Arkansas Community Colleges Presents Mark C. Perna
“Engineering Explosive Growth in Retention, Completion & Community Buy-In”
July 25, 2023, 8:30 a.m. to 4:30 p.m.
UA Pulaski Technical College, North Little Rock

ACC is bringing Mark C. Perna back to Arkansas by popular demand after his keynote address at our conference. Member colleges may register up to 10 people, and cross-departmental participation by administrators, faculty, and staff is encouraged. Pre-registration is required, and the fee is $40 per person to cover lunch. After June 1st, remaining spots will be made available on a first-come, first-serve basis.

REGISTER YOUR TEAM HERE BY JUNE 1ST.

KEY TAKEAWAYS:
• How to become the proactive first choice for more students
• How to leverage the power of your existing value and benefits
• How the education landscape has shifted—and how to adapt accordingly
• Why Gen Z is different and what motivates them to take action and achieve at a higher level
• The narrative shift that will change the game with students, parents, and community stakeholders
• How to maximize recruitment, retention, engagement, and completion

WORKSHOP DESCRIPTION:
The world has changed. To thrive today, young people need a dynamic competitive advantage in their education and career journey. And yet in this shifting landscape, it’s more challenging than ever to engage, retain, and graduate students. We must adapt our models for this new normal—and in this exciting workshop, Mark C. Perna will show you how. You’ll experience the latest tools, tactics, and truths to become the proactive first choice for more students of all ages.

With Mark’s insights, you’ll craft a dynamic narrative to change the way people think about education. Young people need their education to deliver the single most important competitive advantage in the modern workforce: the unstoppable synergy of academic knowledge, technical competency, and professional skills. And they need to know that in all three of these areas, your organization delivers.

Amid all the upheaval, there has never been a better moment to shift the paradigm with all stakeholders in your community: students, parents, community leaders, legislators, boards, districts, and others. Mark will lay out a clear and actionable vision to unify these diverse groups around a shared goal—to empower every student with purpose in their education and career journey.

Start forging a deeper human connection with students by connecting, engaging, and answering why. Mark delivers key insights on how the younger generations think, what makes them tick, and how they make decisions. By understanding what motivates young people, you can show them why education matters, help them set goals, and inspire them to achieve at a higher level. Finally, Mark will recharge your professional passion by showing the truly profound difference you can make every day.
PRESENTER BIOGRAPHY:
Mark C. Perna is the founder and CEO of TFS Results, a full-service strategic consulting firm at the forefront of the national paradigm shift in education and workforce development. As an international expert on the millennial and Z generations, Mark has devoted his career to empowering educators and employers to unleash the tremendous potential of today’s young people.

After successfully parenting two millennials as a single father, Mark has become a passionate advocate for bridging the generational divides that are contributing to America’s skills gap. As the founder of the Education with Purpose & Employment with Passion movement, Mark’s mission is to connect the pipelines between education, employment, and economic development in communities everywhere. Parents, educators, employers, and national organizations across North America have successfully used Mark’s strategies, including the Career Tree® strategy, to connect more effectively with the younger generations.

A dynamic and motivational public speaker, Mark has received more than 1,000 standing ovations and today delivers over 70 keynote speeches annually at national and statewide events. He has also spoken at Harvard University by special invitation.

At TFS Results, Mark heads an energetic team of talented professionals who share his vision of making a bigger difference in education and workforce development. TFS Results partners with schools, districts, businesses, and state organizations of all sizes nationwide to help them experience significant gains in enrollment, engagement, retention, and performance. Mark also serves on the Advisory Council for the Coalition for Career Development in Washington, DC.

Mark is a weekly contributor at Forbes.com, where his work reaches an audience of more than 3.3 million. He interviews frequently on radio shows, television, and podcasts, and hosts the 90-second Perna Syndicate podcast every weekday with listeners in more than 60 countries.

Mark’s bestseller, Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations, was written to help educators, employers, and parents understand and motivate the millennial and Z generations. Answering Why has won eight national book awards, including the Nautilus Award which is given to books thought to make a positive difference in the world. Find out more about Mark and his work at MarkCPerna.com.