

TOGETHER HELPING STUDENTS

# MPSEOC SUMMER CONFERENCE

● **AUGUST 7 - 8, 2023**

FAIRMONT HOT SPRINGS RESORT . MONTANA

# MPSEOC SUMMER CONFERENCE

**Important Note:** Times and events are subject to possible variations. Please check the "Live Conference Event Center & App" page for the most current updates

## AGENDA



## OVERALL AGENDA *with Locations*

### Overview Of Events

#### Sunday, August 6, 2023 | *Special Meetings*

- *\*Pre-Conference Special Interest Session | MPSEOC Board of Directors Meeting & Dinner | 4:00 p.m.*
- *\*Pre-Conference / Fun @ Fairmont - See recommendations on the Hotel Information Page of MPSEOCLive.com*

#### Monday, August 7, 2023 | 10:00 a.m. - 8:00 p.m.

- Check-In, Introductions, & Social
- Montana Welcome & Kickoff Keynote Presentation |
- Luncheon |
- Keynote Presentation |
- Breakout Sessions - Round 1 |
- Snack Break & Networking |
- Breakout Sessions - Round 2 |
- Snack Break & Networking |
- General Session & Roundtable Discussions |
- Fairmont Hot Springs Dinner, Social, Trivia, Music, & Montana Celebration

#### Tuesday, August 8, 2023 | 7:30 a.m. - 3:00 p.m.

- Breakfast |
- Keynote Presentation |
- Breakout Sessions - Round 3 |
- Snack Break & Networking |
- Breakout Sessions - Round 4 / Membership Meeting |
- Luncheon |
- Keynote Presentation |
- Final Announcements & Closing Ceremonies
- *\*Optional - Post Conference Session | In-Person Fairs Discussion with the Fall Fair Site Host - Sharing Ideas, Best Practices & Feedback*



# OVERALL AGENDA *with Locations* | DAY 1

Monday, August 7, 2023

10:00 am – 8:00 pm | Conference Day 1

**Important Note:** Times & events are subject to possible variations. Please check the "Live Conference Event Center" @ MPSEOLive.com for the most current updates.

**10:00 a.m. - 11:00 a.m. | Conference Check-In @ the Fairmont Conference Center | Entry of Meadowlark Ballroom**

**11:00 a.m. - 11:15 a.m. | Welcome & Introductions | Meadowlark Ballroom**

**11:15 a.m. - 12:00 p.m. | Keynote Presentation | Our Collective Journey - Healing, Community, & Culture in Higher Education | Presenter: Mandy Smoker Broaddus | Meadowlark Ballroom**

**12:00 p.m. | Lunch Buffet | Grizzly & Meadowlark Ballroom**

**12:30 p.m. - 1:30 p.m. | Keynote Presentation | The Wait of Gold: Sacrifice, Failure, and Resilience in the Lifelong Pursuit of Excellence | Presenter: Evan Austin | Meadowlark Ballroom**

**1:30 - 1:45 pm | Break**

**1:45 p.m. - 2:45 p.m. | Breakout Sessions | Round 1**

- **Breakout | New Professionals Institute - Travel, Recruiting, Networking, Safety & More | Ponderosa Room**
- **Breakout | Resilience & Leadership - Stay In Your Lane! Exploring the Best (and Worst) Advice I've Ever Received - Evan Austin | Sapphire Room**
- **Breakout | Montana University System / OCHE Important Updates For The Year Ahead - GEAR UP, College Application Week, Apply Montana, One App, Sprint Degrees, & more | Bitterroot Room**

**2:45 p.m. - 3:00 p.m. | Snack Break | Grizzly & Meadowlark Ballroom**

**3:00 p.m. - 4:00 p.m. | Breakout Sessions | Round 2**

- **Breakout | Industry & College Engagement - Understanding The Montana Post Secondary Workforce Report By The Montana Department of Labor & Industry | Ponderosa Room**
- **Breakout | Helping Students with Financial Aid & The BIG Changes Ahead With The FAFSA - MASFAA & RHM Updates | Bitterroot Room**
- **Breakout | Montana Tribal College Team - Sharing Best Practices & Event Programming To Better Help Our Students | Sapphire Room**

