



ACS N 2022: Charting New Waters for Alumni Career Services—Conference Schedule

CONFERENCE WIFI: MarriottBonvoy_Conference Password: ACSN2022

Sunday, July 24, 2022

All Day | Resort Activities

Delight in one of the many summer resort activities available on the property. Hop on a bicycle for an easy cruise to the beach, grab a paddle for a game of pickleball, join an instructor-led fitness class, or take a dip in the pool. For more information, visit [Coronado Island Marriott Resort and Spa Experiences](#).

All Day | Explore San Diego

Connect via the ACSN Google Group with fellow early arrivals. Explore the many sites of San Diego together. Who is up for a trip to the zoo?

12:00 – 2:00 PM | Conference Check-In Opens—Registration Desk, Ballroom Level

Let us know you've arrived! Stop by the ACSN 2022 Registration Desk to meet our Planning Team and pick-up conference materials.

2:00 – 5:00 PM | ACSN Board of Directors Meeting—Coronado 4/5

6:30 PM | Casual Dinner—Meet in Lobby

Join ACSN Board of Directors and fellow early arrivals for a group departure to dinner. We'll gather in the lobby and enjoy a short walk to dinner at a local eatery near the hotel.

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Monday, July 25, 2022

7:00 – 8:00 AM | Morning Yoga—Poolside Lawn, Brought to ACSN by BRAZEN

Begin your morning with a private yoga session with conference attendees. We'll gather with open minds in an idyllic setting overlooking the San Diego Bay to energize our bodies and train our breath for the day ahead. This practice will be led by a certified instructor, is suitable for all levels, and equipment is provided. Attendees are encouraged to dress appropriately and bring water.

8:00 AM | Breakfast—On Your Own

Grab a bite to eat at a nearby café before conference check-in opens. For recommendations, connect with the ACSN Conference Planning Team or a member of the hotel staff.

8:30 AM | Conference Check-In Opens—Registration Desk, Ballroom Level

Let us know you've arrived! Stop by the ACSN 2022 Registration Desk to meet our Planning Team and pick-up conference materials.

11:00 AM – 2:00 PM | Pre-Conference Session*—Coronado 2/3

Building (or Rebuilding) Your Program

Since its inception, ACSN has fulfilled its mission to provide state-of-the-art services to its alumni populations. Our members inspire intentional programming to meet the changing needs of alumni throughout their career development journeys. Today's adjustments feature departmental redesigns, goal revisions, and new strategic directions to accommodate an ever-changing academic landscape.

Join us for this pre-conference workshop where we will continue with ACSN tradition: collaborate to create a vision for success.

During this experience, participants will have the opportunity to:

- Explore organizational models for alumni career services
- Create their program mission, vision and values
- Gain insights into navigating the priorities of multiple stakeholders
- Build and implement a strategic plan

Led by members of the ACSN community, this session aims to attract practitioners who either look to launch a new program or re-envision an existing one within their institutions. The interactive workshop will offer an overview of strategic planning, share fundamentals for designing purposeful plans, and facilitate an open discussion of program development. A box lunch is included, encouraging participants to gather outside and either work alone or in small groups.

**Prior registration required. Lunch is included.*

4:30 PM | New Member and First Time Attendee Welcome Gathering—Bayside Lawn

Attention ACSN New Members! Don't miss out on this opportunity to connect with ACSN board members, senior leaders, and fellow new members! Join us for a casual networking hour to learn more about our organization and its history, put names to faces, and secure a conference buddy. Seasoned members are welcome to attend.

5:00 – 6:30 PM | ACSN 2022 Conference Kickoff Reception—Bayside Lawn

Once you've checked-in at our Registration Desk and dropped off bags in your room, you're invited to join ACSN on the Bayside Lawn for our official conference kickoff. We'll serve light appetizers and a cash/credit card bar will be available.

6:30 PM | Small Group Dinners—Meet in Lobby

Gather in the lobby for departure to dinner with your pre-selected small group. Your ACSN host will gather the group and proceed to the restaurant. All are within walking distance or a short free shuttle ride.

Sign-up for dinners will be via a google sheet link that will be added here.

[Click to Sign-up for Small Group Dinner >>](#)

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Tuesday, July 26, 2022

8:00 AM | Conference Check-In Opens—Registration Desk, Ballroom Level

Let us know you've arrived! Stop by the ACSN 2022 Registration Desk to meet our Planning Team and pick-up conference materials.

