



The Soft Skills Gap

VIRTUAL FORUM PROGRAM

May 27, 2020 | 2 p.m., EDT | 11 a.m., PDT

THE CHRONICLE
OF HIGHER EDUCATION

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Agenda

1:50 p.m., EDT Networking

Tune in before the program begins to introduce yourself and network with your peers

2:00 p.m., EDT Opening remarks

Ian Wilhelm and Sebastian Distefano

2:05 p.m., EDT A National Challenge

Jeffrey J. Selingo explores the need for better soft-skills education. He'll examine the frequent disconnect between what colleges teach and employers seek, and emphasize why bridging the gap is key to the future of higher ed — and the country.

2:20 p.m., EDT The Impetus for Innovation

Jeff Selingo discusses with Carol Quillen, a leader of a top liberal-arts college, about how she's made soft skills an integral part of what students learn.

2:40 p.m., EDT The New Skills for the 21st-Century Workplace

Ian Wilhelm discusses with Todd Taylor and Melissa Vito about how soft skills are evolving in a work environment that is increasingly remote and digital.

3:00 p.m., EDT Bridging the Divide

Goldie Blumenstyk talks with Natasha Stough and Jennifer Baszile about how employers and colleges can work better together to identify and develop the skills graduates need for the modern workforce.

3:25 p.m., EDT Closing remarks

Ian Wilhelm and Sebastian Distefano

A MESSAGE FROM ADOBE

Adobe has been proud to partner with educators and education leaders since we got our start over 35 years ago. And today, as digital literacy has become an essential career skill, we're helping higher education institutions fulfill their missions of preparing students for successful futures.

The benefits of teaching digital literacy with Adobe Creative Cloud

Digitally literate students have the power to use digital content creation tools to solve problems, produce innovative projects, enhance their communication, and prepare for the challenges of an evolving workplace. Adobe Creative Cloud—our collection of industry-leading apps and services for creating a complete range of digital media—fosters digital literacy and delivers additional benefits as well.

By integrating digital literacy and Creative Cloud tools into their curricula across disciplines, colleges and universities can better engage students in the classroom and improve their learning outcomes. That's because when professors assign digital projects—for example, when they have students design infographics for economics classes with Adobe Illustrator, script and record podcasts for science classes with Adobe Audition, or create critical response videos for literature classes with Adobe Premiere Pro—they encourage active learning and inspire students to tap into their creative thought processes.

Developing digital literacy with Creative Cloud also gives students clear advantages in an increasingly automated workplace, because it means they'll have technology skills that will make them valuable to employers across industries. They'll create a body of work—images, graphics, print layouts, videos, animations, web and app designs, and more—that helps them stand out during the job search. And they'll learn key soft skills that employers are looking for: creativity, critical thinking, creative problem solving, and collaboration.

Supporting institutions as they work to foster digital literacy

In addition to Creative Cloud, Adobe offers a wealth of teaching and learning resources to help schools incorporate digital literacy into their curricula. And our Adobe Creative Campus program recognizes and supports institutions that have committed to teaching digital literacy across disciplines.

Learn more at www.adobe.com/education/digital-literacy.html



Speakers



Jennifer Baszile

Assistant Vice Chancellor for Career Success, U. of California at Santa Cruz



Goldie Blumenstyk

Senior Writer, The Chronicle of Higher Education



Sebastian Distefano

Global Manager of Strategic Development, Higher Education, Adobe



Carol Quillen

President, Davidson College



Jeffrey J. Selingo

Author and Higher-Education Expert



Natasha Stough

Americas Director, Campus Recruiting, Ernst & Young LLP



Todd Taylor

An Adobe Pedagogical Evangelist and Professor of English at the U. of Chapel Hill



Melissa Vito

Interim Vice Provost for Academic Innovation, U. of Texas at San Antonio



Ian Wilhelm

Assistant Managing Editor, The Chronicle of Higher Education

Jennifer Baszile

Assistant Vice Chancellor
for Career Success, U. of
California at Santa Cruz

Jennifer Baszille joined the University of California at Santa Cruz in 2019 to serve in a newly created position of assistant vice chancellor for career success and executive director of the career center within the university's Division of Student Success. Previously she was the dean of student success and career development at Trinity College. She is an award-winning researcher and has been an instructor of American history, African-American studies, and writing at the University of Connecticut, Yale University, and the University of California at Los Angeles. She is the author of *The Black Girl Next Door: A Memoir*, published by Simon & Schuster in 2009.



Goldie Blumenstyk

Senior Writer, *The Chronicle of Higher Education*

Goldie Blumenstyk joined *The Chronicle of Higher Education* in 1988. Now a senior writer, she is a nationally known expert on the business of higher education and higher-education policy. She writes and curates *The Chronicle's* weekly newsletter on innovation in and around academe and wrote the report on “The Adult Student.” A winner of multiple awards from the Education Writers Association, she has reported for *The Chronicle* from China, Europe, Israel, and Peru, and has contributed to *The New York Times* and *USA Today*. Blumenstyk appears frequently at conferences and on radio and television programs. She is the author of the *Washington Post* best-selling book *American Higher Education in Crisis? What Everyone Needs to Know* (Oxford University Press, 2015).



