



Smart Thinking



June 12 – 15, 2012 • Paris Las Vegas

# PROGRAM





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# SCHEDULE AT A GLANCE

## Tuesday June 12, 2012

- 8 a.m. – 5 p.m. .... Preconference Workshops
- Noon – 8:30 p.m. .... Registration / Information Desk (Champagne 2)
- 4 – 5:45 p.m. .... Product Learning Showcases
- 4:30 – 5:30 p.m. .... Networking Sessions
- 4:30 – 5:30 p.m. .... Newcomers' Session (Concorde C) **Sponsored by Raytheon Company**
- 6 – 9 p.m. .... **"PAINT THE TOWN RED!"** Opening Celebration and Awards Presentation (Vendome)  
**Sponsored by Chevron Corporation and Northrop Grumman**

## Wednesday June 13, 2012

- 7 a.m. – 5:30 p.m. .... Registration/ Information Desk (Champagne 2)
- 7 – 8 a.m. .... Continental Breakfast (Paris Ballroom Foyer) **Sponsored by Clarkson University**
- 8:30 – 9:45 a.m. .... Keynote Address: Sir Ken Robinson and "The Culture of Innovation" (Vendome)  
**Sponsored by Lockheed Martin**
- 9:45 a.m. – 4 p.m. .... Exhibit Hall Open (Rivoli)
- 9:45 – 10:30 a.m. .... Refreshment Break/Exhibits (Rivoli)
- 10:30 a.m. – 12:45 p.m. .... Workshops
- 11:45 a.m. – 1:30 p.m. .... Lunch (Rivoli) **Sponsored by Johnson & Johnson**
- 1:45 – 3 p.m. .... Workshops
- 3 – 3:45 p.m. .... Refreshment Break/Exhibits (Rivoli)
- 3:30 – 5:45 p.m. .... Workshops
- 5:15 – 6:45 p.m. .... Product Learning Showcases
- 5:30 p.m. .... Tweetup (Champagne 2) **Sponsored by Macy's, Inc.**

## Thursday June 14, 2012

- 7 a.m. – 5:30 p.m. .... Registration / Information Desk (Champagne 2)
- 7 – 8 a.m. .... Continental Breakfast (Paris Ballroom Foyer)  
**Sponsored by Washington University in St. Louis**
- 7:30 – 8:15 a.m. .... Product Learning Showcases
- 8:30 – 10:30 a.m. .... Workshops
- 9:45 a.m. – 2 p.m. .... Exhibit Hall Open (Rivoli)
- 9:45 – 10:30 a.m. .... Refreshment Break/Exhibits (Rivoli)
- 10:30 a.m. – 12:30 p.m. .... Workshops
- 11:45 a.m. – 1:15 p.m. .... Lunch (Rivoli)
- Noon – 1:15 p.m. .... Special Sessions: Advocacy Issues and Actions (Loire)/Career Services Competencies (Champagne 1)
- 1:30 – 3 p.m. .... Keynote Address: Shama Kabani and "The Zen of Social Media Marketing" (Vendome) **Sponsored by BP**
- 3 – 3:15 p.m. .... Refreshment Break (Paris Ballroom Foyer)
- 3:15 – 4:30 p.m. .... Workshops
- 5:30 – 7 p.m. .... LGBT Reception (Champagne 1)

## Friday June 15, 2012

- 7 – 11 a.m. .... Information Desk (Paris Registration)
- 7 – 8 a.m. .... Continental Breakfast (Paris Ballroom Foyer)
- 8 – 9:15 a.m. .... Workshops
- 9:30 – 11 a.m. .... The Ultimate Candidate Meets the Ideal Employer (Vendome)

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## NEW THIS YEAR!

### ADVANCED-LEVEL PROGRAMMING

By popular demand, the NACE 2012 Conference & Expo features advanced-level programming, designed to meet the needs of senior-level professionals. Also new this year—you'll find all workshops are designated by level.

### FLASH LEARNING ROOM (Chablis)

Want to discuss a topic not in the program, follow up with others on a particular issue or challenge, or have an in-depth discussion about what you're learning at the conference? Claim the *FLASH* Learning Room for a one-hour period of time by signing up on the schedule board in front of Chablis, tweeting the topic and time to your colleagues, and leading the program.

The *FLASH* Learning Room is available Wednesday, 11 a.m. – 4:30 p.m., and Thursday, 8:30 a.m. – 4:30 p.m.

Sponsored by **ARAMARK**

### NACE 12 CONFERENCE APP

Carry the conference program on your smartphone. The app includes all the basics—schedule, maps, workshop details, exhibitor information, and more—plus alerts and a QR scanner. (Download the app from the Apple and Android stores!)

Sponsored by **AT&T**

### CONFERENCE BLOG

Get a behind-the-scenes look at the conference with NACE's conference blog! You'll find photos, videos, and other highlights. Follow along at [www.naceconferenceblog.com](http://www.naceconferenceblog.com).

**You must wear your name badge at all times:** It is required for admission to all workshops, the Exhibit Hall, food functions, and social activities.

A photographer will be taking photos throughout the conference; these may be used by NACE in promotional materials, publications, website, and other platforms. If you do not want your photo taken or used for these purposes, please notify the photographer or a NACE staff person.



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# CONNECT AT NACE12!



## Twitter

@NACEOrg ([www.twitter.com/NACEorg](http://www.twitter.com/NACEorg))  
#NACE12



## LinkedIn

NACE Conference & Expo Group: <http://linkd.in/NACEConference>  
LinkedIn Event: <http://linkd.in/sKrRIu>



## Facebook

"Like" NACE at [www.facebook.com/NACEOrg](http://www.facebook.com/NACEOrg)

## NACE Video Lounge

Interested in being interviewed for a short video clip on key subject matter or your NACE12 experience? E-mail [amiller@naceweb.org](mailto:amiller@naceweb.org) to schedule.

### Connect at the Tweetup!

Get details and RSVP at <http://nace12.eventbrite.com>!

Sponsored by Macy's, Inc.

## The 2012 Conference...Just a click away!

You can't attend every workshop, but thanks to the NACE Conference Archive, you don't have to!

Go online to listen to a speaker, or hear a compelling workshop you missed. The conference archives feature digital audio fully synced to PowerPoint.\*

### Special Conference Price—\$99

For a limited time, you can get a special rate of \$99 for the complete conference archive. Hear the audio and view the slides and materials of all the workshops you just could not get to in Las Vegas.

\*Not all workshops are recorded. **Order today at the NACE Registration Desk.**

# SCHEDULE OF EVENTS

## TUESDAY, JUNE 12

### 8 a.m. – 5 p.m. Preconference Workshop: Management Leadership Institute Master Class

*Presenters: Lisa Hinkley, Lake Forest College; Chris Timm, University of Nebraska - Lincoln; Matt Berndt, CSO Research (formerly University of Texas at Austin); Sam Ratcliffe, Virginia Military Institute*

Advanced registration and separate fee required. Inquire at the Registration Desk for availability.