All Day | Conference Sponsor Booths—Ballroom Foyer

Visit our Conference Sponsors to learn how you can elevate your institution and create impactful conversations with your alumni through their products and services. ACSN is pleased to welcome our 2022 Conference Sponsors.

7:00 AM | Morning Yoga—Poolside Lawn, Brought to ACSN by BRAZEN

Begin your morning with a private yoga session with conference attendees. We'll gather with open minds in an idyllic setting overlooking the San Diego Bay to energize our bodies and train our breath for the day ahead. This practice will be led by a certified instructor, is suitable for all levels, and equipment is provided. Attendees are encouraged to dress appropriately and bring water.

7:30 – 8:45 AM | Breakfast—Poolside Lawn

Join us poolside for breakfast on the lawn. Enjoy a full meal or simple cup of coffee over conversation with fellow attendees. We'll serve both sit-down and grab-and-go options, suitable for your morning preference.

9:00 – 10:30 AM | Conference Welcome and Opening Keynote Panel—Coronado C and D

Charting the Waters: The Future of Higher Education and Alumni Career Services

Brandon Buzbee—Senior Associate Vice-Chancellor, Campaign & Global Networks, University of Denver

Julie Sina—Associate Vice Chancellor for Alumni Affairs, UCLA; CFO and COO of the UCLA Foundation and UCLA Investment Company

The world of higher education changed over the last two years. Schools were closed, budgets were trimmed and in-person events—once the lifeblood of most alumni programs—were severely limited. At the same time, our alumni were left to navigate altered workplaces, hybrid or remote work and sometimes, unemployment. Uncertainty became expected.

As we emerge in a post-pandemic world, our institutions and alumni look for innovation. How do we move forward, stronger and more resilient? How do we transform our best ideas into something previously unimagined and better than we ever dreamed? Our experts will kick-off the conference with forward-thinking ideas and invite us to brainstorm.

During this keynote, our session leaders will engage in a fireside chat and discuss:

- How higher education views and manages relationships with alumni
- The key building blocks of an alumni program in 2022 and going forward
- How alumni career services fits into this new alumni strategy
- How to navigate the intersection of alumni engagement and career services
- How to become essential when fundraising is even more critical
- Where to seek collaborators

10:45 – 11:45 AM | High Tide Level Sponsor Presentation —Coronado C and D Brought to ACSN by PeopleGrove and Brazen

Charting the Waters: The future of Alumni and Student Networking, Mentoring and Engagement—Coronado C and D

In the age of a hybrid experience of work, learning and engagement, it is critical to maintain a focus on the importance of alumni and student networking, mentoring, and engagement. Yet, creating connections and building community, especially in these challenging times, is critical for the growth and engagement of students, alumni, employers, and university professionals.

Research has demonstrated the impact of social capital on career readiness and confidence for students and alumni. Countless articles discuss the impact of professional networks on career success. Alumni career professionals are encouraged to spend a percentage of their time engaging alumni with each other and with students.

But there are a variety of barriers to overcome. How do we define networking? Mentoring? Engagement? Community? How do we measure and achieve success? What are realistic goals? What roles should alumni career services professionals play in facilitating community networking, mentoring, and engagement? How can realistic expectations for all stakeholders be established and communicated?

This interactive session will present research and interactive discussions to answer these questions and develop the key ingredients to success in your path forward to building a thriving community.

12:00 – 1:00 PM | Breakout Sessions 1—Coronado Ballroom Level

Option 1: Stop! Data Time: A Deep Dive into Alumni Career Metrics and Tracking—Coronado A

Katie McCue—Assistant Director, University of Denver

Looking to reassess your department's strategies? Do you want a seat at the table of alumni engagement, career services or both?

In this roundtable discussion, we will review current metrics for alumni career services programs and how to align with other departments. Join this collaborative space to

learn what's working with alumni career metrics and what might need an upgrade. Come ready to share your best practices for measuring outcomes.

