscripted theater. At the core of it is the tenet “yes, and”—support each other with energetic affirmation, and you will build a strong and innovative team.

Practicing improv can enhance a multitude of communication and collaboration skills, which you can apply to your daily life. It’s fun, enlivening, and easier than you think!

Come learn what applied improvisation is all about, and try out a few fun and easy theater games for yourself!



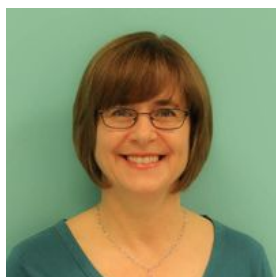
Karen Twelves has been coaching improv since 2012 and performing in the San Francisco Bay Area since 2008. Currently she performs as part of the main stage cast at All Out Comedy Theater in Oakland and with the all-women troupe Chick Flick.

A strong believer in experiential learning, she delivers personalized training sessions for private clients and the general public, both locally and at national conventions. Find out more at improvforeverybody.com!

Karen also serves as the 2018-2020 co-chair for the Berkeley Facilitators Network, and is a facilitator with the Multicultural Education program. In addition, Karen is an editor and works primarily with tabletop game publishers. In 2018 Karen published *Improv for Gamers*, a collection of improv exercises for tabletop roleplayers to practice their skills in collaborative storytelling. More information about her *Improv for Gamers* workshop series is at improvforgamers.com

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. Next, you must 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 17 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.

Making Your Career Finale Count

People’s priorities sometimes change for the 5-10 years before they retire from an institution like UCB. Factors that lend the most engagement, satisfaction and reward may shift. How do you shape those years in ways that leverage your generativity, experience and knowledge and honor your highest aspirations? Leveraging the wisdom of the group, clarify key motivators at this stage of your career and identify/develop strategies. This interactive workshop is ideally suited for seasoned staff members who want to make the most of those culminating years.



Terrie Moore serves as the Lead for staff career development in Learning and Development at UC Berkeley. She believes that career development relies on: recognizing one's unique combination of strengths; committing to lifelong learning; and engaging with fellow professionals. Facilitating that process both individually and in group settings gives her great satisfaction. Terrie took the plunge to become a career counselor after a 27-year career in the healthcare industry, where she implemented quality improvement methods and educated others to implement them. Her portfolio of prior roles also include consulting on HR development and day-to-day work processes in multiple departments and functions. Terrie holds Master's degrees in Counseling and Health Services Administration.



Susan Hagstrom is the Director of Undergraduate Advising in the College of Environmental Design at UC Berkeley. Previously, she held a variety of positions in the L&S Office of Undergraduate Advising. She also completed a staff internship through HR and the Chancellor's Office that focused on how to most effectively recognize staff contributions to the University. A champion of wildest dreams, Susan is committed to encouraging human potential, engagement and well-being for students and staff alike. She delights in supporting people of all ages as they listen to their inner wisdom and strive to live more meaningful and fulfilling lives. Susan is a certified life and career coach, holds an MA in Educational Psychology and Counseling, and enjoys riding her bike to work.



Cary Sweeney is Director of the UC Berkeley Retirement Center, and education and resource center to support UC retirees and those planning for retirement. Cary holds a Master's of Gerontology from Virginia Commonwealth University and has 19+ years of experience in developing and managing programs in geriatrics and gerontology aimed at improving the well-being of older adults. Prior to joining the Retirement Center in 2014, Cary served at UC San Francisco as Project Director of the Hartford Center of Gerontological Nursing Excellence, and Program Manager of the NorCal Geriatric Education Center, Division of Geriatrics, School of Medicine.

Practices for Mindful Communication and Emotional Intelligence

Communicating and connecting with people are key skills that we need when working together in teams, and critical for leaders to develop. This workshop explores emotional intelligence and mindful listening skills. The format is interactive and experiential, introducing practical exercises to bring the benefits of emotional intelligence and mindful listening habits into daily life and work, based on content from the 2-day Search Inside Yourself (SIY) program — developed by Google and based on neuroscience.



Aaron Culich is a Research Data & Computing Architect with the Data-Intensive Social Sciences Laboratory (D-Lab) at UC Berkeley, and an elected member of the Leadership Team for the Campus Champions serving research universities across the US. He is currently a Teacher-in-Training with the Search Inside Yourself Leadership Institute (SIYLI). He is also a Berkeley City Leader of Sidewalk Talk, a worldwide community listening project, and board member of the Unconscious Bias Project (UBP), to promote the reduction of unconscious bias in academia

and beyond. In his spare time he fosters kittens, as well as drinks tea and poetry.

Resumes Employers Select: Getting an Interview Invitation

Create a resumé 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 17 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.

Social Intelligence, Emotional Intelligence, & Cross-cultural Competency: Building Tomorrow’s Skills Today

The future of work looks differently than it does today. Factors driving the change include automation, globalization, technological advances, shifts in work culture, and new organizational models. The Institute for the Future highlighted 11 skills needed in future workplaces. This workshop will focus on two, as applied to leaders and managers: Social and Emotional Intelligence, and Cross-cultural Competency. Attendees will learn how these skills facilitate effective and inclusive work cultures, and practice with practical tools that can be implemented immediately.