**4:00 p.m. - 4:15 p.m. | Snack Break | Grizzly & Meadowlark Ballroom**

**4:15 p.m. - 5:30 p.m. | General Session & Round Table Discussions | Meadowlark Ballroom**

- **Partner Introductions | MASFAA, Montana University System, Montana GEAR UP, American Indian College Fund, Office of Public Instruction, Reach Higher Montana, Montana Department of Labor & Industry, Montana Ready Career Coaches, & More**
- **Round Table Discussions |**
  - **Education Partner Relations & Networking | Meadowlark Ballroom**
  - **Director's Gathering | Ponderosa Room**
  - **Middle Management Gathering | Sapphire Room**

**5:30 p.m. | Personal Break**

**6:00 p.m. | Specialty Dinner, Social, Trivia, Music, & Montana Celebration | Fairmont Outdoor Pavilion**

# OVERALL AGENDA *with Locations* | DAY 2

 Tuesday, August 8, 2023

7:30 am – 3:00 pm | Conference Day 2

- **Important Note:** Times & events are subject to possible variations. Please check the “Live Conference Event Center” @ [MPSEOClive.com](https://MPSEOClive.com) for the most current updates.

**7:30 am | Breakfast, Prizes, & Social** | Grizzly & Meadowlark Ballroom

**8:15 a.m. - 9:30 a.m. | Good Morning & Keynote Presentation | Stop Half - Assin' It: Thriving Through All the Plot Twists**  
| Presenter: Jasmine Williams | Meadowlark Ballroom

**9:30 a.m. - 9:45 a.m. | Break**

**9:45 a.m. - 10:45 a.m. | Breakout Sessions** | Round 3

- **Breakout | Student First - Year Experience Tips From Jasmine Williams | Four Ways to Support Students From Day One On Campus** | Ponderosa Room
- **Breakout | American Indian College Fund Sharing Resources & Tips To Help American Indian Students Succeed** | Sapphire Room
- **Breakout | Promoting Optimal Mental Health for Yourself and Students** | Bitterroot Room

**10:45 a.m. - 11:00 a.m. | Snack Break** | Grizzly & Meadowlark Ballroom

**11:00 a.m. - 12:00 p.m. | Breakout Sessions & Roundtable Discussions** | Round 4

- **Breakout | MPSEOC Annual Membership Meeting - Learn What Is New For The Year Ahead** | Members please attend. | Meadowlark Ballroom
- **Breakout | Office of Public Instruction Highlights On Montana Student Data Systems & The New Statewide Ready Career Coaches** | Sapphire Room

**12:00 p.m. | Lunch** | Grizzly & Meadowlark Ballroom

**12:30 p.m. - 1:30 pm | Keynote Presentation | Marketing & Recruitment Trends - Using Artificial Intelligence To Become More Productive, Creative, Efficient, & Innovative** | Presenter: Jason Gulya | Meadowlark Ballroom

**1:30 am - 2:00 p.m. | Final Announcements & Closing Ceremonies** | Meadowlark Ballroom

**2:00 p.m. - 3:00 p.m. | Post Conference Offerings - Optional** | Meet in the Meadowlark Ballroom

- **In-Person Fall Fairs Discussion with Fair Site Hosts** | Sharing Important Updates, Ideas, Best Practices, etc.

**THANK YOU FOR ATTENDING THIS YEAR'S CONFERENCE!**

**Many thanks and safe travels home!**

**A VERY SPECIAL THANK YOU TO THE PARTNERS & SPONSORS OF MPSEOC & THIS CONFERENCE!** MONTANA COLLEGES & UNIVERSITIES | MONTANA TRIBAL COLLEGE TEAM | MONTANA GEAR UP | MONTANA UNIVERSITY SYSTEM (OCHE) | OFFICE OF PUBLIC INSTRUCTION | REACH HIGHER MONTANA | AMERICAN INDIAN COLLEGE FUND | MONTANA DEPARTMENT OF LABOR & INDUSTRY / CAREER LAB | MONTANA POST SECONDARY EDUCATIONAL OPPORTUNITIES COUNCIL (MPSEOC)