### Noon – 8:30 p.m. Registration/Information Desk (Champagne 2)

### 1 – 5 p.m. Preconference Workshop: Six Keys for Improving Your Talent Acquisition

*Presenters: Linda Brenner and Sharon Kaivani, Designs on Talent*

Advanced registration and separate fee required. Inquire at the Registration Desk for availability.

### 4 – 4:45 p.m. Product Learning Showcases

#### The Best Perk an Employer or University Could Possibly Offer (Versailles 3)

UrbanBound's breakthrough approach has changed the way people move. Our free service is offered by hundreds of Fortune 1000 companies and universities to help their employees and students bring order to their transition. Online tools help clients plan and organize their move while being connected to merchants who offer preferred pricing through our exclusive group buying power.

#### Jobjuice Business Reference and Interview Prep Decks and Apps (Versailles 1)

Learn more about our new Jobjuice Business Reference and Interview Prep Tools and our special Career Service Program that allows you to distribute Jobjuice apps and decks to all of your students. Topics covered include social media job search, salary negotiation, finance and investment banking, marketing, strategy, and consulting.

#### Overview of CSO's Career Service Automation System (Versailles 4)

Discover how CSO's system can benefit career services offices, and learn about the latest features in CSO's system. This overview of CSO's powerful Career Service Automation System will also highlight mobile functionality.

#### Rankings and Reviews: Making an Impact With Elite and Global Placements (Versailles 2)

Evisors LLC will review methodology and key trends in school rankings and provide a deep dive on the impact of elite employer placement and global mobility. We will discuss key triggers career services can impact to improve placement within a variety of schools and how to make a difference in elite employer placement and global mobility of interns and graduates.

### 4:30 – 5:30 p.m. Networking Sessions

These self-guided learning sessions are hosted by the 2012 Conference Committee.

#### Smart Solutions Swaps (Champagne 3/4)

Start out your week at NACE by networking with your peers: Got a best practice? Share it with your colleagues. Is there a challenge that keeps you up at night? Get insights and solutions from others in the field. Want to know what others are doing? Find out here. Whether you've got a problem or a solution, you'll leave the session smarter!

#### What We're Learning From What We're Reading (Concorde B)

Share what you're reading—business-oriented or not—and let others know how it has affected you and your work. We'll also discuss how we can better curate the vast information flow for ourselves and our colleagues.

### 4:30 – 5:30 p.m. Newcomers' Session (Concorde C)

#### Sponsored by Raytheon

Meet and network with colleagues and plan your approach to achieving the conference experience that is right for you. There will be learning, fun, and special prizes! This is a "can't miss" event for those new to the conference this year.

### 5 – 5:45 p.m. Product Learning Showcases

#### Experience eRecruiting for Career Centers (Versailles 1)

Learn how the Experience eRecruiting system is focused on helping career centers deliver positive outcomes for your students through student engagement, virtual resources and student activity tracking. Attendees will see a live demo of the eRecruiting system and all its newest features including appointment scheduling, mobile event tracking and visual dashboards.

#### The Future of Recruiting Is Facebook (Versailles 2)

Facebook is a great, untapped recruiting resource: There are 20 to 30 million LinkedIn profiles, but Facebook has about 845 million profiles. Identified, Facebook's Professional Search Engine, can help you leverage Facebook for recruiting. Topics will include demographics, privacy concerns, Facebook vs. LinkedIn, professional vs. private data, building talent communities, and how to source candidates from the Facebook platform.

#### SalaryView (Versailles 3)

SalaryView is a web-based tool for students to conduct personalized salary research while allowing universities to collect and distribute employment information for a variety of reporting needs. Learn how SalaryView helps career centers to better collect employment information from students while at the same time providing students with the tools they need to improve their job-search experience.

### 6 – 9 p.m. "Paint the Town Red!" Opening Celebration and Awards Presentation (Vendome)

#### Sponsored by Chevron Corporation and Northrop Grumman

Kick off the conference with your friends and colleagues; celebrate the achievements of your peers; and enjoy light fare and beverages. (Get into the spirit—dress in red!)



## #NACE12

# SMART OPTIONS FOR SMART LEARNING!

## LEARN YOUR WAY

Each workshop is formatted around one of these learning styles. Choose the style that works for you!



### DEEP DIVE

Plunge into the nitty-gritty of key issues with these extended workshops and emerge with a deeper understanding.



### IGNITE

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 workshops pair short presentations from topic experts with plenty of discussion and activity time.



### PEER-TO-PEER

These "no PowerPoint" sessions 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.

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# SCHEDULE OF EVENTS

## WEDNESDAY, JUNE 13

**7 a.m. – 5:30 p.m. Registration/  
Information Desk Open** (Champagne 2)

**7 – 8 a.m. Continental Breakfast**  
(Paris Ballroom Foyer)

Sponsored by **Clarkson University**

**8:30 – 9:45 a.m. Keynote Address:  
Sir Ken Robinson “Leading a Culture of  
Innovation”** (Vendome)

Sponsored by **Lockheed Martin**

Are you ready to lead a culture of innovation? Join Sir Ken Robinson—internationally recognized leader in the development of education, creativity, and innovation—and explore three myths about innovation that hold organizations back and best practices that drive the most innovative organizations ahead of the pack. Learn about his three-tier strategy to generate “systematic innovation” and gain insight into the three core roles of creative leaders.



**10 – 10:45 a.m. Continue the Conversation  
With Sir Ken Robinson** (Chablis)

Track: Branding and Marketing  
Format: Conversations That Matter  
Level: All levels

Dig deeper into the keynote address with Sir Ken Robinson, get your questions answered, and discuss your perspectives. Space is limited (60 seats), so come early!

**9:45 – 4 p.m. Exhibit Hall Open**  
(Rivoli)

**9:45 – 10:30 a.m. Refreshment Break**  
(Rivoli)

**10:30 – 11:45 a.m. Workshops**

**Branding and Marketing to Today’s Students** (Champagne 1)

Track: Branding and Marketing  
Format: Traditional  
Level: All Levels

*Presenter: Edwin Koc, NACE*

What makes college students tick? What do they want in a job and employer? And how can you build your brand based on that? Get the latest data from NACE’s national *Student Survey*, featuring results from 10,000+ graduating seniors.

