

- The UO -
**DIVERSITY
CAREER**

SYMPOSIUM

Empowering Multicultural Students/Alumni
Towards Their Professional Success



FRIDAY
FEBRUARY 27, 2015
MULTNOMA H ATHLETIC CLUB, PORTLAND
10AM-6PM



UNIVERSITY OF OREGON



multicultural career alliance



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Mark Holman and the MAC Club
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Portland Parks and Recreation
Puppet Labs
Sherwin Williams
Target
The Hershey Company
Teach for America
Umpqua Bank
US Dept. Of State
US Navy
US Peace Corps
Washington County Sheriff's Office
Wieden+Kennedy
Willamette Dental Group
Willamette University MBA
Yahoo!
Zones

Self-Promotion Plan

Reflect on your top values, strengths, and interests to craft a message to promote yourself to employers.

Career Values

Achievement	Independence
Advancement	Innovation
Aesthetics	Transparency
Altruism	Intellectual Stimulation
Creativity	Prestige
Economic Return	Security
Inclusivity	Variety

Strengths

(What have you been told you're good at doing and/or what have you been recognized for in the workplace?)

.....
.....
.....

Interests

(What do you enjoy doing and which of those do you want to be involved in your work?)

.....
.....

Self-Promotion Plan

Now that you have reflected on your profile, decide on a few employers attending today and positions that interest you most.

Top three employers of interest

.....

.....

.....

Top three positions that are most exciting to you

.....

.....

.....

What skills and values do you believe your top three employers are looking for to fit the positions you are interested in?

SKILLS

VALUES

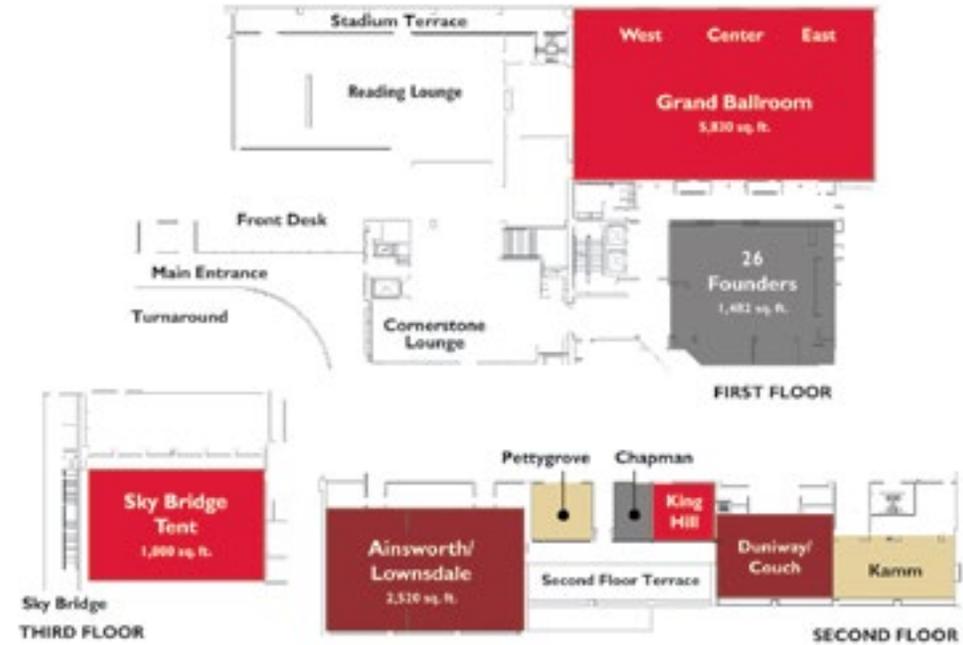
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*Nationally, employers are looking for the following skills/competencies most: Communication, Critical Thinking, Teamwork, and Problem Solving.

