

Register **Today**
And **Save!**



Smart Thinking



June 12 – 15, 2012 • Paris Las Vegas

www.naceweb.org/conference_2012/



SMART THINKING, SMART SOLUTIONS



KICK OFF WITH SIR KEN ROBINSON

Dive into your conference experience with insight into the “culture of innovation.”

GET MORE TALK AND MORE ACTION

Featuring 65+ workshops, the 2012 conference premieres a variety of new learning formats so you can build your expertise your way! Whether you prefer the traditional teacher-student approach to learning or want to gulp down new techniques and tactics in quick bites, you’ll find a workshop style for you.

SHARE YOUR SMART SOLUTIONS IN A FLASH

Share your best practice or discuss a key challenge in the new Flash Learning Room!

BUILD ON YOUR EXPERTISE WITH ADVANCED-LEVEL PROGRAMMING, KEY TOPICS

You spoke, we listened: You’ll find options for advanced-level programming, designed to meet the needs of seasoned professionals, plus new learning tracks that focus on the most critical issues facing the profession.

START YOUR “SMART THINKING” IN ADVANCE

Connect now with others attending the conference!

Twitter: #NACE12

LinkedIn Group: http://www.linkedin.com/groups?gid=2737725&trk=myg_ugrp_ovr

LinkedIn Event: <http://linkd.in/sKrRlu>

CONTINUE THE CONVERSATION WITH KEYNOTE SPEAKERS

After each keynote address, join your colleagues to discuss the ideas and insights. Sir Ken Robinson and Shama Kabani will be on hand to answer questions and facilitate discussion.

SCHEDULE OF EVENTS

Tuesday June 12, 2012

- 8 a.m. – 5 p.m.Preconference Workshops
(See page 10.)
- Noon – 8:30 p.m.Registration
- 4 – 5 p.m.....Newcomer Session
Sponsored by Raytheon Company
- 6:15 – 8:30 p.m.....Networking Celebration and
Awards Presentation
**Sponsored by Chevron Corporation
and Northrop Grumman**

Wednesday June 13, 2012

- 7 a.m. – 5:30 p.m.Registration
- 7 – 8 a.m.Continental Breakfast
Sponsored by Clarkson University
- 8 – 9:45 a.m.....Conference Opening/Keynote
Address: Sir Ken Robinson
(See page 8.)
Sponsored by Lockheed Martin
- 9:45 a.m. – 4:00 p.m.Exhibit Hall Open
- 9:45 – 10:30 a.m.....Refreshment Break (Exhibit Hall)
- 10:30 – 11:45 a.m.....Workshops*
- 11:45 a.m. – 1:30 p.m.Lunch
Sponsored by Johnson & Johnson
- 1:45 – 3 p.m.....Workshops*
- 3 – 3:45 p.m.....Refreshment Break (Exhibit Hall)
- 3:45 – 5 p.m.....Workshops*
- 5:15 – 6 p.m.....Product Learning Showcase
- 5:30 – 6:30 p.m.....Tweetup
Sponsored by Macy's, Inc.

*See page 6 for a sampling.

Schedule is subject to change.

Thursday June 14, 2012

- 7 a.m. – 5:30 p.m.Registration
- 7 – 8:15 a.m.....Continental Breakfast
**Sponsored by Washington
University in St. Louis**
- 7:30 – 8:15 a.m.....Product Learning Showcase
- 8:15 – 9:45 a.m.....Workshops*
- 9:45 a.m. – 2 p.m.Exhibit Hall Open
- 9:45 – 10:30 a.m.....Refreshment Break (Exhibit Hall)
- 10:30 – 11:45 a.m.....Workshops*
- 11:45 a.m. – 1:15 p.m.Lunch
- 1:30 – 3 p.m.....Keynote Address: Shama Kabani
(See page 9.)
Sponsored by BP America
- 3:15 – 4:30 p.m.....Workshops*
- 5:30 – 7 p.m.....Evening Party

Friday June 15, 2012

- 7 – 8 a.m.....Registration
- 7:30 – 8:30 a.m.....Continental Breakfast
- 8:30 – 11 a.m.....Closing Session



SMART THINKING ON KEY ISSUES

Address your biggest challenges with six learning tracks built around critical issues:

- Assessment/Accountability/Metrics
- Branding and Marketing
- Internships and Early Identification Programs
- Coaching and Counseling
- Program Management and Delivery
- University Relations and Recruiting

65+ WORKSHOPS OFFER SMART SOLUTIONS YOU CAN IMPLEMENT IMMEDIATELY!

