



March 13, 2020 at Normandale Community College

Supporting **All** Generations in the Workforce

Co-Presented by:

Minnesota Career Development Association
& Normandale Community College GCDF



Cameron Macht

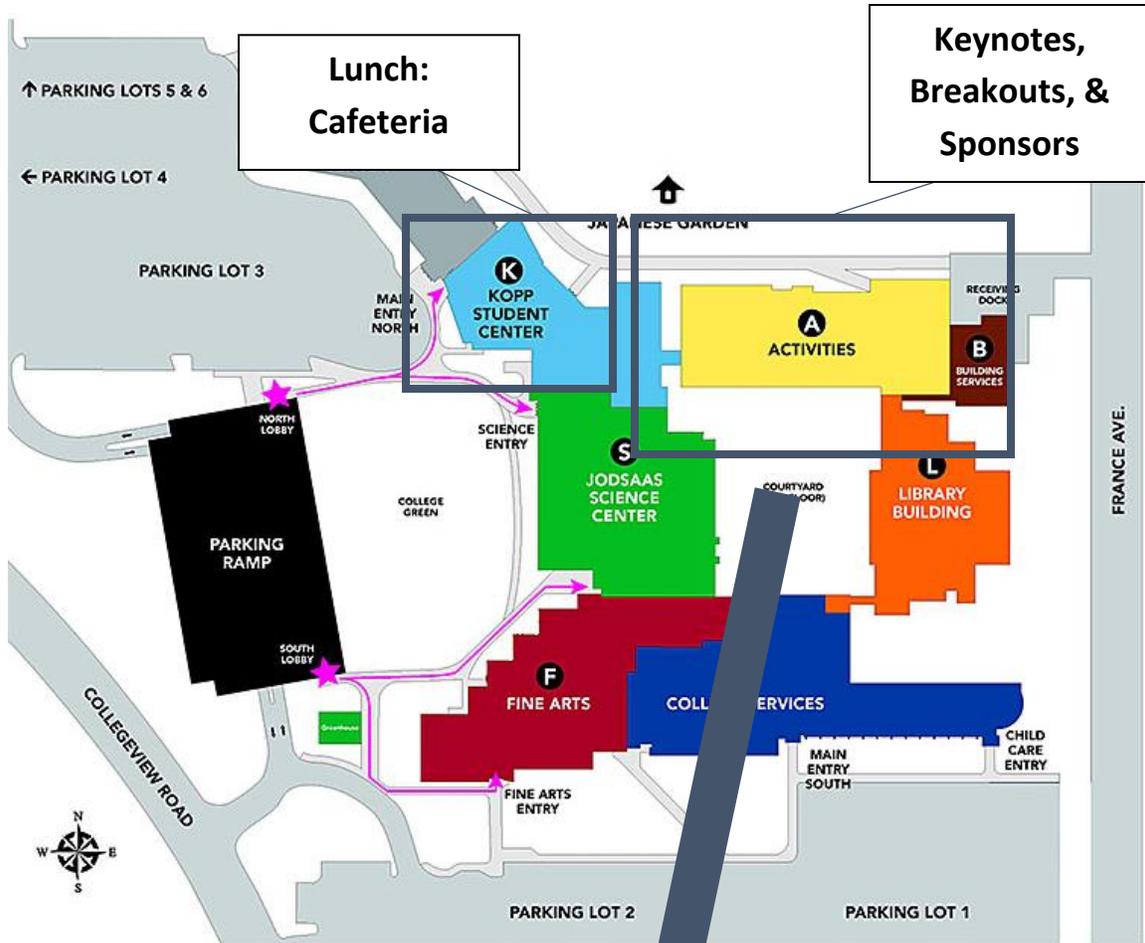
**“Generations in
the Workforce”**



Josh Miller

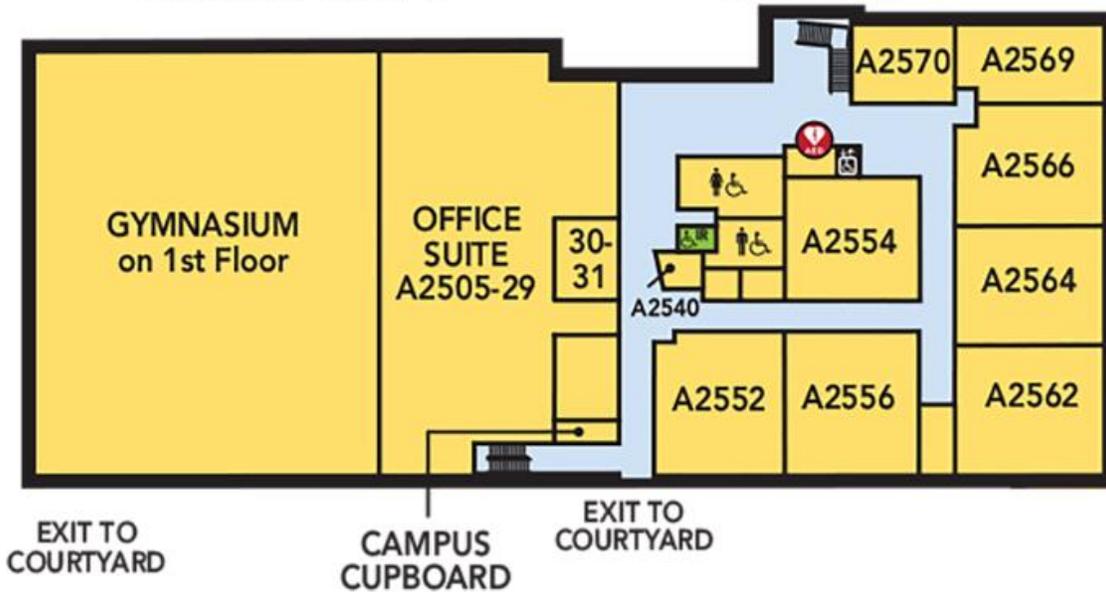
**“Ready or Not
Here Comes Gen Z”**

Venue Map



ACTIVITIES CENTER A2500-2599

EXIT ON LOWER LEVEL



Welcome to the 2020 Minnesota Careers Conference!

MCDA's annual Career's Conference is an event that brings members together to share talents, meet up with colleagues and friends, discover new professionals in our field, and apply new and timely information to help and guide those we serve. It is also an opportunity to recognize and award those who have made a difference in our community.

The planning began last spring to make sure we live up to our standards, with another outstanding professional development experience to offer you. Thank you to all who shared their time and talents to bring this event to fruition! It will be evident in all that you take part in today.

This year, the MCDA theme is CONNECTIONS! It is what Career Development is all about - in our service, in our networking, in our one-on-one guidance, and in our support for each other. Partnering is another opportunity to connect, and we are excited this year to partner with the GCDF program at Normandale Community College to bring you an event that enriches the experience of MCDA members and GCDF holders!

The theme of the 2020 conference, "Supporting All Generations in the Workforce" addresses the various generations we serve with the intention to make us better-informed Career Development professionals.

It's an exciting time to discuss the current state of the workplace in terms of generations, their widespread impact on our workplace, and the ways in which we can work together to make good choices and decisions. Our Keynote Presenters, Cameron Macht, 'Generations in the Workforce', and Josh Miller, 'Ready or Not Here Comes Gen Z' will share the wealth of their knowledge and experience on this topic, and will interact with us in a lively, follow-up discussion.

I encourage you as well, to take time to engage with our conference sponsors:

Career Partners International – Twin Cities
Job Corp
Minnesota Job Partners

They each have tools, resources and relationships that can be useful to us in the work we do to serve and guide others in their Career Development.

Please also stop by the MCDA and Normandale Tables to learn more about how each of our organizations can support you in your career.

On behalf of the MCDA Board of Trustees, thank you for taking time today to invest in your professional development. We all bring uniqueness to this space, and I encourage you to share your gifts with those you meet today. I hope to connect with many of you, so please introduce yourself if you get a chance; and also let me know any ideas or thoughts you have about MCDA.

Enjoy your time!

Donna M. Bennett
President, 2019-2020

A Note from the Conference Committee Co-Chairs

Welcome to the 2020 Career Conference!

The creation of this year's conference started with conversations that began when representatives from MCDA and Normandale Community College met in order to learn more about the other's organizational goals. Amongst many other initiatives, both groups were planning a spring conference that would equip career professionals with opportunities for networking, learning, and some fun. With very similar conference goals, conversations evolved into the collaboration that created the conference you are here today to enjoy. We trust that you will glean insight, meaning, and a renewed passion for the important work that you do.

With our shared vision of career development and equipping career professionals, this conference is truly a capstone event for both organizations. The work of many individuals brought this conference to life. Each and every conference committee member contributed many hours of their lives over the past five months in order to make this conference all it could be. They have given of their time, talents, and energy to provide this experience for you today. If you see anyone with a Conference Committee ribbon attached to their name tag, please take the time to thank them for their work in making this event a reality. We have been overwhelmed by the commitment, creativity, and positivity that each and every conference committee member has contributed.

Through the process of planning and implementing this conference, MCDA and Normandale Community College co-chairs have learned so much about ourselves and each other, and we are excited to continue to build on this relationship into the future. We appreciate the support of individuals from both organizations in creating and implementing this event.

Enjoy the day; make a new friend, learn something new, and leave knowing you make a difference!

Gordon Helle, Velvet Walker, & Nancy White – 2020 Careers Conference Co-Chairs

2020 Careers Conference Committee

Lisa Ash	Registration	Lisa Mohr	Marketing & Brochure
Patricia Berg	Breakout Committee	Charlie Opatz	Breakout Committee; Door Prizes
Tom Colosimo	Sponsorships	Velvet Walker	Conference Co-Chair; Facilities & Catering; Keynote Speaker Liaison
Wendy Griak	Awards	Janis Weller	Breakout Committee
Gordon Helle	Conference Co-Chair; Sponsorships; Marketing	Nancy White	Conference Co-Chair; Keynote Speaker Liaison
Shelley Jensen-Decker	Breakout Committee Coordinator		

VOLUNTEER OPPORTUNITIES WITH MCDA

**Want to Join a MCDA Committee? Visit Us to Find out More:
MCDA.NET**

All MCDA members are welcome to participate in committees, event planning and activities. MCDA's professional development events and member services are led by volunteer committee members. New professionals and graduate students are encouraged to participate! Contact us to inquire about current committee activities or to suggest a project or event.



MCDA's Committees

- **Membership & Outreach Committee** — Leads the recruitment and retention of MCDA members, as well as the development and promotion of MCDA's benefits. It performs various outreach initiatives to promote the association to the greater career development community.
- **Finance Committee** — Tracks monthly financial transactions, and oversees the general financial health of MCDA. Advises on event pricing and membership dues. Discusses and recommends financial procedures.
- **Minnesota Careers Conference Planning Committee (Spring Conference)** — Plans and organizes all aspects of the annual state conference, including help plan a theme; secure speakers; coordinate the Call for Presentations; design marketing materials; coordinate food and facilities; recruit and organize vendors; and coordinate registration.
- **Communication Committee** — Strategize and develop emails, social media posts, newsletters, website content and print materials to MCDA members and other career development audiences. Work with other committees and event planners to coordinate messages.
- **Technology Committee** — Review and maintain the MCDA website, social media platforms and other technology needs. Investigates emerging technology and advises other committees on their uses. Works closely with the Communications Committee and Membership and Outreach Committee to explore relevant and appropriate use of new media for communications.
- **Professional Development Committee** — Focused on growing and developing leadership skills in current and potential members. It is concerned with establishing priorities and procedures for coordinating high-quality professional development events and other activities for the MCDA members and potential members that meets their needs and advances the field of career development. Primarily responsible for organization and scheduling of the Fall Event, Winter Event, and RoundTables.
- **Diversity and Inclusion Committee** — Advocates for and makes recommendations to MCDA for enhancing all aspects of diversity and equity, and advises on how the association can better meet the needs of its diverse membership and stakeholders.

EXECUTIVE BOARD MEMBERS

Donna Bennett, *President*
Sharon Balke, *President-Elect*
Gordon Helle, *Past President*
Wendy Griak, *Secretary*
Tom Colosimo *Treasurer*

BOARD MEMBERS

Patricia Berg
Rob Borchardt
Jonathan Kobilka
Shelley Jensen-Decker
Kathy Lester
Peter Miller
Annie Montemayor
Charlie Opatz
Bushra Rizvi
Jody Schaber
Janis Weller
Nancy White

Schedule at a Glance:

(Note: Selected Generations in the Workforce Breakouts will be in Room A2564/A2566)

Time	Event	Room/location
7:45 – 8:15	Check-in and Registration	Activities Center, 2 nd floor lobby
8:15 – 8:45	Welcome, Conference Announcements	Activities Center, A2564/A2566
8:45 – 9:15	Keynote: Cameron Macht	Activities Center, A2564/A2566
9:15 – 10:30	Keynote: Josh Miller	Activities Center, A2564/A2566
10:30 – 10:50	Keynote: Q & A Discussion on Gen Z	Activities Center, A2564/A2566
10:50 – 11:00	Break: Networking & Visit Sponsors	Activities Center, 2 nd floor lobby
11:10 – 12:00	Breakout Session 1	See Breakout Schedule
12:00 – 1:00	Box Lunch, Visit Sponsors	Kopp Center Cafeteria
1:10 – 2:00	Breakout Session 2	See Breakout Schedule
2:00 – 2:15	Break: Networking & Visit Sponsors	Activities Center, 2 nd floor lobby
2:15 – 3:05	Breakout Session 3	See Breakout Schedule
3:15 – 4:15	Awards, Door Prizes & CEU Certs	Activities Center, A2564/A2566

Key Logistics for the Conference

- Breaks will be held in the Activities Center 2nd floor lobby and lunch will be held in the Kopp Center Cafeteria
Wi-Fi Connection Available: "ceu01" Password: ceupass (all lowercase.)

Continuing Education Units (CEUs)

The National Career Development Association is awarding 4.75 CEUs for the conference. In order to obtain an official certificate of attendance **you must:**

- ✓ Sign in for the conference at the beginning of the day, after lunch, and sign out at the end.
- ✓ Stay for the entire breakout sessions.

Certificates of attendance will be during the Awards, Door Prizes & CEU Certs event at the end of the day in the Main Event Room when you turn in your evaluation.

Visit with Sponsors to be included in door prize drawings:

Career Partners International – Twin Cities
Job Corp
Minnesota Job Partners

MCDA Awards, Conference Door Prizes, CEU's, and Networking

Once all the breakout sessions and roundtable discussions have concluded, please join us in the Activities Center A2564/A2566 at 3:15 p.m. for MCDA Awards, Door Prizes, CEU Certificates and to meet and reconnect with colleagues.

You must be present to win, so don't miss out!

Keynote Speakers

Cameron Macht Keynote: Generations in the Workforce



There are now six generations living together in Minnesota, and at least five generations in the workforce. In the face of increasingly tight labor markets, a growing scarcity of workers is now recognized as one of Minnesota's most significant barriers to sustained economic growth. In the past, Minnesota's labor pool has deepened with a steady stream of new workers, due to several factors including population growth and in-migration, high and rising labor force participation rates for females, and a stable flow of high school seniors graduating into the workforce. All of these are important sources of labor force growth, but the state's labor force is not expanding as quickly now as more people are getting ready to leave the workforce than are ready to enter. This session will explore the interaction of different generations in Minnesota's workforce.

About Cameron Macht:

Cameron Macht is the regional analysis and outreach manager and is currently the acting assistant LMI director at the Minnesota Department of Employment and Economic Development (DEED), supervising a team of 5 regional analysts that provide labor market information to support workforce and economic development efforts across the state, as well as 7 other analysts at DEED headquarters providing tools and research. He has over 15 years of experience working in DEED's LMI office, as well as prior career practice in marketing, market research, and economic development. He has a Bachelor's degree in Organizational Management and Marketing from the University of Minnesota-Duluth.

Josh Miller Keynote: Ready or Not, Here Comes Gen Z



The first generation of the 21st Century came of age during the most disruptive decade of the last century and their arrival marks the end of clearly defined roles, traditions, experiences. Learn from Josh Miller, an 18-year-old Generation Z expert, about how these shifts are likely to impact the future and what organizations will need to do to prepare for Gen Z as they enter the workforce.

About Josh Miller:

<https://www.xyzuniversity.com/josh-miller/>

Josh Miller is a passionate and informed advocate for his generation—Generation Z. He launched his first business at 14, and now at 18 years old, he is already on his way to becoming a renowned thought leader. Among his many achievements, Josh is XYZ University's Director of Gen Z Studies, an international keynote speaker, co-author of XYZ University's research papers *Ready or Not – Here Comes Z* and *Teaching Gen Z: Everything we wish schools knew about our generation and education*, and he's the host of The Gen Z Podcast. In addition to his role at XYZ University, Josh is a senior in high school where he is the captain of his varsity tennis team. He is based in Minneapolis, Minnesota.

Selected Generations in the Workforce Breakouts

11:10 a.m. – 12 noon (Breakout session 1)



Millennials and Gen Z: Helping Two Distinct Generations Navigate Today's Workforce.

Lisa X. Walden

Keynote Room A2564/66

It's a story often told: a new generation enters the workplace and every other generation grapple with how to understand and connect with the unknown factor on their teams. For the past fifteen years, this tale has focused on the over-researched Millennials, and while some might prefer to unsubscribe from the generational conversation (especially Millennials themselves), Generation Z's presence is cause for a reboot. Because much to everyone's surprise, they are proving to behave, communicate, and engage in stark contrast to their predecessors. Who's feeling that pain the most? Millennials. From how each generation was raised, to how they collaborate, what they expect for work-life balance, and how they prefer manager-managee relationships... the differences are very real. This presentation makes sense of the change so everyone can work together seamlessly as their most authentic selves.

Takeaways:

- The truth about how similar Gen Z and Millennials are (or aren't)
- Tools for Millennial managers to engage Gen Z
- Communication tactics for Gen Z to manage their Millennial managers
- Analysis of the latest generational trends impacting the workplace.

Lisa X. Walden is a speaker, author, and consultant dedicated to helping people create authentic, empowering workplaces that don't cause the dreaded Sunday scaries. As co-founder of Good Company Consulting, she's delivered her message to organizations nationwide. She strives to create deep mindset shifts that help people better collaborate, communicate, and prepare for the workplace of the future. Lisa's work is centered on the (strangely revolutionary) concept that people and strategy don't have to be mutually exclusive. Her presentations focus on how to wield the generational lens at work, best-practices for maintaining thriving cultures, and tactics for nurturing the single most important component of a healthy work environment—trust. By weaving together case-studies, stories, statistics, and the latest research, her content lays the groundwork for meaningful change that means more awesome workplaces.

1:10 – 2 p.m. (Breakout session 2)



Making the most of an aging workforce; how older workers add value.

Kate Schaefer, Ph.D., LP

Keynote Room A2564/66

Today, 35 million workers in the U.S. workforce – more than 23% – are 55 and over. Keeping this demographic working is good for our businesses, the economy and individuals. Yet barriers persist, including ageism and outdated employment models that don't align with realities of life as we age. Career counselors can be key resources for older workers as they overcome stereotypes and navigate new ways of working, and for employers as they rethink ways to create sustainable jobs for all demographic groups.

Kate Schaefer, Ph.D., LP is Executive Director of the University of Minnesota Advanced Careers (UMAC) Initiative. She is a psychologist, consultant, and coach with a passion for aligning individual talents with meaningful work. She is Volunteer State President for AARP-MN and helped found the Twin Cities nonprofit SHIFT. *Check out our new website: UMAC.UMN.EDU*

2:15 – 3:05 p.m. (Breakout session 3)



Labor Market Information for Decision Making

Cameron Macht

Keynote Room A2564/66

There are many factors that jobseekers consider when deciding on their education or career path, but often there is a disconnect between their perceptions and the opportunities that actually exist. Labor market information can help inform jobseeker perceptions of their local communities and the career opportunities available, which is especially important in a tight labor market that is seeing record numbers of job vacancies against an aging and declining labor force.

Cameron Macht is the regional analysis and outreach manager and is currently the acting assistant LMI director at the Minnesota Department of Employment & Economic Development (DEED), supervising a team of 5 regional analysts that provide labor market information to support workforce and economic development efforts across the state, as well as 7 other analysts at DEED headquarters providing tools and research. He has over 15 years of experience working in DEED's LMI office, as well as prior career practice in marketing, market research, and economic development. He has a Bachelor's degree in Organizational Management and Marketing from the University of Minnesota-Duluth.

Breakout Session 1
p.m.

11:10 a.m. – 12:00

People, Perception & Practices: Equity & Inclusion Development for Career Advisors

Denise Felder

Room A2552

This workshop is designed for professionals from the education, workforce development, & social service fields supporting youth & adult students & job seekers from marginalized communities. Participants will gain the skills & understanding needed to better view their work in career & college readiness with an equity lens. Participants attending this workshop will understand how lived experiences shape perceptions of education, institutions & work, gain knowledge of socioeconomic & racial-ethnic systemic & societal differences, and practice methods for positive communications with colleagues and constituents.

Denise Felder (@DeniseMpls) is a Workforce Equity Advocate & Career Adviser who encourages individuals & challenges systems to close opportunity gaps in education & employment. She is a past president of the Minnesota Career Development Association, a Certified Poverty Awareness Coach, & an Offender Job Retention Specialist. Her professional development includes participation in the 2019 Equity Works Leadership Institute at the Humphrey School of Public Affairs, & the 2016 Josie R. Johnson Leadership Academy with the Twin Cities African American Leadership Forum. Denise majored in Journalism with an Afro-American Studies minor at Boston University, & earned a Master's degree in Community Psychology from Metropolitan State University. Her thesis research was about the influence of career advising on reducing achievement gaps among students from underrepresented populations.

Professional Development Through Involvement

Adrian Perryman

Room A2554

There are numerous opportunities for professional development. Why not give back to the community while gaining valuable skills and connections? This facilitated presentation will highlight advantages of community involvement from school groups to neighborhood, city, county, and state councils, commissions, and boards or directors. These groups have shaped where you can live, where you drive, how your money is spent, and more. You deserve to be at the table making decisions and the connections you can make are invaluable. The presentation will use information from my

experience as a neighborhood district council member, Planning Commissioner, non-profit board member, higher education professional, and other community involvement. The goal is to encourage attendees to get involved in various community leadership opportunities. It will highlight how the experience can help the participant and the community.

Adrian Perryman was born and raised in St. Paul and is a proud and engaged member of the community. He earned his bachelor's and master degree from Concordia University in Communication Studies and Strategic Communication Management respectively. After spending 11 years in higher education in College Admissions and Academic Advising he transitioned to Genesys Works as the College and Career Success Program Manager. Adrian currently sits on the St Paul Planning Commission, is one of the organizers of the annual Central Honors Philando Celebration, and is a past board member at Hallie Q Brown and St Paul Youth Services. He lives in St Paul's Hamline Midway neighborhood with his wife and two cats.

Authentic Advocacy: Career Development and Social Justice

Vic Massaglia

Room A2562

As we face an increasingly complex, social, political and economic charged climate, our work as career development professionals, our role as advocates is more important than ever. Participants will examine the intersection of career development and social justice to help to advocate for diversity, equality, and inclusion and to promote social justice. Participants will define what it means to be an advocate, share a process to "Change the World," explore moving from actor to ally to an accomplice and articulate immediate action steps.

Vic Massaglia is on a mission to connect with and inspire people in transition so they can make a positive impact in the world. He approaches his work with compassion by developing his craft of facilitation, coaching, and teaching so people will discover their gifts and become their best selves. He is deeply passionate about social justice, equity, diversity, and inclusion and he believes that he is at his best when he is serving others. Vic is the Director of Career & Professional Development Center for the School of Public Health at the University of Minnesota. He has facilitated strategic planning initiatives, retreats, and trainings using the World Cafe and Appreciative Inquiry methodology. He teaches and coaches leadership development for emerging international professionals.

Breakout Session 2

1:10 – 2:00 p.m.

Communication Games Generations Play

Darlene Roy-Johnson

Room A2552

Ugh....he never returns my phone calls! She never answers my texts! I hate it! Unfortunately, all-too-often, people are stuck in their "personal communication universe", drafting and delivering a message in the way they like to communicate...and they wonder why people get so upset with them. So how do we solve this problem? During this session, you will learn how to solve this problem by participating in a fun and energizing "Where's the Gap" game to learn about each generation's communication universe and how to enter it to build safety and trust. During the game, your challenge (if you are willing to accept it) will be to...

- Identify what politics, education, technology, social and economics influenced each generation's communication universe
- List the most severe communication challenges each generation faces
- Create three to five solutions for each communication challenge
- Create an action plan to overcome your own communication challenge

Are you ready to play?

Darlene Roy-Johnson, President of Darlene Roy Johnson & Associates, is a global learning and development professional with over 25 years of experience in leadership and team development.

Her extensive corporate experience includes working with hundreds of teams and leaders across the globe to expand their impact and substantially improve their team's performance. Her professional credentials include an MBA in Learning & Development from the University of St. Thomas and BSB from the University of Minnesota. She also graduated from the Coaches Training Institute, Coach U and Corporate Business Coaching Program. She has over 10,000 hours in team and group facilitation and loads of experience administering and interpreting leadership & team assessments. To learn more, visit her website www.darleneroyjohnson.com or email her at darleneroyjohnson@gmail.com.

Expanding Economic Opportunity & Eliminating Workforce Barriers

Jennifer Munt and Raul Sanchez

Room A2554

Minnesota is facing two workforce problems that are entwined. We suffer from some of the worst racial disparities in the nation when it comes to wealth, health, and education. Meanwhile, it's harder to fill jobs with skilled workers when vacancies are at an all-time high. We can grow our economy and build shared prosperity by connecting employers with individuals who are unemployed and underemployed. It's about recruiting and promoting people who are underrepresented in today's workforce – women, people of color, immigrants, transgender individuals, veterans, and people with disabilities. The path is a workplace that values diversity and inclusion. Career counselors can be part of the solution. Learn how to help clients overcome employment barriers and choose good jobs with family-sustaining wages and benefits. Hear case studies from Metropolitan Council and the labor movement. Expect robust discussion and time for questions and answers. Be empowered to expand economic opportunity by helping clients overcome barriers to employment. Discover the benefits of workplace diversity and inclusion. Learn about the movement to raise labor standards and create good jobs with family-sustaining wages and benefits.

Jennifer Munt is the new executive director for the Teamsters Service Bureau and Minnesota Job Partners. She is a mission-driven leader, advancing economic opportunity for all through employment, career, and family services. She served the Dayton Administration as a commissioner on the Metropolitan Council, where the regional planning agency focused on racial equity and created a culture that values diversity and inclusion. She is a board member with Jobs Now, a coalition that advocates for good jobs with family-sustaining wages and benefits. With 20 years of experience, she has demonstrated success in the labor movement, non-profit, and public sectors. She was a student of Paul Wellstone at Carleton College.

Raul Sanchez is a senior career counselor for the Teamsters Service Bureau and Minnesota Job Partners. With 17 years of Dislocated Worker Program experience, he empowers unemployed and underemployed individuals to overcome barriers to get jobs, keep jobs, and earn higher wages. He helps job seekers get the training and education they need to transition to new careers. Raul is also a family services advocate, providing financial support and face-to-face counseling to people facing life's challenges. Raul obtained his Global Career Development Facilitator certification in 2011. He speaks Spanish and English. Born in Argentina, he moved to Minnesota in 2001. His lived experience helps him connect with immigrants exploited by the underground economy. His background includes experience in radio broadcasting, as well as logistics and distribution.

Authentic & Fearless--the Secret to Career Success!

Bruce Roselle

Room A2562

The foundation of career success is severely undermined by inner irrational fears and faulty beliefs. In growing up, people often feel a sense of inadequacy. These thoughts are rooted in irrational fears and tend to mask true self, as well as hobble effectiveness. The underlying fears and faulty beliefs are exhibited when people become 'triggered' by a current situation, which dredges up past reactions called retroactions. These originate in early childhood. Three irrational fears provide the foundation for these retroactions: Rejection, Insignificance, and Irreparable Hurt. The fears alone, however, do not cause the reaction; people also have faulty beliefs that drive them. Fearless breakthrough involves: catalyst situations, "early warning signs", logical perspective on the situation, and reconnecting to healthy beliefs. These fears/faulty beliefs undermine confidence, and the ability

to be genuine at work and home. The most effective anyone will ever be occurs when they function from their genuine, authentic core. Your authentic core includes: personality, abilities, spirit, and thinking. Maximum career success starts with recognizing how irrational fears and faulty beliefs undermine confidence and effectiveness, and then reconnecting with who you are at the core to optimize your genuineness. This approach can help move career clients who seem stuck. Participants will explore core issues that can undermine traditional career development approaches. Bruce will provide a model for identifying underlying issues of irrational fears/faulty beliefs, feelings of being a fraud; and give participants opportunities to identify and share their own fears/faulty beliefs/ fraudulent feelings, in order to learn and practice the Authentic & Fearless model.

Bruce E. Roselle, PhD, brings breadth of experience and a deep sense of purpose to the task of helping leaders at various levels. For 30 years, Bruce has served organizational needs in career development, executive coaching, and psychological assessment. His current active client list includes: Toro, Wagner, Mosaic, US Foods, Mortenson, Room & Board, the University of MN, and Carleton College. A former MCDA President and recipient of the Jules Kerlan Award, Bruce is a frequent speaker at conferences and organizational events. His views have appeared in various media, including a monthly online article for the American City Business Journals. His best-selling book, *Fearless Leadership* (2006), won awards for Best Business Book and Best Self-Help Book. His newest book is *The Fraud Factor*, published in May, 2016.

Breakout Session 3

2:15 – 3:05 p.m.

Behind the Mask: Understanding & Coaching to Invisible Disabilities

Annie Montemayor and Cindy Edwards

Room A2552

Often people think “disability” only refers to people using a wheelchair or walker, but 74% of Americans don’t use such devices. Invisible disabilities are not immediately apparent, “masked” to an observer, and provide unique workplace and career challenges. Participants will gain a better understanding of what invisible disabilities are, how they impact career success, and how to approach the topic with a client/student.

Annie Montemayor is a career counselor at Capella University & a member of the MCDA board. As chair of the MCDA diversity and inclusion committee, she works to expand the organization’s scope of equity and inclusion work and its education offered for practitioners. She is particularly interested in the topic of working with clients with disabilities. She has a master’s in Organizational Leadership, Policy and Development from the University of Minnesota and a bachelor’s in Journalism from the University of Kansas.

Cindy Edwards, Owner of Find Your Fit™ LLC., offers Coaching and Training services for individuals and groups. Cindy has been an active participant in both career development and training and development communities in the Twin Cities for over 10 years. She has twice sat on the board of MCDA and is an active member today. She is also a member of ATD-GTC; acting as the co-leader of the chapters Coaching Special Interest Group and Co-Chair to the board. She holds an M.A. in Human Resource Development from the University of St. Thomas, is an AAC -ADHD Certified Coach, and is certified in Brain Based Coaching from the Neuroleadership Institute.

The Pipeline Problem: How to overcome barriers and create lasting connections between diverse talent and top corporations

Marit Aaseng and Miranda Wolfe

Room A2554

Career placement in STEM professions continues to be a barrier-laden experience for diverse demographics. In response to both anecdotal and data-driven alumni experiences with career under-matching, Genesys Works (GW) launched the Talent Development Pipeline (TDP) in 2018. Learn about a unique social enterprise working to connect diverse, low-income students to high demand technology careers at major companies like Target. GW partners with leading corporations in order

to foster meaningful and lasting connections between students and companies and a Talent Development Pipeline, starting with high school internships. This serves to demystify the job application process, ensure employers are actively considering students for opportunities, and ultimately eliminate barriers to employment upon college graduation, resulting in long-term success in tech and business careers. This workshop will:

- Illustrate barriers to employment for first-generation and low-income students
- Discuss solutions to these challenges
- Provide case study of partnership with Target Corporation
- Showcase results and best practices.

Marit Aaseng first developed her passion for educational and economic equity while serving as an Americorps volunteer with College Possible, after graduating from St. Olaf College. Marit next brought her college access and coaching expertise to Genesys Works – Twin Cities, where she trained and supported low-income high school seniors in professional skill building and post-secondary planning. In 2018, Marit established the Genesys Works Talent Development Pipeline (TDP) which provides extended career development, academic support and networking connections for underrepresented college students pursuing careers in tech and business. A major component of this program is college internship experiences, and connections to corporate recruiters. In 2020 TDP members are completing internships at Target, Medtronic, Cargill, CHS Inc., Xcel Energy, Boston Scientific, Microsoft, and more.

Miranda Wolfe is a Sr. Campus Recruiter who loves to help students navigate their careers and find the right fit for them. Miranda brings over 6 years of Campus Recruitment Expertise and has had the opportunity to work across multiple industries including agriculture, financial, start up and retail institutions. She is passionate about learning new things and helping connect top talent to her organization. Outside of the office Miranda is a Big through the Big Brothers Big Sisters Twin Cities organization, an avid foodie and runner!

Ageism in the Workplace

Annette Villamil and Claire Edmondson

Room A2562

Are you a hiring manager or a recruiter? Maybe you're coaching people who are looking for a job. Or, you are looking to make a move. During the years of our work lives, we travel from younger years where we learn and experiment, to confidence in our abilities and knowledge, to being recognized for wisdom to share. That's fine if the ones with wisdom are actively working. But what if they are looking for a new job? Assumptions change and stereotypes set in. Ageism becomes a real roadblock to land a new job. For those in the workplace, regardless of age, we all have opportunities to ensure ageism is not perpetuated. This workshop will define ageism, talk about how to notice it when it happens, and explore how we can change our own limiting beliefs and have the confidence to demonstrate our value. The presenters will help the audience understand that ageism is a real issue in the workplace, and help all generations in attendance plug in to their part of helping reduce or eliminate it during talent acquisition efforts.

Annette Villamil (SHRM-SCP, ICF-PCC) helps her clients develop clarity in their intentions, confidence in their abilities, and commitment to act on their own behalf. She is a Certified Executive Coach and offers insight from her 35 years of experience as a C-Suite executive, global transformation change leader, and human resource professional. Annette's broad experiences with all generations, have been in manufacturing, new product development, innovation, healthcare, and shared services. Clients have commented that Annette "gets it" because she's been there and done it. She is particularly focused these days on helping people manage other people's perceptions of them - because they are feeling their age and worry that it will hold them back from getting their next role.

Claire Edmondson is the Vice President of Client Solutions for CPI Twin Cities, responsible for consulting with corporate clients on their workforce strategy and coaching on career and leadership training solutions. For the past 20 years, she has worked with clients in countries all over the world interested in creating customer-obsessed learning cultures. She has consulted in service excellence,

sales, HR, career management and leadership development initiatives, as well as delivered hundreds of assessments, coaching and training programs. Her stellar reputation is based on delivering business insights combined with outstanding service. Claire's educational background includes graduating cum laude from Boston College, an executive MBA program at the Center for Business Excellence at the University of St. Thomas and the FastTrac program at the Morrison Center for Entrepreneurship. Recently, she achieved her certification in Organizational Development from the University of Minnesota. Professional associations include serving as the Board Vice Chair for Professional Development for the MN Change Management Network and membership in the Association for Talent Development and Minnesota's Human Resources Executive Forum.

2020 MCDA Award Recipients

Sunny Hansen Graduate Student Award

This award honors outstanding graduate students for excellence in projects, service, teaching, and/or research that shows a demonstration to career development as a current or future career.

Recipient: Alison Kennedy, *Public Interest and Judicial Clerkship Advisor - University of Minnesota Law School*

Recipient: Christine Koch, *Graduate Intern - University of Minnesota Career and Internship Services; Career Development and Counseling Graduate Assistant*

Marty Dockman Merit Award

This award recognizes an individual (or teams) who have made a difference in the lives of clients or served MCDA, the organization.

Recipient: Lisa Ash, *Career Counselor - Capella University*

Irene Rossman Award

This award recognizes an individual who has made a significant contribution to MCDA and/or the field of career development.

Recipient: Cindy Edwards, *Owner, Coach and Trainer - Find Your Fit, LLC*

Jules Kerlan Outstanding Achievement Award

This award recognizes an individual's lifetime achievement (15 years or more) in the field of career development.

Recipient: Nancy Fraasch, *Independent Career Development Coach - Nancy Fraasch Consulting*

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