2015 Next Opportunity at Work Career Development Conference

Summary Report
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2015 NOW Conference

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 Talent and Organizational Performance in Human Resources also joined early conversations about the conference. In 2012-2013, Vice Chancellor for Equity & Inclusion, Gibor Basri, provided funding to host the inaugural conference. John Wilton, Vice Chancellor for Administration and Cathy Koshland, Vice Chancellor for Undergraduate Education, offered additional funding. On March 1, 2013, a Planning Committee of 10 UC Berkeley staff members hosted the first Next Opportunity at Work Staff Career Development Conference (NOW Conference). About 250 staff members attended the live event that had over 100 people wait listed, and 1,000 online views of the conference videos. With continued sponsorship from Vice Chancellor Gibor Basri and Vice Chancellor John Wilton, the second Conference in 2014 was even more successful, with close to 500 staff members in attendance and again 1,000 video views. In the Spring of 2014, Chancellor Nicholas Dirks announced his support for the NOW Conference.

“I will be providing the funding necessary to turn the well-received staff career development ‘NOW Conference’ into a regular, annual event.” - Nicholas Dirks, March 2014

The Chancellor’s commitment was a huge gesture acknowledging the important role that staff play in support of the university’s mission. Opting to operate as a “working” Planning Committee rather than a steering committee, the NOW Conference Planning Committee was awarded the 2013 Team Chancellor’s Outstanding Staff Award (COSA).
2015 Overview

For the third year in a row, Staff Diversity Initiatives in the Equity & Inclusion Division collaborated with Talent and Organizational Performance (TOP) in Human Resources, as well as Counseling and Psychological Services (CPS) in University Health Services to plan the one-day staff career development conference. The NOW Conference took place on July 10, 2015 at the California Memorial Stadium, and featured two dynamic keynote speakers, individual career coaching and concurrent workshops. Close to 500 staff members attended this year’s conference, and it attracted over 12,000 website views. This year’s Conference theme, Many Ways to Shine..., recognized each staff member’s personal contribution by stating: “Wherever you are in your career, regardless of your unique position and skills, we want to celebrate all the ways that UC Berkeley staff shine on campus. There is no one way for our contributions as staff to be seen and valued.” Participants walked away with a career planning checklist bookmark and other resources.

Conference Summary and Highlights

1. This year registration filled to capacity within 24-hours of the Cal Message announcement.
2. The onsite Resource Center offered individual support for NOW attendees all day, and featured staff and materials from Talent and Organizational Performance (TOP), Staff Career Counseling Program at University Health Services, Campus Shared Services, UC Extension, and the Berkeley Staff Assembly Mentorship Program. 84.7% of the people who said they utilized the resource center, found it very useful.
3. Approximately 75 people volunteered to help prepare before, during and after the Conference.
4. Recordings of speakers and sessions are posted on UC Berkley YouTube and on the NOW Conference website: http://diversity.berkeley.edu/2015NOW. As of October 5, 2015, there have been nearly 2,000 online video views.
5. 15 workshop sessions were offered throughout the day. (Some of which were repeated in the morning and afternoon to accommodate both half and full-day attendance).
6. Two keynote speakers presented (one keynote in the morning and one during lunch).
7. Career coaching was offered all day long by nine career coaches who coached 57 attendees.
8. Two book sales took place: one by keynote speaker David Zweig, Invisibles: The Power of Anonymous Work in an Age Relentless Self-Promotion and the other by session speaker Marjorie Weingrow, Get the Job You Love.
9. Raffle drawings occurred before the lunch keynote and at the closing reception. A total of 22 prizes were awarded.
10. This year’s social media hashtag #NOWCONFERENCE15 received just over 50 hits between Twitter and Facebook.
11. For the first time, a live conference blog on the Wisdom Café occurred all day; participants tweeted about the conference #wisdomcafe and sent in photos on Instagram.
**Goals**

1. 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.

2. Expose staff members to valuable career development tools and practices, including networking, informational interviewing, social media tools, personal knowledge management, job interviewing, and resume writing.

3. Provide tangible evidence to staff members that the campus is taking actions to support their individual career development and professional growth.

4. Prepare staff members to apply for jobs across campus.

5. Encourage staff members to take personal ownership for their careers.

6. Feature keynote and session presenters to inspire staff to pursue career and professional development goals.

7. Record sessions to post on our website for future viewing.

**Website**

[http://diversity.berkeley.edu/2015NOW](http://diversity.berkeley.edu/2015NOW)
2015 NOW Conference Planning Committee

Cristina Bentley (Conference Coordinator), Project Coordinator, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion

Wilmer Castro, Administrative Assistant, Talent and Organizational Performance, Human Resources

Inette Dishler, Senior Talent and Organizational Consultant, Talent and Organizational Performance, Human Resources

Jenny Kwon (Project Lead), Assistant Director, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion

Chris McLean, Staff Psychologist and Career Programs Manager, Counseling & Psychological Services, University Health Services

Terrie Moore, Career Counselor, Counseling & Psychological Services, University Health Services

Sid Reel (Chair), Director, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion

Aleah Warren, Organizational Consultant, Campus Shared Services

Pictured here: Jenny Kwon, Sid Reel, Inette Dishler, Cristina Bentley, Chris McLean, Wilmer Castro, Aleah Warren, Terrie Moore
### 2015 Planning Committee Timeline

#### September - November 2014
- Planning Committee selected and convened
- Began meeting every 3 weeks (90 minute meetings)
- Held first Planning Committee Meeting on September 11th
- Reviewed history, goals, and budget for conference
- Set general location and date for event
- Brainstormed keynote speaker ideas
- Began planning session content

#### January - February 2015
- Began meeting every 2 weeks (90 minute meetings)
- Began reaching out to keynote speakers and presenters
- Set overall structure and schedule for conference
- Secured conference location
- Brainstormed about theme
- Started deciding on workshop/session topics - assign presenters
- Established sub-committees (volunteers, space planning, etc.)

#### March 2015
- Created communications timeline
- Continued discussing keynote ideas
- Continued reaching out to potential session presenters, as well as ideal career coaches
- Launched marketing plan (logo, website, announcement, newsletter)

#### April - May 2015
- Confirmed keynote speakers, session presenters and career coaches
- Solidified conference schedule and session offerings
- Solidified Educational Technology Services (ETS) needs
- Solidified event space details/needs, layout, food, signage, and staffing
- Began meeting weekly in May (90 minute meetings)
- Launched website and opened registration
- Announced conference through Chancellor CAL Message

#### June - July 2015
- Secured speaker gifts and raffle prizes
- Finalized conference and session evaluations
- Arranged payment for guest presenters and keynotes
- Confirmed Resource Table departments and volunteers
- Assigned staff/volunteers duties for conference day
- Arranged final walk through of events with committee
- Ordered and assembled materials (pamphlets, name tags, ribbons, posters, etc.)
- Arranged extra Perimeter shuttle services
- Held conference on July 10, 2015, 8:00am - 5:00pm
- Berkeley News piece published celebrating the conference
## Budget Expenditures

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>ITEM(S)</th>
<th>Estimated Cost</th>
<th>Actual Cost</th>
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<tbody>
<tr>
<td>Nicholas Dirks, Chancellor</td>
<td>Memorial Stadium – Space, AV</td>
<td>$12,910</td>
<td>$13,127</td>
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<td></td>
<td>Food/Beverages</td>
<td>$11,864.31</td>
<td>$11,881.81</td>
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<tr>
<td></td>
<td>ETS Video Recording &amp; Production</td>
<td>$12,135</td>
<td>$12,335</td>
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<td></td>
<td>Transportation – Extra Perimeter Shuttles</td>
<td>$350</td>
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<td>Print Materials – Pamphlet, signs, handouts</td>
<td>$3,393</td>
<td>$3,746.87</td>
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<td></td>
<td>Misc. Supplies – Nametags, folders, ribbons, etc.</td>
<td>$300</td>
<td>$312.35</td>
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<td>External Speaker Costs – Fees, travel, parking, and gifts</td>
<td>$8,591.68</td>
<td>$9,397.40</td>
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<td>TOTAL</td>
<td>$49,543.99</td>
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## Conference Content

### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 – 8:30</td>
<td>Registration / Breakfast</td>
<td>Resource Center</td>
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<tr>
<td>8:30 – 9:15</td>
<td>Conference Mistress of Ceremonies – Sid Reel</td>
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<td></td>
<td>Welcome – Chancellor Nicholas Dirks</td>
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<td></td>
<td>Keynote – Barinder Dhillon-Flanagan</td>
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<tr>
<td>9:15 – 9:30</td>
<td>Break &amp; move into next session</td>
<td>Resource Center</td>
</tr>
<tr>
<td>9:30 – 10:40</td>
<td>Concurrent sessions:</td>
<td></td>
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<tr>
<td></td>
<td>- 7 Simple Career Strategies to Land Your Dream Job</td>
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<td></td>
<td>- Getting in the Door: Strategies for Informational Interviewing</td>
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<td></td>
<td>- Leveraging Emotional Intelligence in the Workplace</td>
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<td></td>
<td>- Welcome to the Wisdom Café!</td>
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<td></td>
<td>- Where Should I Start?: Developing Your Career at UC Berkeley</td>
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<tr>
<td>10:40 – 10:55</td>
<td>Break &amp; move into next session</td>
<td>Coach’s Corner</td>
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<tr>
<td>10:55 – 12:05</td>
<td>Concurrent sessions:</td>
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<tr>
<td></td>
<td>- #CalMillenials</td>
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<td></td>
<td>- Building Your Learning Network</td>
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<td></td>
<td>- Defining Your Values for Career Satisfaction</td>
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<td></td>
<td>- Jump Start Your Career at Any Stage</td>
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<td></td>
<td>- The 3rd Act: Moving from Late-Stage Career to Retirement</td>
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<tr>
<td>12:05 – 1:15</td>
<td>Lunch</td>
<td>Resource Center</td>
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<td>Raffle followed by Keynote – David Zweig (12:45 – 1:15)</td>
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<tr>
<td>1:15 – 1:30</td>
<td>Break &amp; move into next session</td>
<td>Coach’s Corner</td>
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<tr>
<td>1:30 – 2:40</td>
<td>Concurrent sessions:</td>
<td></td>
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<tr>
<td></td>
<td>- Building Your Learning Network</td>
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<td></td>
<td>- Emerging Career Opportunities at UC Berkeley</td>
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<td>- Leveraging Emotional Intelligence in the Workplace</td>
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<td>- Manager Best Practice – How to Develop Your Staff</td>
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<td>- Power Resume</td>
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<td>2:40 – 2:55</td>
<td>Break &amp; move into next session</td>
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<td>2:55 – 4:05</td>
<td>Concurrent sessions:</td>
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<td></td>
<td>- A Chat with Keynote David Zweig</td>
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<td>- How to Shine at Your Next Interview</td>
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<td>- Jump Start Your Career at Any Stage</td>
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<td></td>
<td>- Welcome to the Wisdom Café!</td>
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<tr>
<td>4:05 – 4:15</td>
<td>Break &amp; move into next session</td>
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<tr>
<td>4:15 – 5:00</td>
<td>Closing Reception and Raffle</td>
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Keynote Speakers

This year we had the great honor of welcoming morning keynote Barinder Dhillon-Flanagan, Director and Deputy CIO of the Haas School of Business, and lunch keynote David Zweig, book author and journalist based in Brooklyn, New York.

Chancellor Nicholas Dirks delivered his opening remarks by expressing the vital role that staff members have on campus, and the importance for providing tools and opportunities for their career development. As the sponsor of this Conference, Chancellor Dirks shows a true commitment to staff.

Barinder followed with an inspiring speech sharing her career journey at UC Berkeley and the components for success that she has learned throughout. She encouraged staff to step up and actively participate in their career planning, as well as remain connected to other staff through their networks. With over 400 attendees and 200 YouTube views, Barinder’s insights on current trends, skills and how to best approach professional development were highly received.

As our lunchtime keynote, David Zweig filled the room with 400+ staff members and a couple of hundred YouTube videos. In his book "Invisibles: The Power of Anonymous Work in an Age of Relentless Self-Promotion", David speaks on the importance of valuing all workers, including the "invisible ones". David states: "We live in a culture today where attention seems to be valued above anything else", and goes on to explain why it may be better to focus on the quality and process of the work, rather than seeking attention. In the long run, this can gain more respect from our peers as well as for ourselves.

“Barinder’s connection to the speaker & content of what she shared, wow--she’s 'one of us’”

@davidzweig (Twitter): “It’s an honor to hear you speak on us invisible workers who make a difference in the world.”

“Excellent keynote speakers addressed the potential of career success and elements that make for feeling good about the work you do, no matter what that
Barinder Dhillon-Flanagan

Barinder Dhillon-Flanagan is the Director and Deputy CIO of the Haas School of Business, and most recently the Interim Deputy Director of CSS Human Resources/Academic Personnel. She has dedicated 27 years to UC Berkeley, earning a reputation for excellent customer service and results-driven leadership. While carving her career path, Barinder has worked through almost every classification available, from Senior Clerk to Deputy Director. She has a proven track record for championing diversity, effectively managing large technical projects, and developing her teams to maximize productivity. Ambitious and analytical, Barinder leverages her prior experience in IS&T, Telecommunications, Housing and Dining, Residential Student Services Program, and Cal 1 Card. Her years on campus have refined her strong interpersonal and communication skills, which are essential in her role of Director and Deputy CIO of the Haas School of Business. Barinder has a Bachelor's degree in Sciences from Punjab University in India, and has her project management certification.

David Zweig

David Zweig is a writer based in New York. His nonfiction book, *Invisibles: The Power of Anonymous Work in an Age of Relentless Self-Promotion* (Penguin), about the power of anonymous work, has generated press around the world, and was heralded by *The Wall Street Journal* for offering a "refreshing point of view, written with precision and detail." Translation rights for the book have been sold in territories in Asia, Europe, and South America. Zweig’s novel, *Swimming Inside the Sun*, was called a "terrific debut from a talented writer" by *Kirkus*. As a freelance journalist, Zweig has written for *The New York Times*, *The Wall Street Journal*, and *The Atlantic*, among other publications. He regularly lectures about the intersection of media, technology and culture at universities, conferences, and for organizations.
Session Descriptions (A-Z order)

#CalMillenials - Presented by Wilmer Castro and Lisa Feldman

We have heard a lot about Millennials and how they are changing the workplace, but if you are a Millennial it might feel like the workforce is not changing fast enough. In this workshop, you will learn about the perspectives of the other generations around you and how to develop your career in this multigenerational environment. We will discuss specific techniques for developing a coaching relationship with your supervisor and will share other professional development resources on campus.

7 Simple Job Search Strategies to Land Your Dream Job - Presented by Lisa Rykert

This informative and self-reflective workshop will present best practice trends and examples that demonstrate the importance and effectiveness of 7 simple job search strategies. Participants will leave this workshop inspired and in action with a customized plan to implement immediately to land their next dream job. If you participated in this workshop last year or watched the video, we'd love to have you join us. Bring any action items, celebrations, challenges and questions to share and discuss.

A Chat with Keynote David Zweig - Moderated by Joanne Straley

Come join us for a casual session with Keynote David Zweig. This session will include an interview between David Zweig and Joanne Straley, Director of Student Advising and Financial Aid at the Graduate School of Journalism. Joanne will ask David questions based on his book, Invisibles: The Power of Anonymous Work in an Age of Relentless Self-Promotion as well as his lunch time keynote speech. She will then facilitate questions from the audience. Think of this session as a fireside chat without the fire.
**Building Your Learning Network** - Presented by James Dudek / Moderated by Anne Marie Richard

In today's world, it is vitally important to build a strong and diverse network to enhance your learning. In this session, James Dudek, a campus networking guru, will be interviewed by Anne Marie Richard on the topics of: how to think of networking, how to build your network, and how to use your network. The Interview will be followed by a Q&A.

**Defining Your Values for Career Satisfaction** - Presented by Terrie Moore

Values represent the beliefs that are important to you. They help guide your actions and define what has meaning to you. Understanding your most important values is fundamental to sustaining satisfaction and energy in your current job, and guiding your choices throughout your career. In this hands-on workshop, participants will explore the values that matter most to them at work. Clarifying the values that act as your personal “compass” can help you set relevant objectives, while cultivating your sense of professional well-being.

**Emerging Career Opportunities at UC Berkeley** - Moderated by Andrea Lambert

As we look at job field/family trends on campus throughout recent organizational restructures at UC Berkeley and project future campus demands, there are four prominent areas of career growth. Take the opportunity to learn about hiring trends on campus as well as career opportunities in the areas of Finance, Fundraising and Development, Human Resources, and Research Administration. This workshop will feature mini-presentations from campus leaders and will allow you to ask questions about projected job trends, skills needed, career paths of others in these fields, and what next steps you might take to prepare for opportunities in these emerging career areas at UC Berkeley.
Getting in the Door: Strategies for Informational Interviewing - Presented by Vanessa George

Someday. That’s what you tell yourself. Someday you’re going to start that side business, or pursue your dream career, or move into a different department doing work that taps your skills better. You’ve even talked to a couple friends about your dreams, gone to networking events and collected business cards or connected with people on LinkedIn. But now what?? Attend this workshop and learn how to “get in the door” using Informational Interviewing techniques. Discover the powerful effect that Informational Interviewing can have on your career and learn exactly how to do it in different settings so that you can finally turn “someday” into TODAY!

How to Shine at Your Next Interview - Presented by Kim Sapp Dinwiddie

You’ve written an amazing job application and you got the call for an interview for your dream job – now what? It’s time to meet the interview team and ace the interview. We will explore the critical areas that you must know to 'Ace the Interview' (1) Interview types & formats, (2) Interview preparation, (3) Stand out among the Competition on Interview Day, (4) Post-Interview, and (5) Interview Do’s & Don’ts.

Jump Start Your Career at Any Stage - Presented by Marjorie Weingrow

Learn how you can maximize how people see your value and speak for your work and yourself while attaining greater job satisfaction and rewards with your job. Whether you are in the beginning, middle or end of your career, this interactive and experiential session will help you develop your own strategy to maintain enthusiasm and represent yourself powerfully.
Leveraging Emotional Intelligence in the Workplace - Presented by Marvell Allen

We have all been in situations where we find the circumstances we must deal with to be less than ideal. How you manage your emotions in these situations at work has tangible benefits. This lively session will review the Five Pillars of Emotional Intelligence (EQ), provide an EQ self-assessment, briefly discuss the difference between "IQ & EQ", offer examples of what emotionally intelligent people bring to the workplace, and also provide suggestions on how to enhance your own EQ.