Dr. Catherine Ciano holds a Ph.D. in psychology, and has spent most of her career working in hospitals and clinical settings across the United States. Her interests in proactive approaches to mental wellness, and creating sustainable change, inspired her to branch outside of clinical psychology to explore psychology’s broader applications. At present, enthralled with maximizing human potential, Dr. Ciano applies her psychological understanding of emotions and human behavior to the domains of change management, the future of work, and creativity and inspiration, by way of writing and public speaking. She works as a Psychologist in Primary Care at the University of California, Berkeley, and is an MBA Candidate at the McCombs School of Business at University of Texas, Austin. She is also Past President of the Santa Clara County Psychological Association and Membership and Assessment Chair for Cal Women’s Network.

The Strategic Use of LinkedIn to Gain Access to Influential People

LinkedIn is a Marketplace to trade your personal connections for access to influential people that can help you develop your career. This workshop will show you how to strategically grow your network in 3 phases to be able to connect to your future manager before you even send in your job application. You'll also learn the essential techniques to ensure you have an

outstanding profile that reflects your experience and competences and makes you attractive to campus recruiters and managers.



Dr. Wehrle is a researcher specialized in innate human behavior and an expert in Academic Innovation and Design. At Berkeley, he is developing fully integrated trans-disciplinary study programs that allow students and lifelong learners to acquire the specific skill set they need to succeed in their careers in the upcoming 4th industrial revolution. With his team, he brings together world-leading researchers from Berkeley and industry experts from Silicon Valley who work and teach at the forefront of academic innovation. In his prior positions, he has founded the Center for Global Engagement of Planeta Education and Universities France, he directed Accreditation and International Relations at Groupe EDC and served as Academic Director at Groupe IGS. He founded the Eye-Tracking Lab of ICD International Business School and has lectured at UC Berkeley, Grupo Planeta, Groupe EDC, Groupe IGS, University of Paris 1, Toulouse Business School, Amsterdam University of Applied Sciences, and Groupe IAM.

Taking Charge of your Own Development

Your professional development is up to you! This session will help you explore strategies for thinking about what you want to learn and how you want to develop. What are you curious about? What are your strengths? Where do you want to go? Come and explore these questions and more in this interactive session!



Inette Dishler is a Senior Learning and Development Specialist at the University of California Berkeley. She has over 30 years of experience in learning and development in the non-profit, corporate, and academic sectors, and has been at UC Berkeley for 18 years. Inette has created and managed programs such as the new Leadership and Career Enhancement Program for Staff of Color, Thriving as a Manager at Berkeley, Growing as a Coach, and others. She also teaches supervisory and management development classes in the Berkeley People Management program. Inette had the vision to create an online site for staff to learn and share with each other, and developed the 'Wisdom Cafe'. She was a co-founder of the annual career development conference for staff called NOW (Next Opportunities at Work). She is passionate about learning and helping others learn!

The Power of Campus Engagement: UCB Staff Organization Membership/Leadership

The workshop will focus on the career benefits of UCB staff organization participation. We will share the history, purpose and brief overview of the current staff orgs. The workshop will offer practical tips and personal examples of how staff org participation can assist with professional development by developing skills such as networking, project management, event planning, facilitation, collaboration & leadership techniques. The workshop will also cover the benefits of joining smaller staff org communities to increase overall wellness and improve individual staff experiences. Colleagues will share how their participation in staff orgs helped their career. We will also explain how staff can create their own staff org if they are interested.



Dr. Sidalia (Sid) Reel is the Director of Staff Diversity Initiatives in the Equity & Inclusion Division. Her charge is to implement programs, policies and events to foster an inclusive work environment with a welcoming climate. Sid conceived and co-founded the Next Opportunity at Work (NOW) Conference in 2013 as a free, half or full day onsite

conference to provide presentations, resources and tools for career development for all staff. She leads the campus-wide Multicultural Education program (MEP), and she consults with departments and teams on equity, inclusion and diversity topics. She is a recipient of both an individual and a team Chancellor's Outstanding Staff Award for these efforts. Prior to coming to UC Berkeley, Sid spent over 20 years of experience leading corporate global diversity & inclusion organizations in the technology sector. Sid earned an EdD from USC, an Ed.M. from Harvard University, and a BA in sociology from Scripps College.



Rebecca Ulrich- Originally from a small rural town in southern Illinois, Rebecca's early career focus was in communications, film & media studies. Her career began working as a publicist for public television and then later as a commercial associate video producer and writer. Prior to UCB, she worked for 16 years as a legal assistant in an immigration law firm where she used her communication skills to give voice to people sharing their stories when applying for immigration relief. She came to Cal after the law firm closed starting in the Office of the Registrar. She worked briefly as an advisor in Cal Student Central. In 2014 she began supporting the Vice Provost as an executive assistant. She is the current chair of the Black Staff and Faculty Organization (BSFO). She also joined the Chancellor's Staff Advisory Committee (CSAC) as a way to better connect with the larger campus community.

