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New York Institute of Technology

**Assessment Best Practices**

**Pamela Cohen** has 15+ years’ experience advising students at the undergraduate and graduate level, currently serving as Career Development Specialist for the Anisfield School of Business at Ramapo College of New Jersey.  Prior to joining Ramapo College, Pamela served as Assistant Director of Career Development at Stevens Institute of Technology.  She has proven success in extending customized guidance to students, faculty, and corporate partners and in developing methods of outreach and data collection for outcomes reporting.  Pamela holds a BSEd in Social Studies and an MS in Higher Education Counseling from West Chester University of Pennsylvania, and is a doctoral candidate in Educational Leadership (Ed.D.) at Rowan University.

**Marc Goldman** has been the Executive Director of the Yeshiva University Career Center since 2007. In his role, he manages a two-campus career center providing comprehensive services to liberal arts and business students. Prior to his position at YU, Marc was an Associate Director at New York University’s Wasserman Center for Career Development, where he worked for 13 years, focusing on liberal arts and performing arts students, counselor supervision and training, and office technology. Currently, Marc is also an adjunct instructor at NYU in career, education, and life planning. In previous years, he taught introductory psychology and career development courses at the community college and state college levels.

Marc currently serves as Co-chair of the National Association of Colleges and Employers 2014-2015 Leadership Advancement Program Committee. For NACE, he also served as Co-chair of the 2013-2014 Honors and Awards Committee and on the 2012-2013 Diversity and Inclusion Strategy Team, the 2011-2012 Leadership Development Task Force, the 2010-2011 Metro Regional Programming Committee, as New York City Face2Face Program Co-chair, and the 2009-2010 Annual Conference Committee. He recently completed a 2-year appointment to the NACElink College Advisory Group and has been involved with the development of the NACElink career services management system from its earliest stages. Marc attended the NACE Management Leadership Institute, has presented and moderated at numerous NACE Annual Conferences, and won the NACE Volunteer Meritorious Service Award in 2014 and the NACE Excellence Award in 2007. Marc completed his undergraduate work in Psychology at Cornell University and received a Master’s in Counseling and Personnel Services and an Advanced Graduate Specialist Certificate in Community Counseling from the University of Maryland.

**Dr. Patricia Imbimbo** has been the Director of the Starr Career Development Center (SCDC) at Baruch College since 1996. In her position as Director of the SCDC, Pat has been collecting and reporting on post graduate outcomes for over ten years. Accountability to college administrators, students, parents, and now to the federal government, makes the collection of this information highly important to the Starr Career Development Center. In recent years, the use of powerful online databases also makes this collection more possible.

Dr. Imbimbo graduated from Oakland University in Rochester, Michigan, served for two years in the United States Peace Corps in India, and was the director of a large New York City daycare center prior to her career in higher education. Since 2000, she has made two trips to China on grants from the Ford Foundation as a consultant to community college career centers and she is the recent past co-President of the CUNY Career Services Association. As a counseling psychologist, Dr. Imbimbo has worked as a consultant in the corporate world. She worked with Drake, Beam, Morin as an outplacement counselor for corporate managers and executives, and provided executive coaching for individuals as an Associate of the Center for Creative Leadership in their prestigious Leadership Development Program. Dr. Imbimbo received her Masters degree in Education from New York University and her Ph.D. in Counseling Psychology from Columbia University. She maintains a small private practice as a psychotherapist, is passionate about her career and believes that self knowledge is the most important step in the journey toward finding and maintaining meaningful work.

**Nicole K. Isenhour** joined the Wasserman Center for Career Development staff in July 2013 as an Assistant Director. Prior to NYU Nicole worked in various roles in both higher education and the private sector. Nicole has worked in career services at both Emerson College and Brandeis University and in academic advising at Northeastern University. Within the corporate realm, she held positions within digital media, communications, and advertising where she became comfortable working with and analyzing data and metrics.

Within her current role at the Wasserman Center, Nicole works closely with staff to discover patterns and metrics that support positive learning outcomes, and presents opportunity areas for growth and enhancement. As a result, she is instrumental in the high level committees such as communications, assessment, and global strategies she is a part of, and contributes greatly to their success.

