

Director-College

Jennifer Lasater

Executive Director of National Career Services
Kaplan University
Chicago, Illinois

TYPE OF ORGANIZATION

Kaplan University is a regionally accredited online university with a student body of about 35,000.

EMPLOYMENT HISTORY

Kaplan University: Executive Director of National Career Services (4 years). **Education Management Corporation:** VP, Career Services Specialist (6 years). **The Illinois Institute of Art-Schaumburg:** Director of Career Services (5 years).

EDUCATION

Argosy University: M.A. Ed., Educational Leadership. **Illinois State University:** B.S., Speech Communication.

PROFESSIONAL MEMBERSHIPS AND LEADERSHIP ROLES

NACE: Leadership Advancement Program Committee (2010-11); Co-Chair Face2Face Committee (2014-15); Face2Face Committee (2012-13); Leadership Development Task Force (2011-12); Co-Chair Member Outreach Team (2013-14); Facilitator CCI Training.

AWARDS, HONORS, AND RECOGNITION IN THE WORKPLACE

Kaplan Inc.: Kaplan Way Leadership Award for Continuous Transformation. **TechStars:** Mentor, Kaplan Ed Tech Accelerator.

SPECIALIZED AREAS OF EXPERTISE AND INTEREST

Areas of Expertise: Managing Groups; Program Assessment/Evaluation; Speaking/Presenting; Training and Development; Mentoring; Program Management; Strategic Planning. **Areas of Interest:** Alliances/Partnerships; Employment Legislation and Regulations; Global Issues (including recruiting; international studies); Legal Issues and Employment; Legal/Ethical Issues; M.B.A. Students/Employment Pre-college Career Development and Employment Issues; Technology Issues; Internships; Cooperative Education; Two-Year College Students.

PERSONAL STATEMENT

In my role as Executive Director of National Career Services for Kaplan University, I lead a team of 60+ career services professionals who serve our student body of 35,000 students. When I first started at Kaplan University over four years ago, we had a team of eight and we've grown rapidly due to our results in working with students and our strong focus on graduate outcomes. I've taken the team from a task-driven focus to a relationship-driven, outcomes-focused, personalized experience for our students/graduates. We've shown that career services is integral to the student experience, and we partner with employers, deans, faculty, curriculum developers, alumni, and education advising to add career-related touch points throughout a student's program of study. We help students understand that career development is an important piece in their educational experience, not something that "happens" to them at the end of their college career.

I've been fortunate in my career to work in a variety of roles that have advanced my leadership, communication, strategic planning, and resource management skills. I've spent the last 15 years in career services starting as an Assistant Director at a smaller school with a population of about 500 to a Director role to a Regional Director role supervising the career services teams of about 20+ colleges and now to my national role at Kaplan University serving our students. Additionally, I've served in recruiting and

staffing roles before my time in career services, so I am able to understand the needs of our employers and work to make recruiting with us a stress-free, enjoyable experience. I hope to be able to work closely with the NACE population in order to help others build stronger collaborative relationships that lead to positive outcomes for colleges, employers, and most importantly, our students.