



Next Opportunity at Work (NOW) Conference: 2020 Summary Report

Table of Contents

Executive Summary	3
Planning Committee	5
Planning Timeline	7
Communications Timeline	8
Budget	9
Sponsorship	10
Conference Agenda	11
Keynote Speakers	12
Welcoming Video: Chancellor Carol Christ	12
Welcoming Remarks: Eugene Whitlock	13
Morning Keynote: Chris Murchison	13
Afternoon Keynote: Dr. Sahar Yousef	14
Concurrent Sessions	14
B2B (Bears to Bears) Collaborating Across Campus	14
Hack Your Job in 10 Days	15
Key Strategies for Upgrading Your Skills for Future Jobs	16
Public Speaking for Introverts	16
Stewarding Your Professional Growth with Inspiration & Intentionality	17

	2
Deconstructing Leadership- New Skills for Everybody	18
Effective Resume Writing	19
Envision Your Bold, Big & Bad Career	19
Leveraging LinkedIn	20
Working Effectively with Faculty	21
Effective Teaming - Collaboration, Trust & Leveraging Diversity	22
Experiments & Baby Steps: Designing Your Way Forward in a Changing World	23
Getting the Most Out of Coaching	24
POC Money Talks - Mapping Our Financial Well Being as New Professional	25
Pocketful of Stories: Career Perspective Through Story (finding, telling & listening)	26
Recruiters Corner	28
Coaches Corner	29
Website and Virtual Venue	31
NOW Website	31
Virtual Venue	33
Post-Conference Evaluations	35
Highlights	35
Communications & Registration	37
Keynote Speakers	38
Activity Breaks	39
Overall Conference Evaluation Summary	39
Breakout Session Evaluation Summary	43
What are some topics that you would like to see in future NOW Conferences?	44
Planning Committee Debrief	45

Executive Summary

July 30, 2020 marked the 8th annual Next Opportunity at Work (NOW) Conference for UC Berkeley staff. This all-day conference was designed to support staff career development through inspiring keynote speakers, concurrent workshops, and career planning resources. The conference theme, “Envision Your Future,” was chosen with the goal of inspiring our hard working staff to continue seeking out opportunities to grow their careers here at UC Berkeley. We were able to host over 1,200 UC Berkeley staff (double our participation from last year!) at our best NOW Conference to date!

This annual event afforded our valued UC Berkeley staff members a truly professional conference experience. In light of the current global pandemic, we decided to transform today’s challenges into an opportunity by transitioning the 2020 NOW Conference into a fully virtual event. The conference still included 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, a virtual venue, and raffle prizes.

This year, we continued to use the successful registration process that was developed last year to give as many staff as possible an equal opportunity to attend. A lottery/interest form to attend the NOW Conference was open for one week, and those staff who completed the form were entered into a lottery. Due to the increased available capacity of our virtual venue, we were able to extend invitations to all 1,230 staff members who registered for the lottery, doubling the number of staff in attendance compared to the 2019 NOW Conference! We feel that this incredible demand for the event shows the positive reputation of the NOW Conference experience based on past success.

The conference planning committee consisted of 11 staff from various campus departments. The planning committee began meeting in November, 2019 and worked continuously throughout that 10 month period to plan for every aspect of the program and logistics.

NOW 2020 Conference Co-chair and Chief Learning Officer Angela Stopper opened the conference with welcoming remarks from Chancellor Carol Christ and Eugene Whitlock, Assistant Vice Chancellor for People & Culture. Our morning keynote speaker was Chris Murchison, independent creative thought-partner, experience designer, and advisor to organizations ready to reimagine the possibilities of their cultures. During the day, there were 15 breakout sessions, 4 engaging activity breaks, and 140 coaches and recruiters 1:1 coaching sessions. The conference closed with our afternoon keynote speaker, Dr. Sahar Yousef, cognitive neuroscientist and the youngest business faculty at UC Berkeley, and with final acknowledgements from Angela Stopper.

First Time Conference Enhancements:

This year's conference included numerous new features as our first ever virtual conference. First time enhancements and improvements to the conference included:

- working with our campus vendor, ETS, to provide tech support in creating UC Berkeley’s first ever virtual conference,
- incorporating 5 workshops to our 15 concurrent sessions and 4 activity breaks to increase interactive participant engagement, and

- an interactive conference website with easily accessible content and user-friendly navigation--created in-house by NOW 2020 Conference Co-chair and People & Organization Development Program Manager Maddy Irwin, effectively saving thousands of dollars.

Improvements:

We were able to maximize what we learned last year, leveraging new insights from the committee to:

- increase staff attendance by 600 participants, allowing a total of 1,230 employees to attend,
- maximize our program agenda to include 10 sixty-minute concurrent sessions and 5 ninety-minute workshop concurrent sessions, 2 keynote speakers, and 4 activity breaks to create a holistic conference agenda for staff to stay engaged in a full day virtual conference,
- expand personalized connections by offering 46 additional 1:1 Recruiters Corner and Coaches Corner sessions, ensuring 140 staff were given the opportunity to receive guidance, coaching, and insight related to their Berkeley career, and
- extend the learning from the one-day NOW Conference by creating the *new* NOW Encore Series, a new program series from the People & Organization Development Grow Your Career lead, Lisa Rykert.

Planning Committee

The NOW Conference planning committee displays a true collaboration of campus staff coming together to plan a valuable professional development opportunity for our fellow colleagues. Our goal is to continue supporting staff through great learning tools, inspiring speakers and networking opportunities. The 2020 planning committee dedicated months of hard work to put together this conference.

The Committee is broken down into 5 sub-committees, each responsible for different areas of the conference. The sub-committees are:

- Program
 - Call for Proposals
 - Selecting concurrent sessions
 - Program agenda
 - Presenter orientation, coordination/communication with all conference presenters
- Logistics
 - Conference venue
 - AV/IT
 - Training coordination
- Communications
 - Website
 - Registration
 - Venue website
 - Marketing/communications
 - Managing nowconference@berkeley.edu email
 - Conference evaluations
 - Conference report
- Coaches/Recruiters Corner
 - Organize all coaches and recruiters
 - Coordinate sign up process
 - Create coaching schedule
 - Ensure all coaches and recruiters are connected with their attendees
- Sponsorship
 - Financial sponsorships
 - Participant gifts
 - Presenter gifts
 - Raffle prizes

Committee Members



Angela Stopper, Co-Chair
Chief Learning Officer, Director of
People & Organization Development



Maddy Irwin, Co-Chair
Program Manager
People & Organization Development



Colin Gerker
Training Design Consultant
People & Organization Development



Julia Nelsen, PhD
Program Manager
Institute of European Studies /
France-Berkeley Fund



Kate Lewis
Associate Director
Industry Alliances Office



Lisa Rykert
Career & Professional Development Lead
People & Organization Development
NOW Conference Co-Chair Elect for 2021



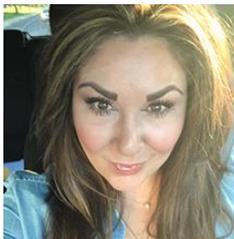
Luis Valencia
Manager, Internship & Career
Development Programs- Berkeley
Global, UC Berkeley Extension



Miah Compton
Talent & Acquisition Representative
People & Culture



Sanchita Pal
Research Administrator
Berkeley Regional Services



Tara Hertstein
Talent Acquisition Advisor
People & Culture



Ying Kuah
People and Organization
Development Lead, People & Culture

Planning Timeline

2020 NOW Conference Planning Timeline



Communications Timeline

LINK TO MESSAGE	DATE SENT	SUBJECT	AUDIENCE	SENDER
Cal Message - NOW Conf 2020 Save the Date	5/15/2020	Save the Date: Next Opportunity at Work (NOW) Staff Career Development Conference, July 30, 2020	All Staff	Eugene Whitlock, AVC-HR
Cal Message - NOW Conf 2020 Sign up Time!	6/26/2020	NOW Conference - Registration for lottery now open	All Staff	Eugene Whitlock, AVC-HR
Registration Confirmation Email	7/9/2020	You're in! Join us at NOW 2020	Selected from Lottery	NOW Committee (nowconference@berkeley.edu)
Registration Confirmation Email for Waitlist	7/9/2020-7/29/2020	You're in! Join us at NOW 2020	Those who got in off the waitlist	NOW Committee (nowconference@berkeley.edu)
bCal Invite	7/22/2020	bCal Invite	Sent to all registrants	NOW Conference Team
Committee Thank You - Post Conference	8/20/ 2020	Letter of Appreciation - NOW Conference Planning	Committee Member Manager	Eugene Whitlock
Attendee Thank You & Eval Reminder	8/5/2020	Thank You for Attending the NOW Conference (and a few reminders!)	NOW Conference Attendees	NOW Conference Team
Final Eval Reminder	8/11/2020	ACTION NEEDED: We need your feedback!	NOW Conference Attendees	NOW Conference Committee email

