

CSU OUTREACH AUGUST 5 - 7 2012  
PROFESSIONAL DEVELOPMENT CONFERENCE  
CSU **MONTEREY BAY**

# RIDING THE WAVES *of Change*



MONTEREY BAY | AUG 5 - 7  
2012



# California State University Outreach Professional Development Conference

## SUNDAY, AUG 5, 2012

6:00 pm – 9:00 pm

### Welcome Reception

Speaker: Dwayne Cantrell, Director of Student Outreach  
and Recruitment Services, CSU Northridge  
Monterey Plaza Hotel & Spa, Cannery Row

## MONDAY, AUG 6, 2012

### Conference Registration 7:30 am

University Center

7:30 am – 8:30 am

Breakfast

8:30 am – 9:00 am

Welcome, Introductions and Conference Overview

9:00 am – 10:00 am

Chancellor's Office Update

10:00 am – 10:10 am

Break

10:10 am – 11:00 am

Breakout Session I

11:10 am – 12:00 pm

Breakout Session II

12:00 pm – 1:15 pm

Lunch and Special Presentation

1:15 pm – 2:00 pm

Keynote Speaker: Jim Kelly, CollegeWeekLive

2:10 pm – 3:00 pm

Breakout Session III

3:10 pm – 4:00 pm

Breakout Session IV

6:00 pm – 10:00 pm

Evening Social – Bullwhackers Restaurant and Pub, Cannery Row

## TUESDAY, AUG 7, 2012

7:00 am – 8:00 am

Buffet Breakfast

(break into groups 1 and 2)

Alumni and Visitors Center

8:00 am – 10:00 am

Disc Golf Competition – *Group 1*

CSUMB Disc Golf Course

8:10 am – 9:00 am

Breakout Session V-A – *Group 2*

9:10 am – 10:00 am

Breakout Session VI-A – *Group 2*

10:10 am – 12:10 pm

Disc Golf Competition – *Group 2*

CSUMB Disc Golf Course

10:10 am – 11:00 am

Breakout Session V-B – *Group 1*

11:10 am – 12:10 am

Breakout Session VI-B – *Group 1*

12:15 pm – 1:00 pm

Awards Presentation and Conference Closing

# Keynote Speakers



## DwayneCantrell

Director of Student Outreach  
and Recruitment Services  
California State University, Northridge

Dwayne Cantrell currently serves as the Director of Student Outreach and Recruitment Services at California State University, Northridge. Throughout his 20 years of service, he has had the opportunity to serve in three of the four systems of higher education in California. He has also worked with the San Francisco 49ers Entertainment, Nike and Coca Cola in various positions.

Dwayne graduated from San Jose State University where he obtained his Bachelor of Science degree in Criminal Justice Administration as well as a Master of Arts in Counselor Education. He followed that with a Master of Arts in Theology from Fuller Theological Seminary, a Doctor of Theology from Summit Bible College and is now pursuing a Doctor of Education in Educational Leadership at Cal State Northridge.



## JimKelly

Senior Manager of College Partnerships  
CollegeWeekLive

Education: Bridgewater State College, Bridgewater, MA

CollegeWeekLive is a digital media company and the leading producer of virtual events-bringing attendees, thought leaders, and product and service providers together in a revolutionary interactive environment.

CollegeWeekLive brings together colleges and potential students throughout the world in an online environment, providing both parties with unmatched content and communication tools like no other event. Jim will be speaking about communication trends with the current generation of college bound students.

# Workshop Schedule at a Glance

MONDAY  
AUGUST 6, 2012

Breakfast	Welcome	CO Update	Break	Session I	Session II	Lunch	Keynote Speaker	Session III	Session IV
7:30 - 8:30	8:30 - 9:00	9:00-10:10	10:00-10:10	10:10 - 11:00	11:10 - 12:00	12:00-1:15	1:15 - 2:00	2:10 - 3:00	3:10 - 4:00
University Center	University Center	University Center		23 Campuses One Presentation Bring Your Life Vest Ballroom	Sobre las Olas del Cambio: Creating a Better Future for Latino Parents Conference Room 1	Special Presentation University Center	Jim Kelly College Week Live University Center	International Outreach Within Conference Room 1	International Recruitment and Student Visa 101 Ballroom
				Seasons of Change Conference Room 1	Whole brain communication: Riding the waves of change to connect with more students, colleagues, and loved-ones Conference Room 2			When the Tide Shifts, will you be Ready? How One can Move from a Recruiter to a Director to an Associate Vice President Ballroom	Making Waves-Dynamic Outreach Utilizing Student Staff Conference Room 1
				Avoiding Wipeouts when Applying and Interviewing for Jobs in Higher Education Conference Room 2	Surfing the Virtual Wave to Reach Students Living Room			Perfect Presentations Every Time Living Room	Veteran Students, Navigating Uncharted Waters Living Room
				Bringing Sexy Back to your Campus Visiting Program: When it Comes to Welcoming Guests, Is your Campus Capable of Smooth Sailing or are you a Riptide? Living Room	Student Employees, the Outreach Office's Life Preserver Ballroom			Time to Ride the Wave of Change of the Asian American Pacific Islander Community: Explore the Unique Educational Barriers Facing this Population Conference Room 2	Charting the Course: How to Help Transfer Students Sail Smoothly into the CSU Conference Room 2

TUESDAY  
AUGUST 7, 2012

Breakfast	Disc Golf Group 1	Session V Group 2	Session VI Group 2	Disc Golf Group 2	Session V Group 1	Session VI Group 1	Awards Presentation
7:00 - 8:00	8:00 - 10:00	8:10 - 9:00	9:10 - 10:00	10:10 - 12:10	10:10 - 11:00	11:10 - 12:00	12:15 - 1:00
Alumni and Visitors Center	CSUMB Disc Golf Course	SB1440 and the Implementation of the STAR Act Alumni and Visitors Center	The Admission Handbook: Theory and Practice Alumni and Visitors Center	CSUMB Disc Golf Course	SB1440 and the Implementation of the STAR Act Alumni and Visitors Center	The Admission Handbook: Theory and Practice Alumni and Visitors Center	Alumni and Visitors Center



# Workshop Descriptions

## SESSION **one** monday

### **Twenty-three Campuses. One Presentation Bring Your Life Vest**

The presentation will cover unique majors, campus highlights, admission standards, and other helpful information on all 23 campuses so we can represent the “best of the best” of the CSU. All participants will be given a cheat sheet of campus information to bring back to their offices and to use on the road.

**Presenters:** Katherine Webb, Admissions & Outreach Counselor/Tour Coordinator, Sacramento State University

Bernadette Rodgers, Admissions Counselor/Recruiter, San Jose State University

**Location:** Ballroom

### **Seasons of Change**

The session will help you identify what phase of transition you are in, but also what tasks you need to focus on to move forward and what actions are likely to result in disappointing, time-consuming detours. An assessment will be administered and results will be reviewed. The “Seasons of Change” will provide you a natural way to approach life changes.

**Presenter:** Rick Chacon, Outreach Counselor & Liaison to the College of Engineering, Fresno State University

**Location:** Conference Room 1

### **Avoiding Wipeouts when Applying and Interviewing for Jobs in Higher Education**

Because pay increases have all but disappeared in our workplace, sometimes the best way to earn a raise is to change jobs. This workshop will discuss how to prepare a cover letter and resume, prepare for an interview, what to cover (or not cover) during the interview, and follow up after the interview. This workshop focuses on strategies for seeking positions within higher education.

**Presenter:** Delia Tijerina, Assistant Director of Pre-College Programs, CSU Fullerton

**Location:** Conference Room 2

### **Bringing Sexy Back to your Campus Visiting Program: When it Comes to Welcoming Guests, is your Campus Capable of Smooth Sailing or are you a Riptide?**

Your Visitor's Center is commonly the first impression of your campus, what kind of impression is your campus giving? Come to this exciting and interactive workshop to find out ways to help make your campus more welcoming. Learn to revamp your tours, engage your visitors, and mold your student tour ambassadors.

**Presenters:** Nancy Martinsen, Welcome Center Coordinator, CSU East Bay

Ysaura Olivo, Assistant Director, Admissions and Outreach, CSU Stanislaus

Carolina Alfaro, EAP Coordinator, CSU Stanislaus

**Location:** Living Room

## SESSION **two**

### **Sobre las Olas del Cambio: Creating a Better Future for Latino Parents**

The workshop will provide the necessary tools on how to best work with Spanish speaking parents. Data will be presented that indicates the rising need to conduct presentations to Spanish speaking audiences; how to effectively plan and prepare for presentations in Spanish; and ways to involve others in the office who do not speak the Spanish language.

**Presenters:** Brenda Estrada, Veteran Certification Officer, CSU Fullerton

Veronica Hartmann, CSU Fullerton

**Location:** Conference Room 1

### **Whole brain communication: Riding the waves of change to connect with more students, colleagues, and loved-ones**

Anyone who has taken public speaking, rhetoric, or writing has studied persuasion, logos, and pathos and been taught that effective persuasion takes good logical appeals. But if we are to effectively communicate in the future, we must ride the wave of change in understanding how the human brain processes messages. Research shows that to truly connect with human beings requires that we bond on both logical AND emotional levels.

**Presenter:** Jeremy Teitelbaum, Faculty, Department of Communications Studies, Cal Poly San Luis Obispo

**Location:** Conference Room 2

### **Surfing the Virtual Wave to Reach Students**

Have you been looking for a creative way to meet with prospective students while at the same time cutting down on travel costs? This workshop will focus on meeting with students virtually via the web while keeping the quality of an in-person appointment. We will discuss: tools used, best practices, cost/savings, student feedback, including a demo.

**Presenters:** Phong Yang, Outreach Counselor and Communication Specialist, Fresno State University

Mailee Lee, Outreach Counselor, Fresno State University

**Location:** Living Room

# Workshop Descriptions Continued

## SESSION **two** (continued)

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### **Student Employees: Our Lifesaver**

Strategies and techniques to create a productive work environment that promotes student learning. As a result of the severe economic decline in California, Outreach has suffered great losses. During these challenging economic times, university departments must rely more greatly on a student workforce. Learn how to incorporate learning goals and objectives to create a challenging learning environment that successfully develops student paraprofessionals. Specific examples will be shared on best practices for designing purposeful training, student assessment, and the process of converting a work place into a learning environment. In this workshop you will: Gain knowledge to develop a comprehensive student training program that reflects program learning goals and objectives. Learn how to evaluate student performance and provide purposeful feedback.

**Presenters:** Delia Tijerina, Assistant Director of Pre-College Programs, CSU Fullerton

Annabelle Cariaga, Outreach Counselor/Program Coordinator, CSU Fullerton

**Location:** Ballroom

## SESSION **three**

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### **International Outreach Within**

The workshop will cover resident/non-resident student recruiting within the US for new outreach professionals. The presentation aims to provide helpful tips for travel on the road with some outreach strategy and tools for reference when planning a travel calendar. New outreach professionals will have a better understanding between the populations of international students vs. residents and how to better reach both populations.

**Presenter:** Izy Alilin, International Outreach Advisor, San Francisco State University

**Location:** Conference Room 1

### **When the Tide Shifts, will you be Ready? How One can Move from a Recruiter to a Director to an Associate Vice President**

Participants will gain a valuable perspective from veteran recruiters (combined they have over 50+ years) who have been able to transition to a director level or higher. Through this interactive workshop, attendees will be able to learn what skills they need to possess to be ready for the "next move", and what personal decisions they have to make for career advancement.

**Presenters:** Gina Geck, Associate Director of Recruitment, Sonoma State University

Gigi McGuire, Assistant Director of Outreach & Recruitment, CSU Northridge

Ginger Reyes, Assistant Vice President for Student Affairs and Director of Admissions & Records, CSU Channel Islands

**Location:** Ballroom

### **Perfect Presentations Every Time**

The workshop will show you how to be totally confident in any situation whether presenting to 1 or 1,000,000; take hold of the attention of your audience-keeping them focused on you and what you are saying for the entire presentation and much, much more.

**Presenter:** Liz Ainsworth, Life by Design

**Location:** Living Room

### **Time to Ride the Wave of Change of the Asian American Pacific Islander Community: Explore the Unique Educational Barriers Facing this Population**

The workshop will provide insights on the complexity of the API sub-communities and its unique challenges including barriers to educational attainment. Participants will be invited to discuss and share outreach best practices including the implementation of the CSU Asian American Pacific Islander (AAPI) Initiative and the CSU Journey to Success events.

**Presenters:** Annabelle Cariaga, Outreach Counselor/Program Coordinator, CSU Fullerton

Nancy Martinsen, Welcome Center Coordinator, CSU East Bay

Evelyn Daliwan, Associate Director, University and School Relations, CSU Long Beach

**Location:** Conference Room 2

## SESSION **four**

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### **International Recruitment and Student Visa 101**

The presentation covers the basic recruitment strategies and admission requirements for international students. Presenters will also cover how to obtain the I-20, apply for F-1 visa and maintaining the full-time requirement by the Department of Homeland Security.