We will delve into:

- What's important to look at when we are capturing/engaging alumni who participate in career services programming
- What to track
- How to measure and track those outcomes
- Systems that work effectively for tracking
- What engagement looks like
- How data and/or engagement drives strategy
- Other departments that need alumni career services information

Participants will be able to:

- Identify current strategies for tracking outcomes specifically targeting alumni populations
- Co-create metrics that can further support alumni and departmental goals
- Identify Best practices for measuring alumni outcomes

Option 2: Fostering Meaningful Relationships and Staying Relevant Through Employers and Alumni Partnerships—Coronado B

Anna Velleggia—Director, Alumni Career Services, NC State Alumni Association

As Alumni Career Services professionals, we provide meaningful advice and tactics for alumni to succeed in their career journeys, *but how are we staying relevant to the current trends in the workplace?*

The recruiting environment and workplace trends have changed dramatically over the past few years. It is important to know what is happening and how these changes could impact our alumni. Employers looking to hire experienced professionals are critical to helping alumni be successful, and we often lose these connections post-graduation.

The NC State Alumni Association has strategically developed ways for employers to connect with alumni beyond job boards to successfully partner and add value to our alumni. Through the development of my Employer Advisory Council, we stay abreast of current hiring trends and the evolving workplace through meaningful discussions and alumni connections. Learn how to recruit, develop, and implement a board that will provide insight and guidance to our everyday work to provide more value to our alumni.

Participants will be able to:

- Develop partnerships with key employers to maximize alumni career service initiatives
- Engage with alumni uniquely and meaningfully
- Recruit volunteers and establish a way for alumni to reengage with the university

Option 3: Infusing Career Theory with Practice and Implementation: Storysharing, Positionality, Relationship Building, and Career Decision-Making for Diverse Alumni—Coronado 2/3

Roshni Lal—Assistant Director for Alumni Career Services, West Coast, Syracuse University

What's our story? What's their story? How can we reflect upon our own identity and background to make meaningful connections with diverse alumni in order to chart new waters together?

This session provides theoretical frameworks, empirical qualitative and quantitative research, tools, approaches, and resources that enable career services practitioners to design and deliver tailored career services through a diverse, inclusive, and equitable lens. One goal of the presentation is to provide information and approaches that serve to give alumni of color the ability to engage in career self-efficacy and self-advocacy when making informed career determinations and selecting equitable and inclusive workplaces. Often, alumni of color must navigate dual-identities when existing within a dominant culture while maintaining and respecting the sanctities of their personal culture – career services personnel are instrumental facilitators of this process of growth, development, advocacy, balance, and charting these waters.

Participants will be able to:

- Utilize and incorporate scholarly empirical research and various theoretical frameworks within career services in order to design and implement tailored methods and programming that best serve and empower diverse alumni
- Gain an awareness and appreciation of how race, ethnicity, culture, background, upbringing, ideology, and historical and current systemic oppression influence individuals' career decision-making processes and career determinations
- Provide diverse alumni with the knowledge and tools to engage in high levels of career self-efficacy, ethnic identity development, career decision-making, and career self-advocacy when entering and remaining in the workplace
- Examine how your identity and circumstances influences the way in which you design and deliver career services and programming
- Incorporate positionality and storysharing into delivering career counseling as a way to connect with diverse alumni and employers on multiple levels

Option 4: Developing a Virtual Professional Development Series—Coronado 4/5

Nicole Bush—Senior Director, Alumni Career & Professional Development, Tulane University

Sarah McAllister—Senior Associate Director, Alumni Career & Professional Development, Tulane University

Just when you think your alumni could not POSSIBLY be interested in more virtual programming, when the phrase “zoom fatigue” has become something everyone agrees on and you are trying to come up with new ideas to keep your alumni engaged,

launching a weekly webinar series seems like the exact type of program to avoid. Tulane University launched their weekly webinar series in August 2021, however, and even after a delayed start due to Hurricane Ida, their Professional Development Series has become a program that alumni not only want to attend, but that they also want to participate in as speakers.

Nicole and Sarah will walk attendees through how they launched the program, recruited speakers to get started, and worked closely with their marketing and communications team to develop an effective promotional plan and an internal process that works for everyone. They will share insights about how the program has enabled them to identify and engage new volunteers and re-engage established volunteers looking for a new way to give back to the university. They will also share how they will strategically adapt the program going forward to grow their department and partner with colleagues and external partners to reach the scalable programming goals set forth in the current operational plan for their office.

Participants will be able to:

- Create scalable programming in a virtual environment
- Find new ways to engage alumni
- Use existing technology in new ways
- Understand why you should embrace new ideas, even when you question their validity

1:00 PM | NEW! Pick Up Your Box Lunch for All Conference Attendees to take a long on your Mini Shore Break.

