



UNIVERSITY OF
ARKANSAS

Diversity, Equity & Inclusion
IDEALS Institute



VIRTUAL *Winter* CONFERENCE

December 3, 2021



The CHALLENGE TO
CHANGE



Arkansas Association of Colleges and Employers



VIRTUAL CONFERENCE

Agenda

9:00 to 9:30 AM	Conference Welcome and Board Member Updates
9:30 to 10:20 AM	Session 1: Revolutionary Change: How Covid and the killing of George Floyd have upended early careers <i>Steven Rothberg, College Recruiter</i>
10:30 to 11:20 AM	Session 2: Infusing Career Readiness into Your Campus <i>Leigh Lassiter-Counts, Hendrix College - Career Services</i>
11:30 AM to 12:30 PM	LUNCH
12:30 to 1:00 PM	Formal Business Meeting/Member Recognition
1:00 to 1:50 PM	Session 3: Principles of Diversity, Equity, & Inclusion <i>Dr. Rickey Booker and Anne Shelley, University of Arkansas IDEALS Institute</i>
2:00 to 2:50 PM	Session 4: What Job Seekers Really Want, and How They Find You <i>Shally Steckerl, Aspirant</i>
3:00 to 3:50 PM	Session 5: Giving Your Brand a Makeover <i>Tina Gilbert, Next Level Training Solutions</i>
4:00 to 4:15 PM	Wrapping Up/Closing Remarks



REVOLUTIONARY CHANGE: HOW COVID AND THE KILLING OF GEORGE FLOYD HAVE UPENDED EARLY CAREERS

STEVEN ROTHBERG
Founder & Chief Visionary Officer
- College Recruiter

Steven is the Founder and Chief Visionary Officer of College Recruiter, which believes that every student and recent graduate deserves a great career. College Recruiter's customers are primarily Fortune 1,000 companies, government agencies, and other employers who hire at scale, meaning dozens or even hundreds into the same or similar roles. These employers advertise their part-time, seasonal, internship, and entry-level jobs requiring 0-3 years of experience with College Recruiter. Each year, College Recruiter helps more than three million students and recent graduates find great careers in the U.S. and internationally.

**COLLEGE**
RECRUITER

[CLICK HERE TO LEARN MORE
ABOUT COLLEGE RECRUITER](#)

**There is nothing
permanent except
change.**
- Heraclitus

INFUSING CAREER READINESS INTO YOUR CAMPUS



As the Director of Career Services at Hendrix College, Leigh believes passionately in the students she serves and their ability to change the world. She is the campus champion for career planning and discernment topics including the Be Hendrix Beyond Hendrix career competencies initiative and the creation of "Career Term" - a novel approach to career development for all Hendrix sophomores featured in The Washington Post, Inside Higher Ed, and The Chronicle. Leigh's past higher education experience includes the areas of fundraising & alumni relations, academic advising, and intercollegiate athletics. A side-hustle as a certified fitness instructor keeps her sane, but her greatest joy lies in the role of wife to Richard and mom to Eliza and Finn. She holds a bachelor's degree in Biology and History from Hendrix College, a master's degree in Higher Education Administration from the University of Arkansas, Fayetteville, and was named a Fulbright Scholar to Germany in 2016. She currently serves on the NACE National Planning Committee for the annual Career Competency Symposium and is one of 14 Fulbright Scholar Alumni Ambassadors for the Institute of International Education and the US Department of State's Bureau of Cultural Affairs. Her life's work is to inspire compassionate, caring students to live productive and joyful lives that can change the world!

LEIGH LASSITER-COUNTS
Director of Career Services
- Hendrix College

**The measure of
intelligence...**



**...is the ability to
change.**
- Albert Einstein



ANNE SHELLEY
Senior Trainer, Facilitator, &
Consultant
- *IDEALS Institute*

Anne Shelley is the Senior Trainer, Facilitator, and Consultant for the IDEALS Institute and has facilitated DEI trainings and critical conversations in Arkansas for 22 years. Most recently she served as a contract trainer for the University of Arkansas Office of Diversity and Inclusion and Human Resources Department for which she provided Diversity Certification trainings. She has been a leader in nonprofit and social justice work in Arkansas, most recently as Executive Director of the NWA Center for Sexual Assault. Anne is the former director of Just Communities of NWA whose mission was to fight bias and racism through education. She currently serves on the DEI Advisory Council for the TRUE initiative in Northwest Arkansas.

PRINCIPLES OF DIVERSITY, EQUITY, & INCLUSION

Dr. Rickey Booker is the Associate Trainer, Facilitator, and Consultant for the IDEALS Institute at the University of Arkansas. Dr. Booker is a native of Warren, AR, and earned his Bachelor of Science degree from the University of Arkansas-Monticello in Health and Physical Education with an emphasis on Wellness Leadership. He obtained his Master of Education in 2006 and Doctorate in Workforce Development Education in 2011 from the University of Arkansas-Fayetteville. He has worked in higher education for 16 years and most recently worked as the Director of Career Programs for the University Career Development Center at the University of Arkansas-Fayetteville.



UNIVERSITY OF
ARKANSAS

Diversity, Equity & Inclusion
IDEALS Institute



DR. RICKEY BOOKER
Associate Trainer, Facilitator, &
Consultant
- *IDEALS Institute*

[CLICK HERE TO LEARN MORE
ABOUT THE IDEALS INSTITUTE](#)



SHALLY STECKERL

Director of Talent Strategy
& Innovation
- *Aspirant*

WHAT JOB SEEKERS REALLY WANT, AND HOW THEY FIND YOU

Shally Steckerl is globally recognized as one of the pioneers of the recruitment industry.

Over his 25 year career, he has helped hundreds of Fortune 500 and mid-market organizations hire tens of thousands of candidates in the most challenging industries and environments. A speaker and author, Shally is the Director of Aspirant's Talent Strategy and Innovation practice, helping organizations embed key recruitment initiatives into their hiring efforts.

GIVING YOUR BRAND A MAKEOVER

Tina Gilbert, founder of Next Level Training Solutions Group, LLC — has more than 25 years of experience in the areas of training and organizational development, leadership, and customer service. Her consulting company has worked with local and state government agencies, corporate entities, faith-based and community groups. Tina's mission is to add value to the lives of others, to help them grow, and develop so they can accomplish their goals. Tina is a graduate of the University of Central Arkansas with a Bachelor of Business Administration degree in Marketing. She also holds a Master of Arts degree in Management Leadership from Webster University. She has an extensive background and multiple certifications in the adult learning process. Tina has worked as an independent certified coach, teacher and speaker with the John Maxwell team and is a certified facilitator with Franklin Covey, Development Dimensions International, Achieve Global, and Diversity and Inclusion certificate from eCornell University. She is the author of a book and journal titled Next Level Thinking 90 Days to Inspire your Best Life. She is a certified Minority Business Vendor with the State of Arkansas, and is a Certified Women's Business Enterprise National Council, and serves on the Tea Rose Foundation board, as the Vice President. She loves spending time with her family and friends.



TINA GILBERT

Founder
- *Next Level Training Solutions
LLC*

**Progress is impossible
without change.**
- **George Bernard Shaw**

THANK YOU *to* OUR SPONSORS

Platinum Level

**COLLEGE
RECRUITER**



UNIVERSITY OF
ARKANSAS

Diversity, Equity & Inclusion
IDEALS Institute

Silver Level



HENDRIX

CAREER
SERVICES


Aspirant

 **Next Level**
Training Solutions



Did you know?

For 25+ years AACE has been the **ONLY** statewide professional association that connects businesses and career services professionals.

AACE connects you with a supportive, friendly professional community, strengthens your network, provides access to innovative profession-specific tools and resources, and engages you in mentoring and leadership opportunities.

BECOME A SPONSOR

SPONSORSHIP BENEFITS	DIAMOND \$1,000+	PLATINUM \$750	GOLD \$500	SILVER \$250	BRONZE \$125
SPONSOR LISTED ON COMPANIES ATTENDEE BADGE(S)	X	X	X	X	X
LISTED ON BROCHURE SPONSOR PAGE	X	X	X	X	X
ADVERTISING ON AACE WEBSITE FOR 6 MONTHS	X	X	X	X	X
VENDOR TABLE	X	X	X	X	
COMPLIMENTARY REGISTRATION(S)	3	2	1		
EMAIL BLAST SENT TO AACE MEMBERS	X	X	X		
RECOGNITION AT CONFERENCE OPENING & CLOSING	X	X	X		
AD IN BROCHURE	1 page	1/2 page	1/4 page		

AACE conferences annually attracts over 100 decision-makers from colleges, universities and employers, representing the entire state of Arkansas, as well as government and private organizations. No other conference within the state provides access to such an elite and motivated group of professionals. As a sponsor, you will align your brand to market towards career placement professionals and employers. For an incremental investment, you can dramatically elevate your company's presence before, during and after the event.



Visit <https://arkace.org/Conference-Sponsorship> or scan the QR Code to learn more about sponsorships.

SPRING 2022 CONFERENCE

Join us as we connect back in-person on **May 19, 2022** at the Mount Magazine Lodge!





Robert Ellis
President



Dr. Angela Williams
Secretary



Tiffany Johnson
Past-President



Dylan Tedder
Treasurer



Riley Cook
2-Year College Director



Robyn Williams
Historian/Content Manager



Allison Nicholas
Employer Relations



Madelyn Jones
4-Year College/University Rep

2021-2022 **BOARD OF DIRECTORS**