**Integrating Your Online and Offline Recruiting** (Versailles 3/4)

Track: University Relations and Recruiting Tactics  
Format: Traditional  
Level: Advanced

*Presenters: Rob Humphrey, LinkedIn; and Maureen Buehler, Autodesk*

Companies of all sizes are scrambling to leverage social platforms to find, connect with, and engage the next generation of superstars. Learn about best practices in creating an integrated approach across your key online and offline channels that energizes your candidates, sets up a continuous dialogue, and leaves them confident that your opportunity is the one they want. You’ll learn how to apply street-level marketing tactics to student recruitment and gain a new understanding of how students respond to and engage with social media as it relates to their careers.

**Lessons Learned on Increasing Your Recruitment Brand With SEO**  
(Loire)

Track: Branding and Marketing  
Format: Traditional  
Level: Advanced

*Presenter: Nancy Holland, DirectEmployers Association*

SEO allows large and small companies to showcase their recruitment brand and reach job seekers in highly targeted and less-trafficked environments. Learn how five companies have taken advantage of niche microsites optimized for specific searches. You’ll gain a better understanding of the technology behind SEO and learn the best practices for incorporating social media into career websites for improved SEO.

## NACE Custom Research

Get insight and data specific to your needs, including

- Latest statistics to help with school selection
- Salary analysis
- Career services peer benchmark analysis
- Student attitudes
- And more!

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# SCHEDULE OF EVENTS

## WEDNESDAY, JUNE 13

### Managing Global University Relations Programs (Versailles 1/2)

Sponsored by Southwestern Company

Track: Program Management and Delivery

Format: Traditional

Level: Advanced

*Facilitator: John Flato, Universum. Panel: Bill Hunter, Chevron Corporation; Stephanie Pallante, Merck; Iain McLaughlin, KPMG*

Have you ever wondered how large multi-national companies manage their global university relations programs? Join us for an interactive panel discussion and learn what Chevron Corporation, KPMG, and Merck are doing to stay competitive in the growing global marketplace. Learn about operational models for global university relations, the resources needed to manage a global program, how to engage the right stakeholders, and how to manage common elements centrally while allowing regions to operate independently.

### New College Graduate Sales Programs (Concorde A)

Sponsored by Vector Company

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Facilitator: Dawn Carter, NetApp Inc. Panel: Helen Brown, Vector; Joy Osborne, Yelp; Eletta Kershaw, IBM*

Are you looking to start a sales program in your company or explore how companies are shaping their sales programs to meet the demands of their businesses? This panel will examine how companies started and manage their new college graduate sales programs. You'll gain knowledge of sales program practices, be able to develop a framework for a sales program, and identify key metrics to measure program success.

### The Ultimate Candidate: A Forum Discussion (Champagne 3/4)

Exclusively for College & University Recruiting Professionals

Track: Branding and Marketing

Format: Conversations That Matter

Level: All levels

In this facilitated and interactive session, CR/UR professionals will share their perspectives and insights on the ideal college graduate. What are



# #NACE12

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# SCHEDULE OF EVENTS

## WEDNESDAY, JUNE 13

the characteristics of a successful candidate? How can career services offices best prepare their students throughout their college years to be candidates of choice in today's competitive recruiting environment? When should students begin interacting with employers? We'll work through with these and other questions, share best practices, and gain insights into the "ultimate candidate." A summary of the content will be presented at Friday's conference close.

### 10:30 a.m. – 12:30 p.m. Workshops

#### **Positive Psychology in Career Services** (Concorde B)

Track: Coaching and Counseling

Format: Deep Dive

Level: Intermediate

*Presenter: Katharine Brooks, University of Texas at Austin*

Get an introduction to the fundamental concepts of positive psychology and find ways to incorporate proven techniques into your career services. You'll learn how to teach your students a "strength" vocabulary and how to tackle a challenging job market. You'll also learn about additional sources, including researchers to watch for future findings.

### 10:45 a.m. – Noon Workshops

#### **Delivering New Programs With Limited Resources** (Skyview 5/6)

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Presenter: Larry Routh, University of Nebraska - Lincoln*

Learn how to obtain funding for new or improved programs, build effective proposals, and document how additional resources will produce results. Through small-group work, you'll explore how to deliver new programs with limited resources by impacting admissions, retention, student debt, university foundations, and specific student populations.

#### **External Reviews for Career Services** (Skyview 4)

Track: Assessment and Accountability

Format: Deep Dive

Level: Advanced

*Presenter: Marcia Harris, Career Dimensions NC*

Learn the steps to schedule and prepare for an external review and explore the benefits and risks that may result. You'll also learn how to prepare your staff and office and how to maximize your results.

#### **Gen Y-ired—A Sure Bet!** (Skyview 2)

Track: Branding and Marketing

Format: Traditional

Level: Advanced

*Presenters: Kylie Brooks and Kenneth Nelson, Michigan State University*

Discover the Lear Career Center's cutting-edge approach to using video format, Twitter, YouTube, Facebook, and blogging to engage Generation Y in career development, while integrating employer branding. Explore the successes and challenges the career center

has faced and develop a better understanding of how a cutting-edge approach to career development and recruitment, matched with employer partnerships, can maximize the benefits for all.

#### **Internet Brand Management** (Skyview 3)

Track: Branding and Marketing

Format: Peer-to-Peer

Level: Advanced

*Facilitator: Kathy Sims, UCLA. Panel: Ginny Cheng, Facebook; Suzanne Helbig, University of California – Berkeley; Shawn Tubman, Liberty Mutual*

How effective are your multi-media marketing efforts? Targeting advanced-level recruiting and career services professionals, this fast-paced overview will showcase best practices for integrating SEO, e-mail marketing, and social media; you'll also look at metrics for assessing success. Bring your own best branding practices for the interactive Q&A!

### 10:45 a.m. – 12:45 p.m. Workshops

#### **Key Roles in University-Wide QEP and Retention** (Skyview 1)

Track: Assessment and Accountability

Format: Deep Dive

Level: Intermediate

*Presenters: Denise Dwight Smith and Rebecca Cody, University of North Carolina at Charlotte*

Learn to identify outcome measures in light of academic unit needs, set better priorities in consideration of major institution-wide goals, support the university-wide quality enhancement plan development process, and build enriched partnerships that will have added value with key decision holders.

### 11:45 a.m. – 1:30 p.m. Lunch (Rivoli)

Sponsored by Johnson & Johnson

### 1:45 – 3 p.m. Workshops

#### **Bridging the Gap Between Student Affairs and Faculty** (Skyview 2)

Track: Coaching and Counseling

Format: Traditional

Level: Intermediate

*Presenter: Renee Starek, Seton Hill University*

Learn about an advising model, and find out how the model is implemented at each stage of the student's college experience from admission to graduation and beyond. You'll learn how this model provides significant benefits to the student, the advisers, and the university, and find out how the model impacts the delivery of career services.