Manager Best Practice - How to Develop Your Staff - Presented by Jennifer Chizuk

As a people manager, how do you improve customer service, create a motivated workforce, and increase efficiency? The answer is – through your staff who need to learn and improve every day. This session will expose you to fresh ideas on how to create a learning culture in your unit, give you tools to enable coaching conversations with your staff and provide a list of free learning resources. Come with an open mind about learning how to learn.

Power Resume - Presented by Kim Sapp Dinwiddie

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.
The 3rd Act: Moving from Late-Stage Career to Retirement - Presented by Patricia Cavanaugh and Ellie Klevins

Retirement -- is it in the distant future or just around the corner? As a nation we are living and working longer than many of us imagined. Join us to learn how to take full advantage of your “bonus years”. Reconnect with what gives your life meaning and plan for your next stage. We will explore new definitions of success as you move forward. You will leave the session with ideas and next steps for designing a future that is fulfilling and rewarding – the best years of your life!

Welcome to the Wisdom Café! - Presented by Inette Dishler

The Wisdom Café is a new online learning platform for Berkeley staff to learn with and from each other. In this session, Inette Dishler, the creator of the site, will walk participants through the content and organization of the site. Participants will get a chance to interact with the site on their mobile devices and to brainstorm ideas for content and community interaction. Note: Participants are encouraged to bring a laptop, tablet, or smartphone to the session.

Where Should I Start?: Developing Your Career at UC Berkeley - Presented by Paula Jung and Chris McLean

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.
Coach’s Corner

Nine career coaches provided individualized coaching sessions. Five external coaches, Marvell Allen, career coach and alumnus, Lisa Rykert, life and career coach, Vanessa George, career counselor, Samorn Selim, career development coach, and Robert White, joined four on campus career counselors: Paula Jung, Linda Lundberg, Chris McLean and Terrie Moore. Our career coaches met with 57 staff members for 20 minute sessions between 9:30 am and 4:30 pm. Career coaching topics included:

1. Assessing Your Career Options
2. One-on-One Resume Pointers
3. Answering Interview Questions
4. One-on-One Interview Preparation & Tips
5. Design Your "Elevator Pitch" About Your Professional Background
6. Tips on Connecting Your Skills to the Job Position
7. Questions About Your Educational Background - How to Answer Them
8. Managing a Career Change

Marvell Allen See biography on page 43
Vanessa George See biography on page 45
Paula Jung See biography on page 45
Linda Lundberg has been with UC Berkeley since 2009 and is Lead for the Transition Services Program in Human Resources and Employment Services. Linda is a Career Coach with a passion for providing resourceful and motivating career guidance, and enthusiasm about all things related to employment. She holds a Master’s degree in Career Development and Career Counseling. She is a Hudson Institute Certified Professional Coach, a National Board Certified Counselor (NCC), Career Development Facilitator (CDFI) and a National Board Certified Career and Executive Coach (BCC).

Chris McLean See biography on page 46
Terrie Moore See biography on page 46
Lisa Rykert See biography on page 47
Samorn Selim works at the UC Hastings office of Career and Professional Development, and is the former Associate Director of Berkeley’s Law Career Development Office. As an attorney, coach, and counselor, Samorn provides a holistic approach to coaching students and professionals, including women, people of color, and first-generation professionals, to assess their career goals, develop effective job search strategies, and manage their professional development. She has designed and presented programs on nailing interviews, finding sponsors, and developing leadership skills. Samorn received both her B.A. in Legal Studies and Social Welfare with high honors and J.D. from UC Berkeley.

Robert White is the Executive Director of the California Minority Counseling Program, and former Director of Alumni Career Services at UC Berkeley School of Law where he provided comprehensive career counseling and support to law graduates. Robert counsels a wide range of professionals in career transition outside of UC, and has practiced law for 15+ years. He has also worked as a corporate trainer, organizational consultant, business coach, youth tennis instructor & career coach, and workshop facilitator for nonprofits; he holds degrees in English, African & Caribbean Studies, Law & Psychology.
Participation Statistics

In Person Participation

- Nearly 500 staff attended the conference. The vast majority of the participants were present all day, although some came for just the morning or afternoon.
- Initially, there were 585 people registered, and 235 people on the waiting list. Many registered staff cancelled or were a no-show, which allowed us to move 130 people off the waiting list for full-day attendance. An additional 18 wait listed staff showed up for the afternoon.
- This year, we also increased the number of Coach’s Corner appointments by 18, filling a total of 57 slots for individual counseling.
- Participants who attended the 15 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 most (~60-70%), 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>The 3rd Act: Moving from Late-Stage Career to Retirement</td>
<td>Morning – 24</td>
<td>24</td>
</tr>
<tr>
<td>#CalMillenials</td>
<td>Morning – 36</td>
<td>36</td>
</tr>
<tr>
<td>7 Simple Job Search Strategies to Land Your Dream Job</td>
<td>Morning – 65</td>
<td>65</td>
</tr>
<tr>
<td>Building Your Learning Network</td>
<td>Morning – 19</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Afternoon – 24</td>
<td></td>
</tr>
<tr>
<td>A Chat with Keynote David Zweig</td>
<td>Afternoon – 14</td>
<td>14</td>
</tr>
<tr>
<td>Defining Your Values for Career Satisfaction</td>
<td>Morning – 46</td>
<td>46</td>
</tr>
<tr>
<td>Emerging Career Opportunities at UC Berkeley</td>
<td>Afternoon – 44</td>
<td>44</td>
</tr>
<tr>
<td>Getting in the Door: Strategies for Informational Interviewing</td>
<td>Morning – 39</td>
<td>39</td>
</tr>
<tr>
<td>How to Shine at Your Next Interview</td>
<td>Afternoon – 33</td>
<td>33</td>
</tr>
<tr>
<td>Jump Start Your Career at Any Stage</td>
<td>Morning – 47</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>Afternoon – 20</td>
<td></td>
</tr>
<tr>
<td>Leveraging Emotional Intelligence in the Workplace</td>
<td>Morning – 68</td>
<td>92</td>
</tr>
<tr>
<td></td>
<td>Afternoon – 24</td>
<td></td>
</tr>
<tr>
<td>Manager Best Practice: How to Develop Your Staff</td>
<td>Afternoon – 28</td>
<td>28</td>
</tr>
<tr>
<td>Session Title</td>
<td># of Submitted Evaluations by Time</td>
<td>Total # of Evaluations Submitted</td>
</tr>
<tr>
<td>---------------------------------------------------------</td>
<td>------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>Power Resume</td>
<td>Morning – 49</td>
<td>49</td>
</tr>
<tr>
<td>Welcome to the Wisdom Café</td>
<td>Morning – 9 Afternoon – 17</td>
<td>26</td>
</tr>
<tr>
<td>Where should I start?: Developing Your Career at UC Berkeley</td>
<td>Morning – 33</td>
<td>33</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Morning – 435 Afternoon – 204</td>
<td>639</td>
</tr>
</tbody>
</table>

**Online Participation**

**Website Page Views**

The NOW Conference website received thousands of page views during the weeks leading up to the conference, and continued months after the conference as recordings of sessions and keynotes were posted along with PowerPoint Presentations. A summary of those statistics between May 1 and September 30, 2015 are included below.

<table>
<thead>
<tr>
<th>NOW Conference Website Page</th>
<th># of Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 NOW Conference Homepage</td>
<td>5,687</td>
</tr>
<tr>
<td>Conference Schedule page</td>
<td>2,774</td>
</tr>
<tr>
<td>Session Descriptions page (with links to recordings and PPTs)</td>
<td>2,009</td>
</tr>
<tr>
<td>Keynote Bios page</td>
<td>625</td>
</tr>
<tr>
<td>Coach’s Corner page</td>
<td>529</td>
</tr>
<tr>
<td>Getting to the Conference page</td>
<td>405</td>
</tr>
<tr>
<td>The Planning Committee page</td>
<td>327</td>
</tr>
<tr>
<td>TOTAL Page views</td>
<td><strong>12,356</strong></td>
</tr>
</tbody>
</table>
YouTube Viewing

Keynote speakers and several of the sessions were recorded and posted to the NOW Conference website through the UC Berkeley YouTube page: https://youtu.be/-ln6tFcJifg?list=PLOyuQaVrp4qrZf3FVhCRvTP_f7F8g_qhN. Between July 16 and October 5, 2015, 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 – Chancellor Nicholas Dirks</td>
<td>153</td>
</tr>
<tr>
<td>Morning Keynote: Barinder Dhillon-Flanagan</td>
<td>202</td>
</tr>
<tr>
<td>The 3rd Act: Moving from Late-Stage Career to Retirement</td>
<td>68</td>
</tr>
<tr>
<td>#CalMillenials</td>
<td>72</td>
</tr>
<tr>
<td>7 Simple Job Search Strategies to Land Your Dream Job</td>
<td>191</td>
</tr>
<tr>
<td>Building Your Learning Network</td>
<td>189</td>
</tr>
<tr>
<td>Emerging Career Opportunities at UC Berkeley</td>
<td>260</td>
</tr>
<tr>
<td>Getting in the Door: Strategies for Informational Interviewing</td>
<td>121</td>
</tr>
<tr>
<td>Jump Start Your Career at Any Stage</td>
<td>131</td>
</tr>
<tr>
<td>Leveraging Emotional Intelligence in the Workplace</td>
<td>300</td>
</tr>
<tr>
<td>Manager Best Practice: How to Develop Your Staff</td>
<td>138</td>
</tr>
<tr>
<td>Welcome to the Wisdom Café</td>
<td>95</td>
</tr>
<tr>
<td>TOTAL Views</td>
<td><strong>1,920</strong></td>
</tr>
</tbody>
</table>

*Please Note: Four workshops were not recorded, as these workshops (or variations of them) are offered each semester to UC Berkeley staff through the Staff Career Development Program: http://hrweb.berkeley.edu/learning/career-development/workshops. The four on-campus workshops are: Where Should I Start? Developing Your Career at UC Berkeley, Defining Your Values for Career Satisfaction, Power Resume, and How to Shine at Your Next Job Interview.
**Evaluations**

The 2015 NOW Conference participants rated the conference as highly successful, with an overall satisfaction rating of 97.3%. Evaluation data was collected through paper and online versions, and analyzed using SurveyGizmo. Full Conference and Session evaluation results are presented below.