# Monday, August 7, 2023

10:00 am – 8:00 pm | *Conference Day 1*

**10:00 a.m. - 11:00 a.m. | Conference Check-In @ the Fairmont Hot Springs Conference Center | *Entry of the Meadowlark Ballroom***

- *We are so excited to have you part of this great event! Check-in, grab your name-badge, welcome packet, snap a fun pic, access the mobile app, enter the Goosechase Scavenger Hunt to win prizes, and say hello to someone new! 😊*

**11:00 a.m. - 11:15 a.m. | Welcome & Introductions | *Meadowlark Ballroom***

- *Join us for a fun & interactive start to the conference! We will do introductions, special thanks, networking, conference overview, & fun. You do not want to miss this warm welcome to the overall event!*

**11:15 a.m. - 12:00 p.m. | Keynote Presentation | Our Collective Journey - Healing, Community, & Culture in Higher Education | *Presenter: Mandy Smoker Broaddus | Meadowlark Ballroom***

- Mandy Smoker Broaddus will share a part of her own story and her path in higher education that led to the work she does around the nation to bring healing, community growth, and cultural resilience. M.L. Smoker is Nakoda, Dakota and Lakota, an enrolled member of the Fort Peck Tribe. She served as Montana co-poet laureate from 2019-2021 alongside Melissa Kwasny. She received an MFA from the University of Montana in Missoula. In 2019 she was recognized as an alumna of the year by the University and received an honorary doctorate in 2023. Her first collection of poems, *Another Attempt at Rescue*, was published by Hanging Loose Press in 2005. She also coauthored a children's graphic novel entitled *Thunderous*, published in 2022. She received a regional Emmy award for her work as a writer/consultant on the PBS documentary *Indian Relay*. She served as the Director of Indian Education for the state of Montana for almost ten years, was appointed to the National Advisory Council on Indian Education by President Barack Obama and currently works at Education Northwest providing support for Native education efforts around the country. We are so excited and honored to have Mandy with us today to kick off this great gathering!

**12:00 p.m. | Lunch Buffet | *Grizzly Room***

- Join us for a welcoming start to the conference by sharing a delicious meal together. Do not forget to make a new friend along the way and network a bit. We have such wonderful professionals in the room!

**12:30 p.m. - 1:30 p.m. | Keynote Presentation | The Wait of Gold - Sacrifice, Failure, and Resilience in the Lifelong Pursuit of Excellence | *Presenter: Evan Austin | Meadowlark Ballroom***

- In 28.98 seconds, Evan Austin etched his name in the record book as a gold medal Paralympian for Team USA. 28.98 seconds of determination, effort, and tenacity. But this story isn't about the wins; winning is the shortest phase of his journey. It's about the losses that allow the wins to be possible. It's about waking up every day and making meaningful progress toward his goal. It's about the wait. Evan's message of resilience focuses instead on the process required to work toward a distant, meaningful accomplishment. This keynote program is about how audience members can achieve greatness in their own lives through setting long-term goals, developing habits to build forward momentum, and learning to love the process of failure. We are so grateful to Evan for making the trip to Montana to share his story and wisdom with us!

Monday, August 7, 2023

10:00 am – 8:00 pm | *Conference Day 1 - Continued***1:30 - 1:45 pm | Break****1:45 p.m. – 2:45 p.m. | Breakout Sessions | Round 1**

