






# CIRCLE OF CHANGE LEADERSHIP EXPERIENCE

**A Transformational Leadership & Career Development Experience  
for Culturally Diverse and First-Generation Students!**



**CIRCLE OF CHANGE**

 coclc  Circle of Change Leadership Conference  Circle of Change Leadership Conference

**[www.circleofchangeleadershipconference.com](http://www.circleofchangeleadershipconference.com)**

# What is the Circle of Change Leadership Experience?

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The Circle of Change Leadership Experience is a 501 c (3) organization that has created two national leadership and career conferences that specializes in helping culturally diverse and first-generation students attain the skills that are needed to emerge as leaders within their campus communities and position themselves for career success in college and beyond.

To fulfill this mission of transforming the lives of over 800 student leaders each year at conferences in Miami, Florida and Los Angeles, California, the Circle of Change Leadership Experience not only incorporates dynamic keynote speakers and empowerment sessions focused on helping students discover the leader from within and develop the leadership skills that are needed to thrive and succeed as an emerging leader in the 21st Century, but they create engaging and interactive panels with fifty exceptional professionals from top-tier organizations to provide student leaders with the wisdom, knowledge, and insight needed to position themselves for career success in college and beyond.

Intertwined with these incredible educational sessions are experiential activities, mentorship, self-reflection exercises, networking, professional headshots, scholarship giveaways, a live DJ, and a digital leadership certificate that student leaders can use on their resume and online platforms.



# Circle of Change Leadership Experience Learning Outcomes:

The foundational framework of the Circle of Change Leadership is built upon six learning outcomes that are used to guide all the educational sessions offered at both conferences in Miami, Florida and Los Angeles, California.

**Interpersonal Development** – Every student who attends will not only discover the leader from within, but they will increase their self-awareness, become more aware of the leadership assets as an emerging leader, and discover how to activate these seeds of greatness to become more effective as an emerging leader and professional.

**Leadership Development** – Every student who attends will not only develop a solid working definition of leadership, but they will learn how to implement a variety of skills that will enable them to lead more effectively as an emerging leader and professional.

**Resilient Leadership** – Every student who attends will not only develop a solid working definition of resilient leadership, but they will learn how to develop the resiliency, growth mindset, and grit that is needed to navigate challenges, overcome obstacles, and attain leadership and career success despite the negative experiences they might face as an emerging leader and professional.

**Professional Development** – Every student who attends will not only learn about the professional skills and competencies that are needed to attain career leadership success after graduation within their desired area of expertise, but, they will also learn how to implement these skills and competencies in order to position themselves for career success in college and beyond.

**Leadership Wellness** – Every student who attends will not only learn about the importance of self-care as an emerging leader and professional, but they will discover how to implement boundaries, self-care practices, and other positive habits that enable them lead from the right place mentally, physically, and emotionally.

**Socially Responsible Leadership** – Every student who attends will not only learn about the importance of ethical leadership, social responsibility, and civic engagement as it relates to effective leadership, but they will discover how to lead with integrity, character, social responsibility, love, culturally intelligence, compassion, and the different aspects of servant leadership.

**Emotionally Intelligent Leadership** – Every student who attends will not only develop a solid working definition of emotional intelligence, but they learn how to implement the different aspects of emotional intelligence so that they can become better communicators, more empathetic, socially aware, and effective at building, developing, and managing relationships with diverse groups of people.



# Advisor Testimonials



*"The COC Leadership Conference made an incredible impact on our students! Conference speakers and session facilitators were thought - provoking, skilled and provided practical strategies and resources for all attendees. Since our initial partnership with Dr. Fredenburg and his team, our students have enthusiastically shared their COC experiences with others and continue to excel on campus."*

**–DR. TYSON BEALE, DEAN OF STUDENTS**



*"Circle of Change gave an opportunity for our first gen students to see and hear from leaders who looked like them and had shared experiences as them. COCLC inspired our students that anything is possible and that they have the power within themselves, now, to achieve great things for themselves and for their community to advance positive change."*

**–DR. TRACY PASQUA DEA, SCHOOL OF JOURNALISM STUDENT SERVICES**



*"Working at a California Community College, I see first-hand the powerful and life-changing difference Circle of Change makes in the lives of my students...especially first-generation college students. These students return empowered, self-confident, and with a plan of action to achieve their career goals. COC is a difference-maker!"*

**–DR. MARK HARTLEY, DEAN OF STUDENT LIFE**



*"Circle of Change has impacted thousands of first-generation students around the world, and within my years in higher education at CSUSB, CSULA, SJSU, CSUF, and USC, the students come back transformed and with a new mindset focused on making an impact in their communities."*

**–DAMAREA PARKER, ASSISTANT DIRECTOR**

# Circle of Change Leadership Experience Learning Outcomes:

In 2023, we had approximately 800 culturally diverse and first-generation students attend our two national conferences in Miami, Florida and Los Angeles, California. The conference demographics of the students that attended our program are provided below.



