



2018 Drive-In: Broward College

Schedule	Start	End	Title	Presenter	Session description
Registration	8:00 AM	10:00 AM	Registration		
Welcome	9:00 AM	9:15 AM	Welcome to the 2018 Drive-In at Broward State College	John Sheehy, FloridaACE President	Opening/Welcome presentation
Opening Keynote	9:15 AM	10:00 AM	Making Connections Through Your Journey	Michelle Levine, Interim District Director of Faculty Development and Program Manager for Computer Programming, Broward College Annie Myers, Associate Dean IT, Broward College	Broward College's Computer Science program has found a model that continues to work. By partnering with the Career Centers, Employers, and Computer Science Alumni they have created an environment that propels students to reach new career levels and achieve meeting their career goals. The faculty in Computer Science acknowledge that the success of their students being hired in high waged positions is not only due to the training they've received but faculty's ability to create connections throughout their journey here at Broward College. The Computer Science department has partnerships with Ultimate Software, Wheelhouse IT, Microsoft, and many local municipalities.
Breakout Session I	10:10 AM	11:10 AM	Look Like a Marketing Pro Using Simple Technology Hacks!	Peter Thorsett, University of South Florida	It's no secret that working in higher education often means getting asked to take on a wide range of tasks and responsibilities. In some ways, technology has made taking on some of these tasks easier ... and in others, well, thank goodness for Google and YouTube videos! And nowhere is this truer, than when it comes to marketing. In this session, we'll take a look at a few easy to use technologies and resources that are available at little or no cost to help improve the quality, reach, and impact of your marketing efforts. We'll also explore some fun and simple "hacks" you can apply that will give your marketing a little extra kick ... even if marketing is just a tiny part of your daily routine! We'll take a peek at some of the tools I just can't live without when doing marketing and communications work in my role at USF. And there will be plenty of time to ask questions, try things out, and share your own tips and tricks with your colleagues.

Breakout Session I	10:10 AM	11:10 AM	Thinking Outside of the Box of Traditional Partnerships	Addie Gomez, City Year Elery Rojas, Florida International University	Attendees will learn about what successful partnerships between Employers and Career Centers look like and what the benefits are for both parties. In this highly interactive and participatory presentation, participants will learn how to: <ul style="list-style-type: none"> • Increase candidate pool • Build/strengthen student engagement on campus • Leverage student applications • Maximize on their partner's time • Remove silos and create teams
Lunch	11:20 AM	12:10 PM	Lunch Break		Boxed lunches
Breakout Session II	12:15 PM	1:15 AM	Career Coaching vs Career Advising: Infusing tools to maximize your Career Coaching and Strengths Development	Nelly Leon, Florida International University Stacy Griffin, Lynn University	What's the difference between career advising and career coaching? This is an engaging session that will discuss the differences and provide strategies/ resources to help participants become more effective career coaches! Learn about tools that can work for you and to help achieve career success for your students.
Breakout Session II	12:15 PM	1:15 AM	Recruitment Success: Expanding Your Professor Possibilities	Teri-Anne Brennan, Enterprise Jessica Newman, Enterprise Peter Ricci, Florida Atlantic University	How can professors partner with employers to enhance their student's academic career and ultimately secure positions in their career of choice? Join us to explore best practices and programs that work!
Networking / Collaboration Activity	1:20 PM	2:20 PM	Speed Leads	Sonia G. Hernandez, Florida International University	Get to know our Employer partners in a fast paced networking experience. Meet up to five employers, learn about their company, and the type of student/alumna they are looking for. Employers have 5 min to introduce themselves, their company, and what they are looking for in their recruiting process. The employer will rotate to the next table, to save time. 5 min increments, 1 minute to move, for a total of 30 min.
Closing Keynote	2:30 PM	3:00 PM	From a Backpack to a Briefcase	Jason Nissan, Vice President of Rental, Enterprise	What is the impact that a Career Center can have on a student? Join our closing session to see how one of Enterprise Holding's top executives in South Florida utilized a local Career Center to navigate paths and secure a job – and beyond.