

UP

2023

**LEADERSHIP
& PROFESSIONAL
DEVELOPMENT
CONFERENCE**

**NEW WORLD,
NEW HORIZONS.**

FEBRUARY 8-10, 2023

CONFERENCE TITLE SPONSOR



**KENNESAW STATE
UNIVERSITY**

KEYNOTE SPEAKER

DR. DONALD COLEMAN, JR.

LEADERSHIP COACH & FACILITATOR, LIFELABS LEARNING

Donald is a leadership coach, consultant, facilitator, scholar, and speaker. His personal mission is to assist individuals in being the best version of themselves. This has been showcased through his international work in education and leadership. He has worked with hundreds of professionals and college students to accelerate their influence and grow into their next level of authentic leadership.

He currently works at LifeLabs Learning with executives and teams at companies such as the National Basketball Association (NBA), BlackRock, Google, and Microsoft to promote organizational capacity building and leadership through research, education, and consultation. As a scholar, his research interests include first-generation professional experiences, using humor in leadership, team dynamics, and workplace readiness.

He earned a Bachelor of Business Administration in Management from Georgia State University, a master's degree in higher education administration from Loyola University Chicago, and an Ed.D in student affairs leadership from the University of Georgia. He is also an award-winning karaoke singer who interprets life through song and dance.



KEYNOTE SPEAKER

DR. CAMILLE NELSON

EDUCATOR, SPEAKER, & MUSICIAN

Take away Camille's guitars, passport, marathon medals, and degrees, and you still have her undying passion and creativity. Camille Nelson credits much of her creativity to her experience as a touring musician and her opportunities for traveling and learning languages abroad. She's traveled to more than seventy countries on all seven continents to sing, perform, and run marathons. Camille grew up in a family of musicians and plays several instruments. She most recently signed to the Utah label Stone Angel Music and released an album.

Camille has been recognized for her success in triathlons, bodybuilding competitions, and more than fifteen marathons spanning all seven continents, including the Boston Marathon, the Great Wall Marathon, and the Antarctica Marathon! Competitive athleticism has shaped Camille's relentless enthusiasm for team building, leadership, and perseverance. Camille holds an MPA from the University of Utah and a Ph.D. in leadership studies from Gonzaga University. She has taught college courses in management, communication, and leadership for over ten years. Camille recognizes that creativity and change are a way of life and utilizes the power of music and words to relay her inspirational message.



KEYNOTE SPEAKER

EMILY WILLIAMS

SENIOR, KENNESAW STATE UNIVERSITY

Emily Williams is a senior at Kennesaw State University majoring in English with a minor in gender and women's studies. Throughout her time at KSU, she has been the Lead Brand Ambassador for the Enrollment Services Division, a peer mentor, a Tour Guide, and a part-time Social Media Coordinator. Emily was most recently hired as a full-time Social Media Coordinator in the Enrollment Services Division this past December. After graduation, she plans on utilizing the Tuition Assistance Program offered by the University System of Georgia to obtain her master's degree in communication.



AGENDA

DAY ONE: FEBRUARY 8, 2023

MARIETTA CAMPUS • JOE MACK WILSON STUDENT CENTER

careers.kennesaw.edu/conference

11:00 – 11:30 AM

CONFERENCE CHECK-IN/WELCOME

Location: Joe Mack Wilson Student Center, 2nd Floor Lobby

Presented by the Conference Committee

As we open the 2023 UP Leadership & Professional Development Conference, we will review the schedule and provide an overview of the conference.

11:30 AM – 12:50 PM

KEYNOTE

MAKE THIS MOMENT COUNT

Location: Joe Mack Wilson Student Center, Dance Theater (Room 226)

*Presented by **Dr. Donald Coleman Jr.**, Leadership Coach & Facilitator, LifeLabs Learning*

12:50 – 1:20 PM

BREAK

CHOOSE FROM THE FOLLOWING BREAKOUT SESSIONS:

1:20 – 2:20 PM

BREAKOUT SESSION 1A

WHY SMALL CHOICES CAN MAKE A GREAT PERSON

Location: Joe Mack Wilson Student Center, Ballroom A

*Presented by **Alex Bercik**, Team Member, Chick-Fil-A*

1:20 – 2:20 PM

BREAKOUT SESSION 1B

ESTABLISH YOURSELF AS A VALUABLE EMPLOYEE

Location: Joe Mack Wilson Student Center, Ballroom B

*Presented by **Tyler Parham**, Career & Internship Advisor, Career Planning and Development, KSU*

1:20 – 2:20 PM

BREAKOUT SESSION 1C

HUMBLE BRAGS & VIRTUAL INTERVIEW LAGS: ASK A CAREER ADVISOR

Location: Joe Mack Wilson Student Center, Room 216

*Presented by **Allie Johnson**, Assistant Director of Career Advising & Planning, Career Planning and Development, KSU*

2:20 – 2:30 PM

BREAK

CHOOSE FROM THE FOLLOWING BREAKOUT SESSIONS:

2:30 – 3:00 PM

BREAKOUT SESSION 2A

STUDENT LEADERSHIP FOR THE UNITED NATIONS SUSTAINABLE GOALS (SDGs): TOWARDS DEVELOPING A BETTER WORLD FOR ALL

Location: Joe Mack Wilson Student Center, Ballroom A

*Presented by **Md Jobair Hossain Faruk**, Graduate/Doctorate Student, KSU*

2:30 – 3:00 PM

BREAKOUT SESSION 2B

THE BATTLE OF PUBLIC SPEECH

Location: Joe Mack Wilson Student Center, Ballroom B

*Presented by **Aj Kalefsky**, Freshman, KSU*

2:30 – 3:00 PM

BREAKOUT SESSION 2C

TALK WITH ME NOT AT ME: HAVING IDENTITY-CENTERED CONVERSATIONS IN THE WORKPLACE

Location: Joe Mack Wilson Student Center, Room 216

*Presented by **Austin Heller**, Senior, KSU*

AGENDA

DAY TWO: FEBRUARY 9, 2023

KENNESAW CAMPUS • CARMICHAEL STUDENT CENTER & PRILLAMAN HALL

careers.kennesaw.edu/conference

10:30 – 11:00 AM

CONFERENCE CHECK-IN/WELCOME

Location: Carmichael Student Center Atrium

Presented by the Conference Committee

Continuing into Day 2, we will review the schedule and provide an overview of the conference.

11:00 – 11:30 AM

KEYNOTE

THAT GIRL FROM INSTAGRAM

Location: Carmichael Student Center University Rooms

*Presented by **Emily Williams**, Senior, KSU*

11:30 AM – 12:00 PM

ALUMNI Q&A PANEL

WISDOM FROM OWLS WHO HAVE LEFT THE NEST

Location: Carmichael Student Center University Rooms

Presented by KSU Alumni

12:00 – 12:50 PM

ALUMNI NETWORKING LUNCH

Lunch Location: Carmichael Student Center University Rooms

Career connections can happen in a flash! Stop by the open networking location to speak with attending professionals and learn about exciting career opportunities.

12:50 – 1:00 PM

BREAK

Transition to Prillaman Hall

CHOOSE FROM THE FOLLOWING BREAKOUT SESSIONS:

1:10 – 1:55 PM

BREAKOUT SESSION 3A

“AM I GOOD ENOUGH?”: OVERCOMING IMPOSTER SYNDROME IN THE JOB SEARCH

Location: Prillaman Hall, Room 1000

*Presented by **Norma Nunez-Pacheco**, Director of Enrollment Retention & Interim Director of Owl Advising, KSU, and **Cheree Copeland**, Retention Coordinator, Office of Enrollment Retention, KSU*

1:10 – 1:55 PM

BREAKOUT SESSION 3B

TRUE TO YOU: UNDERSTANDING HOW YOUR PERSONALITY GUIDES YOUR LEADERSHIP

Location: Prillaman Hall, Room 1101

*Presented by **Dr. Tonya Baker McPherson**, Director of Student Activities, Department of Student Activities, KSU, and **Abi Miles**, Graduate Assistant, Department of Student Activities, KSU*

1:10 – 1:55 PM

BREAKOUT SESSION 3C

FROM INITIATION TO EXECUTION: PROGRAM PLANNING BASICS

Location: Prillaman Hall, Room 1105

*Presented by **Carolyn Kuzontkoski**, Associate Director of Recreation Programs, Department of Sports and Recreation, KSU*

1:55 – 2:05 PM

BREAK

Light Snacks provided in Prillaman Hall Lobby

DAY TWO AGENDA IS CONTINUED ON THE NEXT PAGE.