- **Breakout | New Professionals Institute - Travel, Recruiting, Networking, Safety & More | Ponderosa Room**
  - *Presenters: Mike Ouert - Montana State University & Austin Mapston - Rocky Mountain College*
  - **Who Should Attend?** This session is specially designed for our **new professionals**.
  - Is this your first MPSEOC conference? Are you new to the Admission's world? Want to learn a few tricks and words of wisdom that will make your job transition very smooth? If so, this is the session for you! What an incredible team of presenters and seasoned professionals to give you all the tips you will need to start your new job in Montana Higher Education on the right foot. This will be a fun, interactive session. Bring your questions!
- **Breakout | Resilience & Leadership - Stay In Your Lane! Exploring the Best (and Worst) Advice I've Ever Received | Presenter: Evan Austin | Sapphire Room**
  - "Stay in your lane!" Few phrases can be interpreted in completely opposite ways; it is either entirely deflating or empowering. It can deflate an individual because it can put limits and ceilings on them as they try to innovate and introduce new perspectives and ideas. It can be empowering to someone who is tirelessly working towards achieving a worthy pursuit and needs reminding that to accomplish such goals requires sacrifice and limiting distractions. So, is "stay in your lane" good advice or bad? In this session, Evan shares with his audiences the necessary balance needed to reach an accredited level of expertise in something and the process of strengthening our own leadership to make sure we are always trying to do what is right and not what is easy. Evan leads audience members through different parts of his own journey as an individual with a physical disability and a multiple-time medal-winning Captain of Team USA. In doing so, he illustrates that accomplishing one's goals and impacting others with leadership causes there to be a crossing point of staying in our lanes. At that intersection is where we can hope to become the best versions of ourselves and have the largest impact on others. Becoming an expert in anything takes time and rigorous discipline but it is not impossible. As our dedication and drive towards accomplishing a goal so does our impact crater. The greater one works on themselves; the greater one can be for others. We just have to have the courage to dive in.
- **Breakout | Montana University System / OCHE Important Updates For The Year Ahead - GEAR UP, College Application Week, Apply Montana, One App, Sprint Degrees, & more | Presenter: Jeannie Origbo & John Kilgour - Montana GEAR UP / Montana University System (MUS / OCHE) | Bitterroot Room**
  - Join this session to hear from one of our great partners in helping students and education together! This session provides a general overview of the Montana GEAR UP Program and initiatives happening in the Montana University System. This session will share important updates on the following MUS programs: *Basic Understandings of Montana GEAR UP, GEAR UP Goes to College Week, College Access Arc of Events, One App / Apply Montana, Sprint Degrees, & more!* Bring your questions, and we look forward to seeing you!

Monday, August 7, 2023

10:00 am – 8:00 pm | Conference Day 1 - Continued

**2:45 p.m. – 3:00 p.m. | Snack Break | Grizzly Room**

- Join us for a snack break! Grab a treat and head to the next breakout session of your choice. ...and do not forget to have fun and network along the way! ☺

**3:00 p.m. – 4:00 p.m. | Breakout Sessions | Round 2**

- **Breakout | Industry & College Engagement - Understanding The Montana Post Secondary Workforce Report** | *Presenter: Mary Ellen Earnhardt, Andy Shirliff, & Emily Trautman - Montana Department of Labor & Industry | Ponderosa Room*
  - The Department of Labor, Economist will give a brief outline on the College Report and how colleges are preparing their students for meeting industry's needs. Career Lab will demonstrate how to use MCIS to connect your students with Industry. Business Engagement will give some tips on how to get connected with businesses and some of the challenges and opportunities industry are facing. Montana is experiencing a significant workforce shortage due to aging demographics and strong job /growth. One way to mitigate the workforce shortage is to ensure Montana's workers have the skills, education, and training needed for in-demand jobs. Because Montana postsecondary institutions are a critical component of educating the workforce, it is essential to understand if post secondary students are graduating in fields that align with workforce demand. The Montana Department of Labor and Industry partnered with the Office of the Commissioner of Higher Education and other private and public postsecondary training institutions to produce the Montana Postsecondary Workforce Report, which uses data to answer these questions. Bring your questions! We are super grateful to the MDLI team for being with us today!
- **Breakout | Helping Students With Financial Aid & The BIG Changes Ahead With The FAFSA** | *Presenter: Crystal Morris - Flathead Valley Community College & MASFAA Team | Beth Petro, Jodi Heard, & Mike Lincoln - Reach Higher Montana Team | Bitterroot Room*
  - With so many BIG changes with the FAFSA this coming year and with financial aid support being a huge part of a student's journey after high school, this session will be very valuable to you this year! This is a great opportunity to ask questions to the experts. Bring your questions! Here is your chance to get your student financial support questions answered.
- **Breakout | Montana Tribal College Team - Sharing Best Practices & Event Programming To Better Help Our Students** | *Sapphire Room*
  - *Presenters: Ali Smith - Blackfeet Community College, Joey DiTonno - Chief Dull Knife College, & Emily Ferguson-Steger - University of Montana*
  - **Who Should Attend?** This session is specially designed for our **Montana Tribal College Teams, partners, & education professionals who attend the Tribal College Fairs each year.**
  - Members of the Montana Tribal College Team are encouraged to attend this session. This session will allow the team an opportunity to gather together to make some decisions for the 2024 Montana Tribal College Fairs and beyond. A couple topics up for discussion include: Review of this last year's events, sharing best practices, campus success story-telling, funding/grants / sponsorship opportunities, the 2024 circuit dates, and much more. We hope to see you!

