

## **2018 KACCS Symposium**

### **Session Overviews**

March 9, 2018

#### **Creating Career Professionals: A Student Panel Discussion**

This fishbowl style panel keeps students at the center of the conversation – literally. Do you know what inspires and motivates your students? How about what they find incredibly important to have as they face challenges? What encourages them to reach outside of their academic comfort zone? Come connect with a group of future career professionals who are focused on contributing to our overall success. You are likely to find some seriously valuable information to act on.

#### **Why Your Social Media Strategies Don't Work and What to Do About It**

Most schools are lost when it comes to running effective social media campaigns. In this fast-paced session, we show you the best way to use each social platform to optimize results for your school. Starting with the biggest mistakes being made today and what to watch for. Then we move into how to set up your social media channels properly.

We will show you how to use Facebook to improve starts and retention, how to best use LinkedIn as well as Twitter, Instagram and other channels, use proven Content Marketing methods to drive web traffic and branding and the recommended posting frequency by social media platform. Finally, we cover how to inspect what you expect and track if your social media campaigns are effective.

We will show dozens of quality examples that you can use to make immediate improvements to your social media to better improve you marketing, admissions, placement and retention.

#### **Creating and Maintaining Employer Relationships**

According to a 2013 report published by Georgetown University, by 2020, 65% of all jobs will require post-secondary education and training. This makes it more crucial than ever before for employers and post-secondary education providers to collaborate and develop new way to work together to create an efficient talent pipeline. In this session, attendees will have an opportunity to interact and ask questions such as, "Why is this collaboration necessary?" and "How can we work more effectively for the future of our organization?" At the end of this session, you will begin the process of finding new ways to create more resourceful partnerships to meet the future needs of our region's workforce.

#### **"What Do You Mean I Can't Give Everyone a 20% Raise?" Ideas to Engage and Retain Your Staff**

As different generations are employed in the workforce, are you finding that how each generation is motivated differs? With the unemployment rate the lowest it has been since 2001, it is a job-seekers market and we must find ways to engage and retain our staff. In this session, we will discuss how detrimental turnover can be to an organization and how more and more people expect more than just their paycheck to be happy staying in their job. This session will look at free to low-cost ways to retain a motivated staff as well as discuss why the relationship someone has with their direct supervisor is the number one factor in employee engagement.

## **Career Advancement Certifications: The Use of Additional Certifications to Help Students in Today's Job Market**

Certification has become a valuable tool to evaluate a candidate's skill set. While most of us are familiar with primary certification for short-term non-degree programs, there is an upcoming need for secondary certification. This level of certification can be used for career advancement, enhancing resumes, higher earnings and more. This workshop is designed to broaden a school's perspective on how secondary certification can fit into their current course curriculum and increase enrollment and job placement. Students need to be provided with as many tools as possible to guide them on a career path for success.

## **Student Coaching: A Powerful Retention Tool for All School Departments**

One of our biggest challenges is student retention. But how do we get every department involved in a consistent and cooperative effort to keep our students in school and finish their programs? The answer is student coaching. By standardizing the conversation, we have with our students about their goals, obstacles, plans and accountabilities from Admissions, Education, Financial Aid and Career Services, we deliver a more effective, consistent, and institutionalized message of support every day. While all school departments contribute to good student retention in their own unique ways, student coaching is the dynamic unifying component that is the common thread throughout a student's program. Join me for a one-hour presentation with demonstration that will greatly enhance your school's retention.

## **The Myth of Work-Life Balance**

Everyone and their mother seems to have a strong opinion about work-life balance. Is it reality or a myth? Right now we're going through change and the disruption is creating an enormous amount of time pressure, with double and triple hatting in the work environment. People's work lives are really stressed right now and we have higher anxiety than we want. This is the context we're living in today. Since we're on a mission to help people make progress in their lives through learning, this session aims to create a learning experience that shares stories, insights and best practices — all with the goal of actions that make a positive and sustainable impact on ourselves.

No matter what you think of the perpetual challenge, you only need to take small steps to see a big change.

## **5 Proven Steps to Digital and OER Implementation**

Explore the tasks and milestones required for a successful paradigm shift to digital course materials. Mapping a comprehensive and integrated education content strategy that supports all stakeholders, promotes student learning, and helps you achieve your institution's mission. Uncover how a large percentage of the student experience is directly related to course content and how little attention it gets. Discover the increasing merging of software, content, and services and what that means in the old and newer models. And learn how to look at course materials and services at a program level. Key areas addressed: identifying support from internal and external champions, targeting desired outcomes, moving beyond the resistance to change, understanding current infrastructure and technical barriers, and communication and timeline planning.

## **Communicate to Lead**

Managers and leaders need to be able to communicate effectively in order to engage and connect with others. This requires listening effectively, avoiding filters or biases, rephrasing, and speaking persuasively.

Exceptional listening skills and the ability to convince others to your way of thinking make the difference between good and great leaders.

Pure listening builds trust, credibility, and respect. One reason is because when you fully listen, instead of trying to compose your response, the result is a relevant and on-target response. What you say is proof of how well you listen. The ability to influence people is regarded as vital to the overall effectiveness of teams and organizations.

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

- Create opportunities for feedback to close the communication loop
- Demonstrate effective questioning and listening skills that strengthen relationships
- Consider various forms of communication and their impact