1:30 – 6:00 PM | Mini Shore Breaks with Conference Sponsors and ACSN Board Members—Locations and Duration Vary

Our host city of San Diego encourages purposeful pause for recreational time with colleagues and enjoyment of quintessential landmarks in the Golden State. In partnership with Conference Sponsors, the ACSN 2022 Planning Team created Mini Shore Breaks to encourage adventure and exploration while networking in small groups. Sign up at registration. *Please note that all excursions are self-pay. Each group will select a lunch spot to begin the excursion and return to the hotel in time for dinner and the evening interactive session. **All groups will meet in the hotel lobby for departure at 1:30. Change into casual attire for the shore break. Durations vary - no host fee to be paid directly to company on your excursion.*** Choose from among the following planned activities:

- **Harbor Cruise** - Enjoy a 2 hour bay tour. Divide into groups, take Ubers or the ferry to the Embarcadero, buy your cruise tickets (\$32 per person) and eat lunch before boarding your ship at 2:45. The cruise returns at 5:15. Uber back to the hotel. [Click for all the details and to book your cruise ticket.](#)
- **USS Midway Museum** - This group will decide on a lunch spot and take Uber to and from the Museum. Purchase your Museum ticket online for extra savings. (\$26/person)

- **Old Town Trolley Tours** - Walk to the Del Coronado hotel where you'll purchase trolley tickets (\$41.40/person) with one of three groups. Board the hop-on-hop-off trolley for a 25 mile tour of the city. Decide with your group where you want to hop-off for lunch.
- **Surrey Tours of Coronado Island** - With one to three of your closest new friends, pedal your way on a two-hour, self-guided tour of Coronado Island by surrey. (\$32.50-\$45/2 hours depends on availability of single or double surreys and number of people riding.) Meet as a group, reserve your surreys and walk to lunch before departing on your island adventure. Limited Capacity.
- **Staycation @ Coronado Marriott Resort and Spa**

6:30 – 9:00 PM | Interactive Evening Session—Coronado C and D Designing the Future of Alumni Career Services

Matthew Temple, Design Thinking Expert

Join ACSN for an interaction session with Matthew Temple, Director of Alumni Career & Professional Development with the Kellogg School of Business at Northwestern University. In this workshop, participants will chart a course for the future of Alumni Career Services as Matthew leverages his training and experience with the Stanford Life Design Lab.

Matthew will define key design thinking strategies to include mindmapping, prototyping, and Odyssey Plans and lead conference attendees through exercises to curate mindful plans for implementation in their own institutions.

Session participants will collaborate in small groups to discuss specific themes and return to their institutions with fresh ideas, innovative strategies, and impactful solutions. Visit Stanford's Life Design Lab resources page to browse additional information and explore supporting videos.

Dinner is included.

9:00 PM | Poolside Reception

Wind down your evening with reflective conversations poolside. We'll serve light dessert fare and a cash bar will be available.

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Wednesday, July 27, 2022

All Day | Conference Sponsor Booths—Ballroom Foyer

Visit our Conference Sponsors to learn how you can elevate your institution and create impactful conversations with your alumni through their products and services. ACSN is pleased to welcome our 2022 Conference Sponsors

6:30 – 7:30 AM | Morning Yoga—Poolside Lawn, Brought to ACSN by BRAZEN

Begin your morning with a private yoga session with conference attendees. We'll gather with open minds in an idyllic setting overlooking the San Diego Bay to energize our bodies and train our breath for the day ahead. This practice will be led by a certified instructor, is suitable for all levels, and equipment is provided. Attendees are encouraged to dress appropriately and bring water.

7:30 – 8:45 AM | Breakfast with Conference Sponsors—Poolside Lawn

Join our Conference Sponsors for breakfast poolside. Conference Sponsors will lead relevant, thought-provoking round table discussions beginning at 8:00 AM.

9:00 – 10:00 AM | Breakout Sessions 2—Coronado Ballroom Level

Option 1: Making Meaningful Mentorships Manageable ... How You C.A.N. Engage Alumni to Cultivate and Support Professional Growth—Coronado A

Laura Daroca—Associate Director of Transitional Services, Emerson College

Many career development centers are moving from a transactional service to a more robust, sustained, and personalized approach to career readiness. Providing meaningful mentorship opportunities for alumni can help achieve this objective, however maintaining and fostering these relationships can often be unwieldy. One school successfully piloted a mentorship program by partnering with local alumni to create the Career Advisory Network (CAN) Program. During a semester-long series of events, alumni advisors facilitate small group discussions, participate in panels, and form meaningful connections with student mentees through networking opportunities. Selected advisors constitute a range of mid-to-higher level management positions within their organizations and represent a variety of fields. Participation in the program allows alumni to give back to the college, support career readiness, and gain a better understanding of trends within the next generational workforce including new standards of inclusivity related to gender, sexuality, and other diverse identities.