Time and Attention Management: How to Get the Most Out of Your Time at Work and Beyond

How can you get the most out of your time at work and have time for meaningful activities during your time off? This workshop will focus on practical strategies designed to help you get the most out of your day. Good time management requires an important shift in focus from activities to results: being easy isn't the same as being effective. In this workshop, we will show you how to break down tasks, prioritize, and feel a sense of accomplishment.



Dr. Sanchita Banerjee Saxena is the Executive Director of the Institute for South Asia Studies at UC Berkeley and the Director of the Subir and Malini Chowdhury Center for Bangladesh Studies under the Institute. She is the author of *Made in Bangladesh, Cambodia, and Sri Lanka: The Labor Behind the Global Garments and Textiles Industries* (Cambria Press, 2014). In 2016, Dr. Saxena was a Practitioner Resident at the Rockefeller Foundation's Bellagio Center in Italy. She has also been a Public Policy Fellow at the Woodrow Wilson International Center for Scholars in Washington D.C. in 2010 and 2014. She frequently gives invited lectures and publishes commentaries in the popular media. Dr. Saxena holds a PhD in political science from UCLA. In her spare time, she enjoys hiking, attending plays and concerts, reading, cooking, and traveling. She looks forward to sharing tips on time management that she has learned over the years.

Turn Your Imposter Syndrome into a Champion Mindset

Have you done all the "right" things in life like going to a good college and working hard at your job? But you still wake up feeling like you're a fraud or an imposter. And you're afraid others will find out you don't belong.

During this interactive program, you will:

- Kick your imposter syndrome to the curb.
- Connect with yourself about what you truly want for your life and career.
- Get key strategies to build your champion mindset



Samorn Selim is the daughter of poor Lao refugees. She defied the odds of being a “welfare queen” to earn a degree from Berkeley Law and work at a big firm. She thought this would bring her happiness. But she was wrong. She woke up with dread and anxiety. She made the tough decision to leave the practice of law and pursue her then dream job as a career counselor at Berkeley Law. Now, Samorn is the Founder and Creative Joy Director of Career Unicorns. She is known as the Marie Kondo of careers, and has helped over 1,000 professionals “spark joy” by landing dream jobs, getting promotions, and attracting new clients. She has been a presenter at Google and Dress for Success. She is a board member of the American Bar Association Career Center and the author of, “Belonging: Self Love Lessons From A Workaholic Depressed Insomniac Lawyer.”

What Lies Beyond Win-Win Negotiations?

Most of us negotiate using techniques from another century. Transformative negotiation goes beyond getting to Yes and Win-Win paradigms; it involves skillful 21st century interactions that require us to be humble and mindful, to hear and say No, and to frequently ask “Why?”. Transformative negotiation brings mindfulness to communications; is creative in preparations and the use of leverage and frames; is aware of all aspects of negotiation; and is compassionate, increasing the chances of coming to agreement.



Michèle Huff, a transactional lawyer, is currently the Director of the Office of Business Contracts and Brand Protection at the University of California, Berkeley. Ms. Huff is the author of *The Transformative Negotiator: Changing the Way We Come to Agreement from the Inside Out* (Unhooked Books, 2015). Prior to joining Berkeley, Ms. Huff spent nine years in the legal department at the University of New Mexico and managed the Archer Law Group. She began her career at Sun Microsystems and later co-founded a Silicon Valley software start-up. Ms. Huff presents workshops and classes on Transformative Negotiation nationally to executives, mediators, entrepreneurs, and undergraduate and graduate students.

Ms. Huff was born and raised in New York City, received her BA from Colorado College and her JD, magna cum laude, from Arizona State University College of Law. She became a member of the California Bar in 1985. Follow her at <http://www.michelehuff.com>.

Coaches' Corner

Back by popular demand, the Coaches' Corner offers a 25-minute appointment with a career coach while attending the conference. A coaching appointment is especially helpful to those who want assistance in:

- Getting unstuck
- Gaining perspectives that supports forward movement
- Clarifying career goals & turning them into action
- Managing career change
- Communicating effectively about your career and skills
- Balancing the “big career picture” with the concrete action steps needed to make it a reality



Kate Zubly 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.



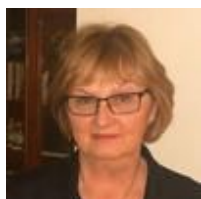
Rosanne Lurie, MS, currently works at the University of California Berkeley as part of the management group at the Career Center, where she co-leads a team of 13 counselors. She nearly 20 years professional experience in career services, and enjoys helping individuals learn about career options and develop 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 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).



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.