**Edwin W. Koc** is the Director of Research, Public Policy, and Legislative Affairs at the National Association of Colleges and Employers (NACE). He has been with NACE since April 2007. As the head of the research department he has overseen NACE studies covering the college job market; starting salary offers for new college hires; benchmarking studies for both employer recruiting efforts and college career center offices; and student attitudes toward the job market. Each month he authors an article on some aspect of the college hiring market that appears in the NACE Journal.

Since 2013 Ed has also led the association’s advocacy program. In this capacity he has met with congressional officials; representatives of the Department of Education; and the President’s Domestic Policy Council as well as working with a number of other higher education associations on issues relevant to the college marketplace.

In his capacity as Research and Policy Director Ed is frequently asked to comment on various trends taking shape in the college employment market. He has appeared on CBS, CNN, FOX, MSNBC, the BBC and a variety of programs on NPR including: Talk of the Nation, Morning Edition, and Marketplace.

Prior to coming to NACE, Ed was the Director of Research at the MidAtlantic Employers Association (MEA). In addition to his tenure at MEA, Ed was also the senior research analyst at the Pennsylvania Economy League’s Eastern Division with responsibility for project management and authoring research reports on economic policy issues in southeastern Pennsylvania. He has also taught courses in political science and public policy at Ursinus College, Drexel University, and Temple University.

**Gary Alan Miller**, 20-year veteran of higher education, currently serves as Executive Director of the Career Center at Hofstra University.  He is the former Assistant Director for Social Media and Innovation with University Career Services and Senior Assistant Dean with Academic Advising at the University of North Carolina at Chapel Hill.

Gary has provided keynote and plenary sessions on innovation and marketing for associations in North Carolina (NCACE), South Carolina (SCACE), Georgia (GACE) and Michigan (MCEEA).  In October 2009 he gave one of the earliest career services association keynotes on the use of social media in career development for NCCDA.  In 2012, Gary completed a 5-part article series for NACE Spotlight on marketing and marketing analytics, and that same year he served on the board of the Triangle Interactive Marketing Association.  Gary was a finalist for the 2013 NACE Innovation Excellence Award in Research for a study of career center innovation completed with his UNC colleague Katherine Nobles in 2012.  Resultantly, the pair presented on innovation at the 2013 NACE conference and contributed a chapter in Leadership in Career Services:  Voices From the Field (2013, Contomanolis and Steinfeld). Find him on twitter @garyalanmiller.

**Cassie Sklarz** is the Associate Director/Manager of Special Programs & Assessment atFordham University, Rose Hill. Cassie Sklarz joined the Office of Career Services at Fordham University in June of 2011. Cassie received her M.S.ed. in Counselor Education and earned a Bachelor’s degree in Mass Communications from SUNY Oneonta and is currently in the process of earning her Doctorate in Education from Fordham University. During her previous experience, she has worked with the Office of Residential Life, First Year Experience, and Orientation.

Cassie is eager to help freshmen join activities that will help them determine a career path that is best for them, enjoys working with sophomores to help them choose a major, is excited about helping juniors find internships, and is determined to help seniors find jobs that will excite and fulfill them. Cassie works with assessment to enhance program attendance and satisfaction, while making sure learning outcomes are evaluated as a way to ensure the quality of programs and resources that are offered through the Office of Career Services at Fordham University.

**Urszula Zalewski** is currently Assistant Director of Experiential Programs in the Career Center at Stony Brook University. Urszula is on the Employer Relations Team and is actively involved in establishing health care/non-profit alliances and developing high-quality experiential opportunities meeting the needs of a diverse student population. She implements internships, co-ops and community outreach programs that create conditions for professional and personal success of each and every student. Urszula’s areas of expertise include career counseling, employer relations, recruitment, grant management, state/federal regulatory procedures, assessment and evaluation. She serves on the Board of Directors for Response of Suffolk County, Inc., a non-profit organization, and on the NY Campus Compact Advisory Committee. In addition, she is a member of the National Society for Experiential Education and the Metropolitan New York Career Placement Officers Association.