Here's a sampling of workshops scheduled for the conference:

• **Candidate Segmentation**

Learn how to apply a key marketing strategy—segmentation—to recruiting, and find out how to segment your candidates and develop messages that target each group. You'll also learn how Enterprise developed a strategy to target unique candidate pool segments and market to them with customized campaigns—all under its overarching employer brand strategy.

Presenter: Robert Kessler, Enterprise

• **Delivering New Programs With Limited Resources**

Learn how to obtain funding for new or improved programs, build effective proposals, and document how additional resources will produce results.

Presenter: Larry Routh, University of Nebraska – Lincoln

• **Developing Placement Rate Data**

Learn what and how to collect critical information to meet legal requirements and administrator expectations, and find out how to analyze and present the data to tell your career center's story.

Presenter: Edwin Koc, NACE

• **The Entrepreneur's Edge to Job Seeking**

Discover how to infuse entrepreneurial thought and action into the career development process. This session will detail the Babson College model, which cultivates creativity and innovation to identify and create opportunities.

Presenter: Megan Houlker, Babson College

• **External Reviews for Career Services**

Learn the steps to schedule and prepare for an external review and explore the benefits and risks that may result.

Presenter: Marcia Harris, Career Dimensions

• **Five Steps to World-Class Onboarding**

Learn how to assimilate new hires quickly—and turn raw talent into performance.

Presenter: Emily Bennington, Professional Studio 365

• **Gamification Dilemma**

Learn how to use gaming techniques and mechanics to attract and engage job candidates. You'll find out how gamification can help you build engagement with your audience—and how to avoid pitfalls.

Presenter: Louis Vong, TMP

• **International Student Internships and Work Options**

Confused about the rules that govern an international student's ability to work as a summer intern? Explore options available to these students.

Presenter: Mark Rhoads, Esq., McCandlish Holton

• **Internet Brand Management**

Targeting advanced-level professionals, this fast-paced overview showcases best practices for integrating search engine optimization (SEO), e-mail marketing, and social media.

Presenter: Kathy Sims, UCLA

• **Legal Issues in Internships**

Get the latest on laws, guidelines, practices, and rulings surrounding internship programs.

Presenter: Edward Easterly, Esq., Tallman, Hudders & Sorrentino

• **New Twists on Moving Students Toward Their Goals in Masterminds Teams**

Empower students with the skills they need to compete effectively and increase their chances of landing a job at graduation.

Presenter: Marcy Bullock, North Carolina State University

• **Positive Psychology in Career Services**

Learn the basics of positive psychology and its role in career services, and find out how to help students tackle a challenging job market.

Presenter: Katharine Brooks, University of Texas at Austin

• **Recruitment Best Practices—Revisited**

Get the latest on student attitudes from a just-released study into student attitudes. You'll find out why some employers are "hot," get fresh insight into student perceptions and expectations, learn the key differentiators that influence offer, acceptance, and declination, and more.

Presenter: Mary Scott, Scott Resource Group

• **Strategic Planning for New Locations**

Get practical how-to information and case studies that will help you plan effectively and avoid common pitfalls to expanding your recruiting efforts to new areas, countries, or continents.

Presenter: Dan Black, Ernst & Young

• **Tracking Learning Outcomes to Improve Service**

Examine American University's instruments, processes, and objectives for assessing its services, and learn how the staff used the data to revise offerings and collaborate with academic units. You'll also have the opportunity to draft instruments to use for your services.

Presenter: Francine Blume, American University

• **Using Metrics to Drive UR Decisions**

Explore how to use and analyze metrics to demonstrate your program's value or to make changes for better recruiting results.

