

2013 Conference Workshops

Session I 9:30am-10:30am

- **Janice Brown- Planning an Accessible Event**

The ADA and Section 504 require that Fresno State ensure that its programs, services, goods and facilities are accessible to individuals with disabilities. As a public entity we must provide aids and services necessary for them to use our goods or services and to actively participate in our campus events and activities. Learn some quick tips on how to plan an accessible event and meet the needs of those who request services.

- **Daniel Griffin- Rewriting Unsuccessful Grant Proposals**

Most successful grant writers are better than good football quarterbacks - they average 2 out of 3 completions. How can one learn from one's mistakes and consistently write better and more competitive grant proposals? This workshop will show you how one takes the reviewers' comments and combines them with proven grant writing strategies and writing techniques to make lemonade out of lemons.

- **Dr. Don Simmons- Six Essential Elements for Leader Success**

Why do some people seem to naturally "lead" and others seem to have a more difficult time engaging others in their goals? How can a person move from "managing programs" to "leading people?" This workshop will highlight 6 essential elements that every leader needs to insure that they are doing more than managing: they are LEADING! Based on over 50 years of management theory in motivational leadership, the workshop will provide some "immediate" skills for implementation - and you'll have fun in the process!

- **Dr. Sharon Brown-Welty-How to Speak up Against Stereotypes**

Do you ever wonder what to do when you hear something offensive or when someone's discussion turns to stereotyping? This session will help you develop strategies to address these situations when they arise.

- **Dr. Tamyra Pierce- Managing an Effective Facebook Page**

If you manage a Facebook page or are thinking of starting a Facebook page for your unit, this workshop is for you. The workshop will cover the following areas:

- Determining the goals of your Facebook page
- Setting up and maintaining your page for maximum effectiveness by using strategic content
- Posting policies and monitoring your page
- Using Facebook analytics (Insights)

Session II 10:45am-11:45am

- **William Hardaway- How to Develop an Online Training Program for Employees**

Have you ever wondered how to organize all of your training content or work expectations and find a compelling way to present them to new staff members? Designing an online training course for employees is challenging, but makes life easier and employees more effective! Learn how to use Blackboard to create an improved training experience that includes videos, activities, articles, quizzes and exams.

- **Dr. Nancy Petenbrink- Financial Fitness Highlights**

Employee Assistance and Wellness (EA&W) sponsored a "Financial Fitness Series" with over twenty-five topics ranging from planting a garden to formulating a budget. In this session, Dr. Petenbrink will present highlights from several presentations that garnered the most interest and best evaluations. She will include parts of the sessions: "Surviving Challenging Financial Times," "Eating Right on a Budget," and the "Family Love Letter."

- **Melissa Watkins- Be a Link: Suicide Prevention Training**

Suicide is the 2nd leading cause of death for college students between the ages of 18 and 24. Find out how you can be a link and help others in need. This workshop will discuss common misconceptions about suicide, warning signs and risk factors, how to talk about suicide, how to persuade a person to get help and how to refer a person to appropriate resources.

- **Charah Coleman and Janene Avedesian- Getting' Crafty**

Join us and learn all about resourcefulness, and how going DIY is the ultimate expression of creativity with your time, with your talents, and with your cash. Learn how to make a stylish fringed scarf out of an old t-shirt, lace wrapped votive candles, and your own coasters for cheap! With the help of Pinterest, come and see just how easy and fun "getting crafty" can be.

- **Dr. John Welty- Exploring Leadership**

This session will review change theory and prepare the participant to utilize a model to implement change. Emphasis will be placed upon the participants' application of the theory to their workplace.

Session III 1:15pm-2:15pm

- **Melissa Watkins- Dove, Owl, Eagle or Peacock...What's Your Style**

How does your leadership style impact your personal and professional success? Understanding your style is the first step in becoming an effective leader and professional. This interactive workshop will help you discover your personal leadership style and the strengths and weaknesses associated with that style.

- **Dr. Paul Hoffman- Internationalization of Fresno State**

What does internationalization mean? What resources do we have that can help us accomplish this goal? How can we achieve a more global perspective? Dr. Paul N. Hofmann, the new Assistant Vice President for International Affairs will discuss this topic that is integral to our Strategic Plan.

- **Charah Coleman- Define the Artist in you**

Are you an artist? If you answered no, you need to go to this workshop. No matter who you are or what you do- YOU are in fact an artist! Charah challenges you to unharness the inner artist that exists in everyone. Learn tools and exercises that will help you define your art and find the creative being inside of you.

- **Dirk Ruthrauff- Pivot Tables**

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 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.

Session IV 2:30pm-3:30pm

- **Tosha Giuffrida- Grades First: Beyond the Basics**

Attention Campus Advisors!

Spread those GradesFirst wings and learn what the system can do beyond the basic Advising Report. In this session, you will learn about Advising Campaigns, visits to Student Support Services and a variety of reports. "Ask not what you can do for GradesFirst but what GradesFirst can do for you!"

- **Brad Hyatt- Developing Your Leadership Skills in Your Profession**

This program provides an overview of the process of developing the leadership skills required to be an effective professional. Participants will learn about methods to develop leadership skills to meet the challenges of today. Additionally, participants will learn how to create, track and assess progress for their own leadership development plan.

- **Phong Yang- Websites made simple with Word Press**

Always wanted to build your own website but don't have time to learn all the codes? Learn how to build a website using WordPress. WordPress is a popular platform used to display information online. This session includes the different steps involved in setting up your own website or blog such as purchasing a domain, installing WordPress, working with templates, customizing templates, and WordPress features overview. Attend this workshop and learn how to build a beautiful and attractive website in about an hour.

- **Kate Williamson- Mental Toughness: Learning to S.M.I.L.E. in the Midst of Challenges**

Challenges arise every day, but how people respond to these challenges can determine whether a person walks away empowered or discouraged. This seminar focuses on five key mental skills and incorporates fun activities to help you remember to S.M.I.L.E. when faced with any challenge.

- **Shirley Armbruster- Branding and Marketing- Why Me?**

"Branding." "Integrated Marketing." "Logos." "Approved names."

Have you heard a little about all of these but wonder what's going on and what it means to you?

This session will recap Fresno State's recent initiatives to coordinate our messages and graphics and help you understand why it's important (and fun!) for each one of us to be a "Brand Ambassador" for our university.