SEVENTH ANNUAL
HOLLINS C3: CAREER CONNECTION CONFERENCE
FOR WOMEN WHO ARE GOING PLACES

Draft: July 2018

SUNDAY, SEPTEMBER 30

4:30 – 6:30 PM  CHECK-IN OPENS for ALUMNAE CONFERENCE LEADERS
Cromer Bergman Alumnae House

6:00 – 7:30 PM  PRESIDENT’S RECEPTION FOR CONFERENCE LEADERS & MODERATORS
Lorimer House (formerly known as the President’s House)

MONDAY, OCTOBER 1

7:30 – 10:30 AM  CHECK-IN OPENS for ALUMNAE CONFERENCE LEADERS
Cromer Bergman Alumnae House

7:30 – 9:30 AM  BREAKFAST & ALUMNAE BOARD MEET-AND-GREET
Moody Student Center
Come for breakfast in the dining hall (meal voucher will be provided), and connect with Hollins Alumnae Board members in the lobby on your way in!

7:30 – 10:45 AM  INFORMAL GATHERINGS OF CONFERENCE LEADERS and MODERATORS
Keep in touch with your fellow panelists and C3 moderator and make plans to meet in the alumnae lounge to go over last-minute preparatory details.

8:45 – 9:25 AM  OPEN CLASSROOMS FOR ALUMNAE CONFERENCE LEADERS
Alumnae are invited to sit in on select classes during this time frame.

10:15 – 10:45 AM  WELCOME ADDRESS FROM PRESIDENT PAREENA LAWRENCE
Hollins President Pareena Lawrence will welcome alumnae conference leaders and provide a brief Hollins update.

10:45 – 11:30 AM  C3 ORIENTATION for ALUMNAE CONFERENCE LEADERS
What might alumnae panelists and presenters expect from student participants? Karen Cardozo, Executive Director of Career Development, and other Hollins administrative staff will share important information and specific suggestions as we prepare for an exciting day of successful community engagement.

11:30 AM  CONFERENCE LEADERS GROUP PHOTO
Front Steps of the Cocke Building

11:45 AM – 1:15 PM  NETWORKING RECEPTION for ALUMNAE and STUDENTS
Moody Student Center
Network and engage with the campus community during a luncheon reception. Note: some daytime classes conclude at 12:25 pm – students will join when able.

1:30 – 2:30 PM  OPENING SESSION
Keynote speech by Meg Jay, Ph.D., clinical psychologist and author of Supernormal and The Defining Decade. A book signing will immediately follow.

2:45 – 5:30 PM  C3 SESSION EVENTS (see following pages for details)

5:30 PM  ALUMNAE CONFERENCE LEADER SEND-OFF, Botetourt Reading Room
STUDENTS CLOSING CONNECTIONS: CONTINUING THE CONVERSATION, Moody Lobby
UNDERSTANDING THE “TRACKS” OF C3

INSIGHTS FROM THE FIELD
Each session in this track aims to showcase the rich variety of liberal arts career paths around a coherent subject or theme, and features alumnae with a variety of undergraduate majors working across sectors around a common interest (e.g. arts, education, business and entrepreneurship, healthcare, STEM, and mission-driven pursuits).

- Educating the World
- Inventing the Future
- Creative Endeavors
- Healing the Planet
- Driven By Mission
- STEM Frontiers

ISSUES OF INTEREST
These issue-oriented sessions will foster dynamic conversations of importance to all community members regardless of field or role. Timely and provocative, they address concerns of the moment and offer meaningful perspectives and strategies for moving forward on such issues as gender, diversity, and adversity and resilience in the workplace.

- Overcoming Adversity, Finding Resilience
- Diversity and/as Work
- Time’s Up/It’s Our Time

NAVIGATING THE PROCESS
This track is devoted explicitly to the “how to” of career exploration and transition. Alumnae conference leaders will reflect on and field questions about specific aspects or stages of the process, from the first five years out of college; deciding whether or when to pursue an advanced degree, and the many unexpected twists and turns life may take.

- Life After Hollins: The Early Years
- Do I Need an Advanced Degree?
- Virtual You: Managing Your Digital Presence
- The Winding Path
- The Signature Internship Experience
- Chasing the Unicorn: Work/Life Harmony

INTERACTIVE CONNECTIONS
It wouldn’t be the Career Connections Conference without time to connect one on one and face to face! These sessions allow for focused exchanges between students and alumnae for the purpose of career mentoring and general networking, or gaining resume feedback and suggestions for revision. Limited spots; students may participate on a first-come, first-served basis!

