Next Opportunity at Work
Career Development Conference 2013

Summary Report

Staff Diversity Initiatives

UNIVERSITY OF CALIFORNIA, BERKELEY

June 2013
# Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>History</td>
<td>2</td>
</tr>
<tr>
<td>Overview</td>
<td>2</td>
</tr>
<tr>
<td>Goals</td>
<td>2</td>
</tr>
<tr>
<td>Planning Committee</td>
<td>3</td>
</tr>
<tr>
<td>Planning Committee Timeline</td>
<td>4</td>
</tr>
<tr>
<td>Budget</td>
<td>5</td>
</tr>
<tr>
<td>Conference Content</td>
<td>6</td>
</tr>
<tr>
<td>SCHEDULE</td>
<td>6</td>
</tr>
<tr>
<td>SESSION DESCRIPTIONS</td>
<td>7</td>
</tr>
<tr>
<td>COACH’S CORNER</td>
<td>9</td>
</tr>
<tr>
<td>Outcomes</td>
<td>10</td>
</tr>
<tr>
<td>In-Person Participation</td>
<td>10</td>
</tr>
<tr>
<td>Online Participation</td>
<td>11</td>
</tr>
<tr>
<td>Evaluations</td>
<td>12</td>
</tr>
<tr>
<td>CONFERENCE EVALUATIONS</td>
<td>12</td>
</tr>
<tr>
<td>SESSION EVALUATIONS</td>
<td>16</td>
</tr>
<tr>
<td>COACH’S CORNER</td>
<td>21</td>
</tr>
<tr>
<td>Summary &amp; Recommendations</td>
<td>22</td>
</tr>
<tr>
<td>Appendices</td>
<td>24</td>
</tr>
</tbody>
</table>
NOW Conference 2013

Summary Report

History
During the past few years, staff members have expressed concerns about their careers in response to campus changes including organizational restructuring, layoffs, the move to a centralized Campus Shared Services Center, and the lack of career paths. In response to these concerns Sid Reel, Director of Staff Diversity Initiatives and Kelly Howard, the former Manager of Employment Services, proposed a one-day conference for staff to receive tools, resources and the opportunity to take responsibility for their own career development. Inette Dishler with the Center for Organizational & Workforce Effectives (COrWE) also joined early conversations about the conference. In 2011-2012, Vice Chancellor for Equity & Inclusion, Gibor Basri, provided funding to host the conference. Upon Kelly’s departure to UCOP in December 2011, and in light of the impact of the new Campus Shared Services Center launch date, the conference date was moved to Spring 2013.

Overview
Staff Diversity Initiatives in the Equity & Inclusion Division collaborated with Talent Acquisition & Employment Services and the Center for Organizational & Workforce Effectiveness (COrWE) in Human Resources, as well as Counseling and Psychological Services in University Health Services to create a one-day career development conference that featured two inspirational keynote speakers, and concurrent workshops on career strategies and job seeking skills. The conference was appropriately named the Next Opportunity at Work (NOW) Career Development Conference, or the NOW Conference for short. The NOW Conference took place at the Clark Kerr Conference Center on Friday, March 1, 2013. The agenda design enabled staff to attend for a half day or full day (all eight workshops were scheduled in the morning and repeated in the afternoon.) All workshops and keynotes were recorded and are now available on the NOW Conference website. A shuttle service accommodated staff participating from around campus. Participants walked away with a career planning checklist bookmark and other resources.

Goals:
1. Prepare staff members to apply for jobs across campus.
2. Increase the visibility of potential career paths for staff and enable staff to identify transferable skills that will grow (expand and enhance) their careers through new job assignments and promotional opportunities.
3. Increase staff members’ self-knowledge about their own skill sets.
4. Provide tangible evidence to staff members that the campus is taking actions to support their individual career development and professional growth.
5. Collect data to feed into the development of a campus-wide (system-wide) talent management and development system.
6. Enable staff members to take personal ownership for their careers.
7. Record sessions to post on our website for future viewing.
Planning Committee

Sid Reel (Chair) – Equity & Inclusion Division, Staff Diversity Initiatives

Inette Dishler – Human Resources, Center for Organizational & Workforce Effectiveness (COrWE)

Juliann Martinez – University of California Office of the President (UCOP), (Previously with University Relations)

Bruce Mattos – Human Resources, Talent Acquisition & Employment Services

Chris McLean – University Health Services, Counseling & Psychological Services

Jenny Olmedo – Equity & Inclusion Division, Staff Diversity Initiatives

Moira Perez – Office of the Vice Chancellor for Administration & Finance

Mary Anne Rasmussen – University of California Office of the President (UCOP), (Previously with COrWE)

Kim Sapp-Dinwiddie – Human Resources, Talent Acquisition & Employment Services

Darrylyn Swift – Campus Shared Services
Planning Committee Timeline

December 2012
- Steering Committee selected and convened
- Held first Steering Committee Meeting on Dec 15th
- Review history, goals, and budget for conference
- Set date and location
- Discuss audience and access considerations
- Brainstorm keynote speaker ideas
- Discuss tone/messaging of event
- Set overall schedule for conference

January 2013
- Begin weekly 90 minute planning meetings
- Gather data on staff transfers/promotions
- Begin reaching out to potential keynote speakers
- Research registration tools
- Decide on workshop/session topics - assign presenters
- Review and select keynote speakers
- Create marketing plan (logo, website, announcement, pamphlet) guided by branding tips from Public Affairs.
- Order supplies (name tags, ribbons, posters, etc.)

February 2013
- Send Chancellor’s Cal Message to all staff on Feb 4th
- Launch website and open registration
- Solidify Educational Technology Services (ETS) needs
- Solidify event space details
- Solidify shuttle service routes for morning, midday, and afternoon schedule
- Finalize evaluations
- Arrange payment for guest presenters and keynotes
- Assign staff/volunteers duties for conference day
- Final walk through of events with committee

March 2013
- Held conference on March 1st, 8:30am - 5:00pm
## Budget Expenditures

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>ITEM(S)</th>
<th>AMOUNT SPENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gibor Basri, Vice Chancellor for Equity &amp; Inclusion</td>
<td>Bauer Transportation – Shuttles</td>
<td>$4,260</td>
</tr>
<tr>
<td></td>
<td>Clark Kerr Conference Center – space, AV equipment, food</td>
<td>$9,734.75</td>
</tr>
<tr>
<td></td>
<td>UC Parking &amp; Transportation – Parking attendant, passes for guests</td>
<td>$460</td>
</tr>
<tr>
<td></td>
<td>ZeeZee Copy – Print materials</td>
<td>$1,977.15</td>
</tr>
<tr>
<td></td>
<td>Misc. supplies - Nametags, pens, etc.</td>
<td>$50</td>
</tr>
<tr>
<td>Elizabeth Elliott, Director Center for Organizational &amp; Workforce Effectiveness</td>
<td>5 External speaker/presenter fees</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td>ETS Video Recording &amp; Production</td>
<td>$4,971</td>
</tr>
<tr>
<td>Cathy Koshland, Vice Provost, Teaching, Learning, Academic Planning &amp; Facilities</td>
<td>ETS AV support during conference</td>
<td>$2,623</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$27,452.90</strong></td>
</tr>
</tbody>
</table>
## Conference Content

### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 8:30</td>
<td>Registration / Breakfast</td>
</tr>
<tr>
<td>8:30 – 8:45</td>
<td>Moderator and MC – Sid Reel, Director, Staff Diversity Initiatives</td>
</tr>
<tr>
<td></td>
<td>Welcome – John Wilton, Vice Chancellor for Administration &amp; Finance</td>
</tr>
<tr>
<td>8:45 – 9:00</td>
<td>Break &amp; move into session</td>
</tr>
<tr>
<td>9:00 – 10:15</td>
<td>Concurrent sessions:</td>
</tr>
<tr>
<td></td>
<td>• Introduction to Career Development (Career Planning Session 1)</td>
</tr>
<tr>
<td></td>
<td>• Resume Writing (Job Search Session 1)</td>
</tr>
<tr>
<td></td>
<td>• Building Your Network (Career Planning Session 2)</td>
</tr>
<tr>
<td></td>
<td>• Developing a Job Search Plan (Job Search Session 2)</td>
</tr>
<tr>
<td>10:15 – 10:30</td>
<td>Break &amp; move into session</td>
</tr>
<tr>
<td>10:30 – 11:45</td>
<td>Concurrent sessions:</td>
</tr>
<tr>
<td></td>
<td>• Developing Career Resilience (Career Planning Session 3)</td>
</tr>
<tr>
<td></td>
<td>• Job Interview Techniques (Job Search Session 3)</td>
</tr>
<tr>
<td></td>
<td>• Career Pathing at UC (Career Planning Session 4)</td>
</tr>
<tr>
<td></td>
<td>• Ask the Experts Panel (Job Search Session 4)</td>
</tr>
<tr>
<td>11:45 – 1:00</td>
<td>Lunch and Keynote – Tamara Steele</td>
</tr>
<tr>
<td>1:00 – 1:15</td>
<td>Break &amp; move into session</td>
</tr>
<tr>
<td>1:15 – 2:30</td>
<td>Concurrent sessions:</td>
</tr>
<tr>
<td></td>
<td>• Introduction to Career Development (Career Planning Session 1)</td>
</tr>
<tr>
<td></td>
<td>• Resume Writing (Job Search Session 1)</td>
</tr>
<tr>
<td></td>
<td>• Building Your Network (Career Planning Session 2)</td>
</tr>
<tr>
<td></td>
<td>• Developing a Job Search Plan (Job Search Session 2)</td>
</tr>
<tr>
<td>2:30 – 2:45</td>
<td>Break &amp; move into session</td>
</tr>
<tr>
<td>2:45 – 4:00</td>
<td>Concurrent sessions:</td>
</tr>
<tr>
<td></td>
<td>• Developing Career Resilience (Career Planning Session 3)</td>
</tr>
<tr>
<td></td>
<td>• Job Interview Techniques (Job Search Session 3)</td>
</tr>
<tr>
<td></td>
<td>• Career Pathing at UC (Career Planning Session 4)</td>
</tr>
<tr>
<td></td>
<td>• Ask the Experts Panel (Job Search Session 4)</td>
</tr>
<tr>
<td>4:00 – 4:15</td>
<td>Break &amp; move to main hall</td>
</tr>
<tr>
<td>4:15 – 4:55</td>
<td>Keynote – Daniel Seddiqui</td>
</tr>
<tr>
<td>4:55 – 5:00</td>
<td>Wrap up and closing in main hall – Gibor Basri, Vice Chancellor for Equity &amp; Inclusion</td>
</tr>
</tbody>
</table>

### Images

- John Wilton, Vice Chancellor for Administration & Finance, Welcome Speaker
- Tamara Steele, Legal Shield, Keynote Speaker
- Daniel Seddiqui, Living the Map, Keynote Speaker
- Gibor Basri, Vice Chancellor for Equity & Inclusion, Closing Speaker
Session Descriptions

Career Planning Sessions

**Introduction to Career Development** - Presented by Chris McLean, Staff Psychologist and Career Programs Manager, Counseling & Psychological Services, UC Berkeley
This workshop is designed for those interested in career planning and not sure where to start. This introductory workshop provides a framework for developing your career and identifying action goals. Participants will do a self-assessment exercise to clarify career planning needs and learn about new resources on campus to help achieve their work goals at Berkeley. This workshop is also offered every semester to UC Berkeley staff as a 1 hour session.

**Building Your Network** - Presented by Vanessa George, Associate Director, Graduate Career Management, University of San Francisco
You’ve heard it many times. Networking is essential to your success. Careers are often made and advanced through networking, but many of us fear the process, stay in our comfort zone…and watch others succeed. This session will help you break out of your comfort zone, assess the state of your networks and teach you the secret about changing the way you think about networking so you can make connections that count and move your career forward!

**Developing Career Resilience** - Presented by Terrie Moore, Career Counselor, Counseling & Psychological Services, UC Berkeley
Change in the workplace is unavoidable as all kinds of organizations evolve to meet the changing needs of the 21st century. Resilience is a quality that helps people persevere and even thrive through uncertainty and change. The good news is that research has shown that people can build their resilience. Participants in this interactive workshop will gain an understanding of resilience in relation to their career management, and learn tools and skills for developing and applying career resilience.

**Career Pathing at UC** - Presented by Kelly Howard, Manager of Talent Management, UCOP
How do you “climb the career wall” at UC? What does it look like to successfully navigate this path? Career Pathing is not always "upward and onward", but can also mean moving forward or even downward to reach one’s very personal definition of career success. This workshop will help you explore specific steps you can take to make a successful transition, including review of the new Career Compass job structure and provide insight into job fields in which you might have an interest. Please join us as we hear how other UC colleagues have "climbed the wall" and expanded their careers.
Job Search Sessions

Resume Writing - Presented by Kim Sapp-Dinwiddie, Senior Talent Acquisition Consultant, Human Resources, UC Berkeley
Create a resume that gets 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. This workshop is also offered every semester to UC Berkeley staff as a 2 hour session.

Developing a Job Search Plan - Presented by Jim Kalember, Senior Recruiter, Randstad SourceRight
You have your resume & cover letter and know the types of positions you want, so now it’s time to execute your job search. The key to a successful job search is to recognize what makes you a unique candidate and to be able to communicate this effectively to a prospective employer. Do you want to stand out from the rest of the job-seeking competition? Make it happen! Learn 5 easy steps to jumpstart your job search.

Job Interviewing Techniques - Presented by Linda Lundberg, Transition Services Lead, Human Resources, UC Berkeley
Congratulations, the right experience and a good resume landed you an interview for a position that you really want. How do you ace that interview? A successful one comes from planning, preparation, and practice. Learn the best tips for getting ready, how to create a great first impression, and answer those tough questions. This workshop is also offered every semester to UC Berkeley staff as a 90 minute session.

Ask the Experts Panel - Moderated by Mary Anne Rasmussen, Systemwide Talent Management Director, UCOP
Take the opportunity to get your questions answered by the experts on deck. This panel discussion is your venue for asking about those tricky issues that just aren’t clear, topics that feel like you just don’t have the decoder ring, or any other career development areas where you’d like to get more insight from an expert. Panelists include (from left to right) Jim Kalember (Randstad SourceRight), Vanessa George (Career Manamagent, University of San Francisco), Bruce Mattos (Talent Acquisition & Employment Services, Human Resources, UC Berkeley), Tamara Steele (Legal Shield), Daniel Seddiqui (Living the Map), and Donna Salvo (Talent Management, UCOP).
Coach’s Corner
We were fortunate to have career coach and Cal alumnus, Marvell Allen, and UC Berkeley staff career counselors, Chris McLean and Terrie Moore, available for individualized and small group support throughout the NOW Conference. The Coach’s Corner served 43 NOW Conference attendees for individual and group sessions between 9:00am and 4:00pm. Our career coaches were open to meeting with individuals to discuss a variety of career development topics, including:

- Assessing Your Career Options - Creating Your Own Career Wheel
- One-on-One Resume Pointers
- Answering Interview Questions with "S.O.A.R." Stories
- One-on-One Interview Preparation & Tips
- Design Your "Elevator Pitch" About Your Professional Background
- Tips on Connecting Your Skills to the Job Position
- Questions About Your Educational Background - How to Answer Them
- Managing a Career Change

Pictured on Right: Marvell Allen, Career & Leadership Development Coach, Millennium Career Advantage
Outcomes

1. Onsite Resource Table featuring staff and materials from Campus Shared Services, Human Resources, and University Health Services.
2. Career Development Resources remain available online, including session PowerPoint Presentations and helpful links: http://diversity.berkeley.edu/staff/now-staff-career-development-conference
3. Recordings of speakers and sessions are posted on UC Berkley YouTube site and NOW Conference website: http://www.youtube.com/playlist?list=PL0yuQaVrp4qrlJdt8vDdO_ah1D5MTG0J
4. 8 workshop sessions were offered twice (once in the morning and again in the afternoon).
5. 2 keynote speakers presented (one keynote during lunch and one as a closing keynote).
6. Career coaching was offered all day long.
7. A book sale vended books by keynote speakers
8. Raffle drawings kicked off the 2 keynotes

In-Person Participation

- 200+ staff participants. 147 participated a full day. 64 participated in the morning only. 49 participated in the afternoon only.
- Participants who attended the 8 workshop sessions were asked to complete an evaluation for each session. Below is a summary of participation based on how many evaluations we received (Keep in mind that many, but not everyone completed an evaluation).

<table>
<thead>
<tr>
<th>Session Title</th>
<th># of Submitted Evaluations by Time</th>
<th>Total # of Evaluations Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Career Development</td>
<td>Morning – 34 Afternoon – 10</td>
<td>44</td>
</tr>
<tr>
<td>Building Your Network</td>
<td>Morning – 21 Afternoon – 31</td>
<td>52</td>
</tr>
<tr>
<td>Developing Career Resilience</td>
<td>Morning – 12 Afternoon – 11</td>
<td>23</td>
</tr>
<tr>
<td>Career Pathing at UC</td>
<td>Morning – 36 Afternoon – 9</td>
<td>45</td>
</tr>
<tr>
<td>Resume Writing</td>
<td>Morning – 20 Afternoon – 24</td>
<td>44</td>
</tr>
<tr>
<td>Developing a Job Search Plan</td>
<td>Morning – 20 Afternoon – 29</td>
<td>49</td>
</tr>
<tr>
<td>Interview Techniques</td>
<td>Morning – 24 Afternoon – 20</td>
<td>44</td>
</tr>
<tr>
<td>Ask the Experts Panel</td>
<td>Morning – 11 Afternoon – 8</td>
<td>19</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>Morning – 178 Afternoon – 142</td>
<td>320</td>
</tr>
</tbody>
</table>

- The Coach’s Corner served 43 NOW Conference attendees for individual and group sessions.
- There were almost 100 people on the waiting list. Over half of them did not make it off the waiting list due to space restrictions at the Clark Kerr Conference Center.
Online Participation

NOW Conference Website Usage
The NOW Conference website received thousands of pageviews during the weeks leading up to the conference and continued weeks after as recordings of sessions were posted along with PowerPoint Presentations. A summary of those statistics between February 1 and May 31 are included below.

<table>
<thead>
<tr>
<th>NOW Conference Website Page</th>
<th># of Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOW Conference Homepage</td>
<td>4,546</td>
</tr>
<tr>
<td>Conference Schedule page</td>
<td>1,549</td>
</tr>
<tr>
<td>Session Descriptions page (with links to recordings and PPTs)</td>
<td>866</td>
</tr>
<tr>
<td>Keynote Bios page</td>
<td>691</td>
</tr>
<tr>
<td>Coach’s Corner page</td>
<td>410</td>
</tr>
<tr>
<td>Getting to the Conference page</td>
<td>562</td>
</tr>
<tr>
<td>The Planning Committee page</td>
<td>163</td>
</tr>
<tr>
<td>TOTAL Pageviews</td>
<td>8,787</td>
</tr>
</tbody>
</table>

YouTube Viewing
Keynote speakers and all but two of the sessions were recorded and posted to the NOW Conference website through the UC Berkeley YouTube page: [http://www.youtube.com/playlist?list=PL0yuQaVrp4qrlJDJDT8vdDo_aH1DSMTG0J](http://www.youtube.com/playlist?list=PL0yuQaVrp4qrlJDJDT8vdDo_aH1DSMTG0J). As of June 24, 2013, the below table shows the number of views for each recorded sessions.*

<table>
<thead>
<tr>
<th>Conference Speaker/Session</th>
<th># of Online Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Speech – John Wilton</td>
<td>196</td>
</tr>
<tr>
<td>Lunch Hour Keynote: Getting to the Heart of Success – Tamara Steele</td>
<td>95</td>
</tr>
<tr>
<td>Closing Keynote: Working with Purpose – Daniel Seddiqui</td>
<td>142</td>
</tr>
<tr>
<td>Introduction to Career Development – Chris McLean</td>
<td>132</td>
</tr>
<tr>
<td>Building Your Network – Vanessa George</td>
<td>87</td>
</tr>
<tr>
<td>Developing Career Resilience – Terrie Moore</td>
<td>69</td>
</tr>
<tr>
<td>Career Pathing at UC – Kelly Howard</td>
<td>68</td>
</tr>
<tr>
<td>Developing a Job Search Plan – Jim Kalember</td>
<td>186</td>
</tr>
<tr>
<td>Ask the Experts Panel</td>
<td>57</td>
</tr>
<tr>
<td>TOTAL # of Online Views</td>
<td>1032</td>
</tr>
</tbody>
</table>

*Due to limited resources, we had to make a decision not to record two workshop sessions. The two sessions that were not recorded (Resume Writing and Interview Techniques) are workshops that are offered twice each semester to UC Berkeley staff through the Staff Career Development Program: [http://hrweb.berkeley.edu/learning/career-development/workshops](http://hrweb.berkeley.edu/learning/career-development/workshops)
Evaluations
The NOW Conference was highly successful with an overall satisfaction rating of 85%. Evaluation data was collected through paper and online versions, and analyzed using SurveyGizmo. Full Conference and Session evaluation results are presented below.

Conference Evaluations
71 participants (about 35% of total participants) completed the evaluation. The below charts represent the percentage of participants who answered the following questions on a scale of "Strongly disagree" to "Strongly agree."

- **Overall, the conference met my expectations**
  - Strongly disagree/Disagree: 5.6%
  - Neither agree nor disagree: 2.8%
  - Agree/Strongly agree: 88.7%

- **I would encourage colleagues to attend this conference in the future**
  - Strongly disagree/Disagree: 5.6%
  - Neither agree nor disagree: 4.2%
  - Agree/Strongly agree: 88.7%

- **Conference publicity was effective**
  - Strongly disagree/Disagree: 12.7%
  - Neither agree nor disagree: 5.6%
  - Agree/Strongly agree: 80.2%
The conference was well organized

Speakers were inspiring and added to the overall conference experience

- Strongly disagree/Disagree
- Neither agree nor disagree
- Agree/Strongly agree

- VC John Wilton
- Tamara Steele
- Daniel Seddiqui
Staff Participants Commit to Taking Action

Staff were asked what action items they planned to commit to as a result of the conference. Popular responses included:

- Create and/or update their LinkedIn Profile
- Take professional development classes
- Re-do their resume
- Find a mentor
- Network more
- Take a UNEX class
Additional comments included:

“Excellent conference. Very well organized. Good networking opportunities.”