Lesah Beckhusen, M.S- For over 25 years, Lesah has guided individuals through career crossroads; from launching a first career, making a career transition to advancing in a career path. She is a career consultant and President of SkillScan. She is the developer of a suite of transferable skills assessments including two online assessments, Drive and SkillScan Express and the print version, Advance Pack 2.0. She provides train-the-trainer programs for career counselors and coaches on optimizing the value of assessment

results to deepen client self-understanding. Lesah has worked with clients in a wide variety of environments including 23 years at the Berkeley/Haas MBA Career Management Office, community colleges, outplacement firms, adult career centers, universities and held a private practice for over ten years. Lesah earned her Master’s Degree in Counseling and a Bachelor’s degree in Psychology from San Diego State University.



Caitlin Green is driven by the opportunity to develop potential, identify new insights, and creatively coach clients through strategic career transitions. As Director of Career Services at the UC Berkeley School of Public Health, she cultivates employer relationships, coordinates career programs and events, and offers career counseling to the School’s diverse graduate students and alumni, including early and mid-career professionals seeking to advance their careers. She came to the School of Public Health from the UC Berkeley Career Center, where she earned a Chancellor's Outstanding Staff Award with her colleagues for a large-scale technology initiative to strengthen the student experience connecting with employers and applying to opportunities. Caitlin is active in professional

associations and has presented at the regional and national levels around scaling career advising programs and supporting underrepresented students in STEM. She earned her master's in higher education administration from Boston College and her bachelor's in sociology from UC Berkeley.



Vaneese Johnson, The Boldness Coach™, is a Global Leadership Coach, Keynote Speaker, Brand Strategist and Author. She teaches, empowers, and challenges professionals to step into their Bold, Big & Bad™ and up-level their career choices and successes with intention, ownership and self-direction. As a powerhouse possibility creator and transformation instigator, Vaneese teaches and emboldens today’s professionals through her proprietary success fundamentals of Branding Out Loud Daily (BOLD), Building in Your Gifts (BIG), and being Branded and Distinctive (BAD) to accentuate their professional presence with authenticity and

authority while making a purposeful impact in the world. Her strategic approach allows clients to better connect their talents, skills and values across diverse groups and industries resulting in relevant, high-impact engagement. Her professional credentials include: Certified Career Management Coach, Personal Brand Strategist, Online Brand Strategist, Small Business Advisor, Career Transition Coach, 360 Administrator and Interpreter and Crucial Conversations Instructor.



Dinorah Meyer, MS, NCC, has been providing career counseling and programming for UC Berkeley students and alumni at the Cal Career Center since 2004. She has also been guiding spouses and partners of UC Berkeley postdocs and visiting scholars in clarifying and pursuing their career goals since 2014, and counseling adults since 1999 in private practice at the Career & Personal Development Institute in San Francisco. In addition to her Master's degree in Counseling from San Francisco State University, she is a National Certified Counselor and has earned a 200-Hour Yoga

Teacher Training Certificate. She enjoys integrating yoga concepts and practices into counseling to help clients gain clarity and perspective, manage stress and feel more empowered.



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But she was wrong. She woke up with dread and anxiety. She made the tough decision to leave the practice of law and pursue her then dream job as a career counselor at Berkeley Law.

Now, Samorn is the Founder and Creative Joy Director of Career Unicorns. She is known as the Marie Kondo of careers, and has helped over 1,000 professionals “spark joy” by landing dream jobs, getting promotions, and attracting new clients.

She has been a presenter at Google and Dress for Success. She is a board member of the American Bar Association Career Center and the author of, “Belonging: Self Love Lessons From A Workaholic Depressed Insomniac Lawyer.”

Recruiters' Corner

Are you looking for your next career opportunity on campus but have questions on how to get there? Do you need advice on how to make your resume shine or how to win over the hiring committee during the interview? This year we have decided to add an exciting new opportunity for conference attendees to meet with a campus recruiter.

Throughout the day, you will have an opportunity to schedule an individual 20 minute mini-session with a UC Berkeley Talent Acquisition Advisor.

For your mini-session you will have the ability to choose one area to receive 1-on-1 consultation:

- Resume writing and tips on how to showcase your transferable skills
- Tips and best practices on preparing and shining during interviews
- General consultation about succeeding in your job search on campus, and being qualified for your next opportunity.

Harrison Chan



Ozzy Garcia



Evan Garfield



Tara Hertstein



James Kao



Alicia Martinez



Marc Ovalle-Marihart



Robyn Pease



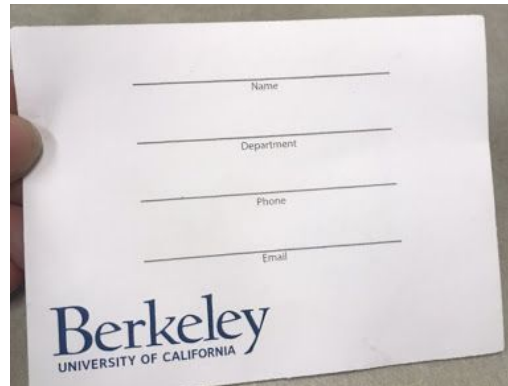
Alex Reyes



Recharge Lounge

The Recharge Lounge was an interactive space, giving conference attendees the chance the opportunity to network while enjoying a cup of coffee or tea. A phone charging and work space were also provided to give attendees an area to comfortably work. Bank business cards were provided to encourage all attendees to network and conversion starter questions were spread around to facilitate conversations about career goals. Fliers from a variety of campus staff groups and programs were available to help staff connect with resources for career development year round.

