



March 18, 2025

Science Building 1006

1:00 – 2:00 pm

— Keynote Address —

Dr. Joy Rich

Manager of Workforce Development
and Community Relationships at
Nissan Motor Corporation



***“Your Career is a Journey, NOT a Destination:
Think BIG, Persist, and Perform”***

In today’s rapidly evolving job market, launching a successful career is about more than just earning a degree—it’s about developing a mindset of growth, adaptability, and action. In this engaging keynote, Dr. Joy Rich, **Manager of Workforce Development & Community Relationships at Nissan North America**, will guide students through the **Think BIG, Persist, and Perform** framework to help them navigate their career journey with confidence.

- **Think BIG** – How to dream boldly, push past limitations, and set ambitious career goals.
- **Persist** – Overcoming setbacks, developing resilience, and turning challenges into opportunities.
- **Perform** – Taking action, building a personal brand, and standing out in the workforce.

With real-world insights from **corporate America**, inspiring stories and practical advice on **workforce trends, soft skills, and career preparation**, this session will empower students to take charge of their futures. **Your career journey starts now!**