Participants will be able to:

- Identify ways this model can be reimaged to fit your unique alumni population
- Apply the development, implementation, and key takeaways of the CAN initiative to empower you to launch a similar program on your campus
- Understand best practices and potential pitfalls to avoid as they begin to envision a mentorship program that's manageable and tailored to their alumni needs

Option 2: Think Like a Designer: How Life Design Creates New Perspectives and Innovative Solutions in Alumni Career Services—Coronado B

Lauren Tudor—Director of Alumni Engagement, Chatham University

Kate Sheridan—Director of Career Development, Chatham University

With the evolving landscape of work, a rapidly changing workforce, and a collective reckoning with the role of career in our lives, Alumni and Career Services are uniquely positioned to provide resources and consultation to alumni navigating these intersecting challenges. Chatham University, a small private institution in the Mid-Atlantic with an alumni network of over 16,000, has recently implemented Life Design as a framework for professional and personal coaching for students and alumni, and further integrates the important intersections of professional and social identities as a critical factor in self-authoring an evolving career path.

This presentation will provide an overview of the Life Design framework and how the Chatham Career and Alumni offices integrate these principles and practices into intentional career consultation. The session will also provide an overview of how social identity is woven throughout conversations and resources that focus on career advancement. The presentation will also highlight the Career Consultation Guide developed by the Career office to ensure that themes of social identity are addressed as part of the career consultation process.

Participants will be able to:

- Understand how this framework allows for integration of professional and social identity exploration
- Identify opportunities to engage with Life Design content and activities that can be used in alumni career consultations, programming, and more
- Develop ways in which social identity can be integrated into the Life Design framework and centered as key themes and factors in alumni career decision making
- Utilize tools, resources, and ideas for immediate implementation across alumni career services programs and initiatives to expand and improve service to alumni

Option 3: The Career Podcast: An Alternative to Virtual and In-Person Programming—Coronado 2/3

Gloria Ko—Senior Director, Alumni Career Engagement at UCLA Alumni Affairs

Have you felt your programming formats are in need of a refresh? Do you have new content to deliver but are not convinced the normal options are a good fit? Are you interested in connecting with alumni in a relevant and vibrant way?

Maybe you've considered creating a podcast, or perhaps this topic just caught your attention; UCLA Alumni Career Engagement is excited to share the details and steps to create a career-focused podcast for your campus and alumni community. We want to encourage other universities to consider this fun, casual alternative to webinars,

networking, and online tools as a way to engage alumni with career content. The ACE team will walk session attendees through the nuts and bolts of setting up this new adventure, including necessary skills, related costs, timeframes and mistakes we've made along the way.

Participants will be able to:

- Explain the reach and flexibility of a podcast
- Identify resources needed to launch
- Brainstorm engagement at their own university or organization

Option 4: Increasing Accessibility in Alumni Career Programming—Coronado 4/5
Kioshana LaCount Burrell—Assistant Director, Virtual Career Resources, The Ohio State University

The number of students (and alumni) with disabilities entering the workforce has grown exponentially over the last several years, yet challenges persist in supporting those individuals in their career development. While career development professionals (like employers) should not ask whether an alumnus has a disability, we **should** be making every effort to ensure that the content we create and the programming we provide to those we engage is as accessible as possible. In this session, we will explore major topics around accessibility, including breaking down why accessibility is so important in alumni career programming. We will discuss the different types of disabilities that may present and look at the two major models for creating access for these alumni (accommodations and inclusive design). Finally, participants will be able to walk away from this presentation with a set of actionable tools and strategies to promote accessibility within event and engagement planning.

This presentation is designed to be interactive, and it will include a toolkit that participants can take with them and begin incorporating into their everyday work. As a career professional with a specific focus on designing resources available to alumni in our ever-expanding virtual space, I endeavor to utilize my expertise in order to support colleagues who may be seeing challenges in incorporating inclusivity into their programs. This presentation will be appropriate for both new and seasoned alumni professionals.