“Great job putting together the first inaugural conference! It means a lot to see that the university is invested in its staff to put on a conference like this. I really appreciate your efforts and have been able to utilize what I’ve learned to be better at my current job.”

“The conference was very informational, I hope the campus can sustain an annual conference for professional development to boost morale. I learned a lot from the invited speakers.”

“Thank you so much for the conference. It gave me tools for advancement as well as ideas for job searching. (I haven’t been in the job market for 15+ years). More than anything the conference gave me hope that I can advance my career. Bravo for a job well done.”

“The conference exceeded my expectations, and I was impressed with the breadth of knowledge that the presenters and keynotes communicated to us.”
Session Evaluations

In addition to an overall conference evaluation, participants also completed evaluations for each of the 8 concurrent sessions. The below charts represent comparative data between all sessions based on the percentage of participants who answered the following questions on a scale of “Strongly disagree” to “Strongly agree.” For estimates of participation numbers for each session, see data on page 10.
The presenter was knowledgable

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

- Intro to Career Development
- Building Your Network
- Developing Career Resilience
- Career Pathing at UC
- Resume Writing
- Developing a Job Search Plan
- Job Interviewing Techniques
- Ask the Experts Panel
The presenter engaged me as a participant

- Intro to Career Development
- Building Your Network
- Developing Career Resilience
- Career Pathing at UC
- Resume Writing
- Developing a Job Search Plan
- Job Interviewing Techniques
- Ask the Experts Panel
This session increased my understanding of career planning and job search techniques
This session helped me identify potential action steps for my career.
Coach’s Corner

The overall conference evaluation offered participants who took advantage of the Coach’s Corner to offer feedback. Of the 43 participants who took advantage of the Coach’s Corner, 28 completed the evaluation. Data on their percentage of satisfaction is represented below.

Several participants commented on the Coach’s Corner in response to the open question “What did you like most about the conference and why?”:

“Marvel Allen – one-on-one time with an expert [was appreciated].”

“Coach’s Corner and one-on-one time with a coach helped.”

“Coach’s Corner was excellent, a great resource and very useful.”
Summary & Recommendations
The NOW Conference was very well received by staff participants. The Planning Committee continued to hear positive feedback about the conference weeks after the event. Based on evaluations, it is clear that the top motivator for participation in the conference was an interest in “Professional Development.” The evaluations also show that staff really appreciated the event and many explicitly stated their hopes for this becoming an annual event. The day was full of energy and engagement.

Highlights
Planning & Logistics
The Planning Committee came together as a dynamic and productive group as they organized the conference. With less than 3 months to plan, the success of the conference was an absolute testament to the dedication of the Planning Committee. The website and online registration tools were up and ready to go in time for the marketing push. Based on the website traffic, it was clear that staff were actively interested in the conference before and after the event. The conference day ran very smoothly with the excellent coordination of the Planning Committee and 20 staff volunteers.

Keynote Speakers and Presenters
Our keynote speakers, Tamara Steele and Daniel Seddiqui, were a huge success. Tamara’s dynamic presentation style was truly inspiring. Her speech “Getting to the Heart of Success” was received with great applause. Daniel Seddiqui’s more casual presentation was a perfect way to end the day. His speech, “Working with Purpose,” was full of energy and humor. Many participants listed Tamara and Daniel’s speeches as the highlight of the day.

Staff appreciated the involvement of both our dedicated on campus staff presenters, and also the amazing guest speakers and presenters (see Appendix F for biographies). All of our guests were thrilled to participate, and we hope to have an opportunity to bring many of them back during future professional development opportunities.

Concurrent Sessions
Overall, the concurrent sessions were also very well received. The most highly rated sessions included:

- Resume Writing – Presented by Kim Sapp-Dinwiddie
- Building Your Network – Presented by Vanessa George
- Ask the Experts Panel – Moderated by Mary Ann Rasmussen. Panelists included Vanessa George, Jim Kalembert, Bruce Mattos, Donna Salvo, Daniel Seddiqui, and Tamara Steele

Areas for Improvement
Publicity
There were a few areas that could be improved as we plan for future conferences. Even with campus-wide email messaging, some participants did not become aware of the conference until it was already filled. More and earlier publicity would be beneficial.

Registration
Registration filled within 3 days and some staff members did not have time to ask supervisors for release time before all the slots were filled. It might make more sense to have a delay in registration opening once the campus email goes out in order to give staff more time to get approved release time.
Wait List Management & Space Capacity
More staff no-showed than the Planning Committee estimated. More staff could have been released from the wait list than anticipated. Clark Kerr Conference Center has a strict 250 person capacity. Finding a venue that could hold 400+ people would allow for every staff who is interested to attend the conference.

Shuttle Service
The shuttle service took up a lot of planning time and was not highly utilized. It was also much more expensive than anticipated. It is likely not worth the cost going forward. A better option would be to ask staff to state any transportation needs individually, similar to our model for asking staff to volunteer accessibility needs.

Follow-up Events
The Planning Committee has debriefed since the conference and plans to reconvene another committee in Fall 2013 for subsequent career development conferences.

Staff Career Development Programs
The Talent Acquisition & Employment Services team within Human Resources (led by Planning Committee member Bruce Mattos) has seen a steady increase in appointments with campus staff since the NOW Conference. Led by Planning Committee member Kim Sapp-Dinwiddie, Bruce’s team has also increased enrollment for the individual resume and cover letter review service. Planning Committee member Chris McLean leads the Career Services team within University Health Services, and they had a very full Spring semester schedule with workshops and individual counseling. They have also seen an increase in requests for individual career counseling appointments since the NOW Conference.

Staff Appreciation Week
Several members of the Planning Committee were involved with planning additional career development events during the inaugural Staff Appreciation Week, which occurred in June 2013. Going forward, the committee has plans to offer the career development conference during or around the time of Staff Appreciation Week.
## Appendix A

### Chancellor’s CAL Message

**NOW Career Development Conference for Staff on March 1st**

<table>
<thead>
<tr>
<th>To: UC Berkeley Staff</th>
<th>Mon, Feb 4, 2013 at 6:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert J. Birgeneau Chancellor</td>
<td>(&lt;\text{<a href="mailto:CALmessages@berkeley.edu">CALmessages@berkeley.edu</a>}&gt;)</td>
</tr>
<tr>
<td>To: Staff</td>
<td>(&lt;\text{<a href="mailto:CALmessages@berkeley.edu">CALmessages@berkeley.edu</a>}&gt;)</td>
</tr>
</tbody>
</table>

To UC Berkeley Staff:

I am writing to invite you to attend the first campus-wide staff career development conference, “Next Opportunity at Work” NOW Conference that will be held on **Friday, March 1st at the Clark Kerr Conference Center**. The all-day NOW Conference includes inspiring keynote speakers, and concurrent workshops to expose staff to career planning, job seeking and career resilience resources and tools to support their job futures on campus.

The past few years have brought about many changes in organizational structures, jobs and career opportunities for staff. We recognize that through these changes, some of you may be reconsidering your current job situation and/or exploring new career paths. The goal of this conference is to equip you with some tools to guide you through this transitional time.

To register for the conference and get more information go to: [http://diversity.berkeley.edu/staff/now-staff-career-development-conference](http://diversity.berkeley.edu/staff/now-staff-career-development-conference).

Workshops will be repeated throughout the day to accommodate full and partial attendance.