Budget

Now Conference Budget				
	2019 Spend	Budgeted for 2020*		2020 Spend FINAL*
Space and Food	\$ 45,021.38	\$ 154,675.00		\$ -
Space (Venue)	\$ 3,400.41	\$ 15,000.00		\$ -
Food (breakfast, breaks, lunch, reception)	\$ 41,620.97	\$ 100,000.00		\$ -
Service (25%)		\$ 28,750.00		\$ -
Tax (9.5%)		\$ 10,925.00		\$ -
Materials	\$ -	\$ 2,325.00		\$ -
Program Folders / Printing		\$ -		\$ -
Nametags		\$ 1,900.00		\$ -
Program Ap (agenda, evaluations)	\$ -	\$ -		\$ -
Marketing material creation and distribution	\$ -	\$ -		\$ -
Program Website	\$ -	\$ -		\$ -
Event Signage		\$ 425.00		\$ -
AV/IT (ETS)	\$ 13,443.48	\$ 20,000.00		\$ 34,043.00
ETS	\$ 5,592.00	\$ 6,000.00		\$ 34,043.00
Hotel AV	\$ 7,851.48	\$ 14,000.00		\$ -
Speaker Fees	\$ 455.57	\$ 2,000.00		\$ -
External Keynote Travel	\$ 455.57	\$ 1,500.00		\$ -
External Keynote Hotel	\$ -	\$ 500.00		\$ -
Gifts	\$ 3,064.86	\$ 5,500.00		\$ 3,067.50
Raffle Prizes	\$ -	\$ -		\$ -
Speaker Gifts		\$ 2,000.00		\$ 848.50
Participant Gifts	\$ 3,064.86	\$ 3,500.00		\$ 2,019.00
Shipping Fees				\$ 200.00
MISC	\$ -	\$ 500.00		\$ -
Parking (Speaker, Volunteer, Attendees)	\$ -	\$ -		\$ -
Transportation	\$ -	\$ -		\$ -
Misc (Cal Catering)	\$ -	\$ 500.00		\$ -
TOTAL	\$ 61,985.29	\$ 185,000.00		\$ 37,110.50
Attendees	600	1200		1200
Per Person Spend	\$ 103.31	\$ 154.17		\$ 30.93

*Moving from the original plan and budget of an in-person event to a virtual event, due to COVID-19, greatly reduced our budget Final Spend numbers.

Sponsorship



Each year, the committee places a call for conference sponsorship. Our 2020 Conference Sponsor was Under Armour, who donated all raffle prizes awarded to participants. Prizes consisted of Under Armour official branded sweatshirts, backpacks, water bottles, hats, and more!

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

The 8th annual UC Berkeley Next Opportunities at Work (NOW) Staff Career Development Conference will be held July 30, 2020. Since the conference began, nearly 3,700 UC Berkeley staff have attended this one-of-a-kind professional development program. Last year, we had another sold-out year, engaging more than 600 of Berkeley's finest. Based on an overwhelming demand, we have increased our capacity to 1,200 staff! We will be holding our conference virtually this year.

Attendees have consistently referred their colleagues to the conference and given it high marks for the quality of the keynote speakers, breakout sessions, and the excellent networking opportunities.

We invite your company to be a sponsor of this successful conference. Please review the sponsor levels and benefits in the attached sponsor packet. At all levels, your company logo will be included on all program marketing materials to our database of over 8,000 UC Berkeley staff. You'll also be able to provide materials of your choice for us to include with the conference learning materials and/or logoed items that will be distributed to attendees during the conference.

The People & Organization Development Team at UC Berkeley is committed to the continued success of this professional development endeavor and invite you to be our partner as we provide a first-class program for the thought leaders working at the top public University in the world!

Conference Agenda

Time	Events
9:00 - 9:15 AM	Opening Remarks: Angela Stopper Chancellor's Welcome Video Welcome from Eugene Whitlock
9:15 - 9:45 AM	Morning Keynote: Chris Murchison
9:45 - 10:00 AM	Activity Break: 10 min. Creative Visualization
10:00 - 11:00 AM	Concurrent Session Round 1: Hack Your Job in 10 Days Key Strategies for Upgrading Your Skills for Future Jobs Public Speaking for Introverts Stewarding Your Professional Growth with Inspiration & Intentionality B2B (Bears to Bears) Collaborating Across Campus
11:00 - 11:15 AM	Activity Break: 10 min. Stretch Break
11:15 - 12:15 PM	Concurrent Session Round 2: Deconstructing Leadership- New Skills for Everybody Working Effectively with Faculty Envision Your Bold, Big & Bad Career Effective Resume Writing Leveraging LinkedIn
1:15 - 1:30 PM	Activity Break: 10 min. Energy-Boosting Meditation Raffle
1:30 - 3:00 PM	Workshops: Getting the Most Out of Coaching Experiments & Baby Steps - Designing Your Way Forward In a Changing World POC Money Talks - Mapping Our Financial Well Being as New Professionals Effective Teaming - Collaboration, Trust & Leveraging Diversity Pocketful of Stories: Career Perspective Through Story (finding, telling & listening)
3:00 - 3:15 PM	Activity Break: 10 min. Dance Party/Zumba, Raffle
3:15 - 4:00 PM	Afternoon Keynote
4:00 - 4:15 PM	Closing Remarks

Keynote Speakers



Welcoming Video: Chancellor Carol 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.



Welcoming Remarks: Eugene Whitlock

For five years, Eugene served as Vice Chancellor, Human Resources, and General Counsel of the San Mateo County Community College District, which serves 45,000 students across three colleges. In his human resources role, Eugene led the District's equity-focused recruitment which resulted in the increased hiring of staff and faculty from underrepresented backgrounds. He championed professional development opportunities for employees, developed workshops and training on harassment and discrimination, and led efforts to support faculty and staff in order to enhance the employee experience. As a passionate advocate for diversity, equity, and inclusion, Eugene has been invited by the California Community Colleges State Chancellor, community colleges, and K-12 school districts throughout California to deliver training to Board members, administrators, faculty, and staff. In 2017, Eugene's work was recognized by his peers who selected him for the "Progress in Diversity" award given for "Outstanding Achievement in Support of Diversity in the Higher Education Community."

In his role as General Counsel, Eugene advised the District on general litigation, privacy and data security, wage and hour rules, disability, accommodations, leave policies, contracts, the Brown Act, the Education Code, and the Labor Code. Eugene also led the District's International Student Program, focusing on growing the program's enrollment of students from Africa and South America.

Prior to joining the Community College District, Eugene's professional background includes legal, investment banking, and project management roles in the U.S., Germany, Japan, and Venezuela. He has a strong affinity for academia and learning that brought him to the Community College District, and now to Berkeley.

Eugene obtained his undergraduate degree in Biological Sciences from Stanford University and earned his law degree cum laude from the University of Michigan. He is also a fluent speaker of Spanish and German.



Morning Keynote: Chris Murchison

Chris Murchison, Creative Thought Partner, Consultant, and Positive Organization Coach at Murchison Consultant Group, is a passionate advocate for positive workplace culture. In his broad career spanning the higher education, for-profit, not-for-profit, and foundation sectors he has focused his energy on developing creative means to build community at work and practices that support an employee experience of respect, connection, joy, and generative learning.

In 2014, Chris was named the first Visiting Leader at the Center for Positive Organizations in the University of Michigan's Ross School of Business, where he advises, connects and convenes faculty and students to explore practical applications of Positive

Organizational Scholarship. In January of 2018 Chris was additionally appointed to the Advisory Board of the International Positive Psychology Association's Work & Organizations Division.

Chris was on staff at UCB from 1991 to 2000 and currently works as an independent creative thought-partner, experience designer, and advisor to organizations ready to reimagine the possibilities of their cultures.



Afternoon Keynote: Dr. Sahar Yousef

Dr. Sahar Yousef is a cognitive neuroscientist and the youngest business faculty at UC Berkeley. Her 10+ years of research on 'making superhumans', featured in Forbes and Business Insider, sheds light on how to improve focus, memory, and overall human performance in as little as 7 weeks. Outside of the academic world, Sahar is the founder and managing director of Stoa Partners, a productivity training and consulting firm which helps executives and their teams carve out hours of daily, uninterrupted focus time - so they can get more done, in less time, with less mental energy.

Concurrent Sessions

B2B (Bears to Bears) Collaborating Across Campus

How do we collaborate effectively to ensure the success of past, current, and future Golden Bears? UC Berkeley has around 139 department and academic units and additional campus units which means there are plenty of opportunities for collaboration. Seeing how we can collaborate across departments and campus units allows for us to diversify our programs, continuously learn about new perspectives, and build community with one another. Collaborations can help create sustainable programming and be an opportunity for professional development for the staff and students involved. In our presentation we will dive into the learning objectives giving examples of how the School of Public Health's undergraduate department has partnered with over 15 groups and organizations from across the Berkeley campus.

We will discuss: how these collaborations have strengthened our department, why collaboration is essential for incorporating new and underrepresented voices in our school, and how we creatively motivate ourselves to keep reaching out. By the end of our workshop participants will have moved through the essential motions of Forming, Storming, Norming, and Performing collaborations across campus, from bear to bear.