**Conference Evaluations**

116 participants (27% of total participants) completed the conference 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**

- 97.3% Agree/Strongly agree
- 1.8% Neither agree nor disagree
- 0.9% Strongly disagree/Disagree

**I would encourage colleagues to attend this conference in the future**

- 97.3% Agree/Strongly agree
- 1.8% Neither agree nor disagree
- 0.9% Strongly disagree/Disagree

**Conference publicity was effective**

- 91.2% Agree/Strongly agree
- 0.9% Neither agree nor disagree
- 7.9% Strongly disagree/Disagree
The conference was well organized

Speakers were inspiring and added to the overall conference experience

Resource Center was helpful and worth having
Participants were asked to rank career development items in terms of their importance to them at this time in their career. They are listed below in rank order.

Planning: Establishing goals and taking action on career plans pertaining to your career phase  
Self Assessment: Clarifying my interests, skills, and values related to jobs/careers  
My Network: Building career networking and social media skills  
Exploration: Learning more about career fields, jobs, and training opportunities at Berkeley/UC  
Job Search: Developing resume, cover letter writing, and interview skills  
Job Change: Addressing job transition, potential layoff, or reorganization

How Many Concurrent Sessions Did You Attend?

- Zero: 0.9%  
- One: 1.7%  
- Two: 19.8%  
- Three: 21.6%  
- Four: 56.0%
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:

- Network more and reconnect with others currently in their network
- Develop a career development plan with clear goals
- Conduct informational interviews
- Check out job listings
- Sign up for career development workshops
- Talk to their supervisors about support for career goals and a development plan
- Assess their career goals, interests, and values
- Meet with a Career Counselor at UHS
- Update their resume and LinkedIn profile
- Find or reconnect with a mentor
- Make an effort to mentor others
- Take a UNEX or other classes to develop skills
- Pursue a certificate, college, or graduate degree program
- Volunteer for committees to expand influence
- Join staff organizations
- Create a plan to transition to retirement
- Work on their emotional intelligence skills

Additional comments included:

“I appreciate that we even have this for staff. Makes me feel like the University has a vested interest in its staff by providing events such as this.”

“This was the 3rd year that I have attend the NOW Conference. The event fills me with hope that I can improve my work experience. The single thing I liked best is how concrete and specific the help and advice offered was. I am still mulling over all that I learned.”

“The excitement of the event; having a place where staff are supported in their career growth; the energy put into the event by the planning committee really shows.”

“I was very motivated by the conference. So glad I was able to attend! Thank you!”
Session Evaluations

In addition to an overall conference evaluation, participants also completed evaluations for each of the 15 concurrent sessions. The following 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 18.

This session met my expectations
The presenter(s) was knowledgeable

#CalMillenials
7 Simple Job Search Strategies to Land Your Dream Job
A Chat with Keynote David Zweig
Building Your Learning Network
Defining Your Values for Career Satisfaction
Emerging Career Opportunities at UC Berkeley
Getting in the Door: Strategies for Informational Interviewing
How to Shine at Your Next Interview
Jump Start Your Career at Any Stage
Leveraging Emotional Intelligence in the Workplace
Manager Best Practice: How to Develop Your Staff
Power Resume
The 3rd Act: Moving from Late-Stage Career to Retirement
Welcome to the Wisdom Café
Where Should I Start? Development Your Career at UC Berkeley
The presenter(s) engaged me as a participant
This session increased my understanding of this career development topic.
This session helped me identify action steps for my career growth.
Coach’s Corner

The overall conference evaluation asked staff to offer feedback about Coach’s Corner (for those who signed up). Out of the 57 participants, 22 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?”:

“I loved, loved, LOVED the Coach’s Corner! It was great to have an impartial person review my resume and cover letter and give me great feedback on how I could make improvements.”

“Coach’s corner was helpful for getting me to think of particular career options related to my interests, and my coach gave me great suggestions on how to improve my resume.”

“I cannot speak highly enough of my Coach’s Corner session with Samorn. Her encouragement and practical advice were deeply appreciated and helpful. Not only does she take the time to listen, but she encourages you to say back in your own words what you have taken away from your chat. Many thanks!”
Summary & Recommendations
The NOW Conference has received great acknowledgment by staff around campus. From its 250 person attendance in 2013, to nearly 500 staff both in 2014 and 2015, it has become an increasingly popular annual event. This year we increased the number of breakout sessions from 12 to 15, and our number of coaching slots from 39 to 57. Also new this year, was an end of day reception in the University Club, located on the top floor of the California Memorial Stadium. Sid Reel, Chair of the Planning Committee closed the event by thanking everyone for attending, and acknowledging all of the great work that was put into making this day a success. As shown in the evaluation data, an overall satisfaction rating of 97% was reported by participants. We are truly thankful to Chancellor Nicholas Dirks for his ongoing sponsorship of this event, and hope that the NOW Conference will continue to assist staff with tools to support their job futures.

Highlights
Planning & Logistics
The Planning Committee convened earlier this time around (during the fall of 2014) to start discussing the 2015 NOW Conference. The professionalism and dedication shown by the Committee is a perfect example of the Berkeley Operating Principle “We include and excel together.” Not only did the Committee work with one another to deliver an incredible experience for staff, but individually they each oversaw specific aspects of the Conference. 100% of survey respondents reported that the conference was well organized.

Keynote Speakers
Each year we aim to incorporate one speaker from UC Berkeley and one external speaker. Keynoters Barinder Dhillon-Flanagan, Director and Deputy CIO of the Haas School of Business and book author David Zweig both provided a great balance of humble encouragement and motivation which helped set the tone for the day. Barinder's warm energy and extensive knowledge about working on campus left staff inspired and eager to learn more. David, our lunch keynote, provided an invaluable approach on career satisfaction by focusing on the craft of doing a job well, as opposed to seeking opportunities for attention and self-promotion.

Concurrent Sessions
With additional breakout sessions this year, we were able to introduce a variety of new topics and speakers. Internal speakers Wilmer Castro and Lisa Feldman kept staff engaged with “#CalMillenials”, Jennifer Chizuk presented a great session on “Manager Best Practice: How to Develop Your Staff”, and returning for the third time was outside speaker and career coach Marvell Allen, whose session on Emotional Intelligence proved to be in high demand. The highest rated sessions include:

- “How to Shine at Your Next Interview” by Kim Sapp Dinwiddie
- “Welcome to the Wisdom Café!” by Inette Dishler
- “Getting in the Door: Strategies for Informational Interviewing” by Vanessa George
- “Leveraging Emotional Intelligence in the Workplace” by Marvell Allen

Coach’s Corner
Coach’s Corner took place in the Chancellor’s Box section of the Stadium, where individual career counseling was offered throughout the day. Almost all 57 appointment slots filled within the first couple of days of registration. The demand for more coaches continues to grow as staff tell their colleagues about their positive Coach’s Corner experiences. Fortunately, University
Health Services has professional staff that provide career counseling year-round. As a committee we will continue to do our best to respond to staff needs and requests.

Volunteers
Approximately 75 volunteers composed of staff members, Stadium ushers and Resource center representatives came together to help make this day a success. Thanks to our sub-committee in assigning volunteer roles, Volunteers were able to attend their preferred sessions while helping out as well. Staff volunteer roles included: assembly of materials before the conference, check-in table, raffle table, presenter assistants, lunch support, and more.

Areas for Improvement

Venue
Every year we face the challenge of finding a venue on or nearby campus that can hold 400+ people and has multiple breakout rooms. Although staff appreciated the appeal of the Memorial Stadium, it is not designed as a conference space. If we host the conference at the stadium once again, we will have to budget for additional signage to aid participants in getting around, and ensure that all ushers are visible and well prepared for questions. Another challenge is addressing the noise levels from other parts of the stadium that have disrupted sessions. The Committee will discuss ways to address these issues for 2016.

Registration Management & Timing
This year attendance for the conference filled within one day of registration opening. Although this is a good problem to have, and our turnout was great, we did come across more no-shows than expected. Staff shared that the beginning of July is a very busy time for many Departments on campus due to the Campus fiscal close period. We will remain aware of this timing issue moving forward so that we can provide more staff members with the opportunity to attend.