I strongly encourage all managers and supervisors to approve requests from staff for at least 2 hours to participate in the NOW Conference. Managers are expected to support such activities as a part of the development of their staff. Approval is subject to the operational needs of the unit. To ensure staff coverage of your operation, managers may want to split staff participation between morning and afternoon attendance so that staff will have the opportunity to attend the workshops. Free shuttle service will be provided. I encourage managers and supervisors to discuss this important opportunity in upcoming departmental meetings.

Yours sincerely,

Robert J. Birgeneau  
Chancellor, UC Berkeley
Appendix B

Website homepage

Thank you for supporting the...

NOW Conference
Next Opportunity at Work
Staff Career Development Conference

March 1, 2013
Clark Kerr Conference Center
8:30 am to 5:00 pm

The past few years have brought about many changes in the organizational structure, jobs, and career opportunities for staff. We recognize that through these changes, some of you may be reconsidering your current job situation and/or exploring new career paths. The goal of this conference is to equip you with some tools to guide you through this transitional time. The all-day NOW Conference included inspiring keynote speakers and concurrent workshops to expose staff to career planning, job seeking and career resilience resources, and tools to support their job futures on campus. Managers and supervisors were encouraged to approve requests from staff to attend at least 2 hours of the NOW Conference. Approval was subject to the operational needs of the unit.

This conference was free and exclusive to UC Berkeley staff.

We hope that this will be an annual spring event on campus.

CONFERENCES SESSIONS WERE RECORDED FOR FUTURE VIEWING! Check the keynotes, blogs, and sessions descriptions pages for links to recording and Power Points. Or go one can view the entire list of recordings on YouTube here.

Welcome to NOW

Join us for an exciting line of speakers who share the NOW Conference opening remarks. Also, check out the online program for more information about the conference.

Conference Schedule
Session Descriptions
Keynote Bios
Coach’s Corner
Individual Career Coaching Support
Getting to the Conference
The Planning Committee

Featured Speakers:
Appendix C

Registration Form

NOW - Next Opportunity at Work Conference MARCH 1st, 2013

You are cordially invited to UC Berkeley’s first campus-wide Career Development Conference!

We have an exciting agenda for the day that includes inspiring speakers as well as hands-on workshops and career coaching. Please take a quick moment to register below.

Looking forward to seeing you there!
The NOW Conference Committee

*This event is being held at a wheelchair accessible location. Please visit http://access.berkeley.edu/ or contact Danny Kodmur, Disability Access Specialist at 510-643-6456 (voice), 510-642-6376 (TTY), or dkodmur@berkeley.edu with any questions about special accommodations.

Your username (jennyolmedo@berkeley.edu) will be recorded when you submit this form. Not jennyolmedo? Sign out

* Required

AGENDA

8:00 - 8:45 Breakfast and Welcome with John Wilton
9:00 - 10:15 Concurrent Workshops Session 1
10:30 - 11:45 Concurrent Workshops Session 2
11:45 - 1:00 Lunch with Keynote Speaker Tamara Steele
1:15 - 2:30 Concurrent Workshops Session 3
2:45 - 4:00 Concurrent Workshops Session 4
4:15-4:55 Closing Keynote with Daniel Seddiqui

ABOUT YOU...

First Name *


Last Name *


Job Title

https://docs.google.com/spreadsheet/viewform?formkey=dEZVcVRUCG6ZNHZSSmc5SkdeEiqlbFBE9MQzg#gid=0
Department

Tenure at Berkeley - How long have you worked at UC Berkeley? *
  ○ Less than one year
  ○ 1-5 years
  ○ 5-10 years
  ○ 10-20 years
  ○ 20-30 years
  ○ 30 years +

PLEASE LET US KNOW WHICH SESSIONS YOU WILL ATTEND

8:00 - 8:45 Registration and Continental Breakfast; Welcome by Vice Chancellor John Wilton *
  ○ Yes, I will be attending
  ○ No, I will not be present for this portion of the conference

9:00 - 10:15 Concurrent Workshops (Session 1) *
Please select your preferred choice; note that the workshops are repeated in the afternoon portion of the event
  ○ Introduction to Career Development - Chris McLean
  ○ Resume Writing - Kimberly Dinwiddie
  ○ Building your Network - Vanessa George
  ○ Developing a Job Search Plan - Jim Kalember
  ○ I will not be present for this session

10:30-11:45 Concurrent Workshops (Session 2) *
Please select your preferred choice; note that the workshops are repeated in the afternoon portion of the event
  ○ Developing Career Resilience - Terrie Moore
  ○ Job Interviewing Techniques - Linda Lundberg
  ○ Career Pathing at UC - Kelly Howard
  ○ Ask the Experts Panel - Donna Salvo, Tamara Steele, Jim Kalember, Daniel Seddiqui
  ○ I will not be present for this session
11:45-1:00 LUNCH With Keynote Speaker Tamara Steele *
   ○ Yes, I will attend
   ○ No, I will not be present for this portion of the conference

1:15 - 2:30 Concurrent Workshops (Session 3) *
Please select your preferred choice
   ○ Introduction to Career Development - Chris McLean
   ○ Resume Writing - Kimberly Dinwiddie
   ○ Building your Network - Vanessa George
   ○ Developing a Job Search Plan - Jim Kalemer
   ○ I will not be present for this session

2:45 - 4:00 Concurrent Workshops (Session 4) *
Please select your preferred choice
   ○ Developing Career Resilience - Terrie Moore
   ○ Job Interviewing Techniques - Linda Lundberg
   ○ Career Pathing at UC - Kelly Howard
   ○ Ask the Experts Panel - Donna Salvo, Tamara Steele, Jim Kalemer, Daniel Seddiqui
   ○ I will not be present for this session

4:15 - 4:55 Closing Keynote with Daniel Seddiqui *
   ○ Yes, I will attend
   ○ No, I will not be present for this portion of the conference

At this point, please let us know how much of the conference you plan to attend. *
This conference is formatted so that you can benefit by attending for either a full day or a half day.
   ○ All day
   ○ Just the first half of the day
   ○ Just the second half of the day

Lunch will be served at the conference. If applicable, please indicate any dietary restrictions.

Are you available to volunteer for this event? Volunteers will be helping with tasks including conference check-in, evaluations collection, and lunch service support.
If yes, a follow-up message will be sent with information on signing up for various shifts.

- Yes
- No

THANK YOU!

Please look out for future emails with updates on the conference.
See the conference website for current details: http://diversity.berkeley.edu/staff/now-staff-career-development-conference

- [ ] Send me a copy of my responses.

Submit

Never submit passwords through Google Forms.

Powered by Google Docs

Report Abuse - Terms of Service - Additional Terms
Appendix D

Conference Booklet

NOW Conference
Next Opportunity at Work
Staff Career Development Conference

March 1, 2013
Clark Kerr Conference Center
University of California, Berkeley

WELCOME!

Dear NOW Conference Participant,

Welcome to the inaugural NOW (Next Opportunity at Work) Career Development Conference for University of California, Berkeley staff. As the Vice Chancellor for Equity & Inclusion, I am very pleased to offer a special day of activities specifically designed for Berkeley staff to help you to focus on your own career development.

The NOW Conference enables you to explore career opportunities at Berkeley as well as your own personal career journey through dynamic keynote speakers, a variety of job search and career planning workshops, career resources tables, and individual career coaching sessions with certified career coaches. It is our hope that you will benefit from experiences with our own campus career development resources as well as external resources to grow and expand your career paths.

This conference promises to be the first of many events on staff career development. Thank you for attending today’s conference, and congratulations on taking a positive step toward your professional development.

Sincerely,
Gbor Bari
Vice Chancellor for Equity & Inclusion
University of California, Berkeley

Conference Schedule

8:00 – 8:30 Registration / Breakfast
8:30 – 8:45 Welcome John Wilton, Vice Chancellor for Administration & Finance (Krutch Theatre)
8:45 – 9:00 Break & move into session
9:00 – 10:15 Concurrent sessions:
- Introduction to Career Development (Room 204)
- Resume Writing (Room 104)
- Building Your Network (Room 301)
- Developing a Job Search Plan (Krutch Theatre)
- Coach’s Corner (Room 102)
10:15 – 10:30 Break & move into session
10:30 – 11:45 Concurrent sessions:
- Developing Career Resilience (Room 204)
- Job Interview Techniques (Room 104)
- Career Flying at UC (Krutch Theatre)
- Ask the Experts Panel (Room 203)
- Coach’s Corner (Room 102)
11:45 – 1:00 Lunch and Keynote (12:15) – Tamara Steele, “Getting to the Heart of Success” (Great Hall)
1:00 – 1:15 Break & move into session
1:15 – 2:30 Concurrent sessions:
- Introduction to Career Development (Room 204)
- Resume Writing (Room 104)
- Developing Your Network (Room 301)
- Developing a Job Search Plan (Krutch Theatre)
- Coach’s Corner (Room 102)
2:30 – 2:45 Break & move into session
2:45 – 4:00 Concurrent sessions:
- Developing Career Resilience (Room 204)
- Job Interview Techniques (Room 104)
- Career Flying at UC (Krutch Theatre)
- Ask the Experts Panel (Room 203)
- Coach’s Corner (Room 102)
4:00 – 4:15 Break & move Krutch Theatre
4:15 – 4:55 Keynote – Daniel Sudduth, “Working with Purpose” (Krutch Theatre)
4:55 – 5:00 Wrap-up & closing by Gbor Bari, Vice Chancellor of Equity & Inclusion (Krutch Theatre)
Lunch Hour Keynote
Tamara Steele, Esq.

Ms. Steele is an accomplished trainer, executive/senior level advisor, speaker, author, and award-winning entrepreneur. In her role as PCC’s Senior Director of Sales and Marketing, she has been delivering programs and workshops for over 20 years to a diverse audience of corporate professionals. She is passionate about helping people achieve their goals and create positive change in their organizations.

Ms. Steele has provided counsel and advice to clients such as The Daily Beast, The New York Times, and The Wall Street Journal. She has been a keynote speaker at events such as the National Association of Black Women Entrepreneurs, the American Bar Association, and the National Small Business Association. She has also been featured on CNN, Fox News, and National Public Radio.

Ms. Steele holds a J.D. from Case Western Reserve University School of Law and a B.S. from往返西海岸。She is a member of the Pennsylvania Bar Association and the American Bar Association.

Closing Keynote
Daniel Solodukhin

Daniel Solodukhin is the founder of Living the Map, which provides innovative solutions to businesses, organizations, and individuals. He is a recognized thought leader in the field of innovation and has been a keynote speaker at numerous conferences and events.

Daniel Solodukhin is a former McKinsey & Company consultant and has worked in a variety of industries, including technology, healthcare, and telecommunications. He has a B.S. in Computer Science from the Massachusetts Institute of Technology and an M.B.A. from Harvard Business School.

Keynote Bookable
Both of our keynote speakers have books available for purchase today. They will be sold at the Resource Table:

11:45-12:15 and 4:00-5:15

The Blueprint: 10 Steps to Building a Better Life, by Tamara Steele

Mastering the Art of Success, featuring Tamara Steele

Career Planning Sessions
Developing Career Resilience - Presented by Terri Moore

Change is the new normal in today's workplace, and resilience is essential for success. This session will explore strategies for building resilience and adapting to change.

Career Planning Sessions
Exploring Career Options - Presented by Terri Moore

This session will provide tools and resources for exploring career options and making informed decisions about future career paths.

Coach's Corner - Room 102

Marwell Allen, 12th floor, hiring opportunities in Career Management, Leadership/Talent Management, the Employer/Advisor, and the Student/Advisor. As a career services professional, she is committed to empowering students to achieve their full potential.

Pamela Jones, 12th floor, hiring opportunities in Career Management, Leadership/Talent Management, the Employer/Advisor, and the Student/Advisor. As a career services professional, she is dedicated to helping students and professionals navigate the career development process.

Coach's Corner - Room 102

Sign up for individual/small group career advising sessions at Room 102.

We look forward to meeting you. 

Counselor/Advisor - Room 102

Coach's Corner - Room 102

Coach's Corner - Room 102

31
Job Search Sessions

Resume Writing—Presented by Kim Sagg-Gilwade

Create a resume that gets attention and results in an interview invitation. Learn how to create a self-marketing document that strategically emphasizes the highest level of your employment credentials. Learn how to effectively highlight your most transferable skills for making successful career transitions.

Kim Sagg-Gilwade is a Senior Talent Acquisition Consultant and client development specialist. She has an MBA in UC Berkeley’s Graduate School of Business. Kim has 15 years of experience in talent acquisition and recruitment. Kim has been working with Fortune 500 companies and has an in-depth knowledge of her clients’ job requirements.

Developing a Job Search Plan—Presented by Jim Klemper

You have your resume & cover letter and know the types of positions you want, so now it’s time to execute your job search. The key to a successful job search is to recognize what makes you a unique candidate and to be able to communicate this effectively to a prospective employer. Do you want to stand out from the rest of the job-seeking competition? Make it happen! Learn 5 easy steps to jumpstart your job search.

Jim Klemper is an experienced recruiter, candidate sourcer, staffing company executive, and trainer. He has over 23 years of experience in recruiting and technical staffing in corporate, agency, and independent environments. He managed sourcing and full cycle IT and Technical recruiting at Bank of America in New York City. Jim has a B.A. in Economics from Columbia University.

Job Interviewing Techniques—Presented by Linda Lundberg

Congratulations, the right experience and a good resume landed you an interview for a position that you really want. Now, do you know what to say? A successful one comes from planning, preparation, and practice.

Linda Lundberg has over 10 years of experience in recruitment and human resources. She has a strong background in interviewing and has helped many candidates land their dream job.

WE ARE BERKELEY

WE INQUIRE AND INNOVATE
We are committed to creating an environment that is open to new ideas and innovations. We are hungry for growth, ready to take on new challenges, and eager to learn.

WE SIMPLIFY
We eliminate unnecessary steps and make it easy to bring things to life. We are committed to providing clear and easy-to-understand information.

WE ARE ACCOUNTABLE TO EACH OTHER
We take ownership of our own success and failure. We are committed to helping one another reach our goals.

WE FOCUS ON SERVICE
We provide top-notch customer service that is friendly, responsive, and helpful. We are committed to providing excellent service to all our customers.

THE NOW Conference is a great example of our Operating Principles in action.
Planning Committee

From left to right:
Mary Anne Rasmussen, Center for Organizational & Workforce Effectiveness (COWE)
Kiva Sapp-Dinwiddie, Senior Talent Acquisition Consultant and Career Staff Development Trainer, Human Resources
Bruce Mattos, Director of Talent Acquisition & Employment Services, Human Resources
Sid Reel (Chair), Director, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion
Julianna Martin,2 Employee Relations Specialist, Human Resources, University of California Office of the President
Chris McLean, Staff Psychologist and Career Programs Manager, Counseling & Psychological Services, University Health Services
Swette Dishler, Strategic Professional Development Specialist, Center for Organizational & Workforce Effectiveness (COWE)
Jenny Olmedo, Diversity Project Analyst, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion
Moira Perez, Director of New Initiatives, Office of the Vice Chancellor of Administration & Finance
Darrylyn Swift (not pictured), Director, Service Quality & Organizational Effectiveness, Campus Shared Services

Thank You

Thank you for attending the first campus-wide staff career development conference, the "Next Opportunity at Work" (NOW) Conference. We hope that today’s events will offer you opportunities to learn and grow as you consider your career paths.

The NOW Conference is the result of many conversations between staff members over the last few years. With the initial funding offered by the Office of the Vice Chancellor of Equity & Inclusion, a cross-departmental planning team convened to put this career development conference together. The planning for this conference was a true collaboration of campus staff. It was a great representation of staff coming together to plan a professional development opportunity for our fellow colleagues.

Please let your colleagues know that all our keynote speakers and concurrent sessions were recorded and will be available on our website: http://diversity.berkeley.edu/staff/now-staff-career-development-conference

We would like thank all of the sponsors of this conference, as well as all of you who volunteered to help staff this event.

Do not hesitate to ask any questions of the Resource Table!

Best,
Your Planning Committee

Conference Evaluations

We want to hear from you!

Please take a few minutes to complete the NOW Conference Evaluation that is in your folder. As this is the first of hopefully many future staff career development conferences, we want to hear what you thought of the day’s events.

TURN IN YOUR CONFERENCE EVALUATION AT THE RESOURCE TABLE

Appreciations

Conference Sponsors

Equity, Inclusion, and Diversity

[Logo of University of California Berkeley]

[Logo of COWE (Center for Organizational and Workforce Effectiveness)]

[Logo of Vice Provost for Teaching, Learning, Academic Planning & Facilities]

[Logo of Berkeley University Administration and Finance]

[Logo of Berkeley University Division of Student Affairs]

Conference Partners

Berkeley University Office of President

[Logo of University of California Berkeley]

[Logo of UC Berkeley Counseling & Psychological Services]

[Logo of Cal Dining]

[Logo of ETS Berkeley]

[Logo of UC Berkeley Office of the President]
Appendix E

Career Planning Checklist Bookmark (front and back)

**CAREER PLANNING CHECKLIST**

- Complete a Career Development Competencies Assessment
  http://hrweb.berkeley.edu/learning/career-development

- Check out the Career Development Online guide & Workshop Schedule
  http://hrweb.berkeley.edu/learning/career-development

- Make an appointment with a career counselor
  http://uhsc.berkeley.edu/FacStaff/careercounseling.shtml

- Set up/update LinkedIn profile
  www.linkedin.com

- Work on my resume
  http://hrweb.berkeley.edu/learning/career-development/career-management/job-search

- Practice Interviewing with a trusted friend
  http://hrweb.berkeley.edu/learning/career-development/career-management/job-search/interviewing

- Set up informational interviews
  http://hrweb.berkeley.edu/learning/career-development/career-management/job-search/informational-interviewing

**CAREER DEVELPMENT WORKSHOPS**

- Consider taking some or all of the entire series of workshops offered every semester!

  SIGN UP on the UC Learning System
  http://bld.berkeley.edu

**CAREER PLANNING WORKSHOPS**

- Introduction to Career Planning
- Understand Your Work Related Values
- Identifying Your Vital Skills
- Assessing Personality Type and Your Career with the Myers-Briggs Type Indicator
- Exploring Career Interests with the Strong Interest Inventory
- Taking Action and Moving Forward in Your Career

**JOB DEVELOPMENT WORKSHOPS**

- Informational Interviewing and Networking
- Social Networking
- Marketing Yourself for your Next Job: Resume Writing
- Marketing Yourself for your Next Job: Cover Letter and Job Search Communication
- Job Interviewing

**NOW Conference**

Next Opportunity at Work
Staff Career Development Conference

**NOW Conference 2013**
Appendix F

Guest Speakers & Presenters Biographies

In addition to our internal campus staff presenters, we were fortunate to draw several excellent guest speakers and presenters from off-campus.

**Marvell Allen, MA** served as a Career Coach in our Coach’s Corner and saw 16 participants in one-on-one and small group coaching sessions. Her appointment slots filled up almost immediately and positive evaluations show she was a great asset to the day’s events. Marvell is an award-winning Sr. Learning & Organizational Development (OD) Specialist, with solid expertise in the areas of career management strategy, training, and organizational development. She has extensive background in delivering executive, management, and staff development programs to support organizational objectives. She holds coaching certifications in Career Management, Leadership/Talent Management, and the StrengthsFinder Assessment. Marvell utilizes her expertise at Millennium Career Advantage, a professional consulting and coaching practice.

Previously, Marvell worked extensively with Lee Hecht Harrison as an executive coach and career consultant with a wide variety of technology managers & staff in the areas of outplacement and career transition. Clients have included such technology companies as Cisco, Hewlett-Packard, and SanDisk. Before that, Marvell spent several years with the Marriott organization in both HR & training management roles. Marvell has also been an adjunct faculty member at California State University East Bay, in the Business School and the HR Certificate program.

Marvell has also served 9 years on the Oakland East Bay Symphony Board of Directors, which is increasing music education in the local public schools, as well as providing outstanding musical experiences to the Bay Area community.

For the past 7+ years, Marvell has served as the Co-Chair of the Women of Color Action Network (WCAN), a successful 11+ year-old professional organization, whose mission is to invest in women of color to help them reach their maximum potential in the workplace. The organization has been known for providing mentoring, coaching & professional development events and conferences.

She holds an undergraduate degree in Cultural Anthropology from the University of California, Berkeley, a Masters in Political & Economic Assessment of the Pacific Rim, (International Business-Asia) from Dominican University of California in San Rafael, and certifications in Coaching, HR & Training.

**Vanessa E. George, MBA** was our presenter for the “Building Your Network” session. She is Associate Director of Graduate Career Management in the School of Management at University of San Francisco. She is also a leadership and career consultant with more than 25 years of management experience and has provided private career coaching and consultation to individuals and leading organizations such as Lee Hecht Harrison, UC Berkeley Extension, UCSF and Cal State Monterey Bay. She has coached hundreds of individuals on all aspects of career development; has trained more than 1,000 people on a range of professional development and personal branding topics such as networking, mentoring and managing up, and led the Women of Color Action Network, a non-profit focused on women’s professional development, for ten years. Vanessa holds a B.A. from Stanford, an M.B.A. from Georgetown, and is pursuing a Ph.D. in Organizational Psychology at California School of Professional Psychology.

**Kelly Howard** was our presenter for the “Career Pathing at UC” session. She is Manager of Talent Management at UC Office of the President. Prior to joining UCOP, Kelly served as Director of Talent Acquisition and Employment Services for the UC Berkeley Campus where she was in charge of executive recruitment and transition services. Under Kelly’s direction, the recruiting team hired executives for the Berkeley campus and launched the Transitions Services Program. This program partnered with University Health Services to offer career service programs for Berkeley Staff. Kelly has more than 15 years of experience managing talent programs for public and corporate sector employers including the Federal Reserve Bank, Accenture, Pac Bell and the Oakland Schools. Kelly has a bachelor’s degree from Texas A&M University.
**Jim Kalembert** was our presenter for the “Developing a Job Search Plan” session. He is an experienced recruiter candidate sourcer, staffing company executive, and trainer. He has over 25 years’ experience in recruiting and technical staffing, in corporate, agency, and independent environments. He managed sourcing and full life cycle IT and Technical recruiting at Bank of America Financial, BearingPoint, City National Bank, Warner Bros., CSC, BAE Systems, Motorola, ITT, Siemens, Adecco, and Randstad. Jim led agency recruiting teams in IT, Engineering, Finance and Aerospace, and has served recruiting firms at the SVP and Director levels. He served 20 years as a publicly elected school board member. Jim is an avid skier, backpacker, and climber, and UCLA graduate. He is currently leading innovative candidate sourcing and recruiting initiatives for Randstadsourcight.

**Donna Salvo** was a panelist for the “Ask the Experts Panel.” She is the Executive Director, Talent Management and Staff Development for the University of California. She is responsible for the initiatives related to Systemwide talent acquisition programs along with coordination of Systemwide management and leadership development efforts. Her focus is to look at ways to integrate and leverage best practices in Talent Management across the University. A few of the recent programs she has been involved with include the creation of the UC Systemwide Job Board and deploying LinkedIn tools to help employment managers and recruiters in utilizing social media to attract talent into the University. Prior to joining UCOP, she held the position of Vice President of H.R. Operations for the American Automobile Association.

**Daniel Seddiqui** was our closing keynote speaker. He is the founder of Living the Map, which raises awareness of the varying cultures, careers, and environments across the country through outreach, educational endeavors, and community building. He encourages those to explore the world around them, to understand and respect one another and to make continuous discoveries to better themselves. Daniel graduated from the University of Southern California with a degree in economics. Initially, Daniel attended the University of Oregon where he was a nationally ranked track and cross country athlete, which he continued at USC.

After graduating college in 2005, Daniel experienced a harsh reality. He failed over 40 job interviews, leaving him frustrated and confused. After volunteering for several years, Daniel devised the plan to work 50 Jobs in 50 States. He sought work that reflected the culture and economy of each state. From making cheese in Wisconsin and lobstering in Maine, to being a coal miner in West Virginia, Daniel was grateful to explore the opportunities of America that he didn’t know existed.

He proved that this is still the land of opportunity, but the discovery comes with taking risks, utilizing networks, being adaptable, endurance and perseverance. Accomplishing his goal in the midst of the recession, Daniel has appeared on international and national media outlets. He is now the director of an experiential learning program designed for college students. Daniel’s book, 50 Jobs in 50 States, is an international bestseller. He has had continued success on the lecture stage and has inspired and encouraged many on how to succeed in their personal journey through unconventional avenues.

**Tamara Steele, Esq.** was our lunch hour keynote speaker. Ms. Steele is an accomplished trainer, executive/ life coach, author, motivational speaker and attorney at law. She has more than 20 years of combined business, legal and coaching experience. As an attorney, she gained invaluable communication, negotiation and interpersonal skills, which she has incorporated into her training, coaching and motivational speaking business.

Ms. Steele has provided advice and counsel to clients such as Alameda County’s Departments of Public Health and Emergency Medical Services. She has worked for both Alameda and Monterey County Counsel Office. She was invited to train and coach on workforce transition and BAR exam preparation for third year law students in the Legal Education Opportunity Program (LEOP) at U.C. Hastings College of the Law.

She has coached attorneys, corporate executives and sales professionals at companies like McKesson, Sanyo, Kaiser Permanente and Chevron Corporation. She has been a speaker at the U.C. Regents Women Leadership Symposium and at Chevron Corporation. Ms. Steele utilizes unique techniques, tools and methodologies to help her clients discover that solutions to their problems can come from within. She empowers her clients to change their life so that
they live happier, more successful lives. She recently was a guest lecturer at U.C. Berkeley Extension Leadership Certification Program where she presented on the topic of coaching and mentoring.

Her charismatic and motivational style has made her a welcomed keynote and motivational speaker at various events, where she engages audiences with an authentic examination of life. She was selected from a nationwide search to be featured in the book entitled “Mastering the Art of Success”; a highly successful book series from Tennessee based Insight Publishing. The book features best-selling authors Les Brown, Mark Victor Hansen, and Jack Canfield. Tamara Steele, Brown, Hansen, & Canfield, are joined by other well known authors, health experts, and speakers, each offering time-tested strategies for success in frank and intimate interviews. Ms. Steele also self-published her first book, “The Blueprint—10 Steps to Building a Better Life” a couple of years ago.

Ms. Steele is living her life passion, which is to inspire, empower, educate and transform people’s lives through coaching, training, writing and motivational speaking. Ms Steele often states: “My success in life is measured by the visible transformation in the lives of my clients, after having worked with them to achieve their personal best.”

Ms. Steele received her Juris Doctor degree from University of California, Hastings College of the Law and her Bachelor of Science degree in Business Administration and Marketing from the University of San Francisco. She received her certification as an empowerment coach from the Institute of Professional Empowerment Coaches (IPEC).

Appendix G

Evaluations

NOW CONFERENCE EVALUATION

Thank you for attending the NOW Conference. Please take a few moments to give us your feedback. Thank you!

<table>
<thead>
<tr>
<th>General</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall the conference met my expectations.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March is a good time of year for this event.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday is a good day of the week for this event.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would encourage colleagues to attend this conference in the future.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Publicity and Registration</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference publicity was effective (i.e. website, email).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online registration was easy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Next Opportunity at Work” was an engaging conference theme.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Day of Conference</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The check-in process was timely and efficient.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The conference was well organized.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The conference staff was knowledgeable and fully answered my questions.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Speakers were inspiring</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vice Chancellor John Wilton - welcome</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tamara Steele – lunch keynote speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daniel Seddiqui – closing keynote speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Location, Food, Beverages</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clark Kerr Conference Center is a good location for this type of conference.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The food quality was good – Cal Catering.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Resources</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coach’s Corner met my expectations.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resource table was helpful and worth having.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please select up to three items from the following list in terms of their importance to you at this time in your career planning:

- Self-Assessment: clarifying my interests, skills, and values related to jobs/careers
- Exploration: Learning more about career fields, jobs, and training opportunities at Berkeley/UC
- Planning: Establishing goals and taking action on career plans
- My Network: Building career networking and social media skills
- Job Search: developing resume, cover letter writing, and interview skills

NOW Conference 2013
# NOW Conference Evaluation

Please circle the reason(s) for attending (circle all that apply):

<table>
<thead>
<tr>
<th>Personal Growth</th>
<th>Networking</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Uncertainty</td>
<td>Professional Development</td>
<td>Other__________</td>
</tr>
</tbody>
</table>

Which was the most important reason for you to attend (circle one)?

<table>
<thead>
<tr>
<th>Personal Growth</th>
<th>Networking</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Uncertainty</td>
<td>Professional Development</td>
<td>Other__________</td>
</tr>
</tbody>
</table>

How did you feel about the amount of time allotted for each session?

<table>
<thead>
<tr>
<th>Too long</th>
<th>Too Short</th>
<th>Just Right</th>
</tr>
</thead>
</table>

What did you like most about the conference and why?

In what ways could this conference be improved?

What will you do in the next month to boost your career at Cal?

As a result of this conference, I commit to take the following action this year to support my own career growth.

Additional Comments:

---

Please leave evaluation at Resource Table or with a Volunteer

2013 Conference
**NOW Session Evaluation**

Thank you for attending this session. Please take a few moments to give us your feedback. Thank you!

**Session/Speaker:**

**Session Time (circle one):**  
- morning  
- afternoon

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The presenter was knowledgeable.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The presenter engaged me as a participant.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This session increased my understanding of career planning and job search techniques.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The conference program adequately described this session.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This session helped me identify potential action steps for my career growth.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This session met my expectations.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What was the most beneficial information or activity in this session?

What more would you like to learn about this topic?

What will you do as a result of this session?

Additional Comments:

PLEAISE LEAVE EVALUATION WITH ROOM VOLUNTEER OR AT RESOURCE TABLE  2013 Conference