Presenters:

Kimberly Henderson (she/her) is an academic advisor/co-manager of the School of Public Health's Undergraduate Program and has been with UC Berkeley for two years. She is a Bay Area native and went to college in Humboldt County receiving a B.A. in Liberal Studies and a minor in Interdisciplinary Dance. From there she served a year in AmeriCorps as a CSU STEM VISTA at San Jose State University's Jay Pinson STEM Education Program working directly with MESA, Title I schools, and the Tech Museum of Science and Innovation before starting at UC Berkeley. She is excited to have this opportunity to share her experiences from the past two years!



Patricia Cruz (she/they) serves as an Undergraduate Academic Advisor/Co-Manager for School of Public Health. Originally from the San Fernando Valley, Patricia earned her B.A. in Asian American and Asian Diaspora Studies from the Ethnic Studies Department at UC Berkeley. She has worked with Oakland youth across different high schools and various college campuses in college access and retention at Oakland Promise through Americorps Public Allies. Having been a student and now staff member at UC Berkeley, Patricia has found that strong partnerships play a key role in creating sustainable programming and hopes this workshop will allow you to explore building effective collaborations.

Hack Your Job in 10 Days

This workshop takes a new perspective on career development at Berkeley by utilizing some lesser-known resources to "hack" your skills, development, and job search. You will decipher job codes, sleuth salaries, gain access to hidden campus resources, and use them to deploy a 10-day plan of attack for advancing your career at Cal. Bonus hacks include insider tips for: tapping into hidden databases, infiltrating elite staff networks, automating alerts, energizing your evaluation, and more.

Presenter:

Dave Schonenberg is an Administrator at RISELab, where he supports the research and development of cutting edge applications that make decisions in real-time at the interface of technology and the physical world. Prior to joining UC Berkeley, he spent a decade as the General Manager of Rivendell Bicycle Works. Dave is also an accomplished writer, cruciverbalist, and musician.

Key Strategies for Upgrading Your Skills for Future Jobs

Given the shelter in place orders during covid-19, there is no denying that technology is the future. How can professionals in academia rooted in tradition and in-person services innovate using technology? And what tools and skills do you need to build now to succeed for future jobs that may or may not even exist yet? Samorn Selim of Career Unicorns will share the following:

- Her personal story: how she reinvented herself from a lawyer to academia to entrepreneur to tech.
- Examine the current job market given what's happening with coronavirus and what sectors will grow and what sectors will shrink.
- Provide key strategies: how to build skills for future jobs and how to effectively execute a job search.
- Discuss how diversity, inclusion, and belonging is even more critical during these challenging times.
- Reflect on key learnings from working with over 1,000 clients on what strategies have been successful and what held people back from career transitions.

Presenter:



Samorn Selim is the CEO of Career Unicorns. She has successfully worked with over 1,000 clients to land dream jobs, get promotions, and negotiate raises. She has presented at Google, UC Office of the President, Dress for Success, National Association for Law Placement, Paul Hastings and Wilson Sonsini. She was an attorney at Manatt, Phelps & Phillips, Director of Employer Outreach at Berkeley Law, and is a Berkeley Law graduate. She is the author of “Belonging: Self Love Lessons From A Workaholic, Depressed, Insomniac Lawyer” (available on Amazon) and “Transform Your Career From Dread to Joy Guide”.

Public Speaking for Introverts

Public Speaking is an art, a science, and ultimately a skill that for most of us introverts seems scary at best and plain unattainable at worst. However, while we can still remain introverts in our ‘regular’ day to day lives, we can also learn techniques that can allow us to not only speak in public but can also make us shine when we communicate our ideas and projects in front of groups of people. What is it that we need to learn to be able to gather the courage to stand in front of complete strangers, or even in front of our own colleagues and families and convey to them what is important to us? What moves us to put aside our shyness and speak in ways in which we can convince others? We all need to learn this set of skills, but for us introverts, it is essential that we know how to represent ourselves more effectively so that we can project a confident image which in turn will allow us to have a better connection with our audiences. In this

workshop, participants will learn techniques to project a confident image of themselves while speaking in public, organize the content for greater impact, and understand how the audiences evaluate the speaker's confidence and credibility.

Presenter:



Patricia Juarez has 30 years of experience in the IT industry in both México and the U.S. Patricia has been the Business Systems Analyst for the Imagine team at UC Berkeley since 2007. The team provides enterprise document management system services to all campus departments. As the lead BA, Patricia has been instrumental in bringing departments towards paperless business processes. As a leader in her community, Patricia founded two Native Higher Ed Institutions. She has been invited as a visiting scholar on Native Traditions to institutions, such as, UC Berkeley, UC Santa Barbara, Woodland Community College, California College of the

Arts, Santa Rosa Junior Community College, as well as other institutions in the U.S. and México City. Patricia participates with an essay in an anthology of Chicana/Latina traditions. The anthology was published in 2019 by The University of Arizona Press.

Stewarding Your Professional Growth with Inspiration & Intentionality

Goals are a powerful, foundational tool in envisioning our futures and building our careers. But where do you start and how do you stay engaged and energized along the way? In this session we share our story: how a UC Extension class served as a springboard for goal-setting, accountability, empowerment, and career growth. Together, we learned that consistency and intentionality coupled with immediate goals and shared inspiration lead to long-term success.

Staff will learn how to leverage Berkeley resources, empower themselves and lift each other up to build their careers on campus. In this session we will share how you can identify an accountability partner; build a power plan (hand out); and practice your learnings. Key takeaways include: setting short-term goals for career growth in your current role; amplifying your personal and professional networks to your advantage; and enhancing your brand with sound bites. We hope our experience can inform and inspire Berkeley staff who want to grow their careers.

Presenters:



Charlotte Cowden is a Senior Analyst on the Principal Gifts and Strategic Initiatives team at University Development and Alumni Relations. She is responsible for stewardship, operations and strategy work, supporting frontline fundraisers as they engage with our most generous campus partners to further the university's mission. Charlotte has been a proud UC Berkeley staffer since 2012 and has held a variety of roles on campus in

research units, schools and central fundraising. She received a B.A. in East Asian Studies from Bryn Mawr College, M.A.s in East Asian Studies and History from UC Berkeley and a Ph.D. in History from UC Berkeley.



Jennifer Mora is a Director of Development with the Student Experience and Diversity team at University Development and Alumni Relations. In her role, she is responsible for partnering with alumni and friends on philanthropic opportunities to ensure Cal students thrive and succeed at UC Berkeley and beyond. Jennifer has been on the UC Berkeley campus since 2007 and built her advancement career at the Cal Alumni Association. She received her B.A. in Chicana and Chicano studies from the University of California, Los Angeles and her Masters of Public Administration from Sonoma State University. Jennifer serves on the Council for Advancement and Support of Education

District VII Board of Directors.

Deconstructing Leadership- New Skills for Everybody

Distributed teams, work-from-home, dual-income households, sharing economy, gig employment, automation and AI, millennials and new customer expectations, increasing turnover, sustainability... these are not “your parent’s” career concerns. These new realities require an entirely new set of skills to navigate. Find out how leading entrepreneurs develop servant leadership: defining purpose and mission, building belonging, valuing diverse perspectives, and creating psychological safety.

Discover the latest leadership concepts from design thinking and social entrepreneurship. These approaches can be embraced today, by anyone, even if you have never thought of yourself as a leader or entrepreneur. Let’s discuss how leading by example and creating your own opportunities to be seen. What can you learn from bad leadership decisions, and the benefits of exploring how you might do things differently. If you want to get unstuck and plot a path to greater career satisfaction, this workshop will share techniques that everyone can use to become a better leader tomorrow while making your job and your organization better today.

Presenter:



Jill Finlayson is passionate about leadership and innovation for all. As Director of the Women in Tech Initiative at UC, she supports research and initiatives to promote equitable participation of women in tech. Prior to Berkeley, she led mentorship and incubators for Singularity University Ventures, the Toys category at eBay, an online community for Skoll Foundation, marketing at startups, and a Striking Poverty website for the World Bank. She is enthusiastic about equitable workplaces, leadership, and

impact, and has mentored global TechWomen, startup founders, and student innovators. Finlayson is a graduate of UC Berkeley. Go Bears! Pronouns: She, hers.

Effective Resume Writing

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.

Presenter:



Kim Sapp Dinwiddie has been at Berkeley for 16 years. Currently, she is the Training Manager in Advancement Training and Outreach at UDAR, 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.

Envision Your Bold, Big & Bad Career

No doubt you have had some significant career achievements. Maybe you have landed your ideal role, secured that promotion and even pursued extensive education. However, somewhere along your career journey, you got side-tracked by the day-to-day of “working in your career” versus “working on your career.” NOW is the time to envision a new career future, align your career goals with passion, purpose and strategy. Find your level of boldness and execute a personal internal mobility strategy that aligns with your career goals. Join Vaneese Johnson-The Boldness Coach™ in this highly engaging power session as we discuss four strategies to help you be bold, big and bad in your career NOW!

Presenter:

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 Genius (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 Facilitator.