- Speed Connection
- Rapid Resume Review

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Please note this schedule is tentative and subject to change
SESSION PERIOD ONE (2:45 – 3:30 PM)
Choose to attend one of the sessions listed below

INSIGHTS FROM THE FIELD

EDUCATING THE WORLD
Most observers agree that the prosperity and well-being of communities around the world depend in large part on access to education, particularly for girls and women. This session illuminates how educational impact occurs across business, government and nonprofit sectors. With alumnae participants in roles ranging from educator to administrator to policymaker to entrepreneur, this roundtable will discuss current needs and trends in education.

INVENTING THE FUTURE
By some estimates, today’s college students will change jobs as many as 15 times over the life course, including moving into roles or organizations that don’t yet exist. This session will highlight the entrepreneurial and innovative mindset required to stay agile in such a rapidly changing world. Featuring alumnae with start-up experience or revolutionary “intrapreneurs” who turned existing organizations in new directions, this roundtable will explore the creative vision and innovative strategies pursued by Hollins women who will also reflect on how a liberal arts education enabled them to succeed in their fields.

ISSUES OF INTEREST

OVERCOMING ADVERSITY, FINDING RESILIENCE
The nomenclature of “a career path” sounds quite orderly and uneventful, yet many struggle with chronic and unexpected adversity, from illness to losing a job to personal tragedy. As Meg Jay wrote in Supernormal, those who have overcome tremendous odds in the face of loss or trauma mix among us everyday as artists, doctors, lawyers, parents, neighbors and friends. Alumnae presenters in this session will amplify the keynote address in reflecting on coping and recovery mechanisms in the face of life’s unexpected challenges.

NAVIGATING THE PROCESS

DO I NEED AN ADVANCED DEGREE?
This is not a panel about how to apply to graduate school, or which programs might be best in a particular field (faculty, Career Center, and alumnae mentors are available year-round to help with those inquiries). Rather, in a rapidly changing and increasingly entrepreneurial economy, this session will generate a robust discussion about whether or when to pursue advanced study. Recent PhDs are among the most indebted in history and many are considering alternative careers in the absence of available faculty positions. Graduate schools also value applicants with work experience as that may lead to more informed and intentional plans for advanced study. When is a graduate degree a ticket to upward mobility and when might it carry unacceptable opportunity costs or debt? Alumnae conference leaders with and without advanced degrees will lead a lively discussion about the pros and cons of going to graduate school.

LIFE AFTER HOLLINS: THE EARLY YEARS
Launching out of Hollins can be cause for both celebration and anxiety. This session will deliver tried and true strategies on relocating to a new city and finding housing, managing finances, finding a mentor and new social network, and overcoming transitional challenges that may affect you emotionally, physically, socially and financially. Don’t worry, you’ve got this! And these alumnae have YOUR back.

INTERACTIVE CONNECTIONS

SPEED CONNECTION
This event is a structured yet casual networking forum where students and alumnae can meet and engage in organic and lively conversations. This is an opportunity for students to ask general or specific questions about navigating a career path, and for alumnae to engage with Hollins today by connecting with a wide range of current students.

RAPID RESUME REVIEW
Structured in a similar fashion as the speed connection session, these brief but valuable interactions will feature small alumnae groups (2-3 per table) who will “crowdsource” a resume critique for each individual student, approximating a committee interview in a welcoming, low-key environment.

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SESSION PERIOD TWO (3:45 – 4:30 PM)

Choose to attend one of the sessions listed below

INSIGHTS FROM THE FIELD

CREATIVE ENDEAVORS
Composing a life is itself a profoundly creative act. In this panel we will hear from alumnae who have found ways in different roles and work/life configurations to express their commitment to the arts and humanities as artistic practitioners, funders and/or in arts management. Whether employed by a single organization or active in the “gig economy,” alumnae in this session will discuss the creativity they have deployed to keep the arts alive—for themselves and others.

HEALING THE PLANET
Now, more than ever, the world needs practitioners and researchers committed to empathetic, innovative and holistic solutions to recalcitrant healthcare and environmental issues. Alumnae in this session will discuss the paths that led them to their current roles, illuminating different ways beyond a medical degree to make a significant difference in improving the well-being of others.

ISSUES OF INTEREST

DIVERSITY AT WORK
Thinking about the intersections of ability, class, gender, race, sexuality and other variables, this session takes seriously the importance of identity and affinity in career development and life design. How might people from underrepresented groups or marginalized identities navigate applying to or working for normative institutions? How does one gauge whether an organization is inclusive? What career options exist for those who want to make diversity and inclusion efforts their life’s work? Alumnae in this session will discuss self-aware, contextually informed, and intentional processes when it comes to both fitting in at work and finding fitting work.