Monday, August 7, 2023

10:00 am – 8:00 pm | *Conference Day 1 - Continued*

**4:00 p.m. – 4:15 p.m. | Snack Break | Grizzly Room**

- Join us for a snack break! Grab a bite, a cup of coffee/tea, and head back to the Meadowlark Ballroom for our final general session and networking! You do not want to miss the next session to connect across Montana and beyond!

**4:15 p.m. – 5:15 p.m. | General Session & Round Table Discussions | Meadowlark Ballroom**

- **Financial Aid Highlights** | *Presenter: Crystal Morris*
- **Partner Introductions** | *Montana University System, GEAR UP, College Fund, Office of Public Instruction, Reach Higher Montana, MASFAA, Montana Department of Labor & Industry, Ready Career Coaches, & More*
- **Round Table Discussions** | *(45 Minutes in Breakout Rooms)*
  - **Education Partner Relations & Networking** | *Presenter: Amy Leary, Board, & Partners | Meadowlark Ballroom*
    - Is this your first MPSEOC Conference? If so, we strongly encourage you to join in this session to meet and connect with the many important players in education across Montana and beyond. These are partners you want to know and should be familiar with their resources and services. Come to this session ready to network and engage with these phenomenal professionals doing good work for students. Bring your questions, as this is an interactive session!
  - **Director's Gathering** | *Presenter: Austin Mapston & Mike Ouert | Ponderosa Room*
    - This session will offer the opportunity to discuss current trends and topics for Directors. For instance topics could include: SCOTUS & Race in Admissions, student engagement, retention, school relations, event attendance, MPSEOC ethics, and more. Join this session to share your questions, concerns, comments, and ideas together.
  - **Middle Management Gathering** | *Presenter: Anders Groseth | Sapphire Room*
    - Are you working in a middle management role? This session will offer the opportunity to discuss current trends and topics for Middle Management. Are you wondering what is next professionally and where to turn for support? We are here to offer support in a safe place. Join this session to share your questions, concerns, comments, and ideas together.

**5:30 p.m. | Personal Break**

- *Great job today!* Take some time for you! Feel free to dress casual to the evening social / dinner. We are excited to have some low-key, easy, fun times together at this outdoor location. See you at the Dinner Social!

**6:00 p.m. | Specialty Dinner, Social, Trivia, Music, Beverages, & Montana Celebration | Fairmont Outdoor Covered Pavilion**

- **@ 6:00 p.m. we will meet outside at the Fairmont Covered Pavilion – just outside the conference area in the grassy field.** If you need help finding this location onsite, please ask the front desk for directions to the outdoor pavilion. Excited to see you for a relaxing evening together!
  - ✓ **Montana BBQ Specialty Dinner** - See menu document for details on [MPSEOClive.com](https://mpseoclive.com) or the Conference App.
  - ✓ **DJ Alan Granthum will host live Trivia, Music, & Karaoke**
  - ✓ **Montana Beverages hosted** - Each attendee receives 2 free drink tickets.
  - ✓ **A Bonfire, S'mores, Outdoor Cornhole, Lawn Games** - Pending weather.
  - ✓ **Lots of laughs, fun, delicious food, networking, & play!**



# Tuesday, August 8, 2023

7:30 am – 3:00 pm | *Conference Day 2*

**7:30 am | Breakfast, Prizes, & Social** | *Grizzly & Meadowlark Room*

**8:15 am – 9:30 am | Good Morning & Keynote Presentation | Stop Half-Assin' It: Thriving Through All the Plot Twists** | *Presenter: Jasmine Williams | Meadowlark Ballroom*