Schedule

Map

Time	Event	Location
8:15am-9:30am	On-board Pre-trip Training	On the Bus
10:00am - 10:40am	Welcome/Ice Breaker Keynote: Jeffrey M. Siminoff - Apple	Ballroom
10:45am-11:30am workshops	• Knowing Your Strengths and Making the Most of Them (Student/Alumni Workshop)	Duniway
	• What to Do When You Don't Know What to Do (Student/Alumni Workshop)	Couch
	• Taking the Mystery Out of the Job Search (Student/Alumni Workshop)	Kamm
	• S.P.I.C.E for Success: You Only Get One Chance to Make a First Impression! (Student/Alumni Workshop)	Lownsdale
	• Decoding a Company Culture (Student/Alumni Workshop)	Ainsworth
	• The Myths of Hiring International Students Debunked (Student/Alumni/Employer Workshop)	King Hill
	• A Business Case for Equity and Inclusion (Employer Workshop)	26 Founders
11:45am-1:00pm	Luncheon/Remarks Keynote: Chris Tabourne - Enterprise Rent-A-Car	Ballroom
1:15pm-2:00pm panels	• Ask the Students (Employer Panel)	26 Founders
	• Health Care and Education (Student/Alumni Panel)	Duniway
	• Social Justice and Non Profit (Student/Alumni Panel)	Couch
	• PR, Communications, Marketing (Student/Alumni Panel)	Ainsworth\Lownsdale
	• Recents Grads: I Wish I Knew... (Student/Alumni Panel)	Kamm
2:15pm-3:00pm panels	• Hiring Veterans (Employer Workshop)	26 Founders
	• Science, Technology, and Beyond (Student/Alumni Panel)	Duniway
	• Business and Entrepreneurship (Student/Alumni Panel)	Couch
	• Sports and Outdoor Management (Student/Alumni Panel)	Ainsworth\Lownsdale
	• Public Service and Government (Student/Alumni Panel)	Kamm
3:15pm-4:15pm	Keynote Speaker: Vanessa Van Edwards (Students/Alumni/Employers)	Lownsdale/Ainsworth
4:30pm-6:00pm	Networking/Tables (Students/Alumni/Employers)	Ballroom
6:00pm-6:15pm	Board Buses	Lobby



10:45am-11:30am

Knowing Your Strengths and Making the Most of Them

Location: Duniway
Moderator: Ebony Lawrence, Kaiser Permanente
Sponsor: Kaiser Permanente

Develop skills and leadership potential in a dynamic and unique workshop. Learn what it means to be a leader in your organization as an early careerist. Understand the value that you bring into the organization and what it means to thrive when using your own identity. More importantly understand the importance of BEING YOURSELF.

What to Do When You Don't Know What to Do

Location: Couch
Presenter: Dr. Kristi Lodge, Career Center
Sponsor: AlSCO

Deciding your major or career choice can be a challenging process. It can feel like you either have no clue what you want to do or you have so many interests that you can't choose just one. This workshop will help you look at the question "what do you want to do with your life?" differently and provide you with tangible strategies to help you decide which career or major will be the best fit for you right now.

Taking the Mystery Out of the Job Search

Location: Kamm
Presenter: Joseph Wahl, City of Portland
Sponsor: Fisher Investments

In this interactive presentation, Joseph Wahl, Assistant Director for the City of Portland's Office of Equity and Human Rights and a former executive recruiter, will help participants take the mystery out of the job search process.

You will learn:

- How to identify the right opportunities
- How to research targeted organizations
- How to build your brand
- How to use networking and relationships
- How to develop a killer resume/application
- How to win the job!

S.P.I.C.E for Success: You Only Get One Chance to Make a First Impression!

Location: Lownsdale
Presenter: Terri C. Houston, Senior Director for Diversity, Equity and Inclusion, Cascadia Behavioral Healthcare
Sponsor: Blount International

This high-energy, highly interactive presentation will enable participants to think differently about how and with whom they engage in professional and social network settings. Come prepared to listen, learn, and laugh!

Decoding a Company Culture

Location: Ainsworth
Presenter: Mark Holman, Bonneville Power Administration
Sponsor: Country Financial

How do people manage to do the things that they do on a job? Why do people behave a certain way in the workplace? Arguably cultural norms are determined by a tone at the top of the company. However, the buzz from the bottom and movement in the middle are very important in defining a company's culture. People in all these groups help to establish the norms that govern behavior and ultimately the culture in a company.

This workshop will examine those norms and help you decode the behavior that determines the culture within a company. This interactive workshop will help you to understand the communication styles (verbal and non-verbal) that govern information transfer within a company. We will examine the role that generational diversity plays in defining a workplace culture. We will also examine meeting styles. Are brainstorming sessions the norm, or do people follow a formal, agenda-driven format?