AGENDA *(Continued)*

DAY TWO: FEBRUARY 9, 2023

KENNESAW CAMPUS • CARMICHAEL STUDENT CENTER & PRILLAMAN HALL
careers.kennesaw.edu/conference

CHOOSE FROM THE FOLLOWING BREAKOUT SESSIONS:

2:05 – 3:00 PM

BREAKOUT SESSION 4A

OPPORTUNITIES IN CRISIS: PASSION AND PURPOSE IN SENIOR LIVING

Location: Prillaman Hall, Room 1000

*Presented by **Kelsie Anderson**, Culture and Brand Manager, Galerie Living*

2:05 – 3:00 PM

BREAKOUT SESSION 4B

REACHING NEW HORIZONS: MASTERING THE JOB INTERVIEW

Location: Prillaman Hall, Room 1101

*Presented by **Meredith Ginn**, Senior Lecturer, School of Communication and Media, KSU*

2:05 – 3:00 PM

BREAKOUT SESSION 4C

TWO STUDENT HALF SESSIONS:

- **OVERCOMING IMPOSTER SYNDROME**
- **BREAKING DOWN: VULNERABILITY IN LEADERSHIP**

Location: Prillaman Hall, Room 1105

*Presented by **Ruth Gomez**, Junior, KSU and **Eunice Cuffie**, Senior, KSU*

AGENDA

DAY THREE: FEBRUARY 10, 2023

VIRTUAL CONFERENCE

careers.kennesaw.edu/conference

11:00 – 11:10 AM

CONFERENCE WELCOME

Location: ZOOM Events

Presented by the Conference Committee

Continuing into Day 3, we will review the schedule and provide an overview of the conference.

CHOOSE FROM THE FOLLOWING BREAKOUT SESSIONS:

11:10 AM – 12:10 PM

BREAKOUT SESSION 5A

FROM RIPPLES TO WAVES: CREATING SOCIAL CHANGE ONE STEP AT A TIME

Location: ZOOM Events

Presented by **Michael Almond**, Program Coordinator, Department of Student Volunteerism and Service, KSU

11:10 AM – 12:10 PM

BREAKOUT SESSION 5B

DESIGN YOUR DOCUMENTS TO INCLUDE EVERYONE: ACCESSIBILITY BASICS

Location: ZOOM Events

Presented by **Beth Kirsner**, Associate Professor of Psychology, KSU, and **Jason Rodenbeck**, Assistant Director of Academic Web Accessibility, Digital Learning Innovation, KSU

11:10 AM – 12:10 PM

BREAKOUT SESSION 5C

PERSONAL OWNERSHIP

Location: ZOOM Events

Presented by **Brittney Hale**, Sr. Director of HR and Organizational Development, Powerhouse

12:10 – 12:30 PM

BREAK

12:30 – 1:30 PM

VIRTUAL EMPLOYER NETWORKING

PRACTICE WHAT YOU LEARN: PUT YOUR NETWORKING SKILLS TO USE

Location: ZOOM Events

Presented by **Mohawk**, **Enterprise**, **ADMA**, and **Powerhouse**

1:30 – 1:40 PM

BREAK

1:40 – 3:00 PM

CLOSING KEYNOTE

EVOLVE

Location: ZOOM Events

Presented by **Dr. Camille Nelson**, Educator, Speaker, & Musician

LEARN MORE ABOUT OUR EXCITING KEYNOTES & BREAKOUT SESSIONS ON THE NEXT PAGES.