- There is nothing worse than unfulfilled potential. We all know someone who should be successful in college, in leadership, or in life. But they never seem to rise to the occasion. What sets some apart while other fall short? In this hard-hitting, direct, but well-received signature program, Jasmine Williams prescribes just what the doctor orders for overwhelmed students or staff. Combining her impactful personal story of overcoming adversity as a college student with clear, actionable steps to incorporate in your own life. Jasmine's thought-provoking message and approachable style leaves audiences inspired to overcome adversities, develop resilience, and develop positive mental health and coping habits for short- and long-term success. Thank you, Jasmine, for making the trip to Montana to share your story and wisdom with us!

**9:30 a.m. – 9:45 a.m. | Break**

**9:45 a.m. – 10:45 a.m. | Breakout Sessions** | *Round 3*

- **Breakout | Student First - Year Experience Tips | Four Ways to Support Students from Day One on Campus** | *Presenter: Jasmine Williams | Ponderosa Room*
  - Students are struggling. They are feeling anxious. Uncertain. Overwhelmed. Lonely. But they often don't often consider seeking support until they've reached their limit. Join Jasmine for a discussion centered around the top four ways to support students from the moment they set foot on your campus. After hearing Jasmine's story of overcoming adversity in her keynote, take a deeper dive into her recommended ways to establish a safe, comforting environment for every student - starting with your campus programming, orientations, campus visit programs, and more. While Jasmine guides this conversation, it is a space for higher education professionals to discuss what strategies to reach students have (or haven't!) been successful on their campuses.
- **Breakout | Student Success Services - Sharing Resources & Tips To Help American Indian Students Succeed** | *Presenter: Nicolette Weston & Jena Gray - American Indian College Fund | Sapphire Room*
  - We are so excited to have the American Indian College Fund team with us for this event! If you are trying learn about the resources that the American Indian College Fund provides to institutions to support American Indian student success, this is the session for you. In this session you will learn about the many amazing resources that the College Fund offers to help you and students. You will hear more about the programming, series, grants, and tools that you can utilize. This session will also give insight and tips to how we can better reach, retain, and serve our American Indian students. Bring your questions! You do not want to miss this great session! A HUGE thanks to the College Fund team!

Tuesday, August 8, 2023

7:30 am – 3:00 pm | *Conference Day 2 - Continued*

- **Breakout | Promoting Optimal Mental Health for Yourself and Students** | *Presenter: Twylla Kirchen – Rocky Mountain College | Bitterroot Room*

- Are you needing a work-life balance reset? Do you wish you had better tools and resources to help yourself and students with mental health challenges? During this session participants will receive an overview of relevant health statistics that pertain to current mental health challenges and receive strategies and tools that may be beneficial in promoting optimal mental health in themselves and students. This presentation advocates for the importance of healthy relationships and quality communication to facilitate health and well-being of self and students. Participants will engage in active learning opportunities during this presentation and leave with more support for themselves and students.

#### 10:45 a.m. – 11:00 a.m. | **Snack Break** | *Grizzly Room*

- Join us for a snack break! Grab a treat and head to the next breakout session of your choice. You will learn about new opportunities for you and your campus to get involved. Don't miss these important sessions! ☺