Participants will be able to:

- Explain why accessibility is critical for alumni career offices offering programming and resources
- Identify the varying types of disabilities that alumni may present (and common ways those disabilities present with many individuals)
- Develop two models for creating access to alumni with disabilities (accommodations vs. inclusive design)
- Utilize actionable ways to promote accessibility within event and engagement planning

10:00 AM – 10:15 AM | Break

**10:15 – 11:15 AM | Breakout Sessions 3 —Spring Tide Level Sponsor
Presentations—Coronado Ballroom Level**

Option 1: Creative Resources Presents: *BANG! POOF! POW! Connecting the PUNCH and POWER in your Brand* —Coronado A

Juliann Gaudette, Swag Sherpa at Creative Resources

Discover the impact of the power of emotion and repetition in advertising. During this interactive session, participants will explore how repetition and emotion play out in past and present advertising, how emotion can take over a brand and not always win, and the power of repetition on the unconscious mind.

Option 2: Wix Presents: *Making the Transition from College to Career: Building a Portfolio with Wix*—Coronado B

Sabba Quidwai, EdD - Academic Partnership Manager

Melanie Lo, PhD - Curriculum Developer

Among the many challenges facing higher education today, one pressing issue is how universities can provide their graduating students and alumni with the relevant skills they need to successfully transition from the academic to the professional world. What essential tools, experiences, and resources do current and former students need to enter and navigate the world of work?

Join the Wix Higher Education Team to learn how students can use a portfolio to make a successful transition, how they can showcase their story, projects, ideas, and experiences, and how they can use a portfolio to network and build social capital.

Option 3: Alumni FM Presents: *Starting a Podcast? Here's What You Need to Know.*

Coronado 2/3

Maureen Harmon – Managing Partner, Dog Ear Creative

Robert Li, Director of Community, Alumni FM

Eighty million Americans listen to podcasts each week, and that number is primed to double in just two years. And while higher ed is beginning to realize the enormous potential of podcasting, most schools still have big questions: How can our team harness the medium to increase community engagement? How would we build an audience for this? And where do we even start? In this session, Robert and Maureen will discuss the creative process needed for launch and the 10 most important things they've learned about podcast growth and sustainability using both client case studies and examples from award-winning podcasts.

11:15 AM – 11:30 AM | Break

11:30 AM – 12:30 PM | Breakout Sessions 4—Coronado Ballroom Level

Option 1: Successful Launch of an Online Alumni Engagement Platform through Cross Campus Collaboration—Coronado A

Becky Spaulding—Director of Alumni Career & Professional Development, University of Tennessee Foundation

With over 400,000 alumni across five campuses, The University of Tennessee Alumni Association recognized a need to leverage technology to engage alumni on a larger scale. Over a six-month period, we developed Connect UT. Join this session to receive a step-by-step overview of how we rolled out each phase of Connect UT to our constituents, from planning, to launching, to marketing and user engagement.

Current results show we have surpassed our benchmarks, enrolling over 2000 users within 2 months with over 75% of users willing to help fellow alumni and students in career development and/or serve in some capacity on campus. By cross analyzing Connect UT with our alumni/donor database, we can conclude that alumni that would otherwise have low engagement scores are now participating within Connect UT.

Participants will be able to:

- Develop an implementation team
- Develop and maintain communication with key campus stakeholders to build administrative support
- Establish an effective timeline for launch
- Develop communication strategies to target alumni
- Identify what resources have been dedicated to manage and administer Connect UT
- Analyze user data to show ROI

Option 2: Harnessing Career Expertise for Your Alumni: Engaging Career Coaches to Serve Your Institution—Coronado B

Joseph Blancas—Assistant Director, Alumni Career Engagement, UCLA Alumni Association

There's no doubt that alumni want career coaching, but not all organizations can fully scale their coaching services to serve every alumni. The UCLA Alumni Association serves over 500,000 alumni, and to fully scale coaching in-house would have taken up most of the team's time. At the start of 2021, the Alumni Career Engagement team implemented a new network of career coaches who provide coaching and create valuable programming for their alumni audience at no cost to the organization. After solidifying the network, the staff started a webinar series to feature expert coaches who discuss career topics that are pertinent to alumni. The program consistently engages alumni throughout the year, while providing coaching options with vetted coaches. As the program goes into its second year, the team has new topics and alumni issues to address.