The Recharge Lounge was also home to the LinkedIn profile headshots photo booth where 202 staff participated in having their headshots taken.



Sponsors and Donors

The following call for sponsors was released prior to the event:

The NOW Conference has impacted the career and professional development of nearly 600 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 600 staff members of the world's #1 public university. Don't miss this opportunity to partner with us as we inspire the sustainable workforce of tomorrow for UC Berkeley!

2019 NOW Conference silver sponsor:



Recommendations

Following the 2019 Conference, the Planning Committee created the following Plus/Delta for future NOW Conference planning and for the 2020 committee:

Venue / Set-up: well	Venue / Set-up: change
<ul style="list-style-type: none"> ● Lovely venue ● Big printed agenda (needed 2) ● Compliments from vegans/vegetarians 	<ul style="list-style-type: none"> ● Reset upstairs room to remove tables when not needed ● More signage for Mariposa room ● No food in middle of hallway ● Committee members have printed agenda (session descriptions) ● Volunteers give committee members updates on sold-out rooms ● Venue staff didn't take down air walls, fill water, fill coffee, pick up / replace coffee cups ● Venue rooms air flow, overflow in restroom ● PPTs couldn't play sound in YB room, mics weren't working ● Checked us out of the Lactation Room in the afternoon ● Need clarity on parking validation ● Ran out of close, paved parking ● Designated wheelchair section ● Add a ready-room for speakers ● Spotty wi-fi ● Leave breakfast buffet up until 1st break
Program: well	Program: change
<ul style="list-style-type: none"> ● Card sort session in demand day-of ● Time management session in demand day-of ● Program was well received and well rated ● Book-end conference with key notes ● Having the Chancellor open for 5 minutes 	<ul style="list-style-type: none"> ● Indicating which sessions are recorded on the ap and big agenda ● Indicate which sessions happen all year long ● Sign-up for workshops (facilitation using tables) ● Workshop rooms in more central location (e.g. for session(s) that need tables?) ● NEED: time mgmt. method ● Conference attendees shepherded to seats in the rooms ● Include more diverse (by level) content - early career, leadership track, transferable skills track ● Need longer lunch break
Planning Process: well	Planning Process: change
<ul style="list-style-type: none"> ● Good amount of raffle prizes ● Having a committee member spend the night ● LinkedIN photos (202 headshots!) 	<ul style="list-style-type: none"> ● Need to reach out directly for raffle to: athletics (football), Cal Performances, gift card / items from the Student Store ● Start call for sponsors earlier (Sept)

	<ul style="list-style-type: none"> ● Get “have questions, ask me” flags ● Better tracking for Lactation Room usage ● Provide committee members with day-of packet (map, session rooms, lactation room,) ● Volunteer Check-In Process ● Designate some photo takers to upload to social media
Communications: well	Communications: change
<ul style="list-style-type: none"> ● Great effort, people knew what we were doing ● Good using last-year templates (comms, web) ● Coaches / Recruiters email ● bCal reminders ● Kick-off PPT looping before key note 	<ul style="list-style-type: none"> ● Better roles and responsibilities defined (who is doing what) ● Creating google list for attendees ● Consider using our Mailchimp account / SPA for mass emails ● Send out “just the ap” communications ● PPT template shouldn’t have a white background ● Speaker email – dress suggestions from ETS ● In program evaluation form, consider replicating some of the questions about concurrent sessions for the keynotes, too.
Registration: well	Registration: change
<ul style="list-style-type: none"> ● Lottery system ● Amy pre-organized the nametags for stuffing ● Keep saved seats for facilities / cal dining 	<ul style="list-style-type: none"> ● Consider allowing people who didn’t get off the waitlist the opportunity to register for the first 200 seats ● 30 no shows ● Need to put tags in reverse alphabetical order ● Leave lottery open for two weeks
Coaches/Recruiters Corner: well	Coaches/Recruiters Corner: change
<ul style="list-style-type: none"> ● Dedicated volunteer(s) all day ● Volunteers giving 5 minute warnings and wrap-up notice ● Stagger coaches / recruiters apt start time 	<ul style="list-style-type: none"> ● Recruiter Corner apt – 25 minute apts, 5 minutes between ● Communicate that sessions start on-time and if you’re not there, you will lose your spot
Volunteers: well	Volunteers: change
<ul style="list-style-type: none"> ● Volunteersignup.org 	<ul style="list-style-type: none"> ● Send customized responsibilities email to volunteers a few days before the conference ● Push ap / evals more
Recharge Lounge: well	Recharge Lounge: change
<ul style="list-style-type: none"> ● Cocktail tables were well used ● Flyers 	<ul style="list-style-type: none"> ● Don’t need prompts ● Missed the question wall