#### 11:00 a.m. – 12:00 p.m. | **Breakout Sessions** | *Round 4*

- **Breakout | MPSEOC Annual Membership Meeting – Learn What Is New For The Year Ahead** | *Presenter: MPSEOC Board of Directors & Executive Director | Meadowlark Ballroom*
  - **Agenda & Details** | [www.MPSEOC.com/members](http://www.MPSEOC.com/members)
  - **Meeting will include:** MPSEOC Annual Meeting | 2022-2023 In Review | Future Goals | Important Montana Announcements | Fall Events | Elections | Member Awards | Task Force Updates | & more
  - **Who should attend?** MPSEOC Members, MPSEOC Board of Directors, MPSEOC Institutional Representatives - Nonmembers are welcome to attend, but we highly encourage you to attend the other wonderful breakout session created especially for you.
- **Breakout | Office of Public Instruction Highlights on Montana Student Data Systems & the New Statewide Ready Career Coaches** | *Presenters: Nicole Frieling & Mary Heller – Office of Public Instruction | Sapphire Room*
  - **Using Your Local Data: Montana Statewide Longitudinal Data System**
    - The Montana statewide longitudinal data system, otherwise known as Growth and Enhancement of Montana's Students (GEMS), provides access to data collected from Montana's educational community to help inform the OPI, schools, educators, and the community about the success of Montana's schools. In this session, an overview of the GEMS data website platform is provided with particular focus on data dashboards of relevance to our post-secondary partners, including the College and Career Readiness Dashboard and the Montana Early Warning System. In addition, an overview and update is provided on our ongoing and collaborative research study with Montana tribal college partners.
  - **Montana Ready Program | Introduction to Montana's Statewide Career Coaches**
    - Utilizing Montana Ready Regional Career Coaches to collaboratively support CTAE implement WBL to help teachers, parents, business, post-secondary institutions, public and private stakeholders, and industry guide students for quality world of work experiences. Mary will give an overview of the tools the Montana Office of Public Instruction brings to the table to not only further the Montana Ready Initiative but also show how Regional Career Coaches will play in invaluable role to support teachers and students all across the state.

Tuesday, August 8, 2023

7:30 am – 3:00 pm | *Conference Day 2 - Continued***12:00 p.m. | Lunch** | *Grizzly & Meadowlark Ballroom***12:30 p.m. – 1:30 pm | Keynote Presentation | Marketing & Recruitment Trends - Using Artificial Intelligence To Become More Productive, Creative, Efficient, & Innovative** | *Presenter: Jason Gulya | Meadowlark Ballroom*

- *What is AI? Does it overwhelm you a bit ...or a lot? How does it work, and why is it important to marketing, recruiting, education, and your overall work life? This presentation will provide attendees with real, actionable use cases for harnessing the power of Artificial Intelligence (AI) within education, marketing, recruitment, and beyond. AI programs like ChatGPT, Claude, Bard, and Midjourney are a chance to rethink how we do things. They are a chance to streamline certain parts of our workflow, so that we can spend more time doing what we love. We will work together to see just how powerful AI can be! The goal of this session is to help you see that AI does not have to be scary. The fact is that AI is not going away any time soon. The reality is that the institutions and individuals that are exploring AI tools are able to compete and be more effective and efficient in their work than those who are not. You do not want to be left behind. Bring your questions, as we all enter the new world of expanded, generative AI!*

**1:30 am – 2:00 p.m. | Final Announcements & Closing Ceremonies** | *Meadowlark Ballroom*

- We are so grateful to have had you part of this statewide event! A very special thank you for being here and keep doing amazing work for students and education. **Important - Don't Forget!** Check out the great [Post-Conference meeting for Fair Site Hosts](#) below and please take a minute to fill out the evaluation before you leave. You may access the evaluation online at [MPSEOClive.com](https://MPSEOClive.com) or a printed version in your conference packet. A very special thank you!

**3:00 p.m. | Post Conference Offerings - Optional** | *Meet in the Meadowlark Ballroom*

- **In-Person Fall Fairs Discussion with Fair Site Hosts** | *Sharing Important Updates, Career Exploration Steps, Ideas, Best Practices, & Feedback. Sites Hosts are encouraged to attend this important meeting, as we have some important updates to share. Thank you!*

**THANK YOU FOR ATTENDING THIS YEAR'S CONFERENCE!****Many thanks and safe travels home!****A VERY SPECIAL THANK YOU TO THE PARTNERS & SPONSORS OF MPSEOC & THIS CONFERENCE!**

MONTANA COLLEGES & UNIVERSITIES | MONTANA TRIBAL COLLEGE TEAM | MONTANA GEAR UP | MONTANA UNIVERSITY SYSTEM (OCHE) | OFFICE OF PUBLIC INSTRUCTION | REACH HIGHER MONTANA | AMERICAN INDIAN COLLEGE FUND | MONTANA DEPARTMENT OF LABOR & INDUSTRY / CAREER LAB | MONTANA POST SECONDARY EDUCATIONAL OPPORTUNITIES COUNCIL (MPSEOC)