#### **Career Services at a Crossroads** (Skyview 3)

Track: Branding and Marketing

Format: Traditional

Level: Advanced

*Presenter: Matthew Berndt, CSO Research (formerly University of Texas at Austin)*

Learn about the key challenges facing the profession, how they developed, and what they mean for the future. Build an organizational/management framework for career services that will allow you to respond to the profession's changing environment, and identify key issues and questions related to managing expectations and communicating your office's brand message to your key constituencies.



**WiFi hub available in  
Champagne 2.**  
(Login: NACE2012)

# SCHEDULE OF EVENTS

## WEDNESDAY, JUNE 13

### **Getting Started With Strategic Planning** (Loire)

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Presenter: Graham Donald, Brainstorm Strategy Group Inc.*

Take control of the future with a clear, simple strategic plan. Whether you are an employer responsible for effective hiring programs or a career services leader driving improvements, a plan will provide you with the clarity, benchmarks, and buy-in necessary to take your success to the next level. Get the concepts and insights you need. You'll draft a new mission statement and get templates to help you design the planning process.

### **The Ideal Employer: A Forum Discussion** (Champagne 3/4)

#### **Exclusively for Career Services Practitioners**

Track: Branding and Marketing

Format: Conversations That Matter

Level: All levels

In this facilitated and interactive session, career services practitioners will share their perspectives and insights on the ultimate employer. What are the employer characteristics students seek when choosing a workplace to launch their careers? How can employers leverage career services offices to improve their hiring success on campus? What do students expect in terms of employer communications? Join your peers to work through these and other questions, share best practices, and gain new insights into the "ideal employer." A summary of the content will be presented at Friday's conference close.

### **"INDorsed" Career Ready Graduate Pilot** (Skyview 4)

Track: Coaching and Counseling

Format: Traditional

Level: Intermediate

*Presenter: Marta Belt, Ivy Tech Community College*

Learn about the INdorsed Career Ready Graduate, a program in which students can earn a certificate of career readiness. The goal is to create a statewide standard for professional preparation, provide recognized achievements for employers when recruiting graduates, and have Indiana HR professionals acknowledge a student's career readiness when this certificate is on a resume. Review the program's basic guidelines, first year of the pilot program, and measures to create awareness for the program.

### **International Student Internships and Work Options** (Champagne 1)

Track: Internship and Early Identification Programs

Format: Traditional

Level: Intermediate

*Presenter: Mark Rhoads, Esq., Immigration Attorney, McCandlish Holton*

Confused about the immigration rules that govern the ability of a foreign student to work as a summer intern? Explore the options available to foreign students and navigate the complicated issue of "volunteer" or unpaid internships as they apply to international students.

### **Leveraging the Power of Advisory Boards** (Skyview 1)

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Presenters: Louise Carrese, Rochester Institute of Technology, and*

*Robert Raybits, Northrop Grumman Electronic Systems*

Learn about the critical elements of developing and maintaining a strong and effective advisory board. You'll also find out about how others leveraged the valuable feedback and involvement of colleagues and constituents.

### **One Institution's Approach to Collecting and Using Survey Data**

(Skyview 5/6)

Track: Assessment and Accountability

Format: Traditional

Level: Intermediate

*Presenter: Deborah Liverman, MIT*

Learn how MIT's institutional research and career services offices collaborate to survey, collect, and report to academic departments, administrative offices, and employers about student outcomes. Review the surveys and the process for administering them and authenticating responses, and learn how these help answer key questions like "what is the profile of a student who goes to this particular employer?," "what types of companies typically attract underrepresented minority groups at this university?," and more.

### **Show Me, Don't Tell Me!** (Versailles 3/4)

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: Intermediate

*Presenter: Kasey Sixt, CKR Interactive*

Video can cut through the communication clutter to reach your targeted talent pool in new and innovative ways. See firsthand how college career centers and employers with campus recruiting needs are using video segments to connect with Millennials, providing a window into their culture and job opportunities, while promoting content sharing. You'll get tips, tactics, and examples of effective recruitment videos.

### **Strategic Planning for New Locations** (Concorde A)

Track: Program Management and Delivery

Format: Traditional

Level: Advanced

*Presenters: Dan Black and Laura Mills-Lewis, Ernst & Young*

Take part in this interactive workshop that includes case studies involving the expansion into two very different markets, and learn how planning and a global mindset can help you avoid common pitfalls. Learn how to work with employees in other areas of your organization and gain tactical tips to use in strategic planning. Bring your own examples of frustration and setbacks, and we'll tackle them in the workshop.



**Cell Phone Charging Station  
(Champagne 2)**

Sponsored by AT&T



**Connect at the Tweetup!**

Get details and RSVP at  
<http://nace12.eventbrite.com!>

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# SCHEDULE OF EVENTS

## WEDNESDAY, JUNE 13

### **Student Success: Early Bird Gets the Worm!** (Concorde B)

Track: Internship and Early Identification Programs

Format: Traditional

Level: Intermediate

*Presenters: Shelley Olds Burns and Joe Testani, University of Richmond; Sarah Thomas, Elon University; Dave Luca, CareerBuilder*  
What if students were prepared to explore careers and network as sophomores? What if employers had access to students prior to their junior year? Explore answers to these questions through two models of success—University of Richmond's Robins School of Business "Q-Camp" and Elon University's Love School of Business "LSB Connect Conference."

### **Using Metrics to Drive UR Decisions** (Versailles 1/2)

Track: Assessment and Accountability

Format: Traditional

Level: New to the profession

*Facilitator: John Flato, Universum. Panel: Gina Flynn, Shell; Deanna Laird, IBM; and Steve Canale, GE*  
Explore how to use and analyze metrics to demonstrate your program's value or to make changes for better recruiting results.

## 3 – 3:45 p.m. Refreshment Break (Rivoli)

## 3:30 – 5:30 p.m. Workshops

### **Using Social Media Tools to Recruit Top Talent** (Concorde B)

**Sponsored by Cisco**

Track: Branding and Marketing

Format: Deep Dive

Level: Advanced

*Speaker: Lindsey Pollak, author. Facilitator: Trudy Steinfeld, New York University. Panel: Elissa Kim, Teach for America; Jenn Terry, AT&T; Nicole C. Fritz, KPMG; Dawn Carter, NetApp; and Ebony Thomas, Prudential*  
Learn how to get buy-in from senior management to use social media as a recruiting tactic and budget and staff for social media activities. Discover how to market your organization through social media and identify potential candidates; find out about tools and how to use them; and learn how to measure your social media results.

## 3:45 – 5 p.m. Workshops

### **Candidate Segmentation** (Champagne 3/4)

Track: Branding and Marketing

Format: Traditional

Level: Advanced

*Presenter: Robert Kessler, Enterprise*  
Learn 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 markets to them with customized campaigns—all under its overarching employer brand strategy.