Communications Timeline

July 2019 (2019/2020 Fis. Year)				
Communication	Approx. Date	AUDIENCE	SENDER	NOTES
2019 NOW Conference Committee email	10/2/2018	NOW Conference Committee	Angela and Terrie, Co-Chairs	
Call for Proposals			Maddy (through NOW Committee Email account)	
Call for Proposals Reminder	2/19/19 (Tuesday)		Communications Committee (through NOW Conference Email Account)	
Save the Date (Managers)	4/15/2019	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, please spread the word, registration will be open for a week... Include programming
Save the Date (Staff)	4/19 or 4/24 as per Jo	All Staff	Jo Mackness	message to include language about taking the event off campus, week of registration, draft programming. You will hear by xx date, and you will have xx days to register.
Email to Workshop Presenters	April & May	Workshop Presenters and Keynote Speakers	NOW Committee (Terrie / Angela)	PPT template, what av is available, bring your handouts, bring your PPT on a stick, media release (attached) to sign, presenters are auto-registered Committee decided 4/25 to have presenters register, and to reserve 50 spots for cte. & speakers.

Lottery Email	5/13/2019	All Staff	Jo Mackness	message to include lottery link, clear communication that this is NOT registration for the event, date of announcement of next steps, Keynotes and topics
Lottery Email Reminder	5/16/2019	All Staff	NOW Committee	reminder to sign up for lottery, clear communication that this is NOT registration for the event, date of announcement of next steps
Registration Email	5/28/2019	First batch of lottery winners - 550	NOW Committee	instructions for registration
Registration Email - Waitlist to Registrants	Rolling	Waitlist to Registrants	NOW Committee	instructions for registration for those who make it off the waitlist
Waitlist Notification	5/28/2019	Lottery participants not chosen	NOW Committee	notification that won't be able to register at this time, waitlist position?, other opportunities at Berkeley
Registration Email - Reminder 1	6/7/2019	Lottery winners who haven't registered	NOW Committee	
Registration Email - Reminder 2	6/12/2019	Lottery winners who haven't registered	NOW Committee	
Registration Email - Withdraws	6/17/2019	Lottery winners who did not register	NOW Committee	Explaining that their invitation is canceled and they cannot register or attend
Registration Email - Facilities	6/17/19	Facilities lottery winners	NOW Committee	instructions for registration including special code
Registration Email - Presenters	6/17/19	Presenters & UPP	NOW Committee	instructions for registration including special code

Coaches and Volunteer Announcement	6/26/19	Registered	NOW Committee	sign up links and descriptions for the Recruiter & Career Coaching sessions, volunteer link, remind people about the website
Reminder Email to Workshop Presenters	6/19/19	Workshop Presenters and Keynote Speakers	NOW Committee (Terrie / Angela)	Reminder for slides, bring handouts, app
App & Transportation Announcement	7/8/2019	Registered, NOW Committee	NOW Committee	instructions for accessing the app, carpool link, bus info, parking info
Waitlist - Other Opportunities	7/22/19	Waitlist	NOW Committee	Sorry you can't join us, other opportunities
Final Cancellation Reminder	7/15/19	Registrants	NOW Committee	final day to cancel is 7/16/2019
Final Logistics Email	7/23/19	Registrants	NOW Committee	app, transportation, lactation room, social media, photo/video release
Speaker Thank you (Keynote and Workshop presenters)	Friday, July 26 (morning)	Speakers	Program Committee Chairs	Message to include thank you
NOW Committee Thank you	Friday, July 26 (morning)	NOW Committee	NOW Committee	Message to include thank you, copy sent to committee member's manager / supervisor
Evaluation Reminder	Friday, July 26 (morning)	Attended	NOW Committee	Thank you for joining us, evaluation reminder
No Show Email	Monday, July 29	No Show	NOW Committee	Did not attend, no record of cancel, cannot attend next year

Evaluation Reminder	Wednesday, July 31st	Attended	NOW Committee	Final eval reminder
Venue Thank you	Friday, July 26 (morning)	Zoe Wotton, Adrian Larick	Maddy on behalf of NOW Committee	
Event Recap	8/16/18	Registered, NOW Committee, Speakers	NOW Committee (Terrie / Angela)	Thank you for joining us, share photos and memories

Website, Video, and App Views

This year, the NOW conference team introduced an easily navigable and informative website, along with a 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 CONFERENCE

- 1 Getting to the Conference
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- 4 Breakout Sessions
- 5 Coaches' Corner
- 6 Recruiter's Corner
- 7 Sponsorship
- 8 Planning Committee
- 9 Hosting a Watch Party
- 0 Archives



Certified Green Event

We are proud to announce that the NOW Conference is at a Bay Area certified green venue!

Own Your Career

July 25, 2019 marks the 7th 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, "Own Your Career," has been chosen with the goal of inspiring you, our hard working staff, to continue seeking out opportunities to grow your career here at UC Berkeley!