## YEAR IN SCHOOL

- 20% Freshmen Students
- 35% Sophomore Students
- 25% Junior Students
- 20% Senior Students



## CULTURAL BACKGROUND

- 35% Hispanic, Latino, or Spanish Origin
- 30% Black or African American
- 15% White (German, English, French, Irish, or Polish)
- 10% Asian/Pacific Islander
- 10% Bi-Racial



## GENDER

- 65% Female
- 45% Male



## FIRST GENERATION

- 70% First Generation Students
- 30% Traditional Students



## TOP 4 MAJORS

- 23% Health Care (Doctor, Wellness, Nurse, Biology, Healthcare Executive)
- 19% Business (Marketing, Sales, Accounting, Entrepreneur, Business Management)
- 12% Tech/STEM (Engineering, Web Design, Coding)
- 12% Social Impact, Community Engagement, Education

# Alumni Success Stories Of Students Leaders Who Attended the Circle of Change Leadership Experience



*"Reyna Harvey is a first-generation student alumni who attended the Circle of Change Leadership Experience in 2017 and serves as a traffic and news anchor in the Bay Area.*

*When Reyna attended the Circle of Change Leadership Experience, she not only won an award as a catalyst for change, but she developed skills and made connections with professionals that empowered her to thrive and succeed within her career."*

**- Reyna Harvey, U.C. Riverside Student Alumni**



*"Tristan Henriquez is a first-generation student alumnus who attended the Circle of Change Leadership Experience in 2019 and serves as a product strategy associate at Netflix.*

*When Tristan attended the Circle of Change Leadership Experience, he not only gained incredible wisdom from the speakers and panelists, but he leveraged the information and connections that he was able to foster at the conference to position himself for opportunities at Google, Viacom, YouTube, and Netflix."*

**- Tristan Henriquez, University of North Texas Student Alumnus**



*"Sparsh Saxena is a student alumnus who attended the Circle of Change Leadership Experience in 2018 and serves as a product manager at Microsoft.*

*When Sparsh attended the Circle of Change Leadership Experience, he not only took full advantage of all the educational opportunities and resources that were available to him at the conference, but he used the motivation, empowerment, and inspiration gleaned from the conference to attain an incredible career at Microsoft."*

**- Sparsh Saxena, Penn State University Student Alumnus**



*"Lakysa Bloem is a student alumnus who attended the Circle of Change Leadership Experience in 2018 and serves as a digital creative lead at Liongate.*

*When Lakysa attended the Circle of Change Leadership Experience, she not only became a campus ambassador and intern within our organization, but she implemented some of the skills that she learned from the conference to position herself for career success within the entertainment industry."*

**- Lakysa Bloem, California State University of Long Beach Student Alumnus**



*"Saeed Ahmad is a student alumnus who attended the Circle of Change Leadership Experience in 2018 and now serves as a student admissions fellow at Harvard University Law School.*

*When Saeed attended the Circle of Change Leadership Experience, he was not only a student leader within at his community college, but he used some of the lessons learned at the conference to attain a degree from the University of California Los Angeles and earn his acceptance into the Harvard University Law School program."*

**- Saeed Ahmad, Norco College Student Alumnus**



*"Jazmin Eusebio is a first-generation student alumnus who attended the Circle of Change Leadership Experience in 2018 and now serves as a Diversity, Equity, and Belonging Program and PR Manager at Highwire.*

*When Jazmin attended the Circle of Change Leadership Experience, she not only served as a student intern for the conference, but she used some of the skills and connections to win awards, create a successful career within her area of expertise, and make a positive impact in the lives of future professionals."*

**- Jazmin Eusebio, San Jose State University Student Alumnus**

# Circle of Change Leadership Conference Framework

The Circle of Change Leadership Experience has been able to positively impact the lives of college students all across the country because we have created a transformational conference framework that consists of an electrifying experience, dynamic keynote speakers, powerful leadership and career development empowerment sessions, incredible panel sessions with top-tier professionals from various areas of expertise, and opportunities to develop a professional brand that will help them position themselves for career success in college and beyond.

Provided below is a description of these different programming components of our conference framework that is used to guide all of our national conferences.



## Electrifying Experience

The Circle of Change Leadership Experience not only consists of a live DJ, powerful team of emcees, and lots of games, activities, and prizes throughout the weekend, but students and professionals highlight the incredible environment and culture that is created out of a desire to inspire, empower, and transform the life of every student and professional that attends the event.



## Dynamic Keynote Speakers

The keynote speakers that are featured at the Circle of Change Leadership Experience are not only some of the most dynamic, engaging, and transformational speakers in the world, but each of them delivers a powerful message around leadership that always has a lasting impact upon every college student that attends the conference.



## Leadership and Career Empowerment Sessions

The leadership and career empowerment sessions not only feature some of the most impactful speakers and trainers in the world, but each of these sessions are customized specifically to provide college students with the leadership and career development skills that are needed to attain career success after graduation while also making a positive impact as an emerging leader within their campus community and beyond.