### **Five Steps to World-Class Onboarding** (Champagne 1)

Track: Program Management and Delivery

Format: SMARTtalks

Level: Intermediate

*Presenter: Emily Bennington, Professional Studio 365*  
Learn how to assimilate new hires quickly—and turn raw talent into performance. Learn why onboarding matters and how to build a case; the three key elements of successful programs; how to design and implement a successful onboarding program for your intern and new grad hires that addresses your organizational goals and their entry-level needs; and how to use structured onboarding as a marketing, business development, and recruiting tool through social media. You'll also get a series of templates to use immediately, including a customizable career plan that will give your new hires the best chance to succeed in your organization from day one.

### **Mobile Career Fair Engagement** (Versailles 1/2)

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: Intermediate

*Presenters: Rebecca Parson and Jennifer Terry, AT&T*  
Tired of leaving career fairs with nothing to show for it? Find out how AT&T has taken a different approach to career fairs, using new technology to realize a real return from these events. Learn the do's and don'ts; find out how to put cost-effective, next-generation tools in place; and get the information you need to change your traditional approach to career fairs. (Be sure to bring your phone so you can interact with the presentation and experience for yourself the next generation of campus recruitment!)

### **New Twists on Moving Students Toward Their Goals in Masterminds Teams** (Skyview 1)

Track: Program Management and Delivery

Format: Traditional

Level: New to the profession

*Presenter: Marcy Bullock, North Carolina State University*  
Learn how to empower students with the skills they need to compete effectively and increase their chances of landing a job at graduation—while cutting down on the amount of time you spend in individual counseling sessions.

### **Personalizing the Student-Engagement Experience: Combining Best Practices and Advanced CRM Technology** (Concorde A)

Track: Assessment and Accountability

Format: Traditional

Level: New to the profession

*Presenter: Doug Fauth, Southern California Edison, and Steve Tiufekchiev, RECSOLU*  
Get insights into how some employers have shaped university relations programs that are more high-tech and high-touch, while creating more efficient processes and more personalized student experiences. You'll have templates and tools to implement and use on the job.

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# SCHEDULE OF EVENTS

## WEDNESDAY, JUNE 13

### **Raise the Bar: Assessment of LGBTQ-Specific Career Services**

(Skyview 5/6)

Track: Assessment and Accountability

Format: Traditional

Level: Intermediate

*Presenter: Riley Folds, OUT for Work*

Is your career center doing enough to meet the needs of LGBTQ students? Take, score, and compare results of an LGBTQ-specific assessment to benchmark the work of your office against two years of survey results. You'll return to your office with a tangible evaluation and action plan that reflects the current level of LGBTQ-specific career services, tools, and resources these students need as they transition into the workplace.

### **Social & Mobile Recruiting** (Loire)

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: New to the profession

*Presenters: Kirk Baumann, SIFE; Edwin Koc, NACE; Steven Ehrlich, TMP Worldwide*

The social landscape has changed recruiting and the job search. Learn how students, recruiters, and career services professionals are really using social and mobile technology to engage their audiences. Gain insight you can use for your organization's social/mobile strategy.

### **Stop Saying There Are No Great Jobs for Grads!** (Skyview 2)

Track: Coaching and Counseling

Format: SMARTtalks

Level: Intermediate

*Presenter: Sharon Dougherty, groovycareers.com*

Learn techniques to coach college students to be bold, confident, and expansive in exploring and pursuing careers that will make them happy. You'll learn about additional avenues for finding jobs, and hear success stories you can share with your students.

### **Would You Set Sail on a Rudderless Boat?** (Skyview 3)

Track: Coaching and Counseling

Format: Conversations That Matter

Level: Intermediate

*Presenter: S. Ronald Ansel, Touro College*

Many students choose a career and set sail without knowing what they would like to accomplish in their lifetime. This workshop will address the "what, why, how, and when" of assisting students with discovering their unique life purpose.

## 3:45 – 5:45 p.m. Workshops

### **Building an Effective Career Services Brand** (Versailles 3/4)

Track: Branding and Marketing

Format: Traditional

Level: Intermediate

*Presenter: Melanie Parker, Massachusetts Institute of Technology*

Learn how MIT Global Education & Career Development developed a brand that was recognizable and cohesive across media, but allows for individual program differentiation. You'll also learn about how user testing and focus groups ensure a brand that is relevant and engaging as well as about vendor selection and managing branding and marketing projects.

### **Equipping Your Students to Succeed in Federal Jobs and Internships** (Skyview 4)

Track: Internship and Early Identification Programs

Format: Deep Dive

Level: Intermediate

*Presenters: Dominique Harris, Partnership for Public Service, and Julia Saad, Office of Personnel Management*

Learn about shifting trends in the government employment market and current skills gaps, then explore how federal agencies are rolling out Pathways programs for interns and recent graduates. You'll walk away knowing how to advise students to stand out in the competitive federal job market, and how to advise and work with federal employers to capitalize on emerging trends and the latest federal government hiring policies.

## 5:15 – 6 p.m. Product Learning Showcases

### **NACE Salary Survey Online** (Versailles 1/2)

Learn how to use the new Salary Survey Online, a companion to the print report that gives you more national data by major and industry. We'll also demo how you can get detailed regional data by major, industry and occupation at a steep discount. Come see how easy and fast it is!

### **NACElink Career Services Manager: Experiential Learning Management Tools for the Modern Career Office** (Skyview 3)

NACElink Career Services Manager (CSM) enables institutions to provide more services than ever before to students and employers while increasing efficiency and reducing costs for the career office. Learn how NACElink CSM can transform your office's experiential learning and internship programs with the new Experiential Learning System.

### **Job Searching With Social Media For Dummies** (Skyview 5/6)

Social media is on everyone's lips, especially your students. Learn how to handle the concerns your students have about using Facebook, Twitter, and LinkedIn and how it will affect their job prospects. Discover how to stay up-to-date with social media to best serve your students, and the most important thing students can do to increase their chances for employment after graduation.

### **Leveraging Virtual Interviewing** (Skyview 2)

Come join InterviewStream for a discussion on the emerging use of video interviewing in campus recruiting and career services. Our panel will address the importance of preparing students to be comfortable on video through webcam mock interviews and the benefits of recruiting students via pre-recorded and live video interviews.

### **See-V.com – Your Exclusive Alumni Network** (Champagne 3/4)

Do you wish you had a custom and fully developed alumni networking platform for your students to help meet their professional needs? Do you seek better ways to promote them to your network of recruiters as well as to hundreds of global companies? Meet us today and get your own school networker site for free.