Resource Center
While many participants agreed that the Resource Center is a worthwhile NOW Conference feature, the location in the Hall of Fame lobby was not a high visibility location. In order to enhance this aspect of the conference, we will assess space layout once again and consider merging the Resource Center with an Emerging Careers informational section (as opposed to an actual session). In addition, the committee agrees that we can cultivate our social media presence by including a social media lounge.

Looking Ahead
The Planning Committee met soon after the conference to debrief, and will resume meetings again in November 2015 to plan next year’s Conference. With Chancellor Dirks’ support, and the constructive feedback received throughout the years, the NOW Conference will continue to strengthen. We are thrilled to be able to offer this experience for Staff on a yearly basis, and we are committed to equipping staff to be successful in their careers on campus.
2015 NOW Conference Appendices
Appendix A

Chancellors’ CAL Message

Registration Open: 2015 NOW Conference, July 10th

1 message

Nicholas Dirks Chancellor <CALmessages@berkeley.edu>  Wed, May 6, 2015 at 2:20 PM

To UC Berkeley Staff:

I am honored to be sponsoring the 3rd annual Next Opportunity at Work Staff Career Development Conference (NOW Conference), which will take place in Memorial Stadium on Friday, July 10, 2015.

The all-day NOW Conference will include inspiring keynote speakers and small-scale breakout sessions that will provide you with resources and tools for, among other things, career planning, professional development and, strategic social networking.

The morning keynote speaker will be our very own Barrinder Dillon-Flanagan, Berkeley’s Interim Deputy Director of CSS Human Resources/Academic Personnel. Barrinder has served this campus for 27 years and will share important lessons she has learned along a career path that has taken her from Senior Clerk to Deputy Director. In the afternoon we are fortunate to have book author and journalist David Zweig as our second keynote speaker. David is well-known for his work about the benefits and importance of valuing all workers, including what he calls the “invisible” employees who are often overlooked in a world that rewards self-promotion.

You can review descriptions of the various breakout sessions on the 2015 NOW Conference website. A few sessions will be repeated throughout the day to accommodate both full and partial day attendance. I would strongly encourage managers and supervisors to discuss this important opportunity in upcoming departmental meetings, and coordinate so that as many invited staff members will have an opportunity to attend as many sessions as possible.

Registration for the NOW Conference is open.

Please register early, as this conference fills up quickly and is historically well-listed. Registration will remain open on a first come, first served basis until filled.

For conference details and to register, check out the 2015 NOW Conference website: http://diversity.berkeley.edu/2015NOW

Sincerely,

Nicholas Dirks
Chancellor

If you are a manager who supervises UC Berkeley employees without email access, please circulate this information to all.

Please do not reply to this message.
Appendix B

Registration Form

NOW Conference Registration Form

You are cordially invited to UC Berkeley’s second annual campus-wide Next Opportunity at Work Staff Career Development Conference (NOW Conference) taking place at Memorial Stadium on Thursday, June 19th.

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.

We look forward to seeing you there!
The NOW Conference Committee
http://diversity.berkeley.edu/2014NOW

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.

AGENDA

8:00 – 9:00 Check-In, Breakfast, Career EXPLO and Resource Center
9:00 – 9:45 Welcome by Vice Chancellor John Wilton and Morning Keynote: Associate Chancellor Linda Williams
10:00 – 11:10 Concurrent Sessions
11:25 – 12:35 Concurrent Sessions
12:35 – 1:45 Lunch, Keynote by John Krumblitz, and Raffle
2:00 – 3:10 Concurrent Sessions
3:25 – 4:35 Concurrent Sessions
4:35 – 5:00 Closing and Raffle

Continue »

25% completed
NOW Conference Registration Form

* Required

ABOUT YOU...

First Name *

Last Name *

UC Berkeley email address (please double check it!) *

Department

We are considering offering a shuttle for those of you located at 4th Street. Would you need a shuttle from 4th Street to attend this conference?
(There will also be extra Perimeter Shuttles running to Memorial Stadium from Downtown Berkeley BART)

☐ Yes
☐ No

Please check all that apply (optional)

☐ African American/African/Black
☐ No

Please check all that apply (optional)

☐ Man
☐ Woman

Tenure at UC 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

Do you consider yourself Early Career, Mid-Career, or Late Career?

☐ Early Career (You're in about your first 10 years of your career)
☐ Mid-Career
☐ Late Career (You're in your last 5-10 years of your career)

« Back  Continue »

50% completed
NOW Conference Registration Form

Your Conference Plan
Which parts of the conference are you planning on attending?

Please note that we are only collecting this information to have a rough estimate of participants in order to plan appropriately.

YOU CAN CHANGE YOUR MIND LATER!

8:00 – 9:00 Check-in, Breakfast, Career EXPLOR and Resource Center
- Yes, I will attend
- Not attending

9:00 – 9:45 Welcome by Vice Chancellor John Wilton and Morning Keynote by Associate Chancellor Linda Williams
- Yes, I will attend
- Not attending

10:00 - 11:10 Concurrent Sessions

11:25 - 12:35 Concurrent Sessions

12:35 – 1:45 Lunch and Keynote by John Krumoltz (Raffle: MUST BE PRESENT TO WIN!)
- Yes, I will attend
- Not attending

2:00 – 3:10 Concurrent sessions

3:25 – 4:35 Concurrent sessions

4:35 – 5:00 Closing Remarks by Sid Reel (Raffle: MUST BE PRESENT TO WIN!)
- Yes, I will attend
- Not attending

75% completed
Appendix C
Conference Booklet

NOW Conference
Next Opportunity at Work
Staff Career Development Conference
Many Ways to Shine

July 30, 2015
California Memorial Stadium
University of California, Berkeley

WELCOME!
Dear NOW Conference Participant,

It is my pleasure to welcome you to the third annual Next Opportunity at Work Staff Career Development Conference! NOW Conference for University of California, Berkeley staff.

The NOW Conference is a noteworthy event highlighting the importance of professional development and career advancement. As your sponsor for this year’s conference, I am eager to share this special program filled with speakers, breakout sessions, panels, and career coaching that will provide you with resources and tools for career planning and professional development.

This year’s keynote speakers will include our very own latexin. Deputy Director of CIB Human Resources/Academic Personnel, Baruch Shklar-Flanagan and David Zwol, author of the book Invisible: The Power of Anonymity in Work on an Age of Individual Self-Preservation.

If you are unable to attend the full-day conference, we encourage you to participate as a half-day attendee to enjoy sessions in your area of interest, as well as expand your network and enjoy the remarkable Memorial Stadium. Make sure to save some time for the Resource Center, book signings, and if dots are available, sign up for individual Career Coaching. Experienced staff members will be available to answer questions about campus career development programs and help you explore a variety of career fields on campus.

Thank you for attending this conference. I am glad that you were able to make room in your busy schedules and I hope that you enjoy this well-deserved day of career development.

Sincerely,
[Nicole Dill,
Chancellor]
Morning Keynote

Barinder Dhillon-Flanagan

Barinder Dhillon-Flanagan, interim Deputy Director of UCS Human Resources/Academic Personnel, has dedicated 27 years to UC Berkeley, earning a reputation for excellent customer service and management leadership. While serving her career path, Barinder has worked through almost every academic personnel office on campus. Today, she is proud to oversee the Human Resources and Academic Personnel office, with 362 staff and a budget of $250 million. Barinder’s passion and enthusiasm have been instrumental in building her team, which is dedicated to providing exceptional service to the university community.

Lunch Keynote

David Zweig


Raffle Drawings!

MUST BE PRESENT TO WIN

12:35 pm, Field Club
4:05 pm, University Club

GRAND PRIZE:

Apple Watch

PRIZES INCLUDE:

- Poster from the Berkeley Art Museum
- Semester Membership in REU
- Football Tickets
- Cal Performance Show Tickets
- Covery Good Sonoma Cruze, D.V.D. and E.T.
- Personalized LinkedIn Training & Consulting
- Thomas Dance & Performance Studies Show Tickets
- I.A.M/P.H. Slipknot Concert
- Messages at REU

Picnic Lunch

Stadium Plaza

Join us Outside on Stadium Plaza at 12:05!
(Limited seating at tables available on hall of Fame Lawn)

Table Reservations:
If you included any dietary restrictions in your online registration form, please see the volunteer at the head of the lunch line.

Concurrent Sessions

Cafe@Berkeley - Presented by Wilmer Castro and Lisa Feldman

We have heard a lot about Millennials and how they are changing the workplace, but if you see a Millennials, it might be that the workplace is changing fast enough. In this workshop, we will learn about the perspectives of the generations around you and how to develop your career in the inter-generational environment. We will discuss specific techniques for developing a working relationship with your superiors and will share other professional development resources on campus.

Wilmer Castro is a UC Berkeley affirmative working with the Talent and Organizational Development unit in Central HR, supporting multiple talent development programs such as REU and New Employee Orientation. He is a New Jersey native and graduate of Brown University, and has a B.S. in Economics and Management from the Wharton School of Business.

Lisa Feldman is the Assistant Director of the Career Center of the University of California, Berkeley. She received her undergraduate degree in Political Science from the University of California, Berkeley, and her graduate degree in Business Administration from the University of California, Berkeley.