After attending this workshop you will have a better understanding of how you can build up a network in your company by understanding and appreciating that which is unique about a company - its culture.

The Myths of Hiring International Students Debunked

Location: King Hill
Presenter: Becky Megerssa
Sponsor: University of Oregon

Come learn how easy it is to bring an international perspective into your company or organization. If you've never hired an international student because you thought there were too many hoops to jump through or it wasn't worth your time and energy, this workshop will dispel many false myths around hiring international students.

A Business Case for Equity and Inclusion

Location: 26 Founders
Presenter: Chris Tabourne
Sponsor: Enterprise Rent-a-Car

Enterprise has over 175 local diversity teams throughout North America and Europe that help them to identify and address the unique diversity and inclusion opportunities in each marketplace. This helps the company reach its diversity and inclusion mission of mirroring the communities that they service.

Specifically, Local Diversity Teams help to:

- Recruit diverse talent
 - Engage middle management in local diversity initiatives
 - Retain and advance diverse talent
- Learn about how Enterprise's approach to diversity ensures long-term business success.

1:15pm-2:00pm

Ask the Students

Location: 26 Founders
Sponsor: United States Marine Corps
Panelists: **Andrea Rodriguez**, MCA Emerging Leader Intern, University of Oregon, **Kevin Corbin**, Employer Relations Assistant, University of Oregon, **Paula Santos**, IMPACT Mentor, University of Oregon, **Jason Sheridan**, Student Veteran Center Treasurer, University of Oregon

Health Care and Education

Location: Duniway
Sponsor: Cambia
Panelists: **Monica Serrano**, Coordinator, Kaiser Permanente, **Sonji Young**, Veteran and Diversity Outreach Program Manager, Cambia, **Jamila Singelton**, Chief of Staff, Teach for America, **Serilda McGee**, Human Resources Director, Oregon Department of Education

Social Justice and Non-Profit

Location: Couch
Sponsor: State Farm
Panelists: **Danielle Lawrence**, Recruitment and Retention Specialist, Central City Concern, **Chabre Vickers**, Vice President of Brand Experience, Big Brothers Big Sisters of Columbia NW, **Jocelyn Lovenburg**, HR Specialist, Lifeworks NW, **Pravin Mallavaram**, Regional Representative, Peace Corps

PR, Communications, and Marketing

Location: Ainsworth/Lownsdale
Sponsor: Pricewaterhouse Coopers
Panelists: **Garren Strong**, Brand Marketing Associate Manager, Nike
Clarissa Fong, Sr. Account Executive, CMD, **Anthony Casanova**, Creative Strategist, Yahoo!, **Destinee Scott**, Media Supervisor on Nike, Weiden+Kennedy

Recent Grads: I Wish I Knew...

Location: Kamm
Sponsor: Northwestern Mutual Financial Network
Panelists: **Jessica Chan**, Graphic Designer, Media Drink, **Grace Neil**, Field Representative, Ron Wyden's Office, **Joseph Aborah**, GL Specialist, Uti Worldwide, **Kenny Shelton**, Marketing Director, Blisspic

2:15pm- 3:00pm

Hiring Veterans Workshop

Location: 26 Founders
Presenter: Audrey Johnson, Director of Talent Aquisition, Kaiser
Sponsor: Kaiser

Learn how to crack the code of translating military skills, behaviors, and perceptions in order to identify those talents that will enable your organization to flourish. Go beyond rank, job classification and myths, and instead let's focus on what sets the veteran apart. Learn how to recognize opportunities that others may not see

when screening this highly-motivated target audience. They'll accomplish their civilian mission when you accomplish yours!