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# SCHEDULE OF EVENTS

## WEDNESDAY, JUNE 13

### **Today's Students + Video = Instant Success!** (Loire)

Upgrade your online resources and reach students in the medium they prefer: online video. Relied upon by 200+ career centers, CareerSpots' fully integrated 24/7/365 video platform features 600 job-search, internship, and career videos. Find out common mistakes career centers make when marketing to students. We'll share tips on how to make the biggest impact online with your students.

### **Tomorrow's Jobs** (Concorde A)

Hear an overview of career resources from the U.S. Bureau of Labor Statistics (BLS), featuring the newly released 2010-20 employment projections showing factors influencing projected economic and employment growth, the occupations and industries expected to be the fastest growing, and those occupations projected to have the most job openings from 2010 to 2020.

### **Using E-mail to Deliver Your Recruitment Message by School, Major, Year of Graduation, and Diversity** (Skyview 1)

Targeted e-mail campaigns can reach your desired audience. Colleg-eRecruiter.com will show how to find opt-in e-mail lists that perform well and allow you to target the students/recent grads you most desire. Discover the advantages and disadvantages of plain text vs. HTML, why it's critical that candidates receiving your e-mail click through to your website—not the list owner's site, and more.

### **Video Career & Major Exploration** (Chablis)

CandidCareer.com provides informational video interviews (organized by industry, career title, college major, college attended, city, state, and company) featuring industry professionals sharing career experiences and advice. Our School Branded Version features your alumni and includes networking capabilities. Video Company Profile Pages showcase your company and our Career Advice Video channel offers interviewing tips, resuming writing tips, and more.

### **What's New at Going Global for Finding Jobs at Home and Abroad** (Champagne 1)

Learn how Going Global's expert-created career resources can help students and alumni fast track their job search both at home and abroad. Going Global's product line has exploded to include more than 16 million job and internship postings worldwide, H1B employer profiles, and 450,000 key employer listings.

### **5:30 - 6:30 p.m. Tweetup** (Champagne 2)

**Sponsored by Macy's, Inc.**

Meet up at the Third Annual Tweetup! Mix and mingle, and enjoy refreshments and hors d'oeuvres until 6:30 p.m. with your fellow tweeters. (Cash bar available.)

### **6 - 6:45 p.m. Product Learning Showcases**

#### **Best Practices With CareerShift** (Concorde B)

A collection of best practices will be presented on how to use CareerShift for job search, networking, and employer relations.

#### **Temporary Housing Solutions for Interns** (Versailles 3/4)

How do you handle the temporary housing needs of your interns? Come explore the services of internhousing.com. In our 15th year, our clients have an online solution that works. Attendees will see a demonstration of how internhousing.com functions and will hear ways to minimize the issue of temporary housing.



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Champagne 2.**  
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## THURSDAY, JUNE 14

### 7 a.m. – 5:30 p.m. Registration/ Information Desk Open (Champagne 2)

### 7 – 8 a.m. Continental Breakfast (Paris Ballroom Foyer)

Sponsored by Washington University in St. Louis

### 7:30 – 8:15 a.m. Product Learning Showcases

#### **Advising/Counseling and Student Relationship Management System/NACElink** (Versailles 3/4)

Insight is a web-based solution that enhances student engagement and retention efforts. Insight enables academic advisers to make meaningful connections with students through next-generation appointment management, communication, and tracking tools. Learn how Insight can streamline your administrative tasks so you can spend more time with students.

#### **Benefit Student Outcomes** (Concorde B)

Get to know more applicants through LikeLive's efficient and easy-to-use video interview platform. Candidates' personality and communication skills can now be captured on video. Learn how to use online interviewing to engage alums and corporations to benefit student outcomes in a personal, efficient, and cost-effective way.

#### **Building Brand on Campus** (Skyview 1)

Leveraging your brand on campus takes creativity, and understanding this tech-savvy, on-the-go, and into-fitness type demographic. Big Frey will share the results of our recent focus group study and showcase how we leverage new product ideas (and proven old school options) to introduce or augment any brand amongst this unique audience. Discover how your organization can interest today's students.

#### **Discover the BIG Guide to Living and Working Overseas** (Chablis)

Discover why 70+ colleges have subscribed to this online resource to help students build global career skills. Learn about this innovative technology from author/publisher Jean-Marc Hachey, an expert on international careers. Discover how to help students understand global career skills, how to help students build an international career, and the difference between an international job search and a domestic job search.

#### **FOCUS 2 Online Career Planning and Major Exploration** (Champagne 3/4)

Our Online Career Planning and Major Exploration System with new enhancements mirrors the career-planning process, with modules for career-planning readiness, self-assessments, major/career exploration, and an action planning tool. Customized with your college's majors, students' assessment results are matched to career options and majors/programs offered at your college. New enhancements provide a turnkey approach to include career planning in your program.

#### **Job Search Personalization** (Skyview 4)

Come find out how to better assist your students in their job search through new features on SimplyHired.com. Learn about "Who Do I Know," features for instant personalization, and SimplyApply.

#### **Kuder® as an Online Resource in College Career Centers** (Versailles 1/2)

Today's students have a variety of needs when it comes to identifying a major and career that will enable them to compete in a global economy. Career centers must be equipped with the right tools to help these students succeed. Participants will learn how Kuder® Journey facilitates early awareness of career readiness as it relates to a user's interests, skills, and work values.

#### **The Secret Sauce to Driving Leadership in Business for Gen Y Women** (Loire)

Discover the key challenges of attracting women to careers in business and solutions to increase the flow of women into the business pipeline. Forte Foundation representatives will demonstrate the Virtual Campus/Career Gal Roadtrip site. Attendees will leave with a one-click, easy-to-implement action plan and the necessary tool kit to engage college women and young professionals toward leadership in business.

#### **Securing the Business Case for Video Interviewing** (Skyview 3)

Montage video interviewing solutions connect great talent with great companies through both on-demand and live video interviewing interactions. Montage improves quality of hire and reach through a unique focus on the candidate experience. Discover how our applications promote your employer brand, create an enviable candidate experience, and create an environment of sharing and escalating top talent throughout a hiring organization.

#### **See Who Is in Your Talent Network** (Concorde A)

Find out how AfterCollege's Talent Network allows you to see and communicate with all the people who have applied to your postings and received your e-mails. With this tool you can maintain a database of candidates to communicate with directly for current and future positions.

#### **Social Recruiting: Connecting Students With Employers/Ascendify** (Skyview 5/6)

Social recruiting is much more than tweeting out job openings or sending Facebook updates—it's about making meaningful connections between hiring managers and students entering the work force. Understanding why and how employers expect to use social recruiting to build talent communities can help career centers provide services that align with corporate objectives and increase placement rates.