Simple Job Search Strategies to Land Your Dream Job - Presented by Lisa Robert

This interactive and self-reflection workshop will present best practice trends and examples that demonstrate the importance and effectiveness of 7 simple job search strategies. Participants will leave this workshop inspired and with a personalized plan to implement immediately to land their next dream job. If you participate in this workshop, you will:

- Bring action items, collaboration, challenges and questions to share and discuss.

Lisa Robert is a Board Certified Coach and holds a Master’s degree in Mental Health Counseling from San Francisco State University. She has over 15 years of experience as a career coach and has a proven track record of helping individuals through successful career transitions. She is an expert in helping individuals to identify their passions and match them with their interests and skills.

A Chat with Keynote David Zweig - Moderated by Jason Sterger

Come join us for a casual session with Keynote David Zweig. This session will include an informal chat with David Zweig and audience members. The audience is encouraged to ask questions during the session. Everyone is also invited to bring their own research questions or ideas to the discussion.

Jason Sterger is the Director of Student Affairs and Admission at the University of California, Berkeley. He is responsible for overseeing all aspects of the student affairs and admission programs, including student life, academic affairs, and enrollment management. He has over 20 years of experience in higher education, with a focus on student affairs, academic affairs, and enrollment management.

Building Your Learning Network - Presented by Jason Sterger and Anne Marie Richard

In today’s world, it is extremely important to build a strong and diverse network to enhance your career. In this session, Jason Sterger and Anne Marie Richard will introduce you to the concept of building your learning network and how it can benefit you. Jason will discuss the importance of building your network and the benefits of having a diverse network. Anne Marie will discuss the practical steps to building your learning network. They will both provide examples and case studies to illustrate their points.

Jason Sterger is the Director of Student Development and Support Services at the University of California, Berkeley. He is responsible for the development and implementation of comprehensive student development programs to support students in their personal and professional growth.

Anne Marie Richard holds a Ph.D. from UC Berkeley in Social and Cultural Studies in Education. She is currently an Assistant Professor of Higher Education and Student Affairs and is the Director of Student Affairs and Admission at UC Berkeley. She is responsible for the development and implementation of comprehensive student development programs to support students in their personal and professional growth.

Terrie Moore is a Career Advisor at the Career Development Program at UC Berkeley and UC, helping students and alumni explore career pathways and develop skills. She is responsible for helping students and alumni identify and develop the skills and knowledge necessary for success in their chosen fields.

Terrie Moore is a Career Counselor at the Career Development Program at UC Berkeley and UC, helping students and alumni explore career pathways and develop skills. She is responsible for helping students and alumni identify and develop the skills and knowledge necessary for success in their chosen fields.
Concurrent Sessions

Emerging Career Opportunities at UC Berkeley - Moderated by Andrew Lamberti

As we look to the future, there are many emerging professional opportunities at UC Berkeley and project future campus demands, there are four prominent areas of career growth. Take the opportunity to learn about exciting career opportunities as well as career opportunities in the areas of Finance, Fundraising and Development, Human Resource Management, and Research Administration. This workshop will feature multiple presentations from campus leaders and will allow you to ask questions about potential job trends, skills models, career paths within these fields, and what next steps you might take to prepare for opportunities.

Alia Gommes (UC Alumni) - Supervisor of the Campus Branding and Awareness Center of Excellence for Samson, has over a year of experience in communications. As a UC minor and major in communications, Ali has also attended the year at the University of California at Berkeley. Ali is responsible for the highest level of internal client service. Ali managed the first year at UC within student alumni prior to moving to CSU, having spent much of her tenure at UC Berkeley in the Human Resources and Recruitment area. Ali was integral to developing and implementing the recruitment process within CSU.

Andrew Lamberti serves as the Special Projects Administrator for the Executive Vice Chancellor and Provost where she facilitates executive communications, oversees faculty development programs, and strategic planning for the UC system. She has held a series of higher education leadership positions. In December 2014, Andrew received the California Scholarship Foundation’s Award for Distinguished Leadership in Education. Andrew has also served as the Director of Planning and Development at the University of California, Berkeley. Andrew's career is in communications, learning and development, and organizational development. She is a Co-Chair of the Berkeley Faculty Network and a member of the Cal Women's Network Advisory Council. Andrew enjoys engaging professional development and networking opportunities for her community.

Robyn Payne has been at UC Berkeley for 5 years and is the Talent Acquisition Program Manager for Fundraising and Development. In this important role, Robyn is leading the recruitment efforts for the areas of Finance, Human Resources, and Development. Robyn has over 15 years of experience in Human Resources, Executive Search, Workforce Planning, and Staffing from Robert Half, Staffing Source, Inc., Pay X, Insource, Payroll Bureau, Inc., and Pay X.

Rameen Karimi in her current role as UC Berkeley’s Associate Vice Chancellor and Chief Finance Officer, has oversight over all UC Berkeley operating budget and eight units with functions including Finance, Human Resources, Property Management, Library, Supply, Safety, and Workforce Planning. She received a Bachelor of Science degree in Education Administration from American University, and it is a doctoral candidate in educational administration at The George Washington University.

Concurrent Sessions

Power House - Presented by Kim Sugg Dellisio

Create a resume that gets attention and makes you an interview ready. Learn how to create a self-marketing document that strategically showcases the highest level of your employment experience. You can teach people how to effectively highlight your most transferrable skills and abilities. You have your career in your hands.

Kim Sugg Dellisio has been at Berkeley for almost 14 years and has been a pivotal contributor to the organization of: Executive, Management and Senior Professional staff, especially in the areas of fundraising and development. She is now the Senior Manager for Administrative Human Resources (ARD) and serves as a member of the Board of Directors for the Student Association. She is also the Director of Development for a cooperative training program for the Berkeley management community. Recently, she has served as the Senior Advisor to the Associate Director of New Student Enrollment and has served as the Director of New Student Enrollment for the University of California, Berkeley. She is a member of the Board of Directors for the Student Association and is the chair of the Job Development Committee.

Kim Sugg Dellisio has been at Berkeley for almost 14 years and has been a pivotal contributor to the organization of: Executive, Management and Senior Professional staff, especially in the areas of fundraising and development. She is now the Senior Manager for Administrative Human Resources (ARD) and serves as a member of the Board of Directors for the Student Association. She is also the Director of Development for a cooperative training program for the Berkeley management community. Recently, she has served as the Senior Advisor to the Associate Director of New Student Enrollment and has served as the Director of New Student Enrollment for the University of California, Berkeley. She is a member of the Board of Directors for the Student Association and is the chair of the Job Development Committee.

The 2nd Act: Moving from Late-stage Career to Retirement - Presented by Patricia Cavanaugh and Ellie Kretnev

Retirement... is it the finest hour or just around the corner? Are you seeing more and more of your colleagues leaving? Do you wonder about when and how you will make the transition? This session will guide you through the process of planning for retirement.

Patricia Cavanaugh is the owner of The 2nd Act offering workshops and individual coaching for members of the generation now transitioning from full-time careers and family responsibilities to their next stage. Patricia has been a thought leader since she was a graduate student and has spent the last 10 years focusing on helping people create their next chapter in life. She is a graduate of the University of California, Berkeley, and her Master’s in Public Policy and Development from the University of California Berkeley, and her Masters in Science in Organizational Development from the University of the North Carolina at Chapel Hill.

Welcome to the Wisdom Café - Presented by Jovette Biddle

The Wisdom Café is a new online learning platform for Berkeley staff to learn with and from each other. In this session, Jovette Biddle, the creator of the site, will walk participants through the materials and context of the site. Participants will get a chance to interact with one another on their topic of interest and have the opportunity to engage in meaningful discussions about their interests.

Jovette Biddle is a Becker Tobacco and Organizational Consultant in Talent and Organizational Development at the University of California, Berkeley. In more than 20 years of experience in human resources, the last 10 in senior executive management, Jovette Biddle has presented and led workshops, facilitated trainings, and led projects for staff and leaders with many other disciplines, and led development of the Wisdom Café. She has led numerous projects for the University of California, Berkeley. Jovette is the founder of Wisdom Café. Jovette is the founder of Wisdom Café.
Concurrent Sessions

Where Should I Start: Developing Your Career at UC Berkeley - Presented by Paula Jung and Chris Mclean

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 advance their work goals at Berkeley.

Paula Jung is the Career Counseling, Library Manager in Counseling & Psychological Services at UC Berkeley. Prior to career counseling, she had nine years of experience in various roles including finance, public relations, and human resources. In her current role, she develops career programming for students and provides career development consultation to campus staff. Paula holds an M.A. in Counseling from Santa Clara University.

Chris McLean is a licensed psychologist with more than 20 years experience providing a full range of counseling and career development services to students across the California public university system. He has conducted numerous workshops and seminars to promote personal growth and professional development of university students, staff, faculty, and staff in career transition. As a psychologist at UC Berkeley’s Counseling and Psychological Services, Chris manages Career Development Programs for the campus and serves as liaison to Intercampus Affiliates.

Book Sale & Signing

Hall of Fame Lobby

Don’t forget to stop by the Hall of Fame Lobby for the book sale and signing with keynote David Zweig and speaker Marjorie Weingrow

1:15 to 2:40 pm!

Resource Center

Hall of Fame Lobby

Not sure where to go next? Wanting to do more today? Interested in individual career counseling? Interviewing for a faculty position?

Have questions about the Berkeley job market?