The NOW Conference has impacted the career and professional development of nearly 650 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 ([PPSM-50](#)).

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!

Contact Us

nowconference@berkeley.edu

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COMPANIES

Thank you to our
silver sponsor!

Next Opportunity
at Work (NOW)
Conference Lottery
Entry

[Click Here!](#)

Home Page on Website

Featured Speakers

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NOW Conference Sponsor: Interim Assistant Vice Chancellor Human Resources Jo Mackness



Jo is currently the Interim Assistant Vice Chancellor for Human Resources at UC Berkeley. She brings over two decades of experience with many aspects of

the Human Resource Officer portfolio ranging from compensation and performance management where Jo began her career, to strategic planning and operations in more recent positions.

Prior to her central campus role, she served at the Haas School of Business as the school's Chief Strategy & Operating Officer and Senior Assistant Dean, and previously as Executive Director of its [Center for Responsible Business](#), and a professional faculty member.

Before joining UC Berkeley, Jo's roles ranged from working as a human capital consultant, to professional snowboard instructor to Corporate Responsibility Integration Leader at Ernst & Young.

Jo serves on the Sustainability Advisory Board for Kimberly Clark Corporation. She is fortunate to call two UC schools her alma mater: UCLA and UC Berkeley.

Welcoming Remarks: Chancellor Christ



Carol Christ began her term as the 11th chancellor of the University of California, Berkeley on July 1, 2017. A celebrated scholar of Victorian literature, Christ is also well known as an advocate for quality, accessible public higher education, a proponent of the value of a broad education in the liberal arts and sciences, and a champion of women's issues and diversity on college campuses.

Christ spent more than three decades as a professor and administrator at UC Berkeley before serving as president of Smith College, one of the country's most distinguished liberal arts colleges, from 2002 to 2013. She returned to Berkeley in January 2015 to direct the campus's Center for Studies in Higher Education, and was appointed interim executive vice chancellor and provost in April 2016 before being named chancellor in March 2017. Since her return to Berkeley, she has worked to foster community and improve the campus climate for people of all backgrounds, celebrate the institution's longstanding

commitment to free speech, strengthen Berkeley's financial position, address a housing shortage, and develop a ten-year strategic plan for the campus.

As president of Smith for more than a decade, Christ supervised the development of the nation's only accredited engineering program at a women's college, oversaw a significant rise in student diversity, expanded Smith's global activities and reach, managed a major campus capital planning program, and shepherded the college through strategic planning exercises designed to improve its academic and financial models within the context of changing trends in higher education.

Prior to joining Smith, Christ served as UC Berkeley's executive vice chancellor and provost from 1994 until 2000. During her six years as the campus's top academic officer, she sharpened Berkeley's intellectual focus, strengthening many of the institution's top-rated departments in the humanities and sciences as well as advancing major initiatives in areas including neuroscience and bioengineering.

Christ received her B.A. (1966) from Douglass College, and her M.Ph. (1969) and Ph.D. (1970) from Yale University. She joined the Berkeley English faculty in 1970, and in addition to her other roles, has served as chair of that department, dean of the Division of Humanities, and provost for the College of Letters and Science. Christ has authored two books, *The Finer Optic: The Aesthetic of Particularity in Victorian Poetry* (1975) and *Victorian and Modern Poetics* (1994), and has edited or co-edited several others, including *The Norton Anthology of English Literature*. She is a member of the American Academy of Arts and Sciences and the American Philosophical Society.

Christ was married for 21 years to Paul Alpers, a professor of English and founding director of UC Berkeley's Townsend Center for the Humanities, until his death in 2013. She has two grown children, Jonathan and Elizabeth Skute, from a previous marriage, as well as two grandchildren. She lives in Berkeley.

Morning Keynote: Shadan Deleveaux



Shadan Deleveaux is a dynamic public speaker who leads impactful career focused workshops for college and graduate students as well as career professionals. He has presented to audiences at some of the top universities and companies in the country and was a keynote for the 1st annual Grand Bahamas Tech Summit.

After two decades in corporate America working across multiple functions including Marketing, Business Development and Talent Acquisition at some of the top companies in the world including Colgate Palmolive, L'Oreal and currently Google, Shadan has developed the expertise necessary to help others navigate their own corporate climb.

Shadan created the "Ultimate Guide to Not Screwing Up Your Career" blog on Tumblr. He co-founded Technology for Families in Need (TechFIN), a not-for-profit created to help close the digital divide for low-income families. He is also an amateur photographer. His advice and photographs have appeared in publications including, Fortune.com, Ebony magazine, and the

Examiner.com.

Shadan received his Bachelors degree in Philosophy from the University of Rochester and a Master's in Business Administration from Columbia Business School.

