

# 2018 Marketable Skills Conference Agenda

## Conference Day 1, Monday, April 09, 2018

5:30 p.m.	<p><b>Panel Discussion: How I Marketed Myself to Get a Great Job</b>  <i>This session is open to the public.</i>                  Shamrock Ballroom                  Moderator, Andrias R. "Annie" Jones, Student Representative, Texas Higher Education Coordinating Board                  Lohaynne Alvarado, University of Houston, College of Hotel and Restaurant Management, Class of 2017                  TBD                  Selena Olivia Lemus, University of Texas Rio Grande Valley, College of Liberal Arts, Class of 2016                  Robert Martin, Navarro College, Petroleum Technology Program, Class of 2015</p>
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## Conference Day 2, Tuesday, April 10, 2018

7:00 a.m.	<p><b>Registration/Check-in/Visit with Exhibitors</b>                  (Room)</p>
7:00 a.m.	<p><b>Continental Breakfast Buffet</b>                  Conrad N. Hilton Ballroom</p>
8:00 a.m.	<p><b>Welcome from the Commissioner of Higher Education</b>                  Conrad N. Hilton Ballroom                  Video from Raymund A. Paredes, Ph.D., Commissioner of Higher Education</p>
8:15 a.m.	<p><b>An Overview of the Marketable Skills Goal and Implementation Guidelines</b>                  Conrad N. Hilton Ballroom                  Ginger L. Gossman, Ph.D., Senior Director of Innovation and Policy Development                  Rex Peebles, Ph.D., Assistant Commissioner for Academic Quality and Workforce</p>
8:45 a.m.	<p><b>Keynote Address: The Role of Institutions in Graduate Employability</b>                  Conrad N. Hilton Ballroom                  Eluned Jones, Past President, Association of Graduate Careers Advisory Services;                  Director of Student Employability, University of Birmingham</p>
10:00 a.m.	<p><b>15-Minute Break</b></p>
<b>Concurrent Trainings</b>	
10:15 a.m.	<p><b>Turning Program Learning Outcomes (PLOs) into Marketable Skills</b>                  Waldorf-Astoria Ballroom                  Jonathan Lee, Ph.D., Professor of History, San Antonio College</p> <p>Guidance on how to leverage the congruence between PLOs and marketable skills. This congruence is often highlighted in program reference tools, like the Degree Qualifications Profile, and through national efforts like Liberal Education and American's Promise. Dr. Lee translated PLOs to marketable skills for history in 2016-2017.</p>
	<p><b>Pulling Career Services into Your Process</b>                  Shamrock Ballroom                  Monica Thompson, Executive Director, University Career Services, University of Houston (UH)                  Tina Powellson, Ph.D., Director, Center for Student Involvement, UH                  Pamelyn Shefman, Ph.D., Director, Assessment and Planning, UH</p>

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	<p>Guidance on integrating Career Services into your campus or departmental process for identifying marketable skills. Your Career Services colleagues are well-connected with industry partners and can advise about skills currently in demand. Ms. Thompson, Dr. Powellson, and Dr. Shefman partnered to create this process for UH in 2017.</p>
<b>Lunch – Discuss Trainings with Your Team</b>	
12:00 p.m.	<p><b>Lunch – Discuss Trainings with Your Team</b>  <i>Conrad N. Hilton Ballroom</i></p>
1:00 p.m.	<p><b>Keynote Address: The Value of the Liberal Arts and Co-curricular Experiences</b>  <i>Conrad N. Hilton Ballroom</i>  <i>Peter Stokes, Managing Director, Huron Consulting; Author, "Higher Education and Employability: New Models for Integrating Study and Work"</i></p>
2:00 p.m.	<b>15-Minute Break</b>
<b>Concurrent Trainings</b>	
2:15 p.m.	<p><b>How to Mobilize Educators to Identify Marketable Skills by Meta-Major</b>  <i>Waldorf-Astoria Ballroom</i>  <i>Derina Holtzhausen, Ph.D., Dean, College of Fine Arts and Communication, Lamar University</i></p> <p>Guidance on how to convene faculty from similar disciplines to create a resource list of marketable skills that can be shared across content areas. Dr. Holtzhausen led an effort to identify marketable skills for Communication and Journalism in 2016-2017.</p>
2:15 p.m.	<p><b>Using Job Postings Data to Identify Marketable Skills</b>  <i>Shamrock Ballroom</i>  <i>Fred Oswald, Ph.D., Professor and Chairman of the Graduate Committee, Department of Psychology, Industrial/Organizational Psychology, Rice University</i></p> <p>Resources are available to inform educators about the marketable skills in demand in the workforce that also align with curricular content. These resources include the Occupational Information Network (O*NET), Burning Glass, and Emsi. Dr. Oswald is editing a book on education and workforce readiness to be published this year.</p>
<b>15-Minute Break</b>	
4:00 p.m.	<b>15-Minute Break</b>
4:15 p.m.	<p><b>An Overview of Student Handbook on Career Readiness</b>  <i>Conrad N. Hilton Ballroom</i>  <i>Andres Alcantar, Chairman and Commissioner Representing the Public, Texas Workforce Commission</i>  <i>David W. Gardner, Ph.D., Deputy Commissioner for Academic Planning and Policy</i></p>
5:30 p.m.	<b>Conference Closure</b>