The Resource Center will be staffed all day with representatives from the following departments:

- Campus Shared Services-Human Resources (SHR)
- Berkeley Staff Assembly Membership Program
- UC Extension
- University Health Services: Staff Career Development Program
- Talent and Organizational Performance (TOP)

Wisdom Cafe

WHERE BERKELEY STAFF LEARN & SHARE

Share your experiences at the NOW conference with us and with your colleagues from across campus! Tweet your insights and observations to #WisdomCafeUCB, and tag your Instagram photos with #WisdomCafeUCB. Follow what everyone else is saying and see at http://wisdomcafe.berkeley.edu/2015/ct/now-conference-live-feed.

Join the conversation!

Coach’s Corner

Chancellor’s Box next to University Club

This year we have 4 career coaches with great expertise, who will be meeting with conference participants for 20-min one-on-one appointments. Sign-ups occurred online prior to the conference, but check the schedule at Check-in for openings.

Marvell Allen
Vanessa George
Paula Jung
Linda Landberg
Chris Mclean
Terrie Moore
Lisa Rykert
Samorn Selim
Robert White

Toward a more together innovative simplified accountable & service-oriented workplace.

The NOW Conference is a great example of our Operating Principles in action.

We include and Excel. Together—The NOW Committee cross-functional Planning Committee demonstrates what can be accomplished in a diverse and inclusive environment.

We Imagine and Innovate. In its third year, this conference attempts to expand career needs of campus and represent a wide range of topics, together making professional support more accessible to the needs of campus.

We Support. The Planning Committee worked to make information on the website clear and the content more current, simple, and user-friendly.

We are Accountable. To Each Other. The Planning Committee held weekly meetings during which we provided project management options, offered constructive feedback and collaboration and listened and accomplished things along the way.

We Focus on Service. This event was a true representation of a diverse group of staff coming together in support of their dedication to serving the needs of all our campus colleagues.
Planning Committee

From left to right:

Tyelee Mason, Career Counselor, Counseling & Psychological Services, University Health Services
Chris McLean, Staff Psychologist and Career Program Manager, Counseling & Psychological Services, University Health Services
Inesite Dakhler, Senior Talent and Organizational Consultant, Talent and Organizational Performance, Human Resources
Sid Redd (Chair), Director, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion
Jenny Keera (Project Lead), Assistant Director, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion
Aneesah Warren, Organizational Consultant, Campus Shared Services
Cristina Bertelli (Conference Coordinator), Project Coordinator, Staff Diversity Initiatives, Office of the Vice Chancellor of Equity & Inclusion
Wilma Castro, Administrative Assistant, Talent and Organizational Performance, Human Resources

Thank You

Thank you for attending the third campus-wide NOW Conference! We hope that today is a successful and exciting day for you, and that we can provide you with some great career development tools. Thanks to participant feedback from our past conferences, we are continuously working to improve this experience for everyone. This year, we were able to accommodate more participants, as well as schedule additional concurrent sessions and Cindy’s Career Clinic.

The planning for this conference was a true collaboration of campus staff. It was a great representation of staff coming together to make a professional development opportunity for our fellow colleagues. Please let your colleagues know that our experts present and most of our concurrent sessions have been recorded and will be available on our website:

http://diversity.berkeley.edu/now/now

We would like to thank Chancellor Birgeneau for sponsoring this conference, as well as our guest speakers and volunteers who have helped tremendously for this event.

We hope that the day’s events will shine many ways to shine in your career development.

Best,
Your Planning Committee

CONFERENCE EVALUATIONS

Turn in at Hall of Fame Lobby

We want to hear from you!
Please take a few minutes to complete the NOW Conference Evaluation to let us know how you enjoyed the event. We want to hear what you thought of the day’s events.

TURN IN YOUR CONFERENCE EVALUATION AT THE CHECK IN TABLE IN THE HALL OF FAME LOBBY

RECYCLE
Your Name Badge!

Turn in at Check In Table in Hall of Fame Lobby

Appreciations

CONFERENCE SPONSOR

Office of the Chancellor
Next — We are so grateful to you for supporting staff in their pursuit of career advancement and fulfillment.

CONFERENCE PARTNERS

Berkeley E&I
EAST WIND BOOKS
ANNN’s Catering
VC Administration and Finance
California
UC Berkeley Extension
Berkeley CampusShared Services

APPRECIATIONS

RESOURCE CENTER VOLUNTEERS

Alyshia Martinez
Archana Prakash
Brendan Riley
Brighton Luton
Cheryl Haheski
Chloe Libert
David Hettich
David Jones
Dean Quesenberry
Mike Tuggle
Pamela R. Tinklepaugh
Sara Courts
Sarah McEachern
Sarah McCann
Shayla Tenorio
Tricia Smith

CONFERENCE VOLUNTEERS

Jennifer Chen
John DeBout
Joe Greffke
Jonathan Winter
Julie Ringleman
Ralph Nikol
Robert Gibbons
Katherine Webb
Kyla O’Brien
Krista Hargis
Lauren Ch eher
Lindsey Low
Linda Cusack
Lynne Wilson
Lydia Yang
Mary Lou Sled
Maureen Brennan
Matthew Sled

SPECIAL THANKS

Conference management, Sharon Henderson, Ron Mahaney and all the staff at CALI and the staff from UC Berkeley
Alicia Shreaders, Alex Osypchuk and all the staff with ETS
Yvonne Akwana, Conference Photographer
Anne Seely, Editorial Assistant for UC Berkeley News Center
To the following for their generous donations:
Berkeley Art Museum & Pacific Film Archive, Berkeley Art Museum, Cal Athletics, Cal Performances, Center for Global Science Center, UC Berkeley Recreation Sports Facility, and Theater, Dance, & Performance Studies

41 2015 NOW Conference
Appendix D

Career Planning Checklist Bookmark (front and back)
Appendix E

Presenter/Panelist Biographies

Marvell Allen is the Principal Consultant & certified Leadership Development & Career Management coach for Millennium Career Advantage. She provides organizational learning programs, coaching & leadership development consulting to a diverse clientele in the corporate, academic, and not-for-profit arenas. Marvell holds an undergraduate degree in Cultural Anthropology from the University of California, Berkeley, and a Masters in Political & Economic Assessment of the Pacific Rim, (International Business-Asia) from Dominican University of California in San Rafael.

Patricia Cavanaugh is the owner of The 3rd Act offering workshops and individual coaching for members of the mature generations transitioning from full time career and family responsibilities to their next stage. Patricia has been a therapist since 1984. She is a graduate of John F. Kennedy University with a Master’s degree in Counseling Psychology and a certified “Third Age” coach. She has a private practice in Berkeley and Sebastopol, CA.

Wilmer Castro is a UC Berkeley millennial working with the Talent and Organizational Performance unit in Central HR, supporting multiple talent development programs such as KEYS and New Employee Orientation. He is a New Jersey native and graduate of Rowan University, and has a B.S. in Human Resource Management with a concentration in Leadership Studies. Wilmer has organized various programs to help the professional development of low income high school minorities and current minority college students.

Jennifer Chizuk is Manager of Staff Learning and Development in the Talent and Organizational Performance unit on campus. In this role, she serves as the chief learning officer for staff and sets strategic direction for them; she also manages investments in staff development. Prior to her current role, Jennifer served as Chief Operating Officer / Senior Assistant Dean at the Haas School of Business. She specializes in creating positive change through effective communication, strong people management, and creative problem solving.
Kim Sapp Dinwiddie has been at Berkeley for almost 14 years and has been a pivotal contributor to the acquisition of Executive, Management and Senior Professional staff, especially in the area of fundraising and development. She is now the Training Manager in Advancement Training and Outreach at University Relations where she is spearheading the development of a comprehensive training program for the Berkeley advancement community. Formerly, she was a Senior Talent Acquisition Consultant and Staff Career Development Trainer in CHR, Talent Acquisition and Employment Services for nine years. She developed and facilitated campus recruitment and hiring training curriculum for campus managers and supervisors. Previously, she was a Program Director at Extension managing a portfolio of Business and Technology courses and certificate programs. Kim has been training, recruiting and hiring, building career and job development curriculum, and managing related programs for 20 years; she has a Masters in Education Counseling.

Inette Dishler, is a Senior Talent and Organizational Consultant in Talent and Organizational Performance (TOP). She has over 25 years of experience in learning and development. Inette had the vision to create an online site for staff to learn and share with each other, and developed the Wisdom Café for this purpose. She has managed the campus Leadership Development Program (LDP) and is developing a new emerging leader’s program. She teaches supervisory classes and consults to campus departments. She is part of a campus consortium coordinating career development programs and services for staff. She has been at UCB for 14 years. She received her B.S. in Speech Communication from Illinois State University and her M.S. in Higher Education Administration from Florida State University.

James Dudek, Director of Organizational Strategy for the Associate Chief Information Officer of Student Affairs Information Technologies (SAIT), has over 25 years of experience at Cal. In addition to serving as Chief of Staff to the ACIO, James also focuses on the development and implementation of a comprehensive workforce strategy program. He is also a founder and a current co-chair of the Business Process Analysis Working Group (BPAWG).