This session will share best practices from vetting procedures to topics that you can bring to alumni. Whether you have a large or small staff, engaging career experts can bring valuable content and assistance without overburdening your team. The session will also provide a toolkit for attendees so they can begin their process quickly at their institutions. The presenters will also share assessment and marketing examples. If time permits, the presenters will use our current program as a case study to brainstorm ways to improve the program and level up from its current status. The session will activate the brain trust of other members of ACSN to assess a program's effectiveness and if it is meeting how to take the program to the next level.

Participants will be able to:

- Create a structure to form their career coaches network that doesn't involve a huge or any budget
- Utilize a case study of how UCLA could improve an existing program
- Explain best practices in vetting and connecting with coaches that work and don't work for your programs

Option 3: Imagining and Crafting a Successful Retired Lifestyle for Our Alumni—Coronado 2/3

Caroline Francis—Director of Alumni Career Services, University of Kentucky

In the United States, one can anticipate approximately 20 years in retirement, or 7,300 days. For the past ten years UK Alumni Career Services has been helping their alumni prepare for the non-financial sides of retirement through workshops, panels, guest presenters, and individual career transition coaching. Attend this workshop and learn more about the non-financial Pillars of Retirement and how your school can assist this growing audience. Spoiler alert...one of the pillars is work!

Participants will be able to:

- Develop programming relevant for Baby Boomers and Gen Xers
- List the 4 Pillars of A Successful Retirement
- Identify new resources for retirement/encore careers

Option 4: Navigating a New Course for Alumni Career Services—Coronado 4/5

Jennifer Duncan—Alumni Career Program Manager, University of Colorado Boulder

Lea Alvarado—Alumni Career Advisor, University of Colorado Boulder

Career programming for alumni has been forever changed by the events of the last 2+ years, with multitudes of alumni losing their jobs, leaving their industries, and subsequently needing support. As a result, it required steering a new course from in-person events and programming to reimagining alumni career services as a whole. Some events needed to be developed from scratch, while others required a complete redesign. We are now in a hybrid world and need to navigate the necessary changes to accommodate the needs of our alumni.

In this session, Alumni Career Advisors from the University of Colorado Boulder will share their programming best practices, metrics from the past several years, as well as exploring other ways to engage alumni. Participants will have the opportunity to share their own best practices in navigating a hybrid world with fellow attendees.

Participants will be able to:

- Identify strategies to engage with alumni online
- Develop a framework to implement 3 separate programs:
 - Virtual Job Search Group
 - Alumni Career Transition Series
 - Forever Buffs Alumni Career Conference
- Explain lessons learned through the process of creating various online programs
- Leverage a new model for collecting engagement/alumni relations data

12:30 – 1:45 PM | Lunch and Programming—Poolside Lawn

ACSN Presents: Making Plans to Leave the Safe Harbor

After two days of intense programming, enjoy a guided discussion as you pull it all together and figure out what you want to do when you return to work. What new ideas will you implement? What changes will you make? How will you lead your team?

2:00 – 3:15 PM | Employer Panel—Coronado C and D

Charting the Waters: The Future of Work

Our conference culminates with a forward-thinking discussion on the changes impacting employers, today's hiring landscape, and ideas regarding the future of work. Hear from our panel of industry leaders as they unpack hiring trends, discuss strategies for employee engagement and retention, evaluate changes across the market, and address the evolving needs of today's talent pool. Employer panel guests include Terra Saltzman-Baker, Accenture and Stephanie Bormann, HP

3:15 – 4:15 PM | Charting the Waters: The Future of ACSN - Coronado C and D

From the beginning, ACSN has been a member-driven organization, supporting thought leaders in a young field. Moving out of the safe harbor, the ACSN board is committed to providing relevant programming and resources to support our members and valued partners. During this session, ACSN board members will discuss where we have been and lead an interactive session to gain your insights into our industry and the ways ACSN can support you in the future.

4:15 – 5:00 PM | Conference Wrap Up—Coronado C and D

Join us for an ACSN conference tradition! In this wrap-up session, we'll summarize ACSN 2022 conference highlights and make plans for our next gathering. Don't miss out on the chance to say your final goodbyes.

6:00 – 9:00 PM | Alumni and Employer Networking Event—Bayside Lawn

All conference attendees are invited to join ACSN for this exclusive networking event. ACSN members, and their alumni will gather for an evening of connection and continued conversation. We'll serve light appetizers and a cash bar will be available.