KEYNOTE SESSIONS



MAKE THIS MOMENT COUNT

*Presented by **Dr. Donald Coleman Jr.**, Leadership Coach & Facilitator, LifeLabs Learning*

What you are doing at this very moment is preparing you for your future. Our lived experiences are moments that prepare us for how we show up in the world and who we are as leaders in our communities and our careers. Moments happen to us, but most importantly, you can cultivate moments. The presenter works with leaders from top companies worldwide and wants to share lessons from these leaders on essential skills you will need in the future. Let's discuss how to cultivate moments that matter the most for your future career.



EVOLVE

*Presented by **Dr. Camille Nelson**, Educator, Speaker, & Musician*

Organizations and leaders must both continuously make tough calls and smart decisions. At times, campus logistics and life, much like the music industry, seem capricious and cruel. It's tough to understand why new rules, regulations, or processes have been implemented or why faculty and student focus has changed. What worked well for many years suddenly doesn't work, and it's our future leaders' job to make sure campus life thrives, not just survives. After all, faculty and students alike count on you to meet university demands while fulfilling your own obligations. It's tough to lead other students and reach organizational outcomes when the target is shifting, but like all good leaders, you need to evolve along with the changes you're experiencing. This presentation will give you the knowledge and tools you need to recognize change at your school, embrace that change, and evolve to meet its challenges. You'll learn that you possess not only solid judgment but the resilience you need to continue evolving. Learn to build a lasting legacy on your campus through adaptation and engaged evolution.



THAT GIRL FROM INSTAGRAM

*Presented by **Emily Williams**, Senior, KSU*

Because of her experiences at KSU, Emily has been able to grow her leadership and professional experiences from her first day on campus — quite literally. Starting on her move-in day, she became involved, started networking, and began her journey to where she is now. From then to today, in just three-and-a-half short years, she has become a full-time employee as a senior in college in a role that she absolutely loves. In this presentation, she hopes to share her experiences and inspire others to get involved on campus as both leaders and professionals.

BREAKOUT SESSIONS

DAY ONE: BREAKOUT SESSION 1A

WHY SMALL CHOICES CAN MAKE A GREAT PERSON

Location: Joe Mack Wilson Student Center, Ballroom A

*Presented by **Alex Bercik**, Team Member, Chick-Fil-A*

Have you ever wondered what it takes to become great? Perhaps there is someone you look up to that has done some awesome things in life, but those things seem hard to do in your own life - so why try? But try, you should! Because although the cost of greatness is hefty, the return on investment is immeasurable. So, identifying the changes you can make today will inch you closer to the person you hope to become tomorrow.

DAY ONE: BREAKOUT SESSION 1B

ESTABLISH YOURSELF AS A VALUABLE EMPLOYEE

Location: Joe Mack Wilson Student Center, Ballroom B

*Presented by **Tyler Parham**, Career & Internship Advisor, Career Planning and Development, KSU*

Institute International found that almost 75% of an employee's success comes from soft skills while only 25% of their success comes from technical skills. In this session, learn practical soft skills that can be utilized to stand out among colleagues and peers, make an impact on leaders, and grow both personally and professionally.

DAY ONE: BREAKOUT SESSION 1C

HUMBLE BRAGS & VIRTUAL INTERVIEW LAGS: ASK A CAREER ADVISOR

Location: Joe Mack Wilson Student Center, Room 216

*Presented by **Allie Johnson**, Assistant Director of Career Advising & Planning, Career Planning and Development, KSU*

Spend time with an experienced career advisor learning some top tips, answers to the most common questions, and all things careers. Bring your own questions!

DAY ONE: BREAKOUT SESSION 2A

STUDENT LEADERSHIP FOR THE UNITED NATIONS SUSTAINABLE GOALS (SDGS): TOWARDS DEVELOPING A BETTER WORLD FOR ALL

Location: Joe Mack Wilson Student Center, Ballroom A

*Presented by **Md Jobair Hossain Faruk**, Graduate/Doctorate Student, KSU*

Sustainable Goals (SDGs) are the blueprint to achieve a better and more sustainable future for all by following 17 goals, end poverty, protect the planet, and ensure all people enjoy peace and prosperity by 2030. To ensure the prosperity of generations and the planet in general, acquainting, developing, and improving youth leadership on SDGs is crucial throughout the globe. As a student fellow for the SDGs future fellowship program, I will share my experience, discuss the challenges, explain how students can develop themselves as SDGs leaders, and contribute to building a better and sustainable world for all.

