



June 21-23, 2017  
Manor Vail Lodge  
Vail, CO

**Agenda**

**June 21, Wednesday**

5:30 – 7:00 p.m.      Registration/Mixer  
Dinner Buffet, Vail Manor Lodge

**June 22, Thursday**

7:30 a.m.              Breakfast

8:30                      ***Welcome/Housekeeping Items/Introductions***  
Scott Maynard, CEIA President and  
Director, Career Center and Cooperative Education Program, Mississippi State  
University

9:00                      ***“Work Integrated Learning Program Basics”***  
Presenter: Zach Osborne, Director of Internships and Study Abroad,  
Menlo College

This session will focus on basic components of a good work-integrated learning program. The presentation will cover the elements of program structure and its relationship to the overall organization. The role of the practitioner will be explored in terms of student and employer development. Information will be shared about how to market services, connect with faculty, staff and students in fun, exciting and innovative ways. Information will be shared about generating innovative ideas, planning career events, developing marketing and outreach strategies and materials that will most effectively promote your programs to clients. Participants will take away tools and strategies for both starting and enhancing their programs.

10:15 am              Break

10:30 am              ***“Work Integrated Learning Program Basics”*** (continued)  
Open discussion on morning session

11:45 Lunch, Vail Manor Lodge

1:00 p.m. ***“Building Institutional/Faculty Support – Think Win-Win”***  
Presenter: Scott Maynard, CEIA President and  
Director, Career Center and Cooperative Education Program, Mississippi State  
University

You can see the impact your job has on the lives of students each day. One of the biggest challenges is getting others at your Institution to buy into your vision. This session will explore how you can improve the visibility and value of co-op/internship programs through the development of strategic partnerships and distribution of needed outcome based data. You will explore a step-by-step process designed to provide you with the tools and confidence to implement successful engagements across departments.

2:30 Break

2:45 ***“Building Institutional/Faculty Support – Think Win-Win” (continued)***  
Open discussion on afternoon session

4:30 Wrap-up/Adjourn

5:30 Dining Experience in Vail – (pay your own way)

#### June 23, Friday

7:30 a.m. Breakfast, Vail Manor Lodge

8:30 Announcements

8:45 ***“Recruit Train Retain: Helping Everyone Find What They Need”***  
Presenter: Patty Bazrod, CEIA Past President and Director of Employer  
Relations, Center for Career Discovery and Development, Georgia  
Institute of Technology

Learn how to create professional development experiences for students, and develop and maintain company/institutional contacts. Information will be shared for developing marketing strategies and materials that will most effectively promote your programs.

10:15 Break

10:30 ***“Recruit Train Retain: Helping Everyone Find What They Need”***  
(continued)  
Open discussion on morning session

11:45 Wrap-up/Evaluation/Adjourn