



2012 Awards Celebration

Tuesday, June 12, 2012

Vendome
Paris Las Vegas
Las Vegas, Nevada

Paint the Town Red!
Celebration and Awards Presentation Sponsored by

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Human Energy™

2012 NACE Awards Presentation

Innovation Excellence Awards

Diversity—College Finalists

Diverse Reverse Fair, University Career Services, University of North Carolina at Chapel Hill, Christy Dunston, Timothy Stiles, Vergie Taylor, and Christy Walker

At the Diverse Reverse Fair, the tables were turned on employers when 25 diversity student organizations pitched ideas and made connections with 110+ employer representatives. This fair will lead to closer relationships and programming between employers dedicated to diversity in their hiring and campus organizations offering diverse student leaders and members.

“Recruiting Strategies That Work” Summer Conference Series, University Career Center & The President’s Promise at the University of Maryland, Pamela Allen, Adrienne Bradford, William Jones, and China Wilson

This summer conference series that highlights diversity issues resulted in stronger relationships between the career center and participating employers. “Diversity in the Workplace” addressed diversity needs and development of employer diversity programs. “Recruit@UM” addressed best practices and information for employers to recruit UM’s diverse student population.

Diversity—Employer Finalists

Inclusiveness Recruiting, Ernst & Young, Americas Campus Recruiting Team

E&Y efforts include annual Campus Diversity and Inclusiveness Roundtables, providing time and financial support to Historically Black Colleges and Universities and Hispanic Serving Institutions, and providing more than \$8 million to national organizations and universities to support diversity scholarships and outreach programs.

Stilettoes to Steel Toes, Schlumberger, North America Recruiting Department

The program encourages college women studying engineering to explore nontraditional careers and other opportunities they might not have known existed. It’s run in partnership with the SWE (Society of Women Engineers), POWE (Promoting Opportunities for Women in Engineering), and WISEST (Women in Scholarship, Engineering, Science and Technology) in Canada.

Global Initiatives—Small College Winner

Hult Global Case Challenge, Hult International Business School, Corporate Relations Team

In partnership with the Clinton Global Initiative, the Hult Global Case Challenge leverages their schools’ international diversity and brings together the brightest students from the world’s top business schools to help solve a global social issue faced by leading NGOs, such as Habitat for Humanity, SolarAid, One Laptop per Child, and Water.org.

Global Initiatives—Large College Finalists

Hire Big10 Plus/CareerEco International Virtual Career Fair, Hire Big10 Plus Consortium and CareerEco Virtual Career Fairs

These two organizations partnered to host an international career fair in January to connect U.S. educated international and domestic students/alumni from 15 of the nation’s top universities with top global employers using a cost-effective and environmentally friendly platform. The fair connected 3,679 students/alumni with 26 employers from 46 global locations.

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NYU Global Career Development, New York University Wasserman Center for Career Development, Trudy Steinfeld, Lisa Wong, and Leah Lattimore

Through this strategic initiative, the Wasserman Center is able to provide comprehensive services and programs to support students studying abroad. The programs facilitate career exploration and experiential education, and provide resources that enhance and leverage the participants' global experiences.

Global Initiatives—Employer Winner

Global Recruiting Initiatives, Ernst & Young, Americas Campus Recruiting Team

E&Y's 152,000 people work in 140+ countries, so working effectively in a global marketplace is a key priority. E&Y offers a range of programs and experiences to help interns and employees build global mindsets, including the opportunity to work on a global account or a short-term international assignment, or participation in a more formal global placement program.

Marketing and Branding—Small College Finalists

Building Blocks to Your Future: Lego Contest, Worcester Polytechnic Institute, Career Development Center Staff; Special thanks to Jeanette Doyle, Maggie Becker, David Ortendahl, Evie Doyle, and James Whyte

A Lego Contest was held at a CDC event to create more awareness of the CDC's Facebook page and to increase the number of fans in an interactive way. Students built a Lego structure related to their future careers and photographs were posted anonymously on the CDC Facebook page. Students voted by "liking" the photo; the photo with the most "likes" won.