Sebastian Distefano

Global Manager of
Strategic Development,
Higher Education, Adobe

Sebastian Distefano is responsible for developing Adobe's global strategy for higher education in the Creative Cloud Enterprise Business Unit within Adobe. Distefano brought his 15 years of industry experience and knowledge to help some of the top colleges in North America develop and implement successful strategies on utilizing Adobe Creative Cloud in curriculum across all disciplines in higher education. Throughout his 20-year tenure with Adobe, Distefano has built a reputation for developing relationships within higher education with the focused goal of empowering students, faculty, and institutions to improve student outcomes.



Carol Quillen

President, Davidson College

Carol Quillen became the 18th president of Davidson College in 2011. Previously she was at Rice University, where she served as vice president for international and interdisciplinary initiatives. In national leadership, she is a founding member of the American Talent Initiative, aimed at graduating 50,000 additional high-achieving, low- and moderate-income students from the nation's top schools. President Obama appointed Quillen to the Advisory Council on Financial Capability for Young Americans, and her peers have placed her on the board of directors of the American Council on Education and in leadership roles with the NCAA and the National Humanities Center. An historian by training, Quillen often guest lectures in a variety of courses.



Jeffrey J. Selingo

Author and Higher-Education Expert

Jeff Selingo has written about higher education for two decades. He is the author of two *New York Times* bestsellers, a contributor to *The Atlantic* and *The Washington Post*, and a special advisor at Arizona State University. He is also a visiting scholar at Georgia Tech's Center for 21st Century Universities. His next book, *Who Gets In & Why: A Year Inside College Admissions*, will be published by Simon & Schuster in September.



Natasha Stough

Americas Director,
Campus Recruiting, Ernst
& Young LLP

Natasha Stough is the Americas director of campus recruiting for EY, a professional-services organization and a global leader in assurance, tax, transaction, and advisory services. In that role she is responsible for all campus recruiting activities in the Americas, including addressing the increasingly complex and growing talent needs of EY's business, and ensuring its recruiting teams have the resources they need to be nimble and effective. Outside of EY, she is a member of the National Association of Colleges and Employers and has also served on the Illinois CPA Society's Diversity Initiatives Taskforce. Before taking on her current role, Stough served as the campus recruiting leader for the central region of Ernst & Young for seven years, overseeing full-time and intern hiring for 10 offices and the region's campus recruiting strategy and team members.



Todd Taylor

An Adobe Pedagogical Evangelist and the Eliason Distinguished Professor of English at the University of North Carolina at Chapel Hill

Todd Taylor is an Adobe pedagogical evangelist and the Eliason Distinguished Professor of English at the University of North Carolina at Chapel Hill. For 25 years, his research, teaching, and service have examined how literacy continues to evolve in response to digital, information, and networked technologies. He most recently wrote *Adobe Creative Cloud Across the Curriculum: A Guide for Students and Teachers* and *Becoming a College Writer: A Multimedia Text*.



Melissa Vito

Interim Vice Provost for
Academic Innovation, U.
of Texas at San Antonio

Melissa Vito is a recognized higher-education leader with over 35 years of experience in public higher education and most recently in selected consulting. She served as both senior vice president for enrollment and student affairs and senior vice provost for academic initiatives and student success at the University of Arizona, retiring in July of 2018. She is currently interim vice provost for academic innovation at the University of Texas at San Antonio and leads Melissa Vito and Associates Strategy Group.



Ian Wilhelm

Assistant Managing Editor,
The Chronicle of Higher
Education

Ian Wilhelm is the assistant managing editor for Chronicle Intelligence, a division of *The Chronicle of Higher Education*. In that capacity, he edits reports and guides, develops virtual events, and oversees surveys, with the goal of informing and empowering higher-ed professionals to make better decisions and to succeed in their jobs. During his 19 years at *The Chronicle*, Wilhelm led the Idea Lab section, managed coverage of graduate students and small colleges, and served as the international editor. He was a 2014 finalist for the Education Writers Association's National Awards for Education Reporting.



INSIGHTS
REPORT

Expanding the Digital Curriculum

How colleges are enhancing digital literacy to
prepare students for tomorrow's jobs

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THE CHRONICLE
OF HIGHER EDUCATION.

Employers and colleges agree: Students — no matter the major — need to graduate with the digital acumen to work in the modern workplace.

Learn how colleges are preparing students with the skills required for the evolving modern workplace.

Download the insights report at
chronicle.com/expandingthedigitalcurriculum

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attendance!**

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