Featured Speakers Subpage on Website

Breakout Sessions

NOW CONFERENCE

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 - 1 Connect Generously
 - 2 Embracing Our Journey: How to Navigate UC Berkeley as Staff of Color
 - 3 Get Your Career Straight NOW
 - 4 Hidden Treasure: Discover the Right People and Skills to Aid Your Search
 - 5 How to Deliver a Dynamic Presentation
 - 6 How to get "Yes" in your career
 - 7 How to Increase Your Satisfaction & Motivation at Work
 - 8 Identify Your Transferable Skills to Enhance Your Career Mobility
 - 9 Improv for Everybody: A Tool for Effective Collaboration
 - 10 Interviews that Result in Offers: Becoming the Candidate of Choice
 - 11 Making Your Career Finale Count
 - 12 Practices for Mindful Communication and Emotional Intelligence

Breakout Sessions

Connect Generously

Speaker: Helena Weiss-Duman and Jennifer Davis

Embracing Our Journey: How to Navigate UC Berkeley as Staff of Color

Speakers: Kristine Lee Wilby, Paul Martinez, Lauryn Holloway and Judy Smithson

Get Your Career Straight NOW!

Speaker: Vaneese Johnson

Hidden Treasure: Discover the Right People and Skills to Aid Your Search

Speaker: Shirley Giraldo

How to Deliver a Dynamic Presentation

Speakers: Shari Quinn and Dionne Teasley

How to Get "Yes" in Your Career

Speaker: Dr. Catherine Ciano and Emma Strong

How to Increase Your Satisfaction & Motivation at Work

Speaker: Ruthann Haffke

Identify Your Transferable Skills to Enhance Your Career Mobility

Speaker: Lesah Beckhusen

Improv for Everybody: A Tool for Effective Collaboration

Speaker: Karen Twelves

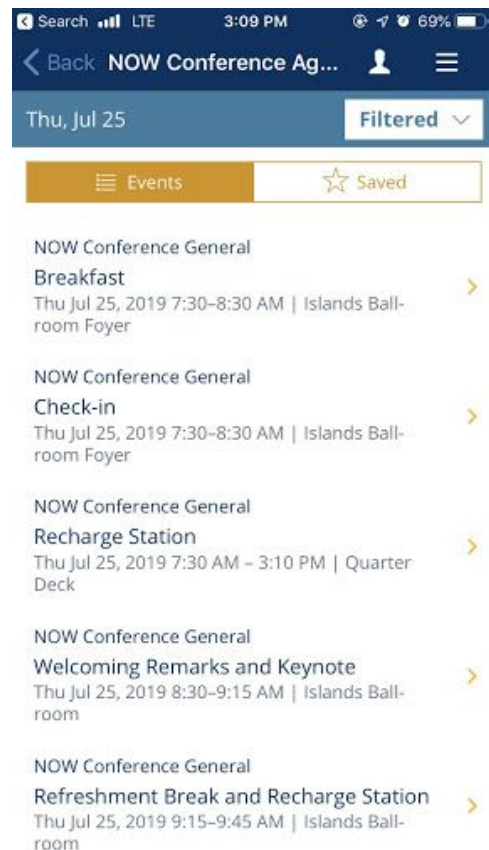
Interviews that Result in Offers: Becoming the Candidate of Choice

Speaker: Kim Sapp-Dinwiddie

Breakout Sessions Agenda on Website



Home Screen on UCB Mobile App



Agenda Screen on UCB Mobile App



NOW Conference - Session 1

Identify Your Transferable Skills to Enhance Your Career Mobility

Thu Jul 25, 2019 9:30-10:30 AM

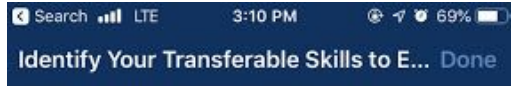
- Share
- Save event
- Add to Calendar

Location

Mariposa

Description

Presenter: Lesah Beckhusen. Are you seeking greater satisfaction in your current role, evaluating new career options, or applying for new jobs? Does your current resume promote your skills and strengths? It is important to identify your transferable



Workshop Materials:

[Presentation](#)

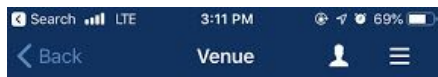
Presenter:



Lesah Beckhusen

For over 25 years, Lesah has guided individuals through career crossroads; from launching a first career, making a career transition to advancing

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



Hotel Map

Special Accommodations

This event is being held at a wheelchair accessible location.

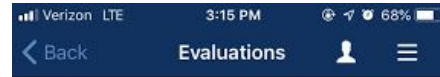
For questions or assistance, contact:

nowconference@berkeley.edu

Free Parking

There will be free parking available all day at the DoubleTree Hilton Hotel.

Carpool



Session evaluation

Fill out one for each session you attended.

Overall evaluation

Please complete the overall evaluation for the day here.

Powered by Modo

Exploring the app reveals all resources the viewer may need

Photo Gallery

Jo Mackness Welcoming Introduction to Begin the Conference:



Chancellor Christ Speaking Before the Morning Keynote:



Jo Mackness Introducing the Afternoon Keynote Panel



The NOW 2019 Planning Committee:

