

# Third Annual Professional Development Conference Division of Student Affairs

## New Directions, New Destinations: Where Are You Headed?

Satellite Student Union  
California State University, Fresno  
January 10, 2012



## A Message from the Vice President

### Dr. Paul Oliaro, Vice President for Student Affairs

Greetings and welcome to the 3rd Annual Student Affairs Professional Development Conference! The theme of this year's conference is "New Directions, New Destinations - Where Are You Headed?" The conference is intended to help you create a strategic plan for where you are headed, both professionally and personally. As a Student Affairs professional, you play a critical role in supporting our students and their success. It is important for all of us to maintain and expand our professional skill set as we prepare for the future so that the excellent service the Division provides to our students can be continued. Beyond that, we must all continue to seek a balance between our personal and professional goals, whether by learning new relaxation strategies or finding a new hobby to enjoy.



I encourage you to use this conference to challenge yourself with new goals, expand your knowledge base and network with others in the Division. The day will start with a keynote address by Dr. Larry Powell, Fresno County Superintendent of Schools, who is a well respected leader within the Fresno community. Please note that lunch will be open to all Division staff attendees and a reception will be held from 3:45 to 4:30 so we can all unwind after a long day of learning.

I look forward to your participation and I am confident - as in previous years - that this conference will exceed your expectations.

Go Dogs,  
Dr. O

## Conference Co-Hosts

Greetings!

On behalf of the 2011-2012 Professional Development Committee, welcome to our Third Annual Division of Student Affairs Professional Development Conference, "New Directions, New Destinations: Where Are You Headed?" We are delighted that you have chosen to participate. We hope that this year's conference is an excellent opportunity for you to meet with colleagues from across our division, create an opportunity for networking, share information, and identify opportunities for collaboration. As always, we extend a warm welcome to all of our colleagues in the Division of Student Affairs who share our interest in improving ourselves and our campus.

The theme "New Directions, New Destinations: Where Are You Headed?" sets the stage for us as we reflect upon the past year's endeavors and accomplishments while setting our sights on goals for 2012 and the years to come. Whether learning a new computer trick, a relaxation technique or a leadership theory, our workshops have a little something for everyone. Take time today to empower yourself, learn something new and have fun.

Enjoy the conference!

Martina Granados  
Professional Development Committee Co-Chair

Eddie Dominguez  
Professional Development Committee Co-Chair



## Keynote Speaker

### Larry Powell, Fresno County Superintendent

On June 6, 2006, Larry was elected Superintendent of Fresno County Schools and took office on August 2, 2006. Prior to his election, Larry was the Deputy Superintendent of Educational Services for the Fresno County Office of Education. From 2001 to 2005, Larry was the Superintendent of the Central Unified School District, one of the fastest growing districts in California. Under his leadership, Central Unified rapidly became one of the districts of choice by families moving to the Fresno area. He has held numerous administrative jobs both at the district level and at the site level. Larry has taught many different classes over the years and loved inspiring students. He is very active in community and civic groups as well as many professional organizations. Larry is on many non-profit boards and serves as a Member of the Board of Trustees for Fresno Pacific University where he also taught as a member of the Adjunct Graduate Faculty. In the past, he has served as a member of the State Board for the Association of California School Administrators. He is on numerous advisory boards for California State University, Fresno.



He has won many awards including the 2003 Superintendent of the Year for the Association of California Administrators—Region 9 which includes Mariposa, Merced, Madera, and Fresno Counties. One of his favorite awards came from California State University, Fresno where he was named “Top Dog” as an Outstanding Alumni of the University.

Larry is in great demand and has presented over 1400 speeches and seminars up and down the San Joaquin Valley, the State of California, and throughout the United States at various school districts, Honor Societies, civic groups, association conventions, service clubs, conferences, universities, and churches.

Struck with Polio at the age of 15 months in 1949, Larry is an inspiration to everyone he meets. He was a champion wrestler and coach, an avid golfer with a 7+ handicap, a swimmer and gymnast. His bench press record is 320 pounds when he weighed only 129 pounds. He holds high school records for rope climb (20 foot rope in 1.8 seconds) and pull-ups (44). He strongly believes that the only things you cannot do are the things you do not attempt. Hard work and determination lead to success.

His wife, Dot, is the Executive Director of SALTfresno (a nonprofit agency which provides mentoring services to students, teachers, and administrators) and READfresno (a nonprofit providing literacy skills).

Most people have never seen Larry without a smile. Larry has made equity and access a hallmark of his career and works to provide equal opportunity to everyone.

In addition to being Fresno County Superintendent, Larry is a minister, motivational speaker, singer, and songwriter. His favorite past-times include: family, church, golf, music, and yoyos. Larry is affectionately referred to as Reverend Superintendent by his colleagues.

## Conference Committee

### Co-Hosts

Eddie Dominguez, Student Involvement  
Martina Granados, Upward Bound & ELL UB

### Budget & Logistics

Jennifer Stemwedel, Student Affairs Development

### Catering & Decorations

Jennifer Hernandez, Career Services

### Educational Sessions

Michele Davis, University Courtyard

### Evaluations

Lisa James, International Student Services and Programs  
Alicia Montejano, International Student Services and Programs

### Prizes

Janene Avedisian, SupportNet  
Tara Powers-Mead, Associated Students, Inc.

### Program & Registration

Ken Ternate, DOG DAYS: New Student Orientation

### Reception

Shawna Blair, University Student Union  
Jessica Medina, DOG DAYS: New Student Orientation

### Setup

Victor Olivares, EOP



Not pictured: Janene Avedisian, Jennifer Hernandez, Tara Powers-Mead

# Conference Schedule

- 7:45 - 8:00**    **Registration & Continental Breakfast**
- 8:00 - 8:15**    **Welcome & Introductions**
- 8:15 - 9:15**    **Keynote Speaker: Larry Powell, Fresno County Superintendent**
- 9:30 - 10:30**   **Educational Session I**
- 10:45 - 11:45** **Educational Session II**
- 12:00 - 1:15**   **Lunch Buffet**  
Satellite Student Union
- 1:45 - 2:45**    **Educational Session III**
- 3:00 - 4:00**    **Educational Session IV**
- 4:00 - 5:00**    **Closing reception**  
Satellite Student Union



## Educational Session I

**9:30 am - 10:30 am**

### **A Grateful Heart + A Relaxed Body = Recharged-Batteries**

Don Romsa, University One  
*Science 2 206*

The purpose of this workshop will be to explore the ways in which stress can drain our “personal batteries,” sometimes leading to a sense of fatigue and weariness. We will also consider two approaches to recharging our batteries: practicing gratefulness in our lives and learning to relax our bodies. The hope is that we can learn to counteract the negative effects of stress and live with more energy and vigor!

### **Conflict Resolution (A two-part training session)**

Dr. Sharon Brown-Welty, Division of Graduate Studies  
*Science 139*

(Part 1 of a 2 part training series) Conflict is all around us...in our homes, with our friends, and often times, at our workplace. When conflict arises, it is important to know how to manage that conflict in the most effective way to be able to create the best possible solution. This workshop will discuss power relationships, communication assessments, and ways to find that best possible solution. Part 2 of this workshop will be offered on February 9, 2012.

### **Is There a Quirk in the Educational Pipeline for College Bound Latino Students?**

Dr. Victor Olivares, Educational Opportunity Program  
Ambar Alvarez-Soto, Evaluations  
Josie Rangel, Health & Psychological Services  
*Science 147*

Latinos are the largest ethnic group in California and generate an estimated \$228 billion in annual purchasing power. Latinos also comprise the largest population in k-12 and are also the largest first-time freshmen applicants for admission to the CSU System. A similar demographic profile exists in the Fresno State service area, and Latino students are the largest ethnic group on campus. However, more than 50% leave Fresno State before earning a degree. The workshop will enrich and broaden the DOSA employees’ understanding of the variables linked to student retention - cultural traditions, academic language and language of the communities, family and student expectations of the university and its employees. The workshop includes data, group and self-reflection activities.

### **Email Communication: The Dos and Don'ts in Today's Workplace**

Andy Hernandez, Admissions, Records & Evaluations  
*Science 145*

Email has been around for decades and its use in the workplace is so common we tend to take it for granted...a little too much. Learn how email should be used and not used in the workplace. Get tips for emailing anyone from students to your boss. The Dos and Don'ts for communicating via email will include examples of good and bad emails, proper use of tone and style, and why email is never private.

### **Limited Time Offer!**

Josh Edrington, Student Involvement  
Breanne Scogin, Student Involvement  
Melissa Watkins, Student Involvement  
Chris Fiorentino, Jan and Bud Richter Center for Community Engagement and Service-Learning  
*Science 141*

Tired of the same ol', same ol'? Looking for somethin' new to put a little pep in your step? Have we got the opportunity for you! For a limited time only we are offering not one, not two, but THREE ways to become a more engaged staff member! These involvement opportunities include serving as a Leadership Coach, a Club & Organization Advisor, or a volunteer with a community service organization. This offer won't last long so ACT NOW!

### **Walking in Their Shoes: A Fresh Look at Disability Awareness**

Jeanette Johnson, Services for Students with Disabilities  
*Science 143*

Our campus serves more than 600 students with disabilities. Although Services for Students with Disabilities (SSD) provides academic accommodations and support to these students, many other departments often work one on one with SSD students. This program will give an understanding of Fresno State students with disabilities and best practices when working with them. (ADHD, Asperger's, learning disabilities, psychiatric disorders)

## Educational Session II

10:45 am - 11:45 am

### **The Art of Multitasking and Getting Things Done**

Dr. John Welty, University President  
*Science 2 208*

Join the session as President Welty shares what he has learned about strategic approaches for getting things done. He will also share techniques for time management; how to be in three places at one time; make an unnoticed exit; and how to complete a long list of tasks in a short amount of time.

### **How to Create an Effective Survey, Understand and Present the Results**

Dr. Adrian Ramirez, Title V CLASE  
Chris Hernandez, Title V CLASE  
*Science 2 209*

Does your office want to measure its program and/or services? Learn how to research and create an effective survey using appropriate survey items and constructs. Then learn how to get started with Survey Monkey to capture individual responses, export data, create graphs and charts, and present your results.

### **Impressive Potluck Meals Done Easy!**

Charah Coleman, Financial Aid  
Jessica Calhoun, Financial Aid  
*East Engineering 190*

Potluck dishes don't need to be complicated and expensive to make. You don't have to always bake it- make something fabulous when you fake it! Learn creative ways to prepare a meal for your next potluck that's not only a crowd pleaser but is quick and easy and doesn't break the bank.

### **Personal Safety and Emergency Preparedness**

Amy Armstrong, University Police Department  
*East Engineering 188*

Learn basic safety tips that you can apply to your everyday routines at work and at home. Learn about preparing for an emergency on campus. Know where to get information and how to plan ahead.

### **Realizing Your Creative Potential**

Dr. Don Simmons, American Humanics Certificate Program  
*East Engineering 180*

Within every human brain our thoughts, ideas, plans, feelings and values reside--yet, for most people, they never really "tap into" the deep well that each of us has. Neurologists believe that most people only use about 2% of their brain's potential--and, hardly ever use the 98% available. We call that 2% your "creative potential." This workshop will discuss how to tap into your creative potential, strategies for using the majority of your brain, not just the over-used, exhausted part, and how using your creative potential will impact your leadership, your relationships and your future. The workshop will be facilitated by Dr. Don Simmons, a nine-year brain injury survivor who was catapulted into learning about his own "creative potential" during rehabilitation to relearn most of his basic life skills.

### **Take the Wheel and Drive: Mapping Graduate Student Assistant Success**

Taylor Clanton, Arthur Montejano, Cassandra Martinson and Melissa Watkins, Student Involvement  
*East Engineering 108*

Student Involvement wishes to bring together staff and graduate student employees/interns/assistants within Student Affairs to begin the conversation of utilizing graduate students to the best of their unique abilities, talents and interests; keeping strong communication open between staff and students in regards to the expectations of graduate student employee roles, responsibilities, and scope of work; and what additional support and training is needed from the department for current and future graduate student career development.

### **Time to "Tune Up" Your Resume**

Jennifer Hernandez, Career Services  
*Science 2 210*

If you're feeling stuck in a rut, it might be time to "tune up" your resume! Learn compelling ways to package your experiences and market yourself to prospective employers. Whether you want to get started on a résumé or fine-tune an existing one, OptimalResume is a tool that can help you to create a focused, targeted resume for that next opportunity!

## Educational Session III

1:45 pm - 2:45 pm

### **Conflict Resolution in Education**

David Levyssohn, Office of Advising Services  
*Science 147*

Conflict resolution education is a combination of information, theories, and practices that are applicable to any personal or professional situation. This workshop will begin with a 10-minute presentation intended to give an overview of the field of conflict resolution education and its application for employees of Student Affairs. After the presentation the group will play a "Jeopardy" game with a cyber-bullying theme. The game will be followed by a discussion about cyber-bullying.

### **Pinterest: Have You "Pinned" Today?**

Jessica Medina, DOG DAYS: New Student Orientation  
Cynthia Dolan, Associated Students, Inc.  
*Science 139*

Have you heard about Pinterest.com? Join this workshop to learn the background of Pinterest.com, tips for using the website, and see real life pinned products! Redecorating your home? Planning an event? Found a great recipe? PIN it!

### **Pivot Tables**

Dirk Ruthrauff, University Health and Psychological Services  
*Science 141*

This presentation will demonstrate how pivot tables can be used to quickly help you analyze and report on huge amounts of data entered or exported into Microsoft Excel. Pivot tables are a valuable tool for budget analysts, or staff members who work with large amounts of data. Pivot tables allow for rapid and flexible analysis of data, to include presentation of data summaries in graph form. Pivot tables are excellent for producing data summaries, as well as for drilling down into the details of your data.

### **True Colors in the Workplace**

Rick Chacon, University Outreach Services  
*Science 143*

This session is designed to assess the participant's individual characteristics and values and how they play a significant role in their everyday life and in the workplace. Participants will be introduced to many aspects of communication including: relationships, customer service, and creating a harmonious workplace.

### **Wearing Hats: Exploring the Multiple Roles of Professional Women**

Tawanda Kitchen, Educational Opportunity Program  
*Science 145*

Keeping up with the daily demands of very busy schedules can be draining. This workshop explores the many hats (roles) professional women play well before they arrive to the office. Working in groups, attendees will examine how they are doing with their hats. This workshop will identify common stressors and triggers that cause women to become overwhelmed. This workshop will also identify coping tips to help ease the load.



# Educational Session IV

**3:00 pm - 4:00 pm**

## The APC's of Conversation; It Isn't a Typo

Bernard Odgen, Financial Aid  
*Science 2 206*

An interactive communication experience that will examine communication modalities and their impact on customer service in an educational environment.

## Fresno's Leading Young Professionals: The Importance of Connecting to Your Community

Dawn Steele and Sarah Moffat, FLYP Board Members  
*Science 2 208*

FLYP was established as a means to counter Fresno's increasing trend of brain drain by encouraging the professional growth and development of young, skilled leaders in the Central Valley. FLYP members become active members within the Fresno community by participating in social networking, professional development and community service. Attend this informative workshop to learn how you can become part of the next generation of leaders that will make Fresno a better place to live, work and play.

## The Fun Theory

Charah Coleman, Financial Aid  
*Science 2 209*

The Fun Theory is a concept originally created by Volkswagen that argues that fun is the easiest way to change people's behavior for the better. Learn more about The Fun Theory and discover tools you can use to capture your target student audience using the idea of positive reinforcement. Get tips on how to think out of the box and creatively package your department's message to reach the campus community

## An Introduction to Basic Jewelry Making

Jenny Robledo, Educational Talent Search  
*East Engineering 108*

Jewelry isn't just for special occasions. Whatever your style and interest, you can make pieces that you can wear every day. In this introductory class you will learn the basics of jewelry making including the tools and material you will need to begin making your own jewelry. If you bring spare beads or charms from home you can leave the class with a complete, customized memory wire bracelet.

## Nutrition Makeover

Stephanie Annett, University Health and Psychological Services  
*East Engineering 180*

Has healthy eating become confusing? Nutrition Makeover is designed to help you eat healthy when time and money are limited. This fun and informative presentation by a Registered Dietitian features case studies of busy professionals and college students who improved their health by making simple dietary changes. We will cover healthy food choices, timing of meals, and simple tools that make planning a balanced diet easy. There will be time at the end for individual questions.

## Life Skills

Hibba Munjy  
*Science 2 210*

The Life Skills program was developed to help individuals through the journey of self-development. The overall theme of the program focuses on how to create a human connection in the professional world. Life Skills offers a number of lesson plans on how to build a resume, go through an interview, get a job, maintain it and get promoted. The program also teaches individuals to think creatively and critically with lessons on business etiquette, management and leadership skills.

# Conference Evaluation

Thank you for taking the time to complete this evaluation. We truly value your input and look forward to your feedback so that we can make future conferences more successful.

## CONFERENCE INFORMATION

	Excellent	Good	Fair	Poor	NA
1. Call for proposal/presenters					
2. On-line Registration					
3. Web Site Information					
Comments:					

## ON -SITE AND SERVICES

	Excellent	Good	Fair	Poor	NA
1. Registration/Check In					
2. Conference Packet					
3. Program/Agenda					
4. Hospitality					
Comments:					

## FACILITIES AND SERVICES

	Excellent	Good	Fair	Poor	NA
1. Conference Meal					
2. AV Equipment					
3. Plenary/Workshop Rooms					
Comments:					

## CONFERENCE FEATURES

	Excellent	Good	Fair	Poor	NA
1. Welcome/Opening Remarks					
2. Session I					
3. Session II					
4. Session III					
5. Session IV					
6. Candy Bar & Raffle					
7. Closing Reception					
Comments:					

## ADDITIONAL COMMENTS

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# Special Thanks

The 2012 Professional Development Conference Committee would like to acknowledge the following departments and donors for helping to make the conference a success.

- **Dr. Paul Oliaro, Vice President for Student Affairs**
- **Paul DeRuosi, Director of Student Affairs Development**
- **Horticulture Nursery**
- **Juan Cuevas, DJ**
- **Office of the Vice President for Student Affairs**
- **Student Affairs Development**
- **University Outreach Services**
- **USU Recreation Center**
- **All Presenters**