Feedback, McNally Smith College of Music, David Lewis, Matt Lunneborg, Sarah Williamson, Aundrea Billings, and Scott Donaldson

Feedback is a magazine and website created by the career services department focusing on conversations around the topic of music and arts careers. Part practical guideline, part casual insight with musicians, technicians, and decision makers from all parts of the creative landscape, Feedback hopes to offer some preemptive advice for young music students.

Marketing and Branding—Large College Finalists

"Because You Can't Stay in School Forever!" Marketing Campaign, University of Maryland, William Jones, Michelle Lopez-Mullins, and Katie Ryan on behalf of the University Career Center & The President's Promise

This marketing campaign consisted of 18 unique, tabloid-sized posters geared toward each academic college. Each poster directed students to the center's main website as the action step, "...because you can't stay in school forever!" Using Google Analytics to track visitors to the center's website, there was a 35 percent increase in site traffic during the marketing campaign.

The Career Life Cycle—Marketing Communications Strategy, University of Georgia, Laura Ledgerwood

Created to meet student "just-in-time" needs virtually, the Career Life Cycle is a targeted communication strategy built with social media and other free online tools. Using this model has helped the UGA career center to become second in the country in total number of Twitter followers for U.S. career services offices and be on the forefront of social media within the field.

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Employer Relations Ambassadors, University of Florida Career Resource Center,
Angel Iverson and Lisa D'Souza

This student ambassador program educates students about CRC resources, enhances employers' on-campus recruitment experience, and develops student leaders. This self-sustaining program model can potentially provide increased CRC awareness, enhanced customer service, advanced marketing opportunities, and cost savings.

University Career Services and the Hershey Company Halloween Treat Give-Away,
University of North Carolina at Chapel Hill University Career Services and The Hershey Company, O. Ray Angle and Al Adams

Career services partnered with Hershey to promote Careerolina (UCS's CSM) and the Hershey brand. On Halloween 2011, students passing by the campus hub were given a Careerolina treat bag containing Reese's Peanut Butter Cups and a card describing how name-brand employers like Hershey recruit on campus through career fairs, job postings, and on-campus recruiting.

Marketing and Branding—Employer Finalists

Campus Campaign – Grow Your Own Way, PwC, Holly Paul

PwC wants its employees to design their own career path and build a network to empower their development. The "Grow Your Own Way" campaign shows students, recent grads, and PwC professionals that they will receive the training, coaching, and experiences to help them build relationships and take advantage of opportunities to help shape a career at PwC and beyond.

Recruitment Branding, Ernst & Young, Americas Communications and Marketing

Sixty percent of E&Y's client-facing work force in the Americas is Gen Y, requiring E&Y to use new and creative marketing strategies to connect with campus recruits. E&Y has grown its social media audience to 80,000+ Facebook fans, developed a robust presence on LinkedIn, increased its mobile advertising footprint, and explores other innovative marketing channels.

Responsible Scholars™ Program, Liberty Mutual Insurance, Maura Quinn

Liberty Mutual Insurance recognizes that there are thousands of students doing great things on their college or university campus every day. The Responsible Scholars™ Program rewards students in undergraduate programs who actively demonstrate what it means to be responsible on their campuses and in their communities.

Professional Change Maker—Small College Winner

Corporate Projects in Career Curriculum, C.T. Bauer College of Business, University of Houston,
Jamie Belinne

Many Bauer College of Business students work their way through school. Including corporate projects into the college's required career course allows 400+ students to complete mini-internships each year. Students gain experience and insight without quitting their existing jobs and the college's internship program participation has increased by more than 60 percent.

Professional Change Maker—Large College Winner

Experiential Education: Internships & Cooperative Education, A Handbook for Practitioners & Administrators, Massachusetts Community Colleges Experiential Education Committee, Patricia Brewerton, John Cornman, Margaret Curro, Julie Komack, Andrea Picard, Sharon Schaff, Jennie Thrash, and Faith Wong

Massachusetts Community College cooperative education and career services professionals wrote formal guidelines for co-op and internship programs. The handbook contains best practices, success factors,

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federal regulations, and legal issues to remember when designing, implementing, supervising, and assessing internships/co-ops on community college campuses.