DAY ONE: BREAKOUT SESSION 2B

THE BATTLE OF PUBLIC SPEECH

Location: Joe Mack Wilson Student Center, Ballroom B

*Presented by **Aj Kalefsky**, Freshman, KSU*

Within this short seminar, you will learn about the fears of public speeches and the best way to combat these fears. To become successful, one must learn how to display themselves to an audience correctly.

DAY ONE: BREAKOUT SESSION 2C

TALK WITH ME NOT AT ME: HAVING IDENTITY-CENTERED CONVERSATIONS IN THE WORKPLACE

Location: Joe Mack Wilson Student Center, Room 216

*Presented by **Austin Heller**, Junior, KSU*

This session will explore how to be an effective leader and listen to differing sides of polarizing conversations. Session participants will be given tools to create a habit of active listening and reflecting on their thoughts, ideas, and the opinions of others. Attendees will be able to develop a level of self-awareness about engaging in diverse dialogues and will learn and explore how to respond empathetically and effectively in complex discussions.

BREAKOUT SESSIONS *(continued)*

DAY TWO: BREAKOUT SESSION 3A

"AM I GOOD ENOUGH?": OVERCOMING IMPOSTER SYNDROME IN THE JOB SEARCH

Location: Prillaman Hall, Room 1000

*Presented by **Norma Nunez-Pacheco**, Director of Enrollment Retention & Interim Director of Owl Advising, KSU, and **Cheree Copeland**, Retention Coordinator, Office of Enrollment Retention, KSU*

In this session, students will engage in meaningful conversations about the impact of Imposter Syndrome in their current or future job search. Students will learn about the different types of Imposter Syndrome, the cultural impacts of Imposter Syndrome, and strategies for coping with Imposter Syndrome.

DAY TWO: BREAKOUT SESSION 3B

TRUE TO YOU: UNDERSTANDING HOW YOUR PERSONALITY GUIDES YOUR LEADERSHIP

Location: Prillaman Hall, Room 1101

*Presented by **Dr. Tonya Baker McPherson**, Director of Student Activities, Department of Student Activities, KSU, and **Abi Miles**, Graduate Assistant, Department of Student Activities, KSU*

Participants will complete the True Colors Assessment at the beginning of the session. Afterward, the participants will work in groups to better understand their personality and leadership type. The presenters will then debrief the group activity with students. The presenters will review the different personality types in the assessment and allow participants to provide feedback based on their assessment results.

DAY TWO: BREAKOUT SESSION 3C

FROM INITIATION TO EXECUTION: PROGRAM PLANNING BASICS

Location: Prillaman Hall, Room 1105

*Presented by **Carolyn Kuzontkoski**, Associate Director of Recreation Programs, Department of Sports and Recreation, KSU*

Planning an event or program for your organization but don't know where to start? Don't panic. In this session, we'll talk through the steps of the process so you can prepare for a successful and memorable program.

DAY TWO: BREAKOUT SESSION 4A

OPPORTUNITIES IN CRISIS: PASSION AND PURPOSE IN SENIOR LIVING

Location: Prillaman Hall, Room 1000

*Presented by **Kelsie Anderson**, Culture and Brand Manager, Galerie Living*

Join Kelsie Anderson in this vibrant testimonial discussion about utilizing your crisis to discover and develop your intersection of passion and purpose. The last decade for Kelsie Anderson has been a roller coaster. From dropout to KSU grad, Kelsie was in her dream job in the newsroom. Within a year, she realized her dream was more of a personal nightmare. In the throws of a personal crisis, her morning anchor told her about discovering the intersection of passion & purpose. After refining her career likes, dislikes, strengths, and weaknesses, Kelsie accepted a position with the senior living company Galerie Living, where she now produces + publishes her own magazine, manages all forms of communications, and preserves the legacies of our seniors.