## Transformational Panel Sessions With Top Tier Professionals

The leadership and career empowerment sessions not only feature some of the most impactful speakers and trainers in the world, but each of these sessions are customized specifically to provide college students with the leadership and career development skills that are needed to attain career success after graduation while also making a positive impact as an emerging leader within their campus community and beyond.



## Professional Branding Opportunities

Every student that attends the Circle of Change Leadership Experience will not only receive a professional headshot and digital certificate, but they will be provided with opportunities to network, enhance their professional brand, and implement different career success strategies that will enable them to position themselves for career success and beyond after graduating from college.



# Sponsorship Levels

## TITLE SPONSOR: \$50,000.00

- Welcoming Remarks at 2 Circle of Change Leadership Experience Programs (Fall & Spring)
- Customized Integrated Games Highlighting Company at both COC Leadership Experiences
- Company mentions on all press releases and announcements.
- Company logo inclusion on all marketing materials, website, and assets
- Company logo placement on marketing materials at college conferences (15K Attendees)
- Sponsor or Job Listing Page in Digital/In-Person Conference Journal/Program
- 4 dedicated features in the COC Leadership Experience newsletter (40k+ subscribers)
- Access to conference participants names and contact information
- Access to customized resumes of quality candidates that align with company needs
- 4 job listing postings within newsletter, job board, and social media platforms during year
- Two (2) panelist slots during Circle of Change Leadership Experience (Fall & Spring)
- Workplace Trends Data Report on Recruitment, Retention, Engagement, and Leadership
- 1 Virtual Meet-Up/Mentoring Event with Student Leaders
- 15 Free Copies of R.E.D. Leadership Book
- Vendor opportunities to recruit students at all of our conferences.



## PLATINUM SPONSOR: \$25,000.00

- Welcoming Remarks at 2 Circle of Change Leadership Experience Programs (Fall & Spring)
- Company mentions on all press releases and announcements.
- Company logo inclusion on all marketing materials, website, and assets
- Company logo placement on marketing materials at college conferences (15K Attendees)
- Sponsor or Job Listing Page in Digital/In-Person Conference Journal/Program
- 2 dedicated features in the COC Leadership Experience newsletter (40k+ subscribers)
- Access to conference participants names and contact information
- Access to customized resumes of quality candidates that align with company needs
- 4 job listing postings within newsletter, job board, and social media platforms during year
- Workplace Trends Data Report on Recruitment, Retention, Engagement, and Leadership
- 1 Virtual Meet-Up/Mentoring Event with Student Leaders
- 15 Free Copies of R.E.D. Leadership Book
- Vendor opportunities to recruit students at all of our conferences.





# Sponsorship Levels

## GOLD SPONSOR: \$10,000.00

- Company mentions on all press releases and announcements.
- Company logo inclusion on all marketing materials, website, and assets
- Company logo placement on marketing materials at college conferences (15K Attendees)
- Sponsor or Job Listing Page in Digital/In-Person Conference Journal/Program
- 1 dedicated features in the COC Leadership Experience newsletter (40k+ subscribers)
- Access to customized resumes of quality candidates that align with company needs
- 4 job listing postings within newsletter, job board, and social media platforms during year
- Workplace Trends Data Report on Recruitment, Retention, Engagement, and Leadership
- 15 Free Copies of R.E.D. Leadership Book
- Vendor opportunities to recruit students at all of our conferences.



## RECRUITMENT SPONSOR: \$7,500.00

- Company mentions on all press releases and announcements.
- Company logo inclusion on all marketing materials, website, and assets
- Company logo placement on marketing materials at college conferences (15K Attendees)
- Sponsor or Job Listing Page in Digital/In-Person Conference Journal/Program
- 2 dedicated features in the COC Leadership Experience newsletter (40k+ subscribers)
- Access to customized resumes of quality candidates that align with company needs
- 10 job listing postings within newsletter, job board, and social media platforms
- Virtual Recruitment Meet-Ups With Interested Student Leaders In Area of Expertise
- Workplace Trends Data Report on Recruitment, Retention, Engagement, and Leadership
- Vendor opportunities to recruit students at all of our conferences.



## SILVER SPONSOR: \$5,000.00

- Company mentions on all press releases and announcements.
- Company logo inclusion on all marketing materials, website, and assets
- Company logo placement on marketing materials at college conferences (15K Attendees)
- Sponsor or Job Listing Page in Digital/In-Person Conference Journal/Program
- 1 dedicated features in the COC Leadership Experience newsletter (40k+ subscribers)
- Workplace Trends Data Report on Recruitment, Retention, Engagement, and Leadership
- 15 Free Copies of R.E.D. Leadership Book







# 2024 CIRCLE OF CHANGE LEADERSHIP EXPERIENCE

California State University,  
Dominguez Hills

**NOVEMBER 21-24, 2024**



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