Research—College Winner

Career Center Social Media Implementation & Best Practices Survey, Princeton University
Office of Career Services, Evangeline Kubu

The nationwide survey explored levels of social media implementation and best practices and the extent to which career centers had established a strategy and/or guidelines for their social media activities. Findings confirmed the growing importance of social media in engaging constituents and revealed the hallmarks of a successful social media strategy.

Student Engagement—Small College Finalists

Enterprise Projects and Professional Development Program, Neumont University,
Office of Career Services and University Relations

Neumont University's professional development is linked with every aspect of the curricula. Students complete courses designed in partnership with industry and the Enterprise Projects program as a required component of their studies. Neumont leads in professionally oriented technology education and believes career outcomes are a critical component in its success.

The Mines Strategy: Tools for Engineering Your Job Search, Colorado School of Mines,
Jean Manning Clark and Lin Sherman

The Mines Strategy is an innovative career manual that is a guide for students from start to finish—from searching for a major or career path, through the job-search process, and finally through contract/salary negotiations. The Mines Strategy is in a workbook format available in hard and electronic copy, and has QR codes directing students to even more resources.

Student Engagement—Large College Finalists

Business Careers for Non-Business Majors, University of North Carolina at Chapel Hill,
Jeff Sackaroff and Sue Harbour

This program is designed to help non-business students understand, identify, and articulate their transferable skills and strengths as they relate to business careers. The program brought students and alumni together, and instilled confidence in liberal arts students who might wish to pursue careers in fields such as finance, banking, human resources, and accounting.

Internships: The Inside Scoop, Carnegie Mellon University, Renée S. Starek

This peer-to-peer networking event is similar to a job fair. Students who have completed internships staff tables, answer questions, and offer advice. Ice cream is served at the campus-wide event where each college at the university is represented. This year, 212 students learned about internships from students representing 39 companies and organizations.

STUCO: A Student-Taught Career Course—How to Get a Job,

Carnegie Mellon University—Career & Professional Development Center, Farouk Dey,
Jessica Dickinson Goodman, Debra Ignelzi, and Chris Sparks

STUCO is a for-credit career class developed and taught by students. The course is an approachable, safe, and non-threatening space for students to explore careers and make fertile mistakes. By the end, students had 15 complete job applications to 15 real jobs they wanted. Weekly, students turn in one complete application for review and get back an edited application.

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Student Engagement—Small Employer Winner

Your First Easy Decision, Kearney & Company, Scott Fallon, Shannon Mahoney, Katie Thompson, Jaclyn Arnold, and Erin Ogburn

Kearney & Company places the utmost emphasis on the balance of top two priorities: its employees and the expectations of its clients. Along with the support of the company's senior leadership, the college recruiting team designed and established an attractive brand which represents the firm's unique values and culture to show Kearney as "Your First Easy Decision."

Student Engagement—Large Employer Finalists

Branding U, KPMG LLP, KPMG Core Marketing Team

"Branding U" is a toolkit of resources developed to help students build a unique and personal brand to differentiate themselves in today's competitive marketplace. Included are print and electronic resources, such as a free iPhone/iPad app, YouTube videos, self-assessment worksheets, web resources, campus PowerPoint presentations, articles, and more.

Early Student Identification Programs, PwC, Holly Paul

Deciding and embarking on a new career is an exciting and challenging time. Students want to learn about the business world and available opportunities. PwC provides a path to allow them to learn about themselves, the business world, and PwC. Programs start in freshman year and can lead to an internship and possibly a full-time position—if that is the path they choose.

Liberty Lends a Hand, The Community Project, Liberty Mutual Insurance, Maura Quinn

In summer 2009, southern California wildfires impacted communities throughout Los Angeles. University relations created the Liberty Lends a Hand team with 10 undergrads from across the country to help respond. Now in its fourth year, the project allows students to go beyond their usual sphere of involvement to help people in an area that has experienced natural disasters.

