

Session Descriptions
2017 KACCS Educational Conference and Annual Meeting
August 25, 2017

1. *The Benefits of an Employee Assistance Program in the Workplace*

Robin Boughey, MedQuest College and Susan Rowe, Human Development Company
In today's environment, organizations are faced with the challenge of recruiting, training and retaining qualified employees, while providing competitive employee benefit plans. This challenge, combined with the realization that employees are affected by elements outside of the workplace, raises an important issue. How can we do it all?

With this in mind, Employee Assistance Programs (EAPs) are growing in popularity in the workplace. These programs tackle the hardships many employees face so that their primary focus can remain on the job during working hours. It leads to happier employees and a more productive work environment – a win/win for everyone. EAPs are affordable and effective and this session focuses on the benefits an organization can receive through this service. From management training, personal development workshops, counseling services, student support, etc. – this program is one you won't want to miss out on!

2. *Soft Skills: Why Employers Demand It & How to Implement It*

Haleh Karimi, Sullivan College of Technology and Design

This informative breakout session will help attendees understand the importance of soft skills and its connection to successful employability. The presenter will share how she has successfully implemented these skills into their programs and will be sharing success strategies to enhance other colleagues.

Soft skills are skills that enable our graduates to get the job and maintain them for a successful career path and advancement. In this session, you will get an overview of the importance of soft skills from the employer's perspectives, what they are, and how to implement them within classrooms.

3. *Adjusting to Change*

Dick Brien, Sullivan University System and Dale Carnegie Training

In this module you concentrate on the aspects of workplace change that are within your control. You commit to adapting your work patterns to meet the challenges of change. You examine ways of adapting your attitudes so that you are ready to meet the difficulties of a changing work environment. You commit to being flexible and productive when change happens, so that you make a positive impression on others in the organization.

At the completion of this module, participants will be able to:

- Define the challenge of change
- Commit to principles for adapting to change
- Adapt our personal patterns and attitudes

4. *Student Success on NCLEX*

Pam Hargett, Hurst Review

The purpose of this educational session is to update attendees regarding the latest information on Practical Nursing (PN) and Registered Nursing (RN) NCLEX exams for nursing licensure. April 2017 began a new testing cycle for PNs, and this session will

include major updates on the exam, as well as results available to date. Additional information will include general knowledge regarding the NCLEX and the purpose of this test. Ideas on how best to prepare students will be shared, along with important details on new research with RN students to begin July 1, 2017.

The target audience for this session are nursing faculty, administrators, and other key players interested in improving NCLEX outcomes. How can we engage millennial students? Do students need a content review prior to NCLEX? What about PN students returning to RN school? Do they need another NCLEX Review? What role does the student play in his or her own success? These and other questions will be explored in an attempt for all attendees to be in a better position to prepare these future nurses for the transitional role into nursing practice by overcoming the all-important hurdle of NCLEX.

5. *Managing Information and Media in the Information Age*

Pat Crowley, Strategic Advisers LLC

Ubiquitous social media. Internet trolls. 24/7 news cycle. Real news. Fake news. Upheaval and changes in traditional media and the growing presence of the “new” digital media. Today’s media and communications environment presents tremendous opportunities and often frightening challenges. The key to navigating this new and intimidating world is planning, preparation and focus through crisis management plans, key message development, audience identification, media strategy and more.

Patrick Crowley, a founding partner of the public relations and government affairs firm Strategic Advisers LLC, has worked with the proprietary education sector for nearly a decade, advising school officials and owners of media and communications strategies, planning and execution.

6. *Our Inner Child Creates Fear*

Roger Hilkert, Sullivan College of Technology and Design

On day one in the classroom, fear is evident in the eyes of our students. They are consumed by fear over the idea of addressing each other in small groups and the idea of potentially addressing larger groups down the line in their future employment. We are all born with fear, it is in our DNA. The question is, how do we overcome it to find success in the classroom and, ultimately, in the workforce.

Join us for this session where we will walk through the steps of helping students realize the basis of these fears and the power within them to overcome the obstacles in their way. Learn how you can help break down these barriers starting day one in the classroom.

7. *Service First: Building Your Student Activity Calendar*

Cherise Mingus, Spencerian College

Providing good customer service to students has become an expectation in today’s higher education environment. Planned by an experienced student services professional, this session is targeted for institutions at various stages of integrating student services. We will share best practices and address topics such as building bridges with our offices, creating high-performing teams, cultivating leadership, keeping staff and students engaged, and leveraging technology in a hands-on environment.

8. *Unalike: The Benefits of a Gender Intelligent Culture*

Karen McFadyen, Pearson

Gender Intelligence is the understanding of the naturally-occurring characteristic that distinguish attitudinal and behavioral differences between men and women. By understanding these differences, we gain a better sense of gender-related tendencies that help explain how men and women think, act, and engage more effectively in the workplace. Come explore the key to a workplace culture that honors the unique perspective of men and women.

9. *How Small Changes Can Add Up to Big Enrollments*

Tom King, Enrollment Resources

Join Enrollment Resources for a fun and interactive session that will change the way you view everything you do as a school or personally. We will explore conversion rate optimization and school best practices using A/B split testing. We show you how to increase your inquiries by testing alternate versions of a web page or landing page. Schools will generate more leads without buying more media, thus increasing revenue, efficiency, and profitability. In addition, we test interview techniques and other advertising and school processes to show how slight improvements can add up to BIG results. Using tests from actual campaigns, you will learn how testing is the only way to know whether ideas are good, bad or indifferent and how small changes can have large financial implications. If you aren't testing now, you will after this.

10. *Reducing Stress, Increasing Creativity*

Ginny First, Spencerian College

Whether you're a student, an educator, or an administrator, stress can be overwhelming, greatly decreasing your effectiveness in the classroom, overall performance and satisfaction.

Enrollment statistics show the fastest growing populations are:

- Those coming from underserved populations – meaning they are likely first generation college students
- Those over the age of 25 – meaning they are likely juggling full time work, family responsibilities, child care, etc.

The role of educator and administrator demand expert knowledge, creativity, patience, ability to meet students where they are, ability to see and give different perspectives and compassion.

This program demonstrates:

- Multiple ways to reduce stress
- That stress doesn't have to be the enemy
- How to harness stress energy, using it to enhance your creativity, passion and effectiveness
- Empowering tools to take your wellbeing into your own hands
- Easy self-care techniques to incorporate into daily life