DAY TWO: BREAKOUT SESSION 4B

REACHING NEW HORIZONS: MASTERING THE JOB INTERVIEW

Location: Prillaman Hall, Room 1101

*Presented by **Meredith Ginn**, Senior Lecturer, School of Communication and Media, KSU*

Students will attend an interactive workshop as they learn 10 Tips for Interviewing Success. This session is useful for undergraduate students interviewing for part-time positions and internships and soon-to-be graduates getting ready to enter the full-time workforce.

BREAKOUT SESSIONS (continued)

DAY TWO: BREAKOUT SESSION 4C

TWO STUDENT HALF SESSIONS:

- OVERCOMING IMPOSTER SYNDROME
- BREAKING DOWN: VULNERABILITY IN LEADERSHIP

Location: Prillaman Hall, Room 1105

Presented by **Ruth Gomez, Junior, KSU**

Overcoming Imposter Syndrome: It is important to understand what imposter syndrome is and how it feels. To succeed, we must overcome the emotions that come with it and push through the battle within our minds.

Presented by **Eunice Cuffie, Senior, KSU**

Breaking Down: Vulnerability in Leadership: If you don't tell anyone about how you feel, how would they know? This session will be a conversation about how being vulnerable with your teammates can benefit your organization and have ripple effects through their communication, engagement, and accountability. We will explore strategies to open the conversation about emotional and mental health and create a safe space for your team. We're all human at the end of the day, so why is it so terrible to be vulnerable with the people you encounter?

DAY THREE: BREAKOUT SESSION 5A

FROM RIPPLES TO WAVES: CREATING SOCIAL CHANGE ONE STEP AT A TIME

Location: ZOOM Events

Presented by **Michael Almond, Program Coordinator, Department of Student Volunteerism and Service, KSU**

The idea of social change can be overwhelming, especially when working alone. Oftentimes, people may not know where to begin or what social change even looks like. In this session, participants will learn more about different ways social change is enacted at macro and micro levels. Participants will reflect on their individual strengths, abilities, and values. Attendees will walk away from this presentation with actionable steps they can take to promote change within their own spheres.

DAY THREE: BREAKOUT SESSION 5B

DESIGN YOUR DOCUMENTS TO INCLUDE EVERYONE: ACCESSIBILITY BASICS

Location: ZOOM Events

Presented by **Beth Kirsner, Associate Professor of Psychology, KSU, and Jason Rodenbeck, Assistant Director of Academic Web Accessibility, Digital Learning Innovation, KSU**

Is equity important to you? Imagine finding a webpage with a big, bold title that sounded really interesting, but the rest of the page was so hard to read that you quickly lost interest. This often happens to people with visual impairments because electronic documents often aren't formatted to work well with the tech that helps them read. We want to teach you a few simple things you can do to make the documents you create more readable for people with disabilities. To practice these skills during the presentation, use your KSU credentials at o365.kennesaw.edu and download the latest version of Microsoft Word and PowerPoint. Contact the Student Help Desk at 470-578-3555 if you need assistance.

DAY THREE: BREAKOUT SESSION 5C

PERSONAL OWNERSHIP

Location: ZOOM Events

Presented by **Brittney Hale, Sr. Director of HR and Organizational Development, Powerhouse**

Focusing on Practical competence, during my session, I would like to focus on owning your own development and taking the initiatives to develop personal effectiveness in a professional environment.

EMPLOYER PARTNERS

SPECIAL THANKS TO OUR PARTNERS

Certain companies make a commitment to our students, and their contributions fund activities that enhance the opportunities of our students. We would like to thank the following companies for their support.

CONFERENCE TITLE SPONSOR



DIAMOND



PLATINUM



GOLD



CAREER PLANNING AND DEVELOPMENT

470.578.6555 | careers.kennesaw.edu | @ksucareers

STUDENT LEADERSHIP

470.578.6700 | leadserve.kennesaw.edu | @_ksudsl



KENNESAW STATE
UNIVERSITY

CAREER PLANNING AND DEVELOPMENT

470.578.6555 | careers.kennesaw.edu | @ksucareers

STUDENT LEADERSHIP

470.578.6700 | leadserve.kennesaw.edu | @_ksudsl