Science, Technology, and Beyond

Location: Duniway
Sponsor: Liberty Mutual
Panelists: **Jocelyn Bourgault**, Sr. Operations Program Manager, Oracle
Rupert Dallas, Sales Director, Ecova
Billy Ladd, Education Technology Specialist, **Lisa Wagner**, Website Manager, Puppet Labs

Business and Entrepreneurship

Location: Couch
Sponsor: Yelp
Panelists: **Christiana Fairrer-Samani**, Junior University Sales Recruiter, Yelp, **Paula Haynes**, President & CEO, Hue Noir Cosmetic Co., **Anthony Xin**, Regional College Recruiter, GEICO, **Lou Radja**, Motivational Speaker/Coach, Lou Radja Enterprises

Sports and Outdoor Management

Location: Lownsdale/Ainsworth
Sponsor: Macy's
Panelists: **Jordan Kent**, Sports Broadcaster/Youth Sports Camp Director, Comcast Sportsnet/Jordan Kent Camps, **Finnian McNeff**, HR Manager, Portland Trailblazers, **Stephanie Newman**, Sales Analyst,

Columbia Sportswear, **E. Scott Morris**, Sr. Creative Director of Footwear Design, Under Armour

Public Service and Government

Location: Kamm
Sponsor: CIA
Panelists: **Massayo Halpin**, Special Agent, FBI, **Lewis Lukens**, Ambassador, State Department, **Patti H**, Recruiter, CIA, **Art Hendricks**, Equity & Inclusion Manager, City of Portland Parks and Rec

* All workshops/panels in green and marked with  are employer events only

Speakers

Keynote



Vanessa Van Edwards

Vanessa Van Edwards is the lead investigator at Science of People, a human behavior research lab. She is a Huffington Post columnist and published author. Her innovative work has been featured on NPR, Business Week and USA Today. She regularly gives keynotes and appears in the media to talk about her research. She has written for CNN, Fast Company and Forbes.

Welcome/Ice Breaker

Jeffrey M. Siminoff



Jeffrey is Director of Worldwide Inclusion & Diversity at Apple. He joined Apple in the Fall of 2013. In 2014 he was named one of "10 Men Making Waves for Women in Tech" in TechCrunch. Previously, Jeffrey was

the Managing Director, Global Head of Diversity & Inclusion at Morgan Stanley. Before that, also at Morgan Stanley, he was one of the firm's senior Employment lawyers and chaired the firm-wide Pride Employee Network. He began his career as an attorney in a law firm litigation practice. He is a graduate of Duke University's Sanford School of Public Policy and Emory School of Law. He is a passionate foodie, traveler and fitness enthusiast.

Luncheon/Remarks

Chris Tabourne



Chris Tabourne is Assistant Vice President of Diversity & Inclusion at Enterprise Holdings, operating Alamo Rent-A-Car, Enterprise Rent-A-Car, and National Rent-A-Car. With more than 75,000 employees in more than 6,500 locations, he leads

and implements Diversity & Inclusion initiatives for the company worldwide. Tabourne also heads-up Enterprise Holding's North American Diversity /Career and Family Focus Team and its Executive Diversity and Inclusion Council. Together, these organizations assist in the recruitment, retention, and development of a diverse workforce while helping employees maintain a healthy work-life balance.

Networking Reception

Networking is a way to connect with employers and professionals to learn more about their company and position and to share information about yourself so they have a chance to get to know you. At this networking event, employers will have individual tables, typically filled with information about their company. Approach them with a smile and a handshake—they will be ready and excited to connect with you! Take a look back at the Self-Promotion Plan you worked on earlier today to refresh your memory about what you'd like to communicate to employers. And remember, networking is a conversation, so ask meaningful questions and be your (professional) self.

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We offer paid internships to both undergraduates and graduate students.

The 2015 internship opportunities will be posted on **April 6, 2015**.

Visit jobs.kp.org to apply.

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All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, protected veteran status, or disability status.



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History

The building blocks of the Multicultural Career Alliance (MCA) began in 2001 by co-founders Ronnie Casanova and Mark Tracy. They recognized the need to increase UO multicultural students' use of career services. To accomplish this, they first recruited staff members dedicated to diversity from various student service offices across campus and developed quarterly events to engage students in the career development process and connect them with employers. The Alliance's first reception in fall of 2001 hosted approximately 50 students.

As programs continued to be offered, the committee assessed their value based on student evaluations and attendance. To address the variety of interests and needs of the students, the committee members experimented with different programming options over the years such as employer panels, interview opportunities, and educational skill-building workshops. Eventually, a schedule of yearly innovative events was set.

Now participation has blossomed as the Alliance may boast student

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