Technology—Small College Finalists

The Career Roadmap, Willamette University Career Center, Jerry Houser, Cathie Lutz, and Connie Ralph

By using 24/7 online technology, The Career Roadmap assigns 10 career planning tasks to students, such as testing, interviewing, resume, and networking. Faculty members require students to complete the core career planning. Ending traditional marketing and workshops, the career center partnered with faculty and wound up tripling student attendance.

Skype Virtual Career Fair, Thayer School of Engineering, Dartmouth College, Holly Wilkinson and Jen St. Laurence

Thayer School of Engineering developed an innovative solution to the problem of how to attract quality employers to on-campus events: In February 2011, Thayer School held its first Skype-based Virtual Career Fair, providing a low-cost, no-travel, time-efficient way for students to meet face-to-face with HR representatives, hiring managers, and alumni from various companies.

Virtual Social Media Marketing Team Internship Program, Saint Mary-of-the-Woods College, Business & Computer Information Systems Department/Career Development Center

Students work in teams to complete a social media marketing internship with nonprofit organizations, using new technology to conduct meetings with team members and nonprofit partners. Participants learn how to use social media for business, master new technology, develop communication and teamwork skills, and learn more about how nonprofits work.

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Technology—Large College Winner

PennCareerDay, University of Pennsylvania Career Services, Shannon Kelly and Rosette Pyne
@PennCareerDay is a Twitter account (<http://twitter.com/PennCareerDay>) launched in February 2010 that runs in real-time explicitly for University of Pennsylvania alumni to post live from their office or workplace as their day unfolds. They share details about their activities and responsibilities, providing relevant advice for students interested in their career fields.

Technology—Small Employer Winner

FinFinder, Pariveda Solutions, Interns 2011, Brian Orrell, Lauren Tumlinson, and Elissa House
FinFinder enhances the career fair experience for students and employers. FinFinder allows the user to enter basic candidate information, complete a scorecard, and upload the corresponding resume using barcode recognition and parsing technology. The tool reduces manual data entry for employers and allows students to apply directly at the career fair booth.

Technology—Large Employer Finalists

Mobile Event Engagement, AT&T, Talent Attraction/University Relations

AT&T's iPad application creates the means to initiate, maintain, and track contact with a candidate from the event through application and hire. The app captures candidate information on-the-spot, creating actionable leads. The Mobile Event Engagement process allows them to be cost effective, eco-friendly, and "cutting edge" by showcasing their technology.

Recruitment Technology, Ernst & Young, Americas Campus Recruiting Team

E&Y embraces technology to connect with candidates in an immediate and dynamic way, and also to be environmentally responsible by moving more communications from print to digital. A robust career site, industry-leading social media footprint, enhanced mobile presence, and rich-media online advertising campaign are some of the vehicles in E&Y's recruitment dialogue.

NACE/Chevron Award Winner

Wherever, Whenever, & Whatever—Integrated Mobile Technology Strategy,

University of Georgia - Career Center, Scott Williams and Darin Parker

Through mobile web technologies, two iPhone apps, and social media integration, the UGA career center set up a strategy to provide career program and career content "wherever" they are (class, home, campus, or in transit), "whenever" they need it (career fair, on-site interview), and, through "whatever" technology (laptop, iPhone, iPad, Android, Blackberry) is available.

NACE/SJG Rising Star Award Winner

William Alfred Jones, Jr., University of Maryland – College Park

Academy of Fellows Inductees

Deborah Chereck, University of Oregon

Vanessa Strauss, Federal Deposit Insurance Corporation (FDIC)

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Job Choices Branding Excellence Student Choice Award Winners

Best Overall Job Choices Advertisements

Central Intelligence Agency
Macy's & Bloomingdale's
Toys "R" Us, Inc.

Best Advertisements: Business & Liberal Arts Students

Toys "R" Us, Inc.
Macy's & Bloomingdale's
Enterprise Rent-A-Car
Central Intelligence Agency

Best Advertisements: Science, Engineering, & Technology Students

Mayo Clinic
General Electric Company
Intel Corporation

Best Advertisements: Diversity Edition

Verizon Wireless
ExxonMobil Corporation
Macy's & Bloomingdale's
State Farm