**Presenters:** Satoko Nishiguchi, International Outreach Coordinator, International Admissions Office, CSU Long Beach

Mayumi Kowta, Director, International Programs, Extended University Associate Director, CSU Channel Islands

**Location:** Ballroom



# Workshop Descriptions Continued

## SESSION **four** (continued)

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### **Making Waves-Dynamic Outreach Utilizing Student Staff**

Using a variety of student positions to assist with outreach and recruitment, Chico State is able to increase travel locations, interact with more students, and run efficient recruitment events for the Admissions Office. This presentation will highlight the role and use of Student Ambassadors, Public Contact students, Student Special Tour Coordinators, and Student Alums in recruitment and retention efforts.

**Presenters:** *Teresits Curiel, Jessica Dietrich, Jamile Balli, Jennifer Ledoyen, Lamar Andrews and Rocky Raquel*

**All six presenters are from the Admissions Office at Chico State**

**Location:** *Conference Room*

### **Veteran Students, Navigating Uncharted Waters**

This workshop will provide a general overview of the Veteran student and their specific needs. It will give a glimpse of the benefits available, describe the differences between Veterans

Services and Certification, as well as provide helpful hints on when and how to refer veterans for advising. Overview of Troops to College Initiative will be provided.

**Presenter:** *Brenda Estrada, Veteran Certification Officer, CSU Fullerton*

**Location:** *Living Room*

### **Charting the Course: How to Help Transfer Students Sail Smoothly into the CSU**

Community college students often face many challenges as they navigate their way while preparing to transfer to the CSU. Through interactive discussion, unique needs of transfer students will be identified; information on successful collaborative strategies will be shared; and model that can be used by other campuses will be presented.

**Presenter:** *Barbara K. Schiller-Harvey, Assistant Director of University Outreach/Transfer Services, CSU Fullerton*

**Location:** *Conference Room 2*

**Monday Night Social:** First time to Monterey's Cannery Row? Well we've got your hook up. Tonight we are sending you out on the town hunting for some of Monterey's finest. Bring your energy, creativity and a little bit of zany for a fun evening in one of Monterey's busiest hot spots. We'll meet at Bullwhackers Restaurant & Pub starting at 6 for appetizers and "liquid" refreshments. Don't forget to bring your camera phones!

## SESSION **five** **tuesday**

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### **SB1440 and the Implementation of the STAR Act**

Round table discussion following the presentation.

**Presenters:** *Nathan Evans Director of Enrollment Management Services, CSU Chancellor's Office*

*Karen Simpson-Alisca, Assistant Director, Transfer Programs, CSU Chancellor's Office*

**Location:** *Alumni and Visitors Center*

## SESSION **six** **tuesday**

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### **The Admission Handbook: Theory and Practice**

Can't handle some of the admission questions posed by counselors? Take the quick quiz on commonly asked questions and see where you stand.

**Presenter:** *Dr. Frieda Lee, Director, Student Outreach Services, San Francisco State University*

**Location:** *Alumni and Visitors Center*

## TUESDAY **team** **activity**

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Monterey County is home to some of the best golfing in the world including the Links at Spanish Bay and Pebble Beach. Well, we can't afford to go to any of those places. So we're golfing the way the Otters do.

CSUMB was a proud host of Disc Golf World Championships and we're taking you on the course for the First (and possibly only) CSU Outreach Open! We'll provide you with all the tools and a caddy to assist you in this interactive 9-hole event. You don't need a strong arm to participate. In fact, your CSU acumen might make a bigger impact on the final outcome than your throwing distance. Each hole will provide some unique challenges, not unlike those we face every day in the workplace.

This activity may provide more of challenge to some than others and is challenge by choice. If you don't want to throw, your encouragement, support and knowledge will be just as welcome. As the activity is outside, please protect yourself from the sun (yes, we do get some of that here too), wear comfortable layers that allow you to move, and comfortable shoes (close-toed running shoes/sneakers are best.)

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Victor Torres  
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Priscilla Tran  
Joseph Chiappa  
Pearl Melendrez

And last but certainly not least...

**Our Student Assistants**  
**We couldn't have done it without you!**

## CSU Campuses:

CSU Bakersfield  
CSU Channel Islands  
CSU Chico  
CSU Dominguez Hills  
CSU East Bay  
CSU Fresno  
CSU Fullerton  
Humboldt State University  
CSU Long Beach  
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