



CAREER & ENRICHMENT EVENT TOOLKIT

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CAREER & ENRICHMENT EVENT TOOLKIT GUIDE FOR CLUB LEADERS

The checklist below acts as a complete playbook for the execution of career or enrichment events. We hope our clubs will find the support they need to make career or enrichment events a success. The steps below are to help those who are less familiar with event planning and their order is just a suggestion - we understand that event planning is not always straightforward and things may not happen in this order.

1 | **Select a topic.**

- For Career events: We have compiled a list of common career presentations here: [sample topics](#). To better understand what our coaches can offer, review [this list of select topics](#) they routinely present and at what price points.
- For Enrichment events: Review [this list of recommendations](#), both on campus and in your area.

Still unsure of what topic to select? Move on to step two and consult with a coach or speaker to help you narrow down your focus.

2 | **Secure a coach/speaker/host.**

- For Career events: Recruit and secure a coach (consider using one of [our partner coaches](#)). If planning a panel/industry networking event, identify and secure volunteer speakers. (If you can't find a coach in your area, here are some [guidelines](#)).
- For Enrichment events: Struggling to select a host or institution/organization? Reach out to the Alumni Education team at alumnieducation@umich.edu.

Consider signing a contract with your coach/speaker and, if virtual, that you discuss recording the session. [Here is a sample](#), please COPY and customize. While not required, a contract helps to ensure all parties are aligned on expectations, even if only an agreement over email.

3 | **Determine your budget for the event.** [A sample is available here.](#)

4 | If organizing an in-person event, **secure your venue** (try looking at venue-finding sites like [Peerspace](#) or asking fellow club members for suggestions in your area).

5 | **Set up registration** with the Alumni Association (*required for domestic clubs).

6 | **Promote the event in your club newsletter.** If virtual, consider allowing other clubs and the Alumni Education Gateway to promote the event as well.

7 | **Have the event, then let us know how it went!** Email us at aaumcareer@umich.edu (for Career events) or alumnieducation@umich.edu (for Enrichment events) with some quick feedback.



CAREER & ENRICHMENT EVENT TOOLKIT

SAMPLE CAREER TOPICS

Unsure of where to start when selecting a topic for a career event? We've compiled a list of suggestions below to get you started! While this list is not meant to be all-inclusive, it does provide suggestions that we think your fellow alumni would be interested in learning about. Feel free to discuss potential topics with a speaker/coach -- they will likely be able to help guide you based on their expertise -- or pick a topic from their menu.

INDUSTRY

- Exploring Careers in Advancement
- Exploring Careers in Business
- Exploring Careers in Consulting
- Exploring Careers in Data Science
- Exploring Careers in Human Resources
- Exploring Careers in Non-Profits
- Exploring Careers in Technology
- Exploring Careers in the Environment

INTERVIEWING

- How to Answer Difficult Questions
- Questions to Ask a Future Employer
- Strategies for Acing an Interview
- How To Nail a Virtual Interview

JOB SEARCH

- Approach the Job Search for the Underemployed
- Being Your Own Boss
- Corporate Careers with a Liberal Arts Degree
- Creating the Perfect Elevator Pitch
- Entrepreneurship 101
- How to Negotiate Your Salary
- Job Search Tips and Tricks (Dos and Don'ts)
- Moving From Entry-Level to Next-Level
- Re-entering the Workforce
- Setting Your Salary Expectations
- Starting Your Own Business
- Strategies for Creating Targeted Resumes
- Strategies for Keeping Your Job Search Organized
- Successfully Navigating Your Encore Career
- Tools for Navigating Career Changes
- Tools for When You're Considering Multiple Job Offers
- Transitioning to Freelance Work
- Utilizing Social Media to Land a Job

MANAGEMENT

- Data Analytics for Anyone
- Dealing with a Difficult Manager/Boss
- Facilitating a High-Performance Team
- How To Effectively Provide Critical Feedback
- How To Effectively Receive Critical Feedback
- How To Foster Innovation
- How to Manage Up
- How to Maximize Your Intern's Experience
- Leading Effective Team Meetings
- Managing vs. Leading vs. Doing
- Planning for the Future (Talent Management)
- Positive Leadership Skills
- Strategies for Becoming the Most Effective Manager
- Tips for Managing Peers, Those Older than You, and Millennials

MENTORING

- Building Trust and Rapport with Your Mentee
- Choosing the Right Mentor
- Getting the Most from Your Mentor
- How to Effectively Engage Your Mentee

NETWORKING

- Creating the Most Successful LinkedIn Profile
- How to Leverage Your Network for Career Success
- Leveraging LinkedIn for Your Career
- Networking for Introverts

RESUME

- Creating an Outstanding Resume
- The Art of the Cover Letter
- Translating Your Resume for a Career Change
- Resume Types and When to Use Each



SAMPLE CAREER TOPICS CONT.

PERSONAL

- Communication as a Leader
- Continuing Your Professional Education
- Critical, Creative, and Reflective Thinking
- Defining Your Professional Goals
- Developing Connections Across Differences
- Developing Your Personal Brand
- Difficult Conversations
- Effective Public Speaking and Presentation Skills
- Embracing Change
- Emotional Intelligence
- How to Be More Creative at Work
- How To Continuing Learning in Any Position
- How to Get Promoted to Your Dream Job
- How to Prevent Burnout
- Identifying Your Strengths
- Learning from Failure
- Learning to Say No
- Live and Work with Passion and Purpose
- Making Data Visualizations Work for You
- Making the Best First Impression
- Mindful Communication
- Overcoming Impostor Syndrome
- Overcoming Procrastination
- Project Management 101
- Recovering From a Layoff
- Strategies for Honest Conversations with Your Manager/Boss
- Strategies to Manage Email
- Stress Management
- The Power of Listening
- The Power of Risk-Taking
- The Power of Storytelling to Boost Your Professional Career
- What to Expect When Returning to School and How To Get the Most Out of It
- Maintaining Work-Life Balance

WORKPLACE

- Authenticity at Work, What to Share and What Not to Share
- Breaking Down Silos in the Workplace
- Building a Diverse Team
- Cultural Inclusion and Leadership in Today's Workforce
- Gender Bias in the Workplace
- How to Effectively Work Remotely
- How to Get the Most Out of Your Annual Performance Review
- Managing the Generational Shift
- Navigating Office Politics
- Quitting Your Job While Maintaining Your Reputation and Relationships
- Recognizing Unconscious Bias
- Success Strategies for Women in the Workplace
- The Power of a Market-Driven Strategy
- The Power of Trust and How To Build It
- Workplace Etiquette

TOPIC TIPS

- Have too much content to cover in one session? Consider creating a series -- "Creating an Outstanding Resume 101" followed by "Creating an Outstanding Resume 201".
- Consider matching different topics together to create a series of events. For example, create a "Job Search Series" consisting of three events (one focusing on the resume and cover letter, one on networking, and one on interviewing and negotiation).



CAREER & ENRICHMENT EVENT TOOLKIT

SELECT CAREER TOPICS AVAILABLE FROM COACHES

Need additional ideas for a career event topic? Our [Partner Career Coaches](#) have a number of presentations or workshops they routinely offer in a virtual format. See below for a small selection of these topics. The prices listed should be considered a base price for a one-hour presentation/workshop. (Please note that price adjustments for any special requests or customizations may be made at the discretion of the coach.) If you see a topic that interests you, please reach out to the Coach to coordinate further details.

COACH	TOPIC	DESCRIPTION	PRICE
Audrey Dorsey	The Biggest Mistakes Professionals Make in Their Job Search and 3 Ways to Get on The Right Path	Learning Objectives for this session include: 1) Highlight common pitfalls to successful job search; 2) Engage participants in understanding how their efforts are either strengthening their brand or devaluing it; 3) Give specific, immediately useable tips on the optimal way to approach the job search.	Varies based customization needs and the specific needs of club -- contact to discuss
Audrey Dorsey	The Secret to Career Success Is an Accurate Self-Assessment	Learning Objectives for this session include: 1) Highlight the role of self-assessment in an effective job search approach; 2) Engage participants in conducting their own self-assessment; 3) Give specific, immediately useable tools and frameworks to assist with self-assessment	Varies based customization needs and the specific needs of club -- contact to discuss
Damian Zikakis	Five Steps to an Effective Job Search	There are basic steps in every job search. In this session, I will review the basics and explain the nuances that will make your job search more effective.	\$1000
Damian Zikakis	Your Talents & Strengths Make You Uniquely Qualified	Learn how to set yourself apart from other candidates. In this session, you will learn about the CliftonStrengths/StrengthsFinder assessment and how incorporating your results into your job search can demonstrate how you are uniquely qualified for the job. Note: individual coaching for participants will be available at a 50% discount, i.e., \$100 for a one-hour debrief of assessment results.	\$1000 + \$20/person for the assessment code
Kara Becker	Resume One-On-One Review with Kara Becker, MA, BCC	Kara Becker, academy-certified resume writer and experienced Career Coach, will host 15-minute one-on-one sessions to review the resumes of UM alumni and/or to career coach. At the start, participants can speak to Kara about what they would like to get out of the session.	\$450-600, varies based on length



SELECT CAREER TOPICS CONT.

COACH	TOPIC	DESCRIPTION	PRICE
Kara Becker	Resume Writing Best Practices with Kara Becker, MA, BCC	Transform your resume into a powerful document that will land you interviews. This workshop will introduce you to a variety of different formats and techniques to not only make the most of your experience but how to use it to your advantage.	\$500
Kara Becker	Mastering Your LinkedIn with Kara Becker, MA, BCC	LinkedIn is a powerful but often underused social networking tool. In this workshop, we will walk you through how to create a strong profile from top to bottom and then how to use the site to engage in meaningful networking that potentially open doors to job opportunities.	\$500
Kara Becker	Mastering the Interview with Kara Becker, MA, BCC	This workshop will focus on preparing for an interview, learning how to respond to different types of questions, and strategies and techniques that you can use to put your best foot forward.	\$500
Katuska Molina-Luna	Branding for Career Transitions: How to Tell Your Story When Making an Industry Change	The outlook for job seekers has significantly changed in recent years, resulting in many job seekers looking to shift into new industries, sectors, and functions, less by choice and more by demand. Whether by choice or otherwise, a career change can be challenging. Career Coach Katuska Molina-Luna, Ph.D., has partnered with hundreds of job seekers during their transitions and with HR departments during recruitment processes. She knows what it takes to tell a professional, authentic story that will resonate with employers and boost an application. This hands-on workshop equips career changers with frameworks to tell their story and make their case to prospective employers. Ideal for anyone thinking about transitioning or currently in a career transition.	\$850
Kelli Wingo	Igniting Your Power Movement: Custom Designing Your Career from Day One	We all have more power and influence in life than we sometimes give ourselves credit for. This applies to our career trajectory as well. In this talk, we will discuss strategies to design a career with purpose and passion.	\$1000
Kelli Wingo	Navigating Difficult Conversations with other Humans	Interacting with other humans can be complex, complicated, and, at times, infuriating. Situations will inevitably arise that are mired in conflict. In this talk, we will review how to identify symptoms of difficult conversations and identify strategies to engage.	\$1000



SELECT CAREER TOPICS CONT.

COACH	TOPIC	DESCRIPTION	PRICE
Kelli Wingo	Building Your Empire: Transitioning from Traditional Careers to Entrepreneurship	It is a common misconception that employee and entrepreneur are not connected mindsets. However, entrepreneurship starts right where you are – as an employee. In this workshop, we will cover key considerations when preparing for a move from a 9-5 to a full-time hustle.	\$1000
Kevin Kiley	Applying to Grad School, Part 1: Smart Approaches to the Admissions Process	Former graduate admissions director Kevin Kiley will cover a range of admissions topics that will help attendees make good decisions about where to apply, maximize their chances at admission, and ultimately get the most out of grad school. The best practices discussed will be applicable to all areas of grad school -- MBA, law school, medical school, or a master's/PhD in some other area. (Note: This can be given as a stand-alone presentation, or in conjunction with Part 2 below.)	\$450
Kevin Kiley	Applying to Grad School, Part 2: Crafting a Successful Application	Former graduate admissions director Kevin Kiley will discuss the typical components of a grad school application, what admissions committees look for in your application as part of the evaluation process, and how you can ace an admissions interview. Kevin will also provide specific steps you can be taking now -- even if grad school might be years away -- to maximize your chances of being admitted. (Note: This can be given as a stand-alone presentation, or in conjunction with Part 1 above.)	\$450
Kevin Kiley	Strengthening Your Network and Job Search With LinkedIn	Among the numerous reasons professionals today should create and maintain a solid LinkedIn profile is that more than 90% of recruiters and hiring managers use the site as part of their hiring process. In this presentation, certified career coach Kevin Kiley will review the elements of a strong LinkedIn profile and will discuss uses for LinkedIn within and outside of a job search.	\$450



SELECT CAREER TOPICS CONT.

COACH	TOPIC	DESCRIPTION	PRICE
Miriam Salpeter	How to Be Productive & Get Promoted When You Telecommute	<p>The pandemic propelled many companies to embrace telecommuting. However, succeeding at work when you do not see your boss and colleagues in person on a regular basis requires sharpening new skills. Miriam Salpeter, author of six books, including <i>Manage Your Time & Your Life</i>, will share:</p> <ul style="list-style-type: none">• Tips to enhance productivity and proactivity when working at home.• Ideas to help you enhance professional prospects in a virtual environment.• Key steps to take to help win promotions even when you don't see your boss and colleagues in person.	\$500 (can be customized to the group's specific needs)
Miriam Salpeter	How to Stop Wasting Time & Use LinkedIn to Attract Offers: 3 Steps to a Magnetic Profile	<p>Everyone knows LinkedIn is valuable for professionals who care about their careers. But do you really understand how to create a profile that will help you improve your professional prospects? Miriam Salpeter, author of six books, including <i>Social Networking for Career Success</i>, will teach you how to:</p> <ul style="list-style-type: none">• Audit and update your own profile.• Engage effectively via LinkedIn to attract opportunities.• Use LinkedIn to connect with new business opportunities and jobs.	\$500 (can be customized to the group's specific needs)
Miriam Salpeter	How to Use Social Media to Get Ahead for Business & Career Success	<p>Online tools are critical to creating a forward-facing "brand." If you're not convinced that using social media can improve your professional prospects, you will be after this presentation! Miriam Salpeter, author of six books, including <i>Social Networking for Business Success</i>, will teach you why it's important to leverage these tools and how to:</p> <ul style="list-style-type: none">• Identify and connect with audiences online.• Select the most strategic skills to showcase.• Efficiently and effectively establish professional credibility via LinkedIn and other social media tools.	\$500 (can be customized to the group's specific needs)

Additional information on coaches, including contact information, can be found [here](#).



CAREER & ENRICHMENT EVENT TOOLKIT

ENRICHMENT EVENTS TO CONSIDER

Unsure of where to start when selecting a topic for an educational event? We've compiled a list of suggestions below to get you started! While this list is not meant to be all-inclusive, it does provide suggestions that we think your fellow alumni would be interested in learning about.

UNIVERSITY OF MICHIGAN OPPORTUNITIES



University of Michigan Museum of Natural History

In-Person Tours and Virtual Field Trips

Classes, home-schoolers, groups, and families can enjoy science fun with Virtual Field Trips from anywhere! Prices vary and include Self Guided Field Trips, Science Demonstrations, and Virtual Planetarium programs.

Link: <https://lsa.umich.edu/ummnh/educators/virtual-field-trips.html>



University of Michigan Museum of Art

In-Person Tours and Virtual Field Trips

Take a tour of UMMA's galleries and objects, narrated by UMMA staff and volunteer educators.

Link: <https://umma.umich.edu/k-12-resources/virtual-learning/field-trips>



Kelsey Archeology Museum

In-Person and Virtual Tours

There are many ways for you to become involved with the Kelsey Museum of Archaeology including lectures, family programs, and educational tours.

Link: <https://lsa.umich.edu/kelsey/education/public-programs.html>



Matthaei Botanical Gardens and Nichols Arboretum

In-Person Activities

Nichols Arboretum offers a range of lectures, workshops, and activities for children and adults. Many of these are free and conducted through our mission-related groups.

Link: <https://mbgna.umich.edu/visit/>



Judy & Stanley Frankel Detroit Observatory

In-Person Activities

See the stars and explore the past through tours, observing, presentations, talks, walking tours around campus and more at the Judy & Stanley Frankel Detroit Observatory. All events are free.

Link: <https://detroitobservatory.umich.edu/visit>

REGIONAL EVENT IDEAS



Local Museums
Zoo



Aquarium
Planetarium



Nature Centers
Local Farms



Wildlife Center
Cultural Centers



CAREER & ENRICHMENT EVENT TOOLKIT

PARTNER CAREER COACHES

NAME/EMAIL	PHONE	COMPANY	LOCATION	LINKEDIN
Adam Schmidt adam@smartsummitcoaching.com	973.908.1389	<u>Smart Summit Coaching</u>	SE Michigan	https://www.linkedin.com/in/adamfchmidt/
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Cheryl McPhilimy cheryl@mcphilimy.com	312.988.1270	<u>McPhilimy and Associates</u>	Chicago, IL	https://www.linkedin.com/in/cherylmcphilimy/
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PARTNER CAREER COACHES CONT.

NAME/EMAIL	PHONE	COMPANY	LOCATION	LINKEDIN
Kelli Wingo kelli@kmwcatalyst.com	347.916.5105	<u>KMW Catalyst</u>	New York, NY	https://www.linkedin.com/in/kelli-wingo-0937a55/
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Lisa Yee-Litzenberg yeeha@umich.edu	734.730.5627	<u>Green Career Advisor</u>	SE Michigan	https://www.linkedin.com/in/yeelitzenberg/
Miriam Salpeter miriam@keppiecareers.com	404.494.0341	<u>Keppie Consulting</u>	Atlanta, GA	https://www.linkedin.com/in/miriam-salpeter/
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Tracy Akresh Stone takresh@gmail.com	415.845.2871	<u>Unpacking the Box</u>	San Francisco, CA	https://www.linkedin.com/in/tracyastone/



CAREER & ENRICHMENT EVENT TOOLKIT CAREER SPEAKER SELECTION RECOMMENDATIONS

Looking for a speaker for a career event can seem overwhelming. How should a speaker be vetted? What credentials should be considered? What degree(s) should they possess? First, please consider working with a coach from our [Partner Career Coach](#) program. These coaches are all aware of the Alumni Association Clubs and have been thoroughly vetted by the Alumni Career team. If none of these coaches suit your needs, below are some guidelines to keep in mind when searching for and hiring a speaker/coach.



Speaker should hold a Master's degree or higher — either a Master of Social Work (MSW), a Master of Arts (MA), or a Master's in Business Administration.



Illustrate a proven track record of success within the coaching industry and have longevity working in the coaching industry (review LinkedIn profile and recommendations/testimonials on LinkedIn or their website).



Possess a wide range of expertise in assisting others at any stage of their career — first-time job seekers, mid-career, navigating career transitions, and encore careers.



Are able to promote/leverage AAUM career service programs we offer such as CareerLeader, Career Design Fellowship, LinkedIn Masterclass, Job Board, etc.



Either Professional Certified Coach (PCC) or Master Certified Coach (MCC) credentialed through the [International Coaching Federation](#). (This is not a must-have but is a very rigorous process and serves as a substantial benchmark of expertise as a career coach).