NAVIGATING THE PROCESS

VIRTUAL YOU - MANAGING YOUR DIGITAL PRESENCE
Today, digital and social media have a significant impact on recruiting, networking and job searching. You must be strategic about how you represent yourself to the world digitally. What are employers looking for in your online presence and social media profiles? How can you use social media most effectively for networking and job hunting? How can you market media savvy on your resume? How can you “scrub” your questionable online traces from the web? Alumnae presenters in this session will answer such questions and more.

THE WINDING PATH
At the 2017 C3, President Lawrence asked alumnae conference leaders how many were working in jobs/fields they had envisioned as undergraduates. Only a few raised their hands! This session should highlight what we know beyond a doubt: Hollins women are not only going places, but the routes they take are varied and unpredictable. Alumnae will consider the twists and turns they’ve experienced in their careers, as well as reflect on roads not taken. This is a great session both for those who think they have their lives perfectly planned and those who have no idea what to do next!

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SESSION PERIOD THREE (4:45 – 5:30 PM)
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**INSIGHTS FROM THE FIELD**

**DRIVEN BY MISSION**
Some people choose to enter “a field,” while others know only one thing: there’s a problem to solve, a constituency to serve, or a wound to heal. This session will feature alumnae who followed a sense of passion or purpose wherever it led into their current roles and work/life configurations. Be inspired and learn from them how to follow your calling.

**STEM FRONTIERS**
Historically, if you asked children from most cultures to draw a scientist, engineer or mathematician, they would not picture a woman. At Hollins, we are proud to see women in STEM quite easily, with myriad STEM majors and alumnae working in a many related fields! This panel features a diverse array of participants working on a variety of STEM frontiers and offers insights on how to pursue the STEM career of your dreams.

**ISSUES OF INTEREST**

**TIME’S UP/ IT’S OUR TIME**
In an era of growing activism and exposure of the extent of discrimination and sexual harassment across industries and fields, alumnae conference leaders will impart personal and professional wisdom as (Hollins) women in the workplace. Offering a range of perspectives - whether that of a survivor, Title IX expert, or manager committed to gender equity - this roundtable will feature a timely discussion of the politics of gender, race and sexuality in the workplace and offer helpful strategies for moving forward.

**NAVIGATING THE PROCESS**

**THE SIGNATURE INTERNSHIP EXPERIENCE**
Open to sophomores through seniors, the Signature Internship Program takes place over January Term with funding support and placement in cities from NYC to DC to Richmond to Boston. What are the advantages of being selected for a Signature Internship and what does it take to be a competitive applicant? Come to this session with alumnae sponsors and participants as well as Career Center staff! The application this year is in early October, so don’t miss this opportunity to find out how to make yours as strong as possible.

**CHASING THE UNICORN: WORK/LIFE HARMONY**
If work/life balance, like the unicorn of tomorrow, never comes, what about finding harmony in sounding all the different notes of your life: worker, partner, parent, friend, volunteer? How does one renew and rejuvenate to stay vibrant for the long haul? In this session, alumnae conference leaders will discuss how they have juggled and managed various commitments while striving to live meaningful and fulfilling lives.

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NACE CAREER READINESS COMPETENCIES – KEY

The National Association of Colleges and Employers (NACE), has defined career readiness as the “attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.” This definition was comprised by experts in both the fields of higher education and corporate workplaces. The below competencies may provide framework for discussion and discernment throughout the day.

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<tr>
<th>MARKER</th>
<th>COMPETENCY</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>①</td>
<td>Critical Thinking/Problem Solving</td>
<td>Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.</td>
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<td>②</td>
<td>Oral/Written Communications</td>
<td>Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.</td>
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<td>③</td>
<td>Teamwork/Collaboration</td>
<td>Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.</td>
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<tr>
<td>④</td>
<td>Digital Technology</td>
<td>Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.</td>
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<tr>
<td>⑤</td>
<td>Leadership</td>
<td>Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.</td>
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<tr>
<td>⑥</td>
<td>Professionalism/Work Ethic</td>
<td>Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.</td>
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<tr>
<td>⑦</td>
<td>Career Management</td>
<td>Identify and articulate one’s skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.</td>
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<tr>
<td>⑧</td>
<td>Global/Intercultural Fluency</td>
<td>Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.</td>
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