Presenter: John Flato, Universum

Get updates on workshops:
See www.nacweb.org/conference_2012/

TAILOR YOUR LEARNING EXPERIENCE

More Talk and More Action!

What's your learning style? Whether you prefer the traditional teacher-student approach or a group dialogue and discussion, you'll find a format that works for you!



DEEP DIVE

No toe-dipping allowed: Plunge into the nitty-gritty of key issues with these extended workshops and emerge with a deeper understanding.



IGNITE

Is your motto "Enlighten me, but make it quick"? These fast-paced presentations let you rocket through critical topics without sacrificing information or passion.



CONVERSATIONS THAT MATTER

Explore questions/issues that count in these facilitated conversations.



SMARTtalks

Smart ideas are worth spreading! These pair short presentations from topic experts with plenty of discussion and activity time.



PEER-TO-PEER

Leverage the power of your community: These "no Power-Point" workshops are led by a facilitator; participants discuss cutting-edge practices and brainstorm how to resolve issues.



TRADITIONAL

Expand your expertise in workshops built on the traditional teacher-student format.

FLASH! LEARNING ROOM

Want to share your best practice?
Is there a challenge you'd like to discuss?
Claim the Flash Learning Room for a last-minute session!

Sponsored by ARAMARK

Keynote Speakers: Inspiration, Innovation, and SMART Thinking!



"LEADING A CULTURE OF INNOVATION"

The changing fortunes of the Fortune 500 will tell you that no company has a guaranteed place at the top. Keeping up and staying ahead of the game depends entirely on continuous and sustained innovation. But what do company leaders have to do to make it happen?

Sir Ken Robinson

Sponsored by
Lockheed Martin

In his keynote address, Sir Ken Robinson, who has worked with some of the world's leading organizations in the corporate, educational, and cultural fields, argues for radical changes in how we educate students to meet the extraordinary challenges of living and working in the 21st century.

Join Robinson and explore the three myths about innovation that hold many organizations back—and the basic practices that drive the most innovative organizations ahead of the pack. Learn about his three-tier strategy to generate "systemic innovation" across the whole organization, and gain insight into the three core roles of creative leaders to make this happen.

Sir Ken Robinson is an internationally recognized leader in the development of education, creativity, and innovation.

"THE ZEN OF SOCIAL MEDIA MARKETING"

Facebook is closing in on 800 million users. Google+ is the fastest-growing social site with 60 million. And LinkedIn and Twitter are established favorites.



Shama Kabani

Sponsored by
BP America

Join "online marketing shaman" Shama Kabani as she shows you how to do it—and how *not* to get overwhelmed in the process.

Shama Kabani, dubbed an "online marketing shaman and a master millennial of the universe" by FastCompany.com, is the author of The Zen of Social Media Marketing.



Pack for an extra day and pack in additional learning!

Preconference Workshops

Advance registration, separate fee required.

Tuesday, June 12

Management Leadership Institute Master Class

8 a.m. – 5 p.m.

Fee: \$359 member; \$559 nonmember. *Fee includes lunch.*

Take your management skills to the next level: Join your colleagues to learn, discuss, and develop solutions to some of the key strategic issues facing career center professionals today. This advanced-level program is comprised of four sessions:

- Leading and Managing During Change
Presenter: Lisa Hinkley, Lake Forest College
- Designing Staff Development to Build Strong Teams
Presenter: Chris Timm, University of Nebraska, Lincoln
- Building Relationships With High ROIs
Presenter: Matt Berndt, University of Texas, Austin
- Learning Outcomes Assessment: Strategic Value
Presenter: Sam Ratcliffe, Virginia Military Institute



Six Keys for Improving Your Talent Acquisition Strategy: Solving Your Pressing Problems

1 – 5 p.m.

Fee: Through March 1 – \$399 member; \$599 nonmember.

After March 1 – \$499 member; \$699 nonmember

Tight budgets, limited staff, high expectations: For most talent acquisition leaders, this is the norm.

But there is a solution.