#### **Vault's Career Insider: Putting the Power of Information in Your Hands** (Skyview 2)

Vault's campus platform Career Insider, our guides, company profiles, and other resources deliver the inside perspective students need to match themselves to the best employers and career opportunities. Discover how our survey process generates the ratings, rankings, and reconnaissance students use to make well-informed choices about their future. Learn how Vault can help your school build better relationships with employers.

# SCHEDULE OF EVENTS

## THURSDAY, JUNE 14

### **Virtual College Fairs – New Ways to Leverage Technology**

(Champagne 1)

Employers will find out how to leverage technology to recruit the online generation and enhance traditional strategies. Colleges will discover new ways to offer career fairs and grad school fairs with fewer resources. Expand your reach to more employers and explore new ideas on serving international students/alumni with virtual career fairs.

### **8:30 – 9:45 a.m. Workshops**

#### **Building a University Relations Program on a Dime** (Concorde B)

**Sponsored by Tyco**

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: Advanced

*Presenter: Lisa Potter, Tyco International*

Within any organization, the global university relations team can't exist and be effective in isolation. It needs the support and buy-in of many stakeholders in the company, but getting that buy-in can be tough. Tap into "lessons learned" in building an enterprise-wide university relations program in less than one year.

#### **The "CTL": A New Model for Career Services** (Champagne 1)

Track: Program Management and Delivery

Format: Traditional

Level: Advanced

*Presenter: James Atkinson, Berea College*

Housed in the library, the Center for Transformative Learning incorporates career development, internships, the learning center, and a scholar for teaching and learning. Other collaborative entities contained in the library include educational technology, technology resource center, tutoring services, and library services. Learn about the issues inherent in launching a new center and examine how the different entities can coexist in a cohesive and collaborative environment, plus get a review of best practices.

#### **Diversity Ignite Series & Discussion** (Skyview 4)

Track: Program Management and Delivery

Format: Ignite

Level: Intermediate

*Facilitator: Christopher Carlson, Booz Allen Hamilton*

Take part in this special series of Ignite workshops—quick, 10-15 minute presentations—and get fresh insights into diversity, plus smart solutions for diversity recruiting challenges. This showcase of ideas will allow you to engage, share, question, and elevate your thinking. The series includes:

- Bridging the Gap in Disability-Employment (Howard Green, National Organization on Disability)
- Maximizing Diversity & Talent Acquisition (Kathleen Lee, Cornell University)
- Using Mentorship as a Vehicle to Build University Relationships With Diverse Student Populations (Adrienne Alberts, Booz Allen Hamilton)

Immediately following presentations, speakers and participants will engage in a facilitated discussion around key challenges, best practices, and innovative thinking. Come prepared to ask questions, engage in conversation, and share your best thinking around real-world and practical solutions.

#### **Mirror, Mirror on the Wall...** (Skyview 2)

Track: Coaching and Counseling

Format: Traditional

Level: New to the profession

*Presenter: Virginia Edwards, BeyondManners.com*

What professional image are you demonstrating for students? How can a student take career advice from someone who doesn't project what he or she preaches? Project a professional image and lead by example, and acquire more self-confidence in networking and dining situations. Develop a consistent, department-wide professional image. You'll get a refresher on the basics of business etiquette and learn how to improve your professional image.

#### **New Laws Facing Higher Education** (Versailles 3/4)

Track: Assessment and Accountability

Format: Traditional

Level: All levels

*Presenters: Edward Easterly, Esq., Norris, McLaughlin and Marcus, PA, and Edwin Koc, NACE*

Changes to the College Opportunity and Affordability Act (COAA) and the Higher Education Opportunity Act (HEOA) mandate that career services professionals find out about what the modifications mean for them and their students. Learn the scope of these laws, how they affect students and career services, and how to comply with the laws' requirements. Particular attention will be paid to reporting requirements that may directly affect career center professionals including the development and application of graduating "placement" and starting salary statistics.

#### **RecruitCONSULT! Leadership** (Champagne 3/4)

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: All levels

*Presenter: Jeremy Eskenazi, Riviera Advisors, Inc.*

Whether you are leading or you want to lead a corporate staffing team, this workshop is for you. Using the RecruitCONSULT! Leadership philosophy to navigate managing and motivating a consultative recruiting team, we'll discuss the key leadership and management skills necessary to effectively lead a high-performing recruiting team, and review key concepts in how to prioritize, structure, staff, lead, and problem-solve in the complex world of corporate recruiting and staffing.

#### **Resetting Your Strategic Plan** (Skyview 1)

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Presenters: Melanie Parker, Massachusetts Institute of Technology, and Amy Kleeman, University of Central Florida*

Learn how MIT and University of Central Florida breathed new life into their strategic plans and hit the reset button, reinvigorating staff and momentum toward these targets and goals. Find out how to quickly and effectively change the plan in light of new circumstances, refocus efforts, ensure follow through, and track implementation. Learn how to develop tools that can be used to review and modify strategic plan goals and action plans, implement techniques to achieve follow through, and identify metrics and dashboards that facilitate implementation.

# SCHEDULE OF EVENTS

## THURSDAY, JUNE 14

### **SMART Strategies for Student Retention** (Skyview 3)

Track: Internship and Early Identification Programs

Format: Traditional

Level: Advanced

*Presenter: Alice Camuti, Tennessee Technological University*

Learn innovative strategies to positively affect student retention, and how to develop a partnership program with other campus departments. You'll also get results from a national survey of career center directors that highlight what career centers across the country are doing to positively affect student retention.

### **Taking Internships Evaluations to a New Level** (Concorde A)

Track: Internship and Early Identification Programs

Format: SMARTtalks

Level: Intermediate

*Presenters: Francine Blume and Sue Gordon, American University*

Take part to learn how you can incorporate specific learning objectives into employer intern evaluations. Learn how to develop evaluations for the employers you work with that specifically address individual academic department learning objectives. You'll help your employers better structure academic internships for the benefit of all involved parties, and you will be able to present outcomes data in the aggregate with implications for curricular revisions.

### **Trends in the World of M.B.A. Employment** (Loire)

Track: Assessment and Accountability

Format: Conversations That Matter

Level: New to the profession

*Presenters: James Chang, Michelle Chevalier, and Rex Trewin, M.B.A. Career Services Council*

Gain a clearer picture of the issues and trends in M.B.A. recruiting and employment as representatives from the M.B.A. Career Services Council present findings from the *M.B.A. Recruiting Trends Survey* and introduce the Standards for Reporting M.B.A. Employment Data.

