

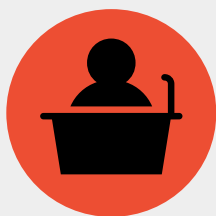


## Conference Report Summary

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.

### Conference at a glance:



#### 2 Keynote Speakers

Our morning keynote was Chris Murchison and our afternoon keynote was Dr. Sahar Yousef



#### 4 Activity Breaks

Short 10 minute activity breaks spaced throughout the day engaged the participants



#### 15 Concurrent Sessions

There were five 90 minute workshops and ten 60 minute concurrent sessions presented virtually



#### 25 Presenters/ Speakers

A variety of internal and external speakers led sessions on a variety of career development topics



#### 140 Coaching Sessions

Attendees could sign up for 1:1 career or recruiting sessions with campus coaches

### About the attendees:

**1,230**

UC Berkeley employees attended the conference

**275**

different campus departments represented

**42**

campus schools/divisions represented

**100%**

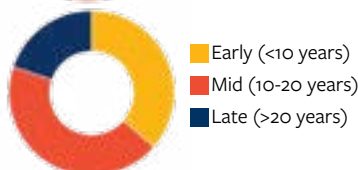
of employees who entered the lottery were offered a seat



How many years have you worked at UC Berkeley?



How would you describe your current role?



Where are you in overall career?

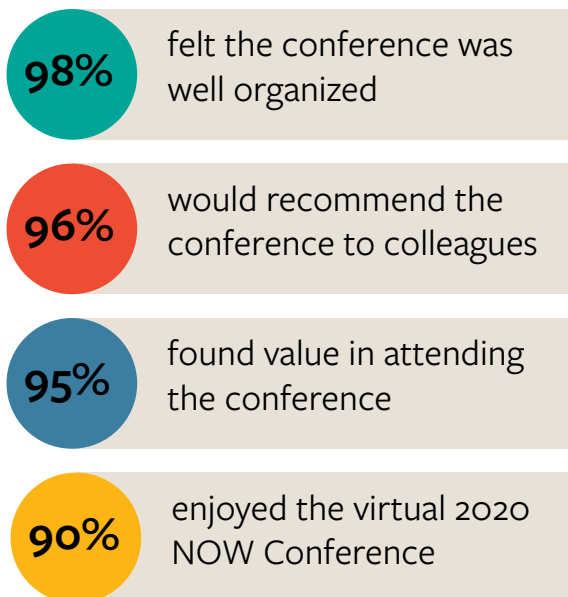
## Areas of Innovation:

The 2020 NOW Conference was filled with areas of improvement from the previous NOW Conference. Due to the unforeseen circumstances of the global pandemic, the committee successfully transformed the conference into a fully virtual event. The result was hosting UC Berkeley's first ever virtual conference! Additional areas of innovation include:

- Increasing staff attendance by 600 participants, allowing a total of 1,230 employees to attend the conference
- Incorporating 5 workshops to the 15 concurrent sessions and 4 activity breaks to increase participant engagement
- Adding 46 additional 1:1 coaching sessions, providing 140 staff the opportunity to receive guidance, coaching, and insight related to their Berkeley career
- Designing an interactive conference website with easily accessible content and user-friendly navigation in-house, effectively saving thousands of dollars
- Recording all breakout sessions for employees to access after the conference
- Advancing learning beyond the one-day NOW Conference by creating the NOW Encore Series

## Evaluation Highlights:

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



### Participant Testimonials

*"It's a big morale booster to know that the administration cares enough about staff and our professional development to hold this day of programming for us."*

*"I loved everything about the conference. Well organized and timely, great flow."*

*"Virtual access. It was heartwarming to hear that you were able to allow so many people to attend this year since it was virtual."*

*"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."*

## Next Steps:

After the annual NOW Conference, staff career development offerings do not end. The People & Organization Development team within UC Berkeley People & Culture offers many career development programs. Throughout the year we offer:

- Extended learning from the one-day NOW Conference through the NOW Encore Series, a virtual workshop series featuring timely topics presented by campus staff with unique experience and expertise
- All session recordings and applicable session materials have been posted on the [NOW Conference website](#) and are accessible to everyone.
- Career Development workshops led by People & Organization Development Grow Your Career lead, Lisa Rykert. A complete list of these offerings can be found at [Grow Your Career](#) through the [grow.berkeley.edu](http://grow.berkeley.edu) website.

While we continue offering these opportunities, the NOW Conference planning committee will begin meeting to start preparing for next year's conference!

[Click here to view the complete conference report](#)