Leveraging LinkedIn

This workshop will show you how to strategically grow your network in 3 phases and connect to your future manager's boss, before you even send in your job application. You will learn how to use LinkedIn as a marketplace to trade your personal connections for access to influential people that can help you develop your career. First, we will explore how to update your profile, creating an authentic and engaging reflection of yourself. Second, we analyze the motivations of LinkedIn users to connect with others and how to systematically grow your network through personal and professional contacts. Finally, we learn how to use combinations of filters to execute a targeted connection-strategy with the department you are most interested in. Throughout the workshop, you will be able to ask questions and share experiences. To make full use of the learning, make sure to have your LinkedIn app installed on your smartphone.

Presenter:

Dr. Frederick T. Wehrle, Ph.D is the Associate Dean for Academic Design and Innovation for Berkeley Global. Dr. Wehrle is a researcher specialized in innate human behavior and an expert in Academic Innovation and Design. At Berkeley, he develops 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. 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, 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 UCB, Grupo Planeta, Groupe EDC, Groupe IGS, University of Paris 1, Toulouse Business School, Amsterdam University of Applied Sciences, and Groupe IAM.

Working Effectively with Faculty

Staff-faculty relationships are an integral part of how the university does business, presenting unique opportunities for professional growth. Seeking to reframe common (mis)perceptions about academic culture and hierarchy, this panel discussion will highlight creative approaches and strategies for leveraging and cultivating productive relationships across campus as faculty and staff work together towards our shared mission to support education and research.

Panel Moderator:



Julia Nelsen, PhD is Program Manager at the Institute of European Studies, where she works with faculty, students, and campus partners on a broad range of internationally-focused initiatives. A Cal alumna, she completed her PhD in Comparative Literature and taught on campus for several years before joining IES in 2018. Julia's commitment to career development and mentorship has led her to support staff and peers through organizations including the BSA New Professionals Network, Beyond Academia, and Humanists@Work. She is a member of the NOW 2020 Planning Committee.

Panelists:



Andrea Lambert, Chief of Staff to the Executive Vice Chancellor and Provost, has 22+ years of education administration experience. She serves as strategic advisor to and operational manager for EVCP Alivisatos in his roles as Provost (UCB's chief academic officer) and Executive Vice Chancellor (Chancellor Christ's leading senior executive responsible for day-to-day operations). Andrea has served on Berkeley campus for 12 years in various roles including director of student services, organizational consultant, and learning and development lead. Andrea is an active member of the campus community including serving as a BSA mentor, previous co-chair of BFN, and founding member of the Cal Women's Network. She enjoys being the mom of an active one-year old, running, hiking, and wine tasting in Sonoma County, where she grew up.



Christian Gordon is the Assistant Dean of Development for the Social Sciences at UC Berkeley, directing development for the 15 departments and programs of the social sciences division. Faculty partnerships have been an integral strategic component for the division, given its size and diversity. Prior to joining UC Berkeley, Christian led successful fundraising programs in science & engineering, business, and the liberal arts at institutions on both coasts. He earned a bachelor's degree from Grand Valley State University, a certificate in professional fundraising and a Masters in Education both from Boston University.



Eric Falci is Professor of English at U.C. Berkeley. He joined the faculty in Fall 2006 after finishing his PhD at the Graduate Center of the City University of New York. He is a scholar of modern and contemporary poetry. Since 2017, he has served as Associate Dean in the Graduate Division.



Jocelyn Surla Banaria, Academic Senate Executive Director, has 25+ years of higher education administration experience. At UCOP, she was the Assistant Director of the systemwide Academic Senate and was an Academic Planning Analyst. At Cal, Jocelyn worked in Admissions & Enrollment and in the Dean of Students Office. She holds a BA in Development Studies from Cal; Master's in Higher Education Counseling from CSU Hayward; and a Ph.D. in Education (concentration in Higher Education Administration) from the University of Hawaii. Jocelyn started her career as an Orientation Counselor, and she now serves the Academic Senate in the shared governance of Cal. She spends time with her husband

& three daughters, likes to ride her cargo bicycle, and plays softball.

Effective Teaming - Collaboration, Trust & Leveraging Diversity

The ability for teams to innovate, leverage diversity, stay agile, and create cultures of safety and trust, is a high priority for many organizations. Concurrently, the prevalence of distributed work, and the popularity of global teams adds a layer of complexity that merits enhanced cross-cultural knowledge and the additive

value of humble approaches. People- the lifeblood of organizations- who understand the interplay of these areas as related to effective teaming and can utilize their knowledge and skills to advance organizational teaming capabilities, will be well poised to secure growing opportunities in the evolving future of work. This workshop will highlight core elements integral to high performing teams, and help participants develop necessary skills to cultivate climates where these elements can grow and thrive. This workshop will be facilitated in the context of current and future trends related to distributed work, diverse teams, and cross-cultural competence; integrating frameworks from business, medicine, and clinical psychology, prioritizing sustainability and ‘real world’ application.

Presenter:



Catherine Ciano holds a Ph.D. in clinical psychology and is an Executive MBA Candidate at the McCombs School of Business at University of Texas, Austin. She works as a Psychologist in Primary Care at the University of California, Berkeley, and as a Teaming Strategist where she helps people build skills to transform their teams and work better, through training and supportive community. Her passion to help people live and work more joyously and purposefully inspires her talks on effective teaming, human approaches to the future of work, and positive business. She has held leadership positions as Past President of the Santa Clara County Psychological Association and the Membership and Assessment Chair for Cal Women’s Network.

Experiments & Baby Steps: Designing Your Way Forward in a Changing World

Getting from vision to reality rarely happens overnight, and that journey can be puzzling even in the best of times. This workshop is for people who are thinking, “I’ve got ideas for my future, but how do I move forward?” Come with one or more ideas for your future, identify where you need more information, and leave with next steps. We’ll design experiments for “trying things on” through experiences, conversations and more. Join us for these 90 minutes to set aside other concerns, prioritize your career aspirations, and practice new tools.

Presenters:



Terrie Moore proudly served the career development needs of UC Berkeley staff for over ten years in all. Most recently, she was the Lead for Career Development in People and Organization Development, where she co-chaired the acclaimed 2019 NOW Conference before retiring. She visualized UC Berkeley’s Grow Your Career model, including tools that have been adopted by organizations in North America and Europe. Her

approach advocates the importance of recognizing one's unique combination of strengths; embracing lifelong learning; and engaging with fellow professionals. Facilitating these career-development milestones for clients has been a truly satisfying highlight of Terrie's professional life.

A veteran of career change herself, Terrie trained as a career counselor after an extensive career in the healthcare industry. Her credentials include certifications as a National Certified Counselor; MBTI practitioner; and Juran Quality Improvement advisor/trainer. She holds two Master's degrees - in Counseling and in Health Services Administration. While sheltering in place, Terrie is gardening, docenting for the UC Botanical Garden from afar, honing her Zoom skills, and dabbling in paint and song.



Susan Hagstrom is the new Manager of Advising Strategy and Training for the Berkeley campus. The focus of her work is on enhancing advising and coordinating support for the 900+ members of the academic and co-curricular student services community. Prior to her current position, Susan served as the Director of Undergraduate Advising in the College of Environmental Design and held a variety of advising positions in the College of Letters and Science. One of her most meaningful professional development activities was completing a full-time staff internship through HR and the Chancellor's Office that focused on how to most effectively recognize staff contributions to the University. Passionately committed to

the growth and well-being of Berkeley staff, Susan is a certified life and career coach and holds an MA in Educational Psychology and Counseling. Outside of work, Susan is an avid bike rider, an open water swimmer, and she enjoys singing to babies in the Kaiser NICU as a member of the Threshold Choir. She's originally from the midwest and is inspired by the work of Quaker educator, activist, and author Parker Palmer.

Getting the Most Out of Coaching

This workshop will be focused on how to get the most value out of a coaching conversation from both the Coach and Coachee perspective. For the coach: Fundamental skills of a coach, coaching framework, and the things a coach needs to be mindful of during a coaching conversation. For the Coachee: coachability, how to get the most out of the conversation. For both Coach and coachee: Coaching Agreement.

Presenters:



Colin Gerker (he/him/his) is the Project Manager and Training Lead for the Achieve Together performance development program at UC Berkeley. He works in the Berkeley People & Culture Office, supporting the team and campus through the launch of the new program. Colin serves as Co-Chair of the Cal Coaching Network Community of Practice, and as an officer on the LavenderCal leadership team. Colin recently managed organizational performance at American University in Washington, DC. Previously, he worked in Student Affairs at UC San Diego. Colin specializes in 1:1 and group coaching for high performance and professional development.



Ying Kuah, instructor, instructional designer, and coach is passionate about helping people grow, both personally and professionally, through fun and interactive workshops, e-Learning, and 1-on-1 coaching. In her current role in People & Culture, UC Berkeley, Ying helps hundreds of people managers and HR professionals to grow to be a better communicator, consultant, change manager, trainer/facilitator, and coach through engaging workshops. Ying co-founded Cal Coaching Network (Community of Practice for coaching) to further the effort to build a coaching culture at UC Berkeley by supporting all staff to grow as a coach. Outside of work, Ying is a foodie

who loves smothering her 2 daughters with hugs and kisses, and can't wait for them to grow up so that they can go snowboarding, rock climbing, camping, traveling, and let's not forget shopping and mani-pedis!

