The UO - DIVERSITY CAREER SYMPOSIUM

Empowering Multicultural Students/Alumni Towards Their Professional Success

FRIDAY
FEBRUARY 27, 2015
MULTNOMAH ATHLETIC CLUB, PORTLAND
10AM–6PM

EO/AA/ADA institution committed to cultural diversity.

Empowering Multicultural Students/Alumni Towards Their Professional Success

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FEBRUARY 27, 2015
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EO/AA/ADA institution committed to cultural diversity.
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Table of Contents

Table of Contents
Employers in Attendance
Self Promotion
Schedule
Map
Workshops
Speakers
Networking Reception
History
MCA Team
Reflecting on the Day

Special thanks to:
Mark Holman and the MAC Club
for hosting the UO Diversity Career Symposium!
Every day, people do amazing things at Apple. What will you do?

Apple is hiring for the AppleCare College Program at University of Oregon. Be a part of Apple’s award-winning support team. www.apple.com/jobs/students

“You don’t build a business; you build an organization, then the organization builds the business.” — Fred G. Meyer

Fred G. Meyer pioneered One-Stop shopping by opening a food store that also sold non-food products. Today, Customers can find more than 225,000 items in our stores. And as a division of The Kroger Co., Fred Meyer is part of the second largest retail chain in the U.S.

Additionally, Fred Meyer contributes more than $5 million to communities across the Northwest each year through grants from the Fred Meyer Foundation as well as product donations, cash donations, and sponsorships.

Why Work at Fred Meyer? Great Culture! Associate feedback is an integral part of the continuing success of Fred Meyer. It’s encouraged through Cultural Councils at every location, as well as a program that lets any Associate share ideas directly with top management.

Visit fredmeyer.com to learn about our career opportunities, internships, and community involvement.
Reflect on your top values, strengths, and interests to craft a message to promote yourself to employers.

<table>
<thead>
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<th>Career Values</th>
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<td>Achievement</td>
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<td>Advancement</td>
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<td>Aesthetics</td>
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<td>Inclusivity</td>
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Strengths
(What have you been told you’re good at doing and/or what have you been recognized for in the workplace?)

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

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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

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Top three positions that are most exciting to you

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

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

Choose one employer/position and write out the most important things you want them to know. Include your profile information, and consider what you think the employer is looking for. You will have a limited amount of time to talk to each employer, so focus on the things you would most like to tell employers today.

*Be mindful that you want your message to be specific to each employer/position.

(Multicultural Distribution Diagram)

(Gardewertz & Row, 2003; DH&HS, 2012)
Adapted by the Career Center
*Not All-Inclusive
<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<td>8:15am-9:30am</td>
<td>On-board Pre-trip Training</td>
<td>On the Bus</td>
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| 10:00am - 10:40am  | Welcome/Ice Breaker  
Keynote: Jeffrey M. Siminoff - Apple                                  | Ballroom     |
| 10:45am-11:30am    |  - Knowing Your Strengths and Making the Most of Them (Student/Alumni Workshop)  
  - What to Do When You Don’t Know What to Do (Student/Alumni Workshop)  
  - Taking the Mystery Out of the Job Search (Student/Alumni Workshop)  
  - S.P.I.C.E for Success: You Only Get One Chance to Make a First Impression! (Student/Alumni Workshop)  
  - Decoding a Company Culture (Student/Alumni Workshop)  
  - The Myths of Hiring International Students Debunked (Student/Alumni/Employer Workshop)  
  - A Business Case for Equity and Inclusion (Employer Workshop) | Duniway, Kamm, Lownsdale, Ainsworth, King Hill |
| 11:45am-1:00pm     | Luncheon/Remarks  
Keynote: Chris Tabourne – Enterprise Rent-A-Car  
- Ask the Students (Employer Panel)  
- Health Care and Education (Student/Alumni Panel)  
- Social Justice and Non Profit (Student/Alumni Panel)  
- PR, Communications, Marketing (Student/Alumni Panel)  
- Recent Grads: I Wish I Knew... (Student/Alumni Panel) | 26 Founders, Ballroom, Duniway, Couch, Ainsworth/Lownsdale, Kamm |
| 1:15pm-2:00pm      |  - Hiring Veterans (Employer Workshop)  
  - Science, Technology, and Beyond (Student/Alumni Panel)  
  - Business and Entrepreneurship (Student/Alumni Panel)  
  - Sports and Outdoor Management (Student/Alumni Panel)  
  - Public Service and Government (Student/Alumni Panel) | Duniway, Couch, Ainsworth/Lownsdale, Kamm |
| 2:15pm-3:00pm      | Keynote Speaker: Vanessa Van Edwards (Students/Alumni/Employers)    | Lownsdale/Ainsworth  |
| 3:15pm-4:15pm      | Networking/Tables (Students/Alumni/Employers)                       | Ballroom     |
| 6:00pm-6:15pm      | Board Buses                                                         | Lobby        |
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: Lowndesdale
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 in certain ways 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

### PR, Communications, and Marketing

**Location:** Ainsworth/Lownsdale  
**Sponsor:** Pricewaterhouse Coopers  
**Panelists:** Garren Strong, Brand Marketing Associate Manager, Nike  
Claria 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:** Cambia  
**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, Blisspc

### 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 Lovernburg, HR Specialist, Lifeworks NW, Pravin Mallavaram, Regional Representative, Peace Corps

**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

### 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, 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

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*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.

