

meeting the
CHALLENGE  making a
DIFFERENCE
SUPPORT STAFF CONFERENCE **APRIL 18-19, 2023**

UofA
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

TUESDAY, APRIL 18, 2023 – Zoom Host, Brandon Mathews

8:45-9:15 a.m.	Log in and Participate in the Pre-Session & Participant Poll
9:15-10:30 a.m.	Opening Session Welcome & Conference Overview – Dr. Stacey McCullough Administrative Welcome and Update <ul style="list-style-type: none">• <i>Dr. Deacue Fields</i>• <i>Dr. Bob Scott</i> Strengthening Our Core Values – Dr. Deacue Fields
10:50-11:00 a.m.	Trivia, Fun Facts & Introduction to Session I
11:00 a.m.-12:00 p.m.	Session I: Taming the Tiger: Inventory/Assets – Carla Rutherford and Danya Curtis
12:00-12:45 p.m.	LUNCH BREAK
12:45-1:00 p.m.	Welcome Back & Introduction to Session II
1:00-2:00 p.m.	Session II: Returned to Sender: Workday – Jeffie Thomas
2:00-2:15 p.m.	Break & Introduction to Session III
2:15-3:15 p.m.	Session III: Time Management: Get Organized-Work Smarter not Harder <i>Dr. Laura Hendrix</i>
3:15-3:30 p.m.	Break & Introduction to Session IV
3:30-4:30 p.m.	Session IV: Excel Pivot Tables: How to Produce Workday Reports with Ease – Jake Anderson and Heather Frankenberger

9:00-9:15 a.m.	Log in and Day 2 Kickoff
9:15-10:15 a.m.	Session V: Cultural Competency and Belonging – Dr. Ron Rainey
10:15–10:30 a.m.	Break (Zoom meeting stays in session)
10:30 a.m. -11:30 a.m.	Session VI: Accounts Payable/Procurement – Jeffie Thomas
11:45 a.m.-12:30 p.m.	LUNCH BREAK
1:00-3:00 p.m.	Closing Session
	Welcome to Final Session – Dr. Stacey McCullough
	Introduction of Chi Epsilon Sigma New Officers <i>Shaura Ivy, President, Chi Epsilon Sigma</i>
	Keynote Speaker – Sericia Nelson – Strategic Communications Consultant
	Conference Highlights, Door Prizes & Wrap Up – Dr. Stacey McCullough



Sericia Nelson

Strategic Communications Consultant

Nelson is a bridge-builder who connects people, resources, ideas, and messages. Professionally, she harnesses her vast experiences to serve as a multi-faceted strategic thought partner and consultant.

With a foundation as a former TV news producer, she crafts PR strategies and communications plans, manages social media platforms, and creates compelling, inspiring content.

An intrepid visionary with an entrepreneurial spirit, she has helped to launch the Arkansas chapter of the national nonprofit City Year and served as editorial director of a general-interest lifestyle magazine highlighting African Americans in Arkansas.

Additionally, Sericia led the Mosaic Templars Cultural Center, Arkansas's museum of African American History and Culture, as its Executive Director. She's also served as Vice President for Advancement & External Relations at Philander Smith College, a private, four-year Historically Black College and University, and held the role of Community Affairs Officer for Simmons Bank in Arkansas.

Nelson's broad background also includes having worked as Director of External Relations for the 45th Governor of Arkansas (Mike Beebe). As a high-level strategist, she currently works to shore up communications, identify solutions, and mobilize resources to ignite progress for higher education and business leaders, nonprofit executives, and politicians across the country.

Sericia and her husband Mark, a fellow professional communicator, spend their time wrangling their blended crew as they make their nest in their hometown of Little Rock, Arkansas.