## 8:30 – 10 a.m. Workshops

### **Managing the College Recruitment Function in a Time of Change**

(Versailles 1/2)

**Sponsored by Lowe's**

Track: Program Management and Delivery

Format: Traditional

Level: Advanced

*Facilitators: Rebecca Parson, AT&T, and Melissa Gervase, Turner Construction. Panel: Rosemarie DeMonte, Turner Construction; Simon Kho, BP; Lisa Ashworth, Pepsico; Karen Balcom, Raytheon; and Leah Stewart, Wells Fargo*

Having a best-in-class university relations department starts with your team. This workshop showcases best-in-class college recruitment team development. Find out how the panelists identify the right people for the recruitment function, build the recruitment team, and develop and manage recruiters. Learn how they get new recruiters up and running quickly, how they evaluate their recruiters, and more.

## 8:30 – 10:30 a.m. Workshops

### **Increasing Career Peer Advisers' Effectiveness With Career Coaching Techniques** (Skyview 5/6)

Track: Program Management and Delivery

Format: Deep Dive

Level: Intermediate

*Presenters: Craig Schmidt and Christy Quiogue, University of California, San Diego*

The challenge: To provide effective training for career peer advisers to equip them with the basic skills and confidence necessary to assist their peers with a wide variety of career questions and concerns. In this workshop, you'll examine the UC San Diego Career Peer Educator Program (CPEP), which has incorporated powerful career coaching and motivational interviewing strategies and techniques in an effort to improve peer effectiveness and increase the peer educator's confidence.

## 9:45 a.m. – 2 p.m. Exhibit Hall Open (Rivoli)

## 9:45 – 10:30 a.m. Refreshment Break (Rivoli)

## 10:30 – 11:45 a.m. Workshops

### **Applying the New Internship Definition and Other NACE Principles for Professional Practice** (Loire)

Track: Internship and Early Identification Programs

Format: Peer-to-Peer

Level: All levels

*Presenters: Matthew Berndt, CSO Research (formerly University of Texas at Austin), chair, and members of the Principles for Professional Practice Committee*

Join your peers to share and discuss best practices for applying the NACE internship definition, and get input on the ethical and professional practice challenges currently facing career services and recruiting professionals.

### **The Career Center Marketing Blueprint** (Concorde A)

Track: Branding and Marketing

Format: Traditional

Level: Advanced

*Presenter: Pete Leibman, Dream Job Academy*

There is only one way you can increase student awareness of and engagement in your career center: better marketing. In this interactive, dynamic program, you will walk through a six-step process that will dramatically increase student engagement in your career center and participation in its programs.

# SCHEDULE OF EVENTS

## THURSDAY, JUNE 14

### **Exposing Liberal Arts Students to Business** (Concorde B)

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Presenters: Lissa Bill and Rosemary Kopec, University of Notre Dame*  
Learn about the development and implementation of programs designed to give students majoring in liberal arts hands-on exposure to the business world, including “Arts and Letters Business Boot Camp,” which uses employer and alumni discussions, lectures, and case studies to give students a basic understanding of business and highlights various career paths, and “What’s Next Week,” which focuses on demonstrating the skills that liberal arts students bring to business. Presenters will share the frameworks for success in these types of programs, metrics for evaluating and evolving the programs, benefits to students and employers, best practices, and effective ways for career centers to collaborate with employers/alumni to share the business world with liberal arts majors.

### **Gamification Dilemma** (Versailles 3/4)

Track: Branding and Marketing

Format: Traditional

Level: Advanced

*Presenter: Louis Vong, TMP Worldwide*  
The world has been taken over by games! With 72 percent of American households playing games, it’s no surprise that gaming has become a \$25 billion industry. So what does gaming have to do with recruiting? Some employers are using gaming techniques and mechanics to attract and engage job candidates. Take part and learn how gamification can help you build engagement with your audience—and how to avoid pitfalls.

### **M.B.A. Talent: What’s the Hype?** (Champagne 1)

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Presenters: Pamm Toner and Dana Kurek, United Airlines*  
Does your organization have an appetite for M.B.A. talent? What’s the difference between M.B.A. recruiting and “regular” campus recruiting? We’ll talk about the differences, help you make the business case to leadership, and outline items to consider once M.B.A.s are on board to ensure your organization receives a ROI.

### **Using Metrics to Evaluate Your College Recruiting Program**

(Versailles 1/2)

Track: Assessment and Accountability

Format: Traditional

Level: Advanced

*Facilitator: Michael Hernandez, Raytheon. Panel: Jeff Beavers, RECSOLU; Adrienne Alberts, Booz Allen Hamilton; and Leonora Trawick, Edward Jones*  
How do you measure your college recruiting process using both qualitative and quantitative information that is predictive and can be tracked over time? Take part to learn systems and strategies companies use to track metrics for college recruiting, the variables that companies find the most valuable to measure, the best ways to evaluate recruiter performance, and more.

## 10:30 a.m. – 12:30 p.m. Workshops

### **Mastering an “On Camera” Presence for Media** (Champagne 3/4)

Track: Branding and Marketing

Format: Deep Dive

Level: Advanced

*Presenters: Tim Luzader, Purdue University; Lonnie Dunlap, Northwestern University; and Kathy Egan, CareerSpots*  
Learn how to anticipate, respond to, and even reach out for on camera opportunities for traditional media or the Internet. Get hands-on media coaching to present yourself in the most compelling way and tips on how to take charge—where to look, what to wear, how to speak, and how to spin negative questions into positive ones. (Note: If time permits, we’ll also explore how to instruct students participating in virtual interviews.)

## 10:45 a.m. – Noon Workshops

### **PwC Internships and Early Identification Programs** (Skyview 1)

Track: Internship and Early Identification Programs

Format: Traditional

Level: All levels

*Presenter: Holly Paul, PwC*  
Explore best practices and gain insight into PwC’s entry-level hiring process and how PwC developed and implemented its strategy through internships and early identification programs. You’ll also learn about PwC’s opportunities for students in the areas of professional development, community service, and international assignments.

### **Redefining Placement** (Skyview 2)

Track: Assessment and Accountability

Format: Peer-to-Peer

Level: Intermediate

*Presenters: Deb Chereck and Daniel Pascoe Aguilar, University of Oregon; Susan Terry, University of Washington; Jim Case, CSU-Fullerton; and Marva Gumbs Jennings, George Washington University*  
Share your thoughts on the placement issue. Together we’ll define the problems associated with “placement,” identify attributes to describe the features of a new placement model, and work through what is needed to make a new model workable.

### **Supplying the Global Work Force** (Skyview 4)

Track: Program Management and Delivery

Format: SMARTtalks

Level: All levels

*Facilitator: Yvonne Harrison, New York Institute of Technology. Panel: Manny Contomanolis, Rochester Institute of Technology; Leah Lattimore, New York University; and John Hyde, New York Institute of Technology*  
As universities expand to educate the global community by developing satellite campuses, some career services offices have stepped up to the challenge of managing global operations. This panel discussion will demonstrate several career services offices that have established satellites or are offering services that reach out to global operations. Panelists will discuss their global organizational structures, