



Virtual Work and Life Skills Boot Camp “Double Header” -- Spring 2021
Morning: *Liberal Arts + Technology = Career Success*
Afternoon: *Grow Your Own Business, Grow Your Own Job*
Financial Literacy: *Retirement Savings and Investing for Recent Graduates*

Friday, March 26, 2021, 10:00 am to 4:15 pm
By Zoom to You at Home or on Campus

A G E N D A

10:00-10:10 am *Welcome*

- **Welcome from Associate Colleges of Illinois – Mick Weltman, Executive Director**
- **Welcome from Associated Colleges of Illinois Board of Trustees – Brian Powers, ACI Trustee, VP, Chief Human Resources Officer, TTX Company**
- **Guide to the Day – Leslie Millenson, ACI Director, Special Projects**
- **Technology Tips – Constance Willoughby, ACI Director, Conferences and Scholarships**

10:10-10:40 am *Jobs at the Intersection of Technical and Human Skills*

- **Rob Sentz, chief innovation officer, EMSI**

Technological advances will continue to birth entirely new types of jobs, and futurists estimate that up to 85 percent of jobs in 2030 have yet to be invented. Although some experts believe that STEM skills are those most critical to the job market of the future, much of current literature underscores the growing need for human skills like those students acquire through liberal arts education. Rob Sentz profiles the job market for liberal arts graduates in 2021.

Rob Sentz is the chief innovation officer at Emsi, where he leads in furthering Emsi’s vision and research around labor market data and analytics for higher education, economic development, workforce development and talent acquisition. Sentz also heads up Emsi’s content creation to create meaning out of labor market data and to help a broad array of audiences improve the way they connect people, economies, and work. For the past 15 years, Sentz has created newsletters, videos, articles and white papers and has led courses on a wide range of economic and labor market topics. Under his leadership, Emsi data became a regular feature on national news outlets. Rob is a Forbes contributor and has taught as adjunct faculty at NYU’s School of Professional Studies.

Emsi is a labor market analytics firm, using data to drive economic prosperity. The firm collects and integrates complex labor market data and builds user-friendly tools to help clients understand employment, economic trends, and training needs for their region. Emsi believes that a skilled, well-prepared workforce drives economic prosperity. The firm works with clients in higher education, workforce development, economic development, site selection and talent acquisition.

10:40-11:40 am *The Future is Now: Explore New Career Tracks*

- **Lynn Hazan, President, Lynn Hazan & Associates, Inc.**

Liberal arts graduates are in high demand by many employers, offering jobs that require both the soft skills characteristic of liberal arts education and facility with technology. Lynn Hazan looks at in-demand skills sets and offers examples of jobs at the intersection of liberal arts and technology.

Lynn Hazan, President, Lynn Hazan & Associates, Inc. has been an executive recruiter for 36 years. Her philosophy of recruitment is built on relationship marketing – maintaining long-term relationships with both clients and candidates to ensure successful placements. Deeply involved in the professional community, Hazan was awarded the 2018 Lifetime Achievement Award by DePaul University’s Driehaus College of Business-Marketing Advisory Council and serves on the council’s executive board. She has spoken to many business, marketing and communications groups. A professional storyteller and published author, Hazan performs around the world for audiences of all ages.

Lynn Hazan & Associates (LH&A) is an award-winning executive search and consulting firm specializing in marketing and communications placement, with 21 years in the field. The firm represents employers nationwide, with a focus on Chicago and the Midwest. Clients include Fortune 500s, corporations, agencies, entrepreneurial firms and not-for-profits. It places candidates in full-time, part-time, project-based and temp-to-perm positions. LH&A offers employers recruiting, outplacement consulting and workshop presentations.

11:45-12:30 pm *Technology on a Need-to-Know Basis*

- **Monique Wingard, Owner, SAVVY Consulting & Communications, LLC**

What are the key programs young professionals should know when they launch their careers? Digital media professional Monique Wingard reviews the most common software and how it’s used on the job.

Monique Wingard, M.A., MSSA, is a digital media professional, an advocate of women in STEAM, and owner of SAVVY Consulting & Communications, LLC. Known as “Your Digital Fixer,” Wingard has more than 15 years of diverse experience in traditional media, government service, public administration and marketing. The driving force behind her work, she says, is leading by example and encouraging young women to confidently pursue their academic and professional aspirations. Wingard is the founder of The Civic Tech Collective, a digital platform connecting communities to valuable tools, resources and news about the advances being made to solve real-life issues through technology. As a multi-media journalist, Wingard is a contributor to We Buy Black and has contributed to Chicago Defender and Blavity Inc. Wingard earned a bachelor’s in Public Affairs Journalism from Ohio State University, an MSSA in Social Service Administration from Case Western Reserve University, and an MA Media Management and Public Broadcasting from Ohio University.

12:30 – 1:00 pm *Lunch Break*

1:00-1:45 pm *Panel: From College to Career, Technology Ready or Not*

What’s it really like to start a new job that requires learning technology you’ve never used before? A panel of young professionals recall their experiences learning the technology that supports their job functions.

- **Moderator: Leslie Millenson, Director, Special Projects, Associated Colleges of Illinois**
- **Joshua Childs is Senior Product Manager for BriteVerify at Validity, in Boston.** Josh graduated from Texas Christian University with a BFA in Graphic Design, with the goal of becoming a creative director. He moved to Chicago to start his career, working short-term freelance jobs before landing in a real estate startup as a design intern embedded in a software engineering team. He found that his love for making things soon extended to engineering and product design, so he took advantage of the free-wheeling startup atmosphere to pick up new skills and software and take on responsibility. In 2019, he began work on a Masters of Product Design and Development Management at Northwestern, finishing his degree in 2020 before moving to Boston.

Validity is a Boston-based data quality and email deliverability business with a global footprint. At Validity, Josh

manages a 5-person product team overseeing a multi-million-dollar product. His day-to-day responsibilities have him working with sales, management, engineering, finance, marketing and support teams (and the tools they use) to solve problems for customers.

- **Hannah Gibson is an Operations Specialist working on Morningstar’s Talent and Culture team.** She graduated from Denison University in 2019 with a Bachelor of Science in psychology and organizational studies. Joining Morningstar on the business track of the firm’s development program, she has worked as a Customer Support Representative, Customer Support Team Lead and now an Operations Specialist. She will “graduate” from the development program this June and looks forward to continuing her role in Talent and Culture, specifically, in robotic process automation.

Morningstar is a leading provider of independent investment research in 29 countries. Headquartered in Chicago, the company offers an extensive line of products and services for individual investors, financial advisors, asset managers, retirement plan providers and sponsors, and institutional investors in the debt and private capital markets. Morningstar provides data and research insights on a wide range of investment offerings, including managed investment products, publicly listed companies, private capital markets, debt securities, and real-time global market data.

- **Alexandra Martos is an MBA Student at ESADE (Barcelona). Most recently, she was Materials Manager at Swiss Steel International USA & Canada,** a steel distributor she joined after graduating college in 2014. There she provided ongoing inventory management and supervised a staff of three, including two analysts. Her responsibilities required Excel proficiency, knowledge of database concepts, as well as a deep understanding of the company’s ERP system gained through on-the-job experience. In 2020, Martos left her job to enroll in a full-time MBA program at ESADE, a top-ranked European business school. She expects to land a job with an international company there. Martos earned her BA in marketing, psychology and German with a minor in art history from North Central College. If she could give liberal arts students advice in one sentence, it would be: “Don’t be scared, you can learn anything.”
- **Donald Narcisse, Jr. Title? Bio?**

1:50 pm-2:30 pm *Planning and Funding Your Small Business*

- **Tarsa Washington MSW, M.Ed., Community Business Ally-Financial Coach, Allies for Community Business**

Is your career goal to launch your own small business? Tarsa Washington explores the prerequisites for a successful new business launch – from the vision that is the foundation of that business to the practical matters of market research, building a team, preparing a business plan and funding that plan.

Tarsa Washington MSW, MEd, Community Business Ally-Financial Coach at Allies for Community Business has built a career improving her clients’ quality of life. She partners with clients to help them succeed, providing the knowledge, understanding and strategies needed to achieve their goals. Previously, Washington was Business Consultant-Program Facilitator for the Greater Englewood Chamber of Commerce, coaching aspiring entrepreneurs to improve productivity and foster growth. Through her own consulting practice, she offers entrepreneurial businesses structured coaching, high-quality facilitation, training and development. Washington comes to business consulting after a long career in K-12 operations management for Chicago Public Schools and Chicago International Charter Schools. She holds a Master of Education and Type 75 certificate in Educational Leadership from National-Louis University and a Master of Social Work from University of Illinois-Chicago.

Allies for Community Business (A4CB) www.A4CB.org believes that entrepreneurs from any background can start and grow businesses that create wealth for their families and communities. A4CB provides the capital, coaching and collaboration that entrepreneurs need to grow great businesses in their communities.

2:35-3:10 pm *Small Business Case Study*

- **Iesha Trotter, founder and owner, BrownSugar’s Balloon Designs & Academy**

How does a new business go from vision to reality? Multi-talented Iesha Trotter tells the story of her small business and how it has become both a successful enterprise and an important contributor in her community.

Iesha Trotter is founder/owner of BrownSugar's Balloon Designs & Academy (Chicago), an award-winning international balloon design & training academy. Her firm creates extravagant balloon decor for all occasions. It recently became a member of Qualatex Balloon Network (QBN®), a professional organization dedicated to the pursuit of excellence in balloon decor and bouquets, emphasizing sound and honorable business practices, continuing education, and the belief that balloons create atmosphere and communicate emotion in a uniquely effective way. Born and raised in Chicago, Trotter launched her first business at age 14, selling snowballs in the summer, making as much as \$100 per day. After earning her bachelor's in business administration from Robert Morris University, she pursued interests in a variety of fields, returning to school to earn credentials in security and food management, allowing her to provide security services and catering services in the State of Illinois. In 2019, Trotter's BrownSugar's Balloons was recognized as having the "Best Balloon Practices" in the State of Illinois, according to industry standards. To help curb violence in the city of Chicago, Trotter now teaches others how to start their own balloon design businesses.

3:15-4:00 pm ***Financial Literacy – Investments/Retirement Instruments***

- **Guadalupe Gomez, Consultant, DiMeo Schneider & Associates, LLC**
- **Altan Wuliji, Senior Consultant, DiMeo Schneider & Associates, LLC**

When should young professionals start thinking about saving and investing? The team from DiMeo Schneider & Associates explains the basics about retirement plans, investment tools and strategies, managing debt (including college loans) and setting short-term and long-term goals.

Guadalupe Gomez, Consultant, DiMeo Schneider & Associates, provides investment consulting services to nonprofit organizations, corporate executives, family trusts and other substantial investors. She offers clients advice and expertise on asset allocation, portfolio design, investment policy statements, manager search process and overall investment management. Previously, Gomez was an Associate with Merrill Lynch Asset Management. She earned her Bachelor of Science in finance, with a minor in economics from University of Illinois at Chicago. She is a CRPC® (Chartered Retirement Planning Counselor) and a CFA Level II candidate. Originally from Chicago, Gomez attended Lane Tech College Prep High School. A lifelong water polo player and competitive swimmer, she remains active in the sport as a member of the Chicago Masters Swim Club.

Altan Wuliji, CFP®, Senior Consultant, DiMeo Schneider & Associates, consults with high-net-worth clients and nonprofit clients as a member of The Wealth Office®. He also consults with financial advisory firms as part of DiMeo Schneider's Outsource Chief Investment Officer (OCIO) practice for financial institutions. Wuliji has 10 years of industry experience – seven of them with DiMeo Schneider. Wuliji earned his BS in financial planning from University of Illinois and an MS in Personal Financial Planning at Texas Tech University. He is a CFP® and a CFA Level II Candidate in the CFA Program.

DiMeo Schneider & Associates, LLC, established in 1995, is dedicated to investment consulting. The firm's goals, beliefs and principles center on helping clients prosper. DiMeo Schneider's tailored, integrated approach builds strong, committed relationships with clients, enabling them to be good fiduciaries and stewards; improve performance (enhance returns, reduce risk or both); and reduce or control expenses. Headquartered in downtown Chicago, with offices in Hartford, Austin, Washington, DC, Boston, Los Angeles and Portland (ME), the firm currently advises more than 700 institutional clients nationwide, with approximately \$200 billion in total assets under advisement as of December 31, 2020. DiMeo Schneider & Associates is proud to work with endowments and foundations, retirement plans and private clients across the country.

4:00 – 4:05 pm ***Wrap Up***

- **Leslie Millenson**