POC Money Talks - Mapping Our Financial Well Being as New Professional

As People of Color (POC), we face the inescapable realities of race and racism every day. Directly intersecting with our racial experiences is a long history of systemic class oppression that still exists. In our collective journeys toward healing, liberation, and justice, personal finance is often left out of the conversation. From societal stigmatization to feelings of shame or guilt to simply not knowing where to start, there are many challenges to having the open conversations we need on personal finance as a part of our overall healing and liberation. This workshop will offer a brave space for new professionals to support each other as POC and get clear on what we need to be financially well and ultimately thrive as a part of a larger social justice agenda. We will each self-assess where we are with our own financial life and map the short-term actions needed that make us feel good, prepared, and values-aligned with our approach to money! This workshop will be geared towards new professionals, though all who find value in this topic are welcome to join.

Presenter:

rita zhang (she/her/hers) is a financial empowerment educator, facilitator, and coach. She brings 10+ years of social justice experience from movement-building, direct service, and higher education settings to her financial empowerment work. rita is the founder of Community Roots Financials, a financial education service focused on supporting first-generation and immigrant communities of color on financial empowerment topics. Additionally, rita is a financial coach at Oakland Promise for low-income parents. As a Cal alum and former staff person, rita is looking forward to holding space for the Cal staff community at the NOW

Conference this year!

Pocketful of Stories: Career Perspective Through Story (finding, telling & listening)

This highly interactive workshop moves through a story approach to career, which involves story finding, storytelling and story listening. It will begin with a brief exercise that reveals work values, moving into a free-writing exercise that gets participants actively engaged in story finding. By putting their work values into conversation with the memories, projects, and collaborations which comprise the lived experience of work, participants are able to gain some perspective on themselves as professionals. With a better appreciation for the breadth and depth of their own experience, tellers are better equipped to communicate this information to others. The second part of the workshop brings a focus to storytelling and story listening. With a partner, participants will share some of the stories they found in the exercise described above. Listeners will give feedback about where and when aspects of work values are revealed and embodied. This opportunity to receive and provide feedback offers additional perspective in uncovering connections and broader patterns within and across experiences. Finally, the workshop will conclude with an exploration of linguistic tools that make stories perform even better: tools for effective narrative structure that take advantage of ordering, framing, perspective, and story focus. They help stories DO more for the teller in interaction. Equipped with a greater appreciation for the power of story (not to mention a pocket full of them), each participant will leave the workshop with new insight and perspective on their professional trajectories including where they are, where they have been, and where they might want to go next!

Presenters:

Anna Marie Trester earned her PhD in sociolinguistics at Georgetown. The author of *Bringing Linguistics to Work* and co-editor (with Deborah Tannen) of *Discourse 2.0: Language and New Media*, Anna Marie has taught courses in linguistics, improvisation, and storytelling at institutions including Howard and Georgetown and the University of Alberta, as well as Washington Improv Theater and *Better Said Than Done Storytelling*.



Katherine Nelson earned her PhD in linguistics at Rice University. She taught linguistics, cross cultural communication, and second language acquisition theory at Illinois State University and was the language curriculum developer for an American Indigenous Tribe developing culturally informed language curriculum. Additionally, she developed an English Communication Course for a start-up and published curriculum on using ethnographic methodology to help teachers gain skills to better understand their own and their students' cultural backgrounds.

Recruiters Corner

After the positive feedback received from last year’s pilot “Recruiters’ Corner,” we continued this exciting opportunity for conference attendees at this year’s conference. 61 attendees were able to participate in 1:1 coaching sessions with campus recruiters on the Berkeley People & Culture Talent Acquisition team.

Throughout the day, staff in attendance at the 2020 NOW Conference had the opportunity to schedule an individual 25 minute mini-session with a UC Berkeley Talent Acquisition Advisor, giving participants the opportunity to receive 1-on-1 consultation on:

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

Our Recruiters:

- Yahaira Maldonado
- Oswald Garcia
- Alex Reyes
- Robyn Pease
- Alex Gomez
- James Kao
- Harrison Chan
- Esha Bharati
- Tara Hertstein

Recruiters Corner Evaluation Data

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
There was enough time allocated to take advantage of the opportunity.	29.82%	47.37%	7.02%	15.79%	0.00%
Participation enhanced my NOW Conference experience.	51.79%	37.5%	8.93%	1.79%	0.00%
I learned useful tools to enhance my career profile.	48.21%	42.86%	7.14%	1.79%	0.00%

Coaches Corner

79 total individuals attended a Coaches Corner session, 25-minute appointments with career coaches from across campus. Coaching appointment focused on:

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

Our Coaches:

- **Chris McLean**, Psychologist, UC Berkeley Counseling and Psychological Services
- **Grace Turkis**, Director of Leadership and Professional Development at the Center for Public Health Practice & Leadership at the Berkeley School of Public Health.
- **Dinorah Meyer**, MS, NCC, RYT, Assistant Director/Career Counselor for the College of Environmental Design
- **Heidi Yu**, Assistant Director for Letters and Science on the counseling team at the UC Berkeley Career Center
- **Dione Rivera**, Director for Career Development at the Fung Institute for Engineering Leaders
- **Irma Moreno**, Berkeley Career Center, coaching pre-health students.
- **Jeremy Brooks**, Career Center Assistant Director for the College of Letters & Science
- **Katie Tuite**, Leadership and career coach
- **Jo Scullion**, Career Center Assistant Director for Health Careers/Public Health
- **Linda Lundberg**, Career Coach and Lead of Transition Services Program, Talent Acquisition, People & Culture
- **Kate Zuby**, Career Counseling Outreach Coordinator in Counseling & Psychological Services
- **Pam Rich**, Organization development consultant, People and Organization Development
- **Revae Hitt**, Assistant Director for Engineering and Physical Sciences in the Career Center
- **Ruthann Haffke**, Career coaching and counseling at UC Berkeley.
- **Vaneese Johnson**, The Boldness Coach™, Global Leadership Coach
- **rita zhang** (she/her/hers) is a financial empowerment educator, facilitator, and coach, founder of Community Roots Financials, financial coach at Oakland Promise for low-income parents.
- **Samorn Selim**, CEO of Career Unicorns
- **Xue Jiang** is a leadership, career and expat coach
- **Rosanne Lurie**, MS, Director of Graduate and Postdoc Career Development for QB3-Berkeley
- **Terrie Moore**, Lead for Career Development in People and Organization Development, co-chair of the acclaimed 2019 NOW Conference before retiring.
- **Ying Kuah**, Instructor, instructional designer, and coach

Coaches Corner Evaluation Data

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
There was enough time allocated to take advantage of the opportunity.	27.8%	41.8%	12.6%	16.5%	1.3%
Participation enhanced my NOW Conference experience.	51.9%	32.9%	12.6%	2.5%	0.00%
I learned useful tools to enhance my career profile.	46.8%	32.9%	15.2%	5.1%	0.00%

Website and Virtual Venue

[NOW Website](#)

This year, the NOW conference team introduced an easily navigable and informative website and a virtual venue for the conference. Visit the website here: <https://hr.berkeley.edu/now-conference>

*People & Organization Development
and
UC Berkeley People & Culture
Present*



Next Opportunity at Work 2020

Envision Your Future

NOW CONFERENCE

- [Keynote Speakers](#)
- [Conference Program](#)
- [Coaches' Corner](#)
- [Recruiters' Corner](#)
- [Planning Committee](#)
- [Archives](#)



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Program Sponsor

Thank you Under Armour, for supporting the 2020 NOW Conference and serving as one of our event sponsors!

Prep for the Virtual Conference: Zoom Tutorial

Click here to familiarize yourself on how to join and participate in a zoom meeting/training before the conference! (Training video, 5m45s)

Keynote Speakers

Click here to learn more about our featured keynote speakers.

Contact Us

nowconference@berkeley.edu

Registration Update:

Join the waitlist

Click here to join the waitlist for the NOW Conference! You will be contacted by the committee if seats opens up!

We are thrilled to announce that the 2020 NOW Conference is going virtual!

As we navigate this unprecedented time, UC Berkeley People & Culture wants you to know that we're here to support you. Now, more than ever, we feel it is important for UC Berkeley staff to safely maintain community while continuing your learning and career development. In light of this, we have decided to transform today's challenges into an opportunity and are thrilled to announce that this year's Next Opportunity at Work (NOW) Conference will continue virtually.

The 2020 Next Opportunity at Work Conference: Envision Your Future will be held virtually on Thursday, July 30, 2020. In the virtual format, we remain committed to setting you up with career resources, skills, and inspiration that will help you to be successful today and in the future.

What to expect:

Our virtual conference will go far beyond replicating PowerPoint presentations online. Our theme, "Envision Your Future," 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 with the evolving future of work! 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!

We have reimagined the 2020 conference by developing a program designed to give you the same dynamic learning experience and networking opportunities that you have come to expect from the NOW Conference. The conference will include:

- 2 Inspiring Keynote Speakers
- 15 dynamic breakout sessions available throughout the day
- 1:1 Career Coaching Sessions with professional coaches
- 1:1 Recruiting Sessions with our People & Culture Talent Acquisition Team
- Group wellness activities and strategies
- Career Planning Resources
- Raffle prizes

Registration:

Based on your feedback and the success of last year's registration process, we will be following the same process again this year. Our goal is to give as many staff as possible an equal opportunity to attend.