Lisa Feldman is inspired by developing the leaders of the future. She works with organizations and individuals on addressing generational differences in the workplace and in the classroom. She is currently on the change management team for the Student Information Systems project, and in her 13 years on campus her roles have included Executive Director of the MBA Career Management Group at the Haas School of Business and interim co-Executive Director of the Center for Responsible Business. She has also worked with students in the Master of Development Practice program, the School of Optometry, and the School of Information. Lisa has an A.B. from Brown University, an M.A. from the University of Toronto, and an M.B.A. from the Haas School of Business at UC Berkeley.
Paula Jung is the Career Counseling Library Manager in Counseling & Psychological Services at UC Berkeley. Prior to career counseling, she’s had nine years of experience in various roles including finance, public relations, and human resources. In her current role, she develops career programming for students and provides career development consultation support to campus staff. Paula holds a B.S. and B.A. from UC Berkeley, and an M.A. in Counseling with an emphasis in Career Development from Santa Clara University.

Ellie Klevins brings over 20 years of experience in Human Resources, Organizational Development and Coaching to the 3rd Act. She specializes in coaching clients as they design their encore careers. Ellie received her Bachelor of Science in Human Resources Management from San Jose State University, and her Master of Science in Organizational Development from the University of San Francisco. She is also a graduate of the Coaches Training Institute.

Alex Gomez, Supervisor of the Campus Shared Services Center of Expertise for Recruitment, has over 11 years of experience at Cal. As a UC Berkeley Alumni and staff member, Alex is dedicated to the mission of the University and ensuring the campus recruitment practices attract and retain the highest level of diverse talent. Alex served the first 9 years at Cal within Student Affairs prior to moving to CSS. Having spent the majority of his tenure at UC Berkeley in the Human Resource and Recruitment space, Alex was integral in developing and implementing the recruitment process within CSS.

Vanessa George is Associate Director of Graduate Career Management in the School of Management at University of San Francisco. She has coached hundreds of individuals on all aspects of career development and has trained more than 1,000 people on a range of professional development and personal branding topics such as networking, mentoring and managing up. Vanessa holds a B.A. from Stanford, an M.B.A. from Georgetown, and is currently pursuing a Doctor of Psychology (PsyD) in Organizational Development at the California School of Professional Psychology.

Andrea Lambert serves as the Special Projects Administrator for the Executive Vice Chancellor and Provost where she facilitates executive communications, academic leader development programs, and strategic initiatives. She has 15+ years in higher education administration in diverse fields including project management, financial and student services, communications, learning and development, and organizational development. As the Co-chair of the Berkeley Facilitator Network and a member of the Cal Women’s Network Advisory Council, Andrea enjoys creating professional development and networking opportunities for her community.
Chris McLean is a licensed psychologist with more than 20 years experience providing a full range of counseling and career development services. He has expertise in performance psychology, and has designed and led numerous trainings to promote personal growth and professional development of university students, high performance athletes, and adults in career transition. As a psychologist in UC Berkeley’s Counseling and Psychological Services, Chris manages Career Development Programs for the campus and serves as liaison to Intercollegiate Athletics.

Terrie Moore is a Career Counselor in the Career Development Program for UC Berkeley staff. She is committed to helping people leverage understanding of themselves and the world of work. Terrie believes that career development relies on recognizing one's inner strengths, developing new skills, and engaging with others. Terrie came to career counseling after extensive experience in the healthcare industry. Terrie is a National Certified Counselor and an MBTI Certified Practitioner, and holds M.S. degrees in Career Counseling and Health Services Administration.

Robyn Pease has been at UC Berkeley for 3 years and is the Talent Acquisition Program Manager for Fundraising and Development. In this important role, Robyn is leading the recruitment efforts in the areas of Fundraising and Development, External Relations, Marketing and Communications, Hiring for Executive, Management and Senior Professional Staff, Specialty and Difficult to fill for positions. In these areas, Robyn provides full life-cycle recruitment expertise and support to University Relations, as well as the multiple Departments/Units across the Berkeley Campus. Robyn brings over 15 years’ experience in Human Resources, Executive Search, Workforce Planning and Staffing from Robert Half, Safeway Inc., Pier 1 Imports, Pottery Barn and Border’s Group, Inc.

Rosemarie Rae in her current role as UC Berkeley’s Associate Vice Chancellor and Chief Financial Officer, has oversight of a $2 billion operating budget and eight units with functions including Finance, Institutional Research, Property Management, Library Bindery, Supply Chain Management, Business Contracts, Brand Protection, and University Health Services. Rosemarie holds a Bachelor’s degree in accounting from Radford University, a Master’s degree in public administration from American University, and is a doctoral candidate in organizational design at The George Washington University.
Anne Marie Richard holds a Ph.D. from UC Berkeley in Social and Cultural Studies in Education, and has been on staff at Cal since 2007. Anne Marie currently serves as Director of Student Technologies in Student Affairs IT, where she focuses on student leadership and bringing diverse student experiences to campus technology development. Throughout the journey along her non-linear career and life path, Anne Marie has found that the primary key to her happiness and success has been consistently doing work that she believes in.

Lisa Rykert is a Board Certified Coach and holds a Master’s degree in Mental Health Counseling from Nova Southeastern University. She has 20+ years of experience in human resources and organizational development working within municipal, non-profit, corporate and higher education institutions, including having worked at UC Berkeley. Lisa’s current joyful calling is to support individuals and organizations to fulfill their highest purpose and inspire others to do the same to make our world an amazing place to live life fully. Lisa is author of the ebook, More Joy at Work Now.

Joanne Straley, Director of Student Advising and Financial Aid at the Graduate School of Journalism, holds an M.F.A. in poetry and has over ten years of higher education administration experience. She pursues many modes of productivity in her work including David Allen’s Getting Things Done, Merlin Mann’s 43 Folders and other fun and dynamic ways to organize her work. Joanne is also a Berkeley Catalyst and serves on the Berkeley Staff Assembly Governing Council and Berkeley Facilitator Network Coordinating Committee.

Marjorie Weingrow is a motivated and passionate career strategist, presenter, coach and author of Get The Job You Love. She was the Executive Director of the award-winning UC Berkeley SAGE Scholars Program where she created career research and professional skills development classes and workshops for low-income students, all of whom graduated and went on to successful careers. She was the recipient of the Jefferson Award and the Chancellor’s Outstanding Staff Award and is now a consultant and leadership coach.

Karen Wilson is the UC Berkeley’s Campus Shared Services (CSS) Director for Research Administration (RA). CSS RA provides pre and post award administration for faculty and principal investigator portfolios with federal, state, local and private sponsors. She has over 25 years of RA leadership experience. Her expertise includes implementing organizational change and facilitating global private/public research partnerships. A Certified Research Administrator and Compliance and Ethics Professional, Karen earned her Bachelor of Arts in International Relations from the University of Wisconsin-Milwaukee.
### Appendix F

#### Evaluations

**2015 NOW Conference Evaluation**

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

**PLEASE LEAVE EVALUATION AT THE CHECK-IN TABLE OR WITH A VOLUNTEER**

<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>
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<tbody>
<tr>
<td>Overall the conference met my expectations.</td>
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<td>Friday is a good day of the week for this event.</td>
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<td>July is a good time of year for this event.</td>
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<td>I would encourage colleagues to attend this conference in the future.</td>
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<td><strong>Publicity and Registration</strong></td>
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<td>Conference publicity was effective (i.e. website, email).</td>
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<td>Online registration was easy.</td>
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<td><strong>Day of Conference</strong></td>
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<td>The check-in process was timely and efficient.</td>
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<td>The conference was well organized.</td>
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<td>The conference staff was knowledgeable and fully answered my questions.</td>
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<td><strong>Speakers were inspiring and added to the overall conference experience</strong></td>
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<td>Welcoming Remarks</td>
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<td>Barinder Dhillon-Flanagan – Morning Keynote</td>
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<td>David Zweig – Lunch Keynote</td>
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<td><strong>Location, Food, Beverages</strong></td>
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<td>California Memorial Stadium is a good location for this type of conference.</td>
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<td>The food quality was good – Ann’s Catering &amp; Cal Catering</td>
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<td><strong>Other Offerings</strong></td>
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<td>Coach’s Corner met my expectations.</td>
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<td>Resource Center was helpful and worth having.</td>
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<td>Book signing / vending were useful events.</td>
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Please rank the top 3 items from the following list in terms of their importance to you **at this time** in your career planning (**1 being most important**):

- 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 pertaining to your career phase
- My Network: Building career networking and social media skills
- Job Search: Developing resume, cover letter writing, and interview skills
- Job Change: Addressing job transition, potential layoff, or reorganization

**CONTINUED ON REVERSE SIDE**
2015 NOW CONFERENCE EVALUATION

How many concurrent sessions did you attend?

0 1 2 3 4

Did you stop by the Resource Center?
Yes No

What did you like most about the conference and why?

In what ways could this conference be improved?

As a result of this conference, I commit to take the following action in the next month to support my own career growth:

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

Additional Comments:

Thank you for your feedback!

PLEASE LEAVE EVALUATION AT THE CHECK-IN TABLE OR WITH A VOLUNTEER
### NOW Conference Session Evaluation

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

**Session/Speaker(s):**

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

<table>
<thead>
<tr>
<th></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(s) was knowledgeable.</td>
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<tr>
<td>The presenter(s) engaged me as a participant.</td>
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<tr>
<td>The session increased my understanding of this career development topic.</td>
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<tr>
<td>The conference program adequately described this session.</td>
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<tr>
<td>This session helped me identify action steps for my career growth.</td>
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<tr>
<td>This session met my expectations.</td>
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</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:**

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2015 NOW Conference