At Alsco we have a career for you...not just a job.

Visit the Alsco booth to find out more about the Management Training Program.

Visit the Alsco booth to find out more about the Management Training Program.

Many Roots. One Cambia.

Cambia is proud to support the University of Oregon Diversity Career Symposium. Learn more at cambiahealth.com/careers.

Kaiser Permanente has a longstanding commitment to diversity and inclusion—and to creating pipelines of talent into our organization. Working as a 2015 summer intern you have the opportunity to gain valuable on-the-job experience and develop relationships with hiring managers.

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.

Kaiser Permanente is an AA/EEO Employer

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

Opportunity. Growth. Dedication. These are the hallmarks of a career with the Central Intelligence Agency. They’re also the rewards of truly fulfilling work. Your talent, experience and heritage can help meet America’s intelligence challenges. But only if you take the next step. Research. Inquire.

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APPLICATIONS ARE DUE APRIL 6, 2015.

Kaiser Permanente
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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
attendance numbers of 150 - 200 students at more recent events. As student attendance continues to grow, so will the committee.

The Multicultural Career Alliance (MCA) is a collaborative effort supported by the Alumni Association, the Career Center and Career Center Portland, the Center for Multicultural Academic Excellence, the Lundquist College of Business Career Services and the Office of the Dean of Students.

**MCA Team**

Alicia Sheikh-Arvizu, multicultural support inclusion specialist, Office of the Dean of Students

Andrea Rodriguez, emerging leader intern, MCA

Chelsey Augustyniak, career advisor, Career Center

Colleen Lewis, employer relations and events coordinator, Career Center

Courtney Ball, career advisor, Career Center

Dani Amtmann, assistant director of educational programs, Career Center

Daniel Pascoe, director, Career Center

James Chang, director, duck career network, Alumni Association

Jeff Larson, access adviser, Accessible Education Center

Kristi Lodge, assistant director of academic programs, Career Center

Linda Favero, program director, Alumni Career Services

Mandy Devereux, associate director of employer relations, Career Center

Megan Green, fiscal coordinator, Career Center

Michael Williamson, marketing specialist, Career Center

Ronne Casanova, assistant director of employer development, Lundquist College of Business Career Services

Pat Ferris, employment services coordinator, Career Center

Rosa Chavez-Jacuinde, academic advisor, Center for Multicultural Academic Excellence

Sarah Dodson, parent professional network program director, Career Center

Tayah Butler, academic advisor, Lundquist College of Business

Tina Haynes, on-campus recruiting coordinator, Career Center
1. Did you develop leads/contacts for internships and/or jobs?  
   YES    NO

2. If YES to question one, which employers did you develop these leads with?  

3. Did you develop leads/contacts for further professional networking development (e.g. informational interviews, job shadows, mentoring, resume review, etc.)?  YES    NO

4. If YES to question three, which employers did you develop these leads with?  

5. Did you learn something today to help you improve your professional networking?  YES    NO

6. If YES to question five, what were the most important things you learned?  

7. If NO, what could have been done differently (consider prep work on the bus, workshops/panels, the keynote speaker, and the networking event)?  

8. On a scale of 1-5, how confident were you in your networking abilities before this event (please circle)?

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9. On a scale of 1-5, how confident are you in your networking abilities after this event (please circle)?

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CAREERS AFTER COLLEGE

Aramark
Boly Welch
Bonneville Power Administration
Bridgewell Resources
Central City Concern
City of Corvallis
City of Portland
Columbia Sportswear
Comcast
Ecova
Evanta
Federal Bureau of Investigation
GEICO
Howard S. Wright

KPMG LLP
LifeWorks NW
Mercy Corps
Metro
NSH MBA
Moss Adams
OnPoint
Oregon Department of Education
Oregon Department of Revenue
Oracle
PepsiCo
Portland Trail Blazers
Portland General Electric
Portland Parks and Recreation
Puppet Labs
Sherwin Williams
Target
The Hershey Company
Teach for America
Umpqua Bank
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And special thanks to:
Mark Holman and the MAC Club
for hosting the UO Diversity Career Symposium!

GIFTS

Kind Healthy Snacks