On June 26th, an email was sent to all campus staff announcing the opening of a lottery/interest form to attend the NOW Conference. All staff have until July 3rd to enter the registration lottery. During the week of July 6th, we will randomly select 1,200 participants from the lottery pool and provide instructions for those selected to confirm their attendance.

There will be a waitlist for the event, so if you are not selected in the lottery, you will have an additional opportunity to register as people cancel their registrations.

Conference attendance:

July 30, 2020 marks the 8th annual Next Opportunity at Work (NOW) Conference for UC Berkeley staff. Over the years, the NOW Conference has proven to be an exciting opportunity for staff to grow their UC Berkeley careers. Two years ago, the [People & Organization Development team](#) at Berkeley People & Culture was able to secure the necessary funding to move the conference off-campus, allowing us to open the opportunity to 600 staff. This year, with our move to a virtual format, we're able to double our attendance cap, opening the opportunity to 1,200 UC Berkeley staff.

In line with UC Berkeley's [Staff Participation in Campus-Sponsored Activities, Including Sponsored Staff Organizations, Campus-Sponsored Fellowship Programs](#) policy, and PPSM-50, managers and supervisors are encouraged to approve requests from staff to attend the 2020 NOW Conference.

Home Page on Website

Keynote Speakers

NOW CONFERENCE

- Keynote Speakers
- ▶ Conference Program
- ▶ Coaches' Corner
- ▶ Recruiters' Corner
- ▶ Planning Committee
- ▶ Archives

Chris Murchison, Morning Keynote



Chris Marcell Murchison is a passionate advocate for positive workplace culture. In his broad career spanning the higher education, for-profit, not-for-profit, and foundation sectors he has focused his energy on developing creative means to build community at work and practices that support an employee experience of respect, connection, joy, and generative learning.

In 2014, Chris was named the first Visiting Leader at the Center for Positive Organizations in the University of Michigan's Ross School of Business, where he advises, connects and convenes faculty and students to explore practical applications of Positive Organizational Scholarship. In January of 2018 Chris was additionally appointed to the Advisory Board of the International Positive Psychology Association's Work &

Organizations Division.

Chris was on staff at UCB from 1991 to 2000 and currently works as an independent creative thought-partner, experience designer, and advisor to organizations ready to reimagine the possibilities of their cultures.

Dr. Sahar Yousef, Afternoon Keynote



[Dr. Sahar Yousef](#) is a cognitive neuroscientist and the youngest business faculty at UC Berkeley. Her 10+ years of research on 'making superhumans', featured in [Forbes](#) and [Business Insider](#), sheds light on how to improve focus, memory, and overall human performance in as little as 7 weeks. Outside of the academic world, Sahar is the founder and managing director of [Stoa Partners](#), a productivity training and consulting firm which helps executives and their teams carve out hours of daily, uninterrupted focus time - so they can get more done, in less time, with less mental energy.

Keynote Speakers Page

Virtual Venue

As a virtual conference, we created a “virtual venue” for participants to access all sessions and conference resources. Participants were given access to the virtual venue three days prior to the conference. All materials, session powerpoints, Zoom links, and additional resources were available on this page.



Welcome to the 2020 NOW Conference!

Let's come together to learn, network, and grow at UC Berkeley.



Questions? Email or Chat us for help!
The NOW Planning Committee will be available all day to answer your questions



Navigating the Virtual Venue
Prepare for the conference by watching this tutorial on navigating the virtual venue



Career Coaching Available All Year
Learn more about career coaching sessions and workshops available all year



Follow us on Social Media @UCBStaff
Stay connected with the UC Berkeley staff community on Facebook and Instagram

Access all sessions by scrolling through the agenda below!

Virtual Venue Landing Page



Welcoming Remarks: Chancellor Christ and Eugene Whitlock +

Morning Keynote: Chris Murchison +



Morning Keynote

10:00 - 11:00 AM: Concurrent Sessions

Click on the dropdown menu below to find the Zoom link, session materials, and session descriptions for your workshop of choice.

B2B (Bears to Bears) Collaborating Across Campus	+
Hack Your Job in 10 Days	+
Key Strategies for Upgrading Your Skills for Future Jobs	+
Public Speaking for Introverts	+
<u>Stewarding Your Professional Growth with Inspiration & Intentionality</u>	-

Tools and tips to empower Berkeley staff to set goals, build networks, and celebrate successes.

Enter Session by Clicking Here [↗](#)

Workshop Materials:

[📎 Presentation Slides](#)

[📎 Worksheet](#)

Post Session Evaluation: [Click Here](#) [↗](#)

Full Session Description:

Goals are a powerful, foundational tool in envisioning our futures and building our careers. But where do you start and how do you stay engaged and energized along the way? In this session we share our story: how a UC Extension class served as a springboard for goal-setting, accountability, empowerment, and career growth. Together, we learned that consistency and intentionality coupled with immediate goals and shared inspiration lead to long-term success.

Staff will learn how to leverage Berkeley resources, empower themselves and lift each other up to build their careers on campus. In this session we will share how you can identify an accountability partner; build a power plan (hand out); and practice your learnings. Key takeaways include: setting short-term goals for career growth in your current role; amplifying your personal and professional networks to your advantage; and enhancing your brand with sound bites. We hope our experience can inform and inspire Berkeley staff who want to grow their careers.

About the Presenters:



Charlotte Cowden is a Senior Analyst on the Principal Gifts and Strategic Initiatives team at University Development and Alumni Relations. She is responsible for stewardship, operations and strategy work, supporting frontline fundraisers as they engage with our most generous campus partners to further the university's mission. Charlotte has been a proud UC Berkeley staffer since 2012 and has held a variety of roles on campus in research units, schools and central fundraising. She received a B.A. in East Asian Studies from Bryn Mawr College, M.A.s in East Asian Studies and History from UC Berkeley and a Ph.D. in History from UC Berkeley.



Jennifer Mora is a Director of Development with the Student Experience and Diversity team at University Development and Alumni Relations. In her role, she is responsible for partnering with alumni and friends on philanthropic opportunities to ensure Cal students thrive and succeed at UC Berkeley and beyond. Jennifer has been on the UC Berkeley campus since 2007 and built her advancement career at the Cal Alumni Association. She received her B.A. in Chicana and Chicano studies from the University of California, Los Angeles and her Masters of Public Administration from Sonoma State University. Jennifer serves on the Council for Advancement and Support of Education District VII Board of Directors.

Post-Conference Evaluations

The conference evaluation data has been generated based on 622 evaluation submissions from attendees. It represents about half of the total attendees.

Highlights

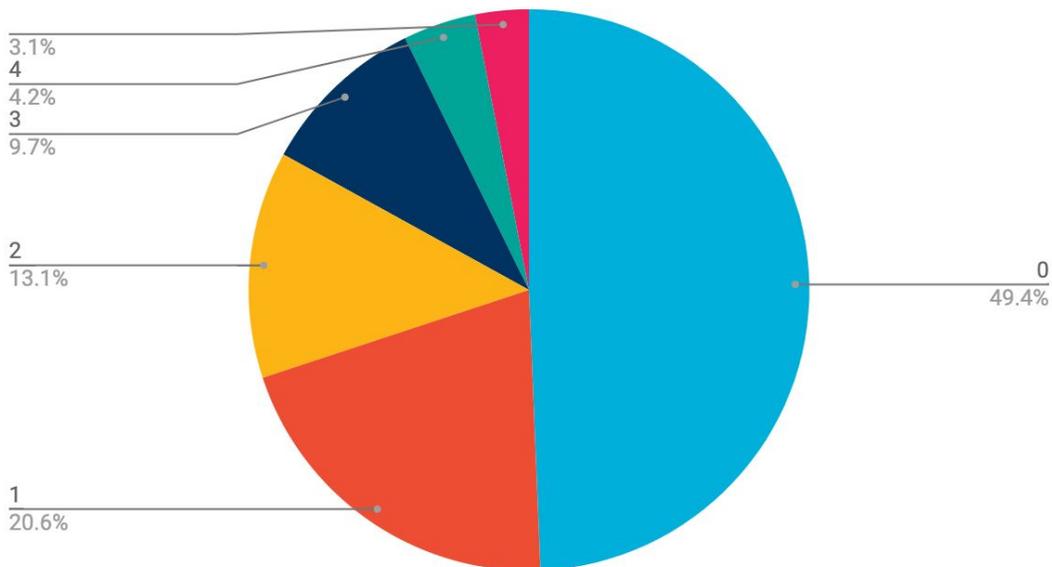
The evaluations show extremely high ratings for the following overall questions:

- 97.7% strongly agree or agree that the conference was well organized.
- 95% strongly agree or agree that they found value in attending the conference.
- 96.3% strongly agree or agree that they would recommend the conference to colleagues.
- 90.1% of attendees strongly agree or agree that they enjoyed the conference!

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

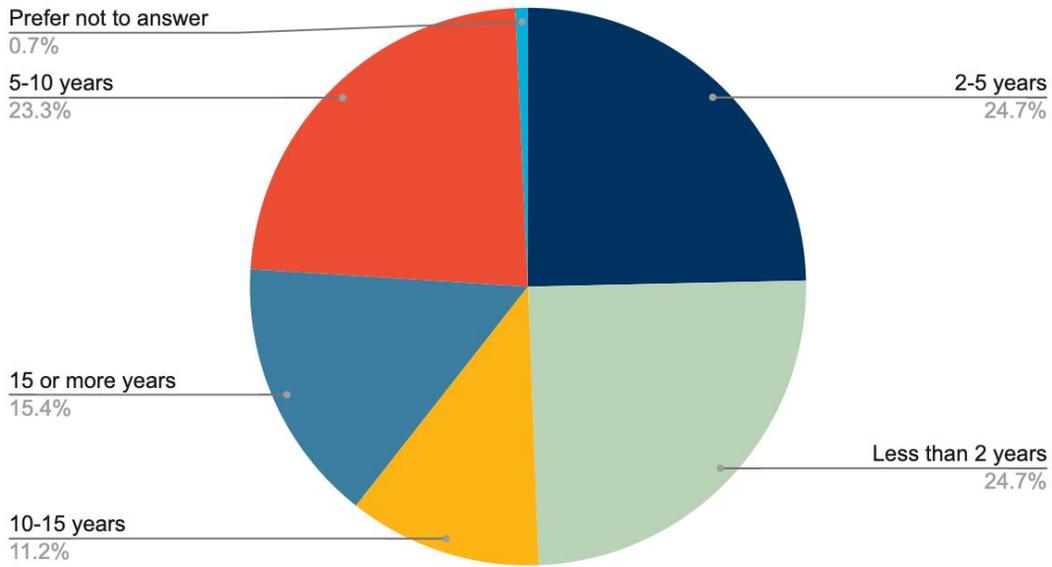
- Sessions
- Feeling valued and inspired
- Individualized Guidance
- Keynotes
- The virtual format

How many NOW Conferences have you attended in the past?

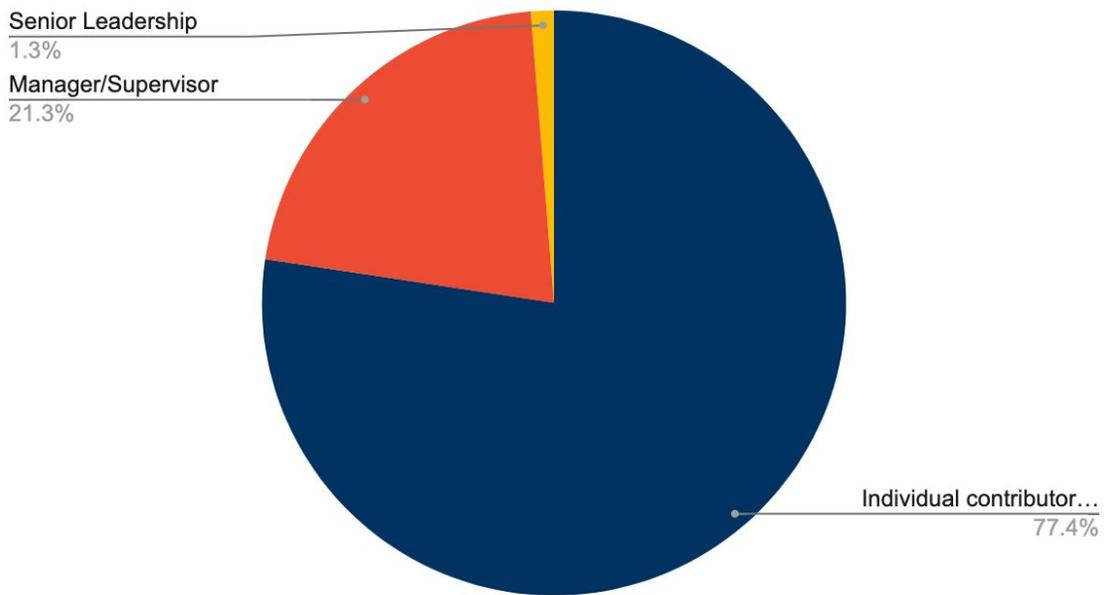


Nearly 50% of attendees were first time NOW Conference attendees. An additional 20% had only attended one conference in the past.

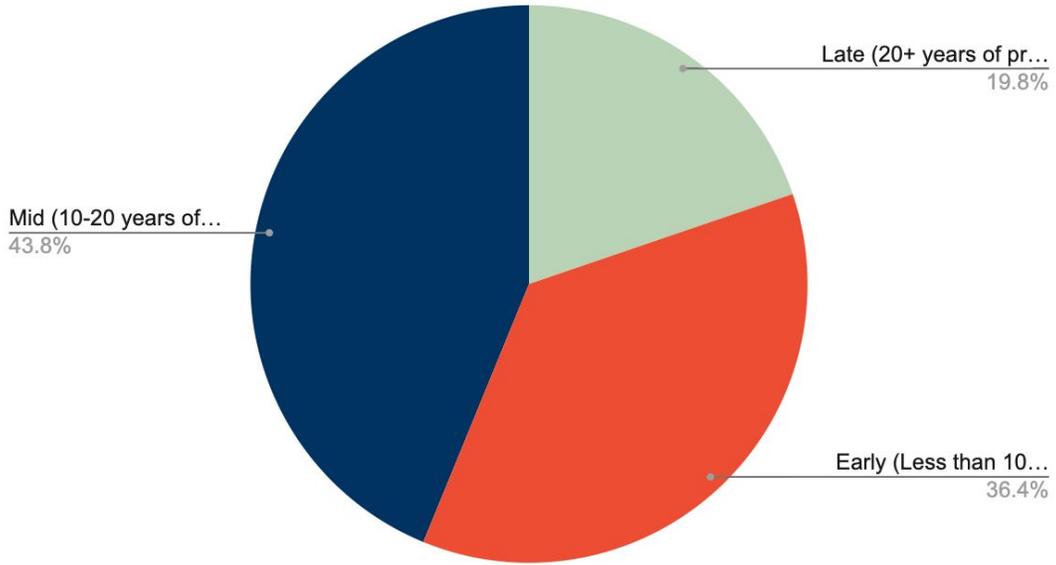
How many years have you worked at UC Berkeley?



How would you describe your current role?



Where are you in your overall career?



Communications & Registration

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A
I feel that pre-conference communication was effective.	52.25%	41.48%	4.02%	0.80%	0.64%	0.80%
I feel that the lottery and registration process was easy.	60.45%	33.92%	2.25%	1.61%	0.64%	1.13%
Thursday is a good day of the week for this event.	43.73%	36.01%	16.24%	3.22%	0.48%	0.32%

July is a good time of the year for this event.	42.28%	41.64%	10.13%	3.70%	1.77%	0.48%
Confirming my attendance via bCal was clear and easy.	62.48%	32.53%	2.74%	1.13%	0.81%	0.32%
I feel that the communications leading up to the conference were clear and helpful.	54.75%	37.36%	5.48%	1.13%	0.97%	0.32%

Keynote Speakers

The keynote speakers were inspiring and added to the overall conference experience:

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	N/A
Welcoming Remarks: Eugene Whitlock, featuring Chancellor Carol Christ	37.1%	42.1%	13.5%	1.1%	0.6%	5.5%
Morning Keynote: Chris Murchison	47.6%	34.6%	10.8%	1.1%	0.6%	5.3%
Afternoon Keynote: Dr. Sahar Yousef	67.2%	18.3%	4.5%	1.4%	0.3%	8.2%

Activity Breaks

The activity breaks were enjoyable and added to the overall conference experience:

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	N/A
Creative Visualization with Diana Acidera	25.44%	29.63%	14.33%	1.93%	1.77%	26.89%
Stretch Break with Lindy West	32.21%	24.48%	11.43%	0.64%	0.97%	30.27%
Energy Boosting Meditation with Cori Evans	25.93%	24.48%	12.72%	0.81%	0.97%	35.10%
Polynesian/Tahitian Dance with Nicole Castillo	32.21%	26.09%	10.63%	1.77%	0.48%	28.82%

Overall Conference Evaluation Summary

Please tell us your level of agreement with the following statements:

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	N/A
The conference was well organized.	61.1%	36.6%	1.2%	0.3%	0.5%	0.3%
Overall I found value in attending the conference.	60.9%	34.1%	3.0%	1.0%	0.3%	0.7%

- “The keynote speakers were very powerful in their advice and shared experiences. There is so much it's hard to pick. The opening and closing speakers really set the tone and hammered it at the end. If I did nothing else than listen to those two speak, my life was incredibly improved.”
- “I loved everything about the conference. Well organized and timely, great flow.”
- “The variety in speakers and different topics covered in sessions. It was well rounded and relevant with everything that is going on right now in our current economic workforce and with the need for diversity in these spaces.”
- “The way it was organized and the registration process was very easy this year.”
- “Since we have moved our work online, many of us are busier than ever before. Having this conference cemented time in my schedule to think about how I want to move my career forward.”
- “Virtual access. It was heartwarming to hear that you were able to allow so many people to attend this year since it was virtual.”
- “The staff led-element, it was great that it was organized and presented by my colleagues. Berkeley's full of such talented people!”
- “I was impressed with how the shift to the virtual format turned out! The virtual room website was very easy to navigate. I think a site like this would be great to keep for future (hopefully in person) conferences for the recordings afterward. I really liked how it mapped out the whole day. The virtual format also allowed more people to ask questions and participate in the session through the chat.”
- “I really enjoyed the speakers this year. Every session was really engaging and after everyone I caught myself thinking about ways to implement this in my everyday life. It impacted me so much that I reached out to a couple of the speakers to connect with them to further my education on the topics they were discussing. I was not sure what to expect from the NOW conference this year especially since it was virtual but the conference exceeded my expectations.”
- “I liked the fact that it was so inclusive this year!”
- “The NOW Conference brings inspiration as well as a way forward in my work life...This was an excellent day.”
- “The conference was what I needed.”

In what ways could this conference be improved?

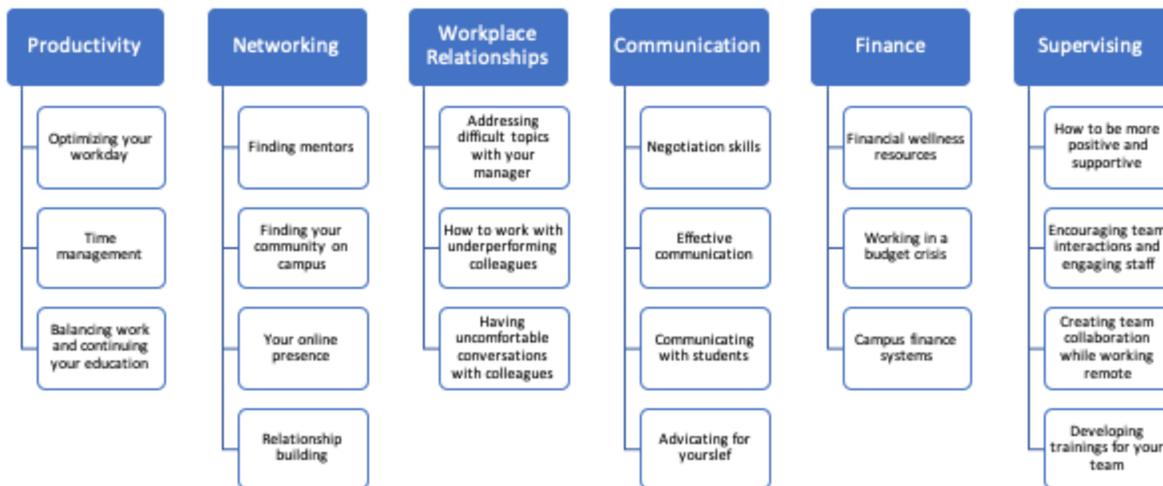
- “I hope there could be more sessions or more opportunities like this.”
- “More coaches and recruiters slots”
- “Figuring out how to utilize my allotted 80 hours to develop skills that will be useful for my job”

Breakout Session Evaluation Summary

<p style="text-align: center;">NOW 2020 Breakout Session Evaluation Summary Questions rated on a 1-5 scale 1= Low ; 5= High</p>					
Session	Attendance	Applicability to Career Goals	Speaker's Knowledge on the Topic	Speaker Engagement	Organization of the Workshop
B2B (Bears to Bears) Collaborating Across Campus Presenters: Kimberly Henderson & Patricia Cruz	93	4.2	4.3	4.3	4.3
Hack Your Job in 10 Days Presenter: Dave Schonenberg	271	4.6	4.8	4.5	4.3
Key Strategies for Upgrading Your Skills for Future Jobs Presenter: Samorn Selim	339	4.5	4.8	4.8	4.7
Public Speaking for Introverts Presenter: Patricia Juarez	176	4.6	4.8	4.8	4.7
Stewarding Your Professional Growth with Inspiration & Intentionality Presenters: Charlotte Cowden & Jennifer Mora	182	4.4	4.6	4.7	4.5
Working Effectively with Faculty Presenter: Panel led by Julia Nelsen	168	4.4	4.7	4.6	4.6
Leveraging LinkedIn Presenter: Frederick Wehrle	116	4.6	4.9	4.3	4.5
Envision Your Bold, Big & Bad Career Presenter: Vaneese Johnson	282	4.8	4.9	4.9	4.8
Effective Resume Writing Presenter: Kim Sapp-Dimwiddie	91	4.9	5.0	4.9	4.9
Deconstructing Leadership- New Skills for Everybody Presenter: Jill Finlayson	339	4.6	4.8	4.6	4.4
Effective Teaming - Collaboration, Trust & Leveraging Diversity Presenter: Catherine Ciano	295	4.5	4.7	4.6	4.5

Experiments & Baby Steps - Designing Your Way Forward In a Changing World Presenters: Terrie Moore and Susan Hagstrom	298	4.5	4.7	4.5	4.4
Getting the Most Out of Coaching Presenters: Colin Gerker and Ying Kuah	179	4.4	4.9	4.8	4.5
POC Money Talks - Mapping Our Financial Well Being as New Professionals Presenter: rita zhang	235	4.3	4.6	4.5	4.5
Pocketful of Stories: Career Perspective Through Story (finding, telling & listening) Presenters: Anna Marie Trester & Katie Nelson	124	3.7	4.4	4.1	3.8

What are some topics that you would like to see in future NOW Conferences?





Planning Committee Debrief

Committee Plus/Delta

Following the 2020 Conference, the Planning Committee created the following Plus/Delta for future NOW Conference planning and for the 2021 committee:

Logistics/Virtual Venue/Set-up: well	Logistics/Virtual Venue/Set-up: change
<ul style="list-style-type: none"> ● Great, worked really well ● Only positive feedback ● Liked using Zoom meeting rooms ● Using Zoom when campus is already familiar with the platform ● Zoom worked well and had an interactive element ● Mix of Zoom meeting and Zoom webinar ● ETS Produced the webinar sessions very well 	<ul style="list-style-type: none"> ● Ensure that all moderators have been practicing with their presenters. It is not just one practice session. ● Committee trainings from ETS team ● Date change - make sure it's after the school year
Program: well	Program: change
<ul style="list-style-type: none"> ● Variety of sessions catering to different interest ● Stretch breaks were a positive ● Length of conference was great (couldn't have been any shorter) ● Presenter Orientation - Offered for the first time and had great attendance 	<ul style="list-style-type: none"> ● Some participants felt it was too long for one day ● Need two volunteers per session (one for Q&A, one for production) ● Ensure that all volunteers (room moderators) do a dry-run with their presenters before the day-of ● Make sure there's time added to the sessions for housekeeping (so presenters have their full time)

	<ul style="list-style-type: none"> • Add in some “dead time” to the day for coffee/bathroom break • On the call for proposals - include the full commitment (using a branded deck, practice sessions, agreeing to be recorded, etc.)
Planning Process: well	Planning Process: change
<ul style="list-style-type: none"> • Pivot from f2f to virtual • Planning meetings were sub-committee updates vs. full committee making every decision 	<ul style="list-style-type: none"> • Might add a TECH committee for next year’s virtual conference • Push back on vendor for earlier training
Communications: well	Communications: change
<ul style="list-style-type: none"> • Venue tutorial was helpful for folks • Had very few questions about the conference venue day-of, so we’re thinking the communications were good • Google-meet chat for NOW went really well • Perfect volume of communications 	<ul style="list-style-type: none"> • Might get a chat-bot for day-of support • People couldn’t complete more than one session evaluation, we need to be sure that Qualtrics is set up before hand to accommodate this
Registration: well	Registration: change
<ul style="list-style-type: none"> • Participants loved the bCal invite method to confirm their registration • Condensing the registration form and the lottery form into one form 	<ul style="list-style-type: none"> • Look into opening the conference to the UC System and expanding capacity to 1,500 or 1,800, having them pay a small registration fee • Thinking about how to handle internal vs. external participants (have two lists?)
Coaches/Recruiters Corner: well	Coaches/Recruiters Corner: change
<ul style="list-style-type: none"> • Time worked well - 25 min. • The increased number of coaching session availability • Process for setting up the appointments worked great • Setting up times for coach and coachee in bCal worked well; coaches added their own Zoom links • Coaches appreciated the Coaches’ Corner Orientation and the Campus Resources List • Promoting on-going coaching on the WeJoinIn site after spots filled, as well as on the live NOW Conference page has boosted awareness of coaching services 	<ul style="list-style-type: none"> • People mentioned wanting more sessions, so communicating with people more clearly that these sessions are available all year • Do coaching on a separate day • Might find a different tool vs. WeJoinIn

Volunteers: well	Volunteers: change
<ul style="list-style-type: none"> • Volunteers for closed captioning was critical • Having the committee be moderators for sessions 	<ul style="list-style-type: none"> • Needing more volunteers next year?
Raffle: well	Raffle: change
<ul style="list-style-type: none"> • Prizes were great! 	<ul style="list-style-type: none"> • Make sure you grab the participant version vs. the edit form version • Some participants said the reminders to fill out the raffle forms was distracting