Learn how to get the most out of what you've got, guide your team effectively to amp up performance, and meet and exceed goals and expectations in this interactive workshop. You'll learn the six keys to improving your efficiency—including role clarification and hiring manager networks—and find out how these apply to your work environment.

Register today!

Presenter: Linda Brenner, managing director of Design on Talent, spent her professional career in talent acquisition/management leadership roles for a variety of organizations, including the Gap, Pepsi, and Home Depot. Today, Brenner and her team help senior leaders at major corporations, including Microsoft, LinkedIn, Home Depot, Chick-Fil-A, Toys "R" Us, TJX, Turner Broadcasting, and Scripps Networks.



Providing SMART Solutions

EXHIBITORS

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**Exhibitors as of December 1, 2011*

Get a complete description of each workshop:
See www.nacweb.org/conference_2012/

SUPPORTING SMART THINKING

The National Association of Colleges and Employers gratefully acknowledges and extends its appreciation to the following organizations for their support of the 2012 Conference & Expo.

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Sponsorship opportunities are available.
See www.nacweb.org/conference_2012/

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DOUBLE YOUR VALUE!



Arrive early and take part in the Global Campus Recruitment Symposium!

Attend the Symposium and the Conference, and get a special rate! See the registration form for details.

Separate registration and fee required.

Learn more at www.nacweb.org/2012_Global_Campus_Recruitment_Symposium/

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CONFERENCE ACCOMMODATIONS

The Paris Las Vegas is the conference site; the room rate is \$169.

For details and to make your reservations, see www.naceweb.org/2012_hotel_travel/

QUESTIONS?

Contact Maria Kaczmar, mkaczmar@naceweb.org, 800.544.5272, ext. 155.



NOT A MEMBER?

Join NACE—the leading source of information about the employment of the college educated—and save \$455 off your registration.

For details, see www.naceweb.org/membership_information/ or join now using the conference registration form.

NBCC/HRCI

NACE is recognized by the National Board of Certified Counselors as qualified to offer Continuing Education Credits for National Certified Counselors.



NACE is also recognized by the Society for Human Resource Management (SHRM) as a provider for PHR/SPHR credits from HRCI.



Most conference presentations/workshops will be available for recertification credits.

Register by mail:

National Association of
Colleges and Employers
62 Highland Avenue
Bethlehem, PA 18017-9085

Register by phone or fax:

Phone: 800.544.5272 or 610.868.1421
Fax: 610.868.0208

Register online:

www.naceweb.org/conference_2012/



CONFERENCE REGISTRATION FORM

Last name	First name	MI	Title
Organization			
Address			
City, State, Zip			
Phone		E-mail	
First name for badge		Emergency contact name/phone	

PRECONFERENCE WORKSHOPS

(Advance registration and additional fee required.)

	NACE member organizations & staff	Nonmember
MLI Master Class	☐ \$359	☐ \$559
Six Keys (Through March 1, 2012)	☐ \$399	☐ \$599
(Regular Rate)	☐ \$499	☐ \$699

PAYMENT

Payment must accompany registration (NACE FEIN #23-1270546). Make check payable to the National Association of Colleges and Employers, or use VISA, MasterCard, Discover, or AMEX.

- ☐ Check enclosed (U.S. funds only drawn on a U.S. bank)
- ☐ Government P.O. # _____ (Gov't agencies only)
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For Visa, MasterCard, and Discover cards, the card code is the last 3 digit number located on the back of your card or above your signature line. For an American Express card, it is the 4 digits on the FRONT above the end of your card number.

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Signature _____

By my signature, I authorize the use of my credit card to pay the total charge listed.

TOTAL FEES _____

CONFERENCE REGISTRATION

For information about discounts on group registrations (5 or more), call Maria Kaczmar, ext. 155, 800.544.5272.



	NACE member organizations & staff	Nonmember	Membership plus Conference
Early Bird (Through March 1, 2012)	☐ \$825	☐ \$1,280	☐ \$1,225
Regular Rate	☐ \$895	☐ \$1,395	☐ \$1,295
Conference + Symposium	☐ \$1,325	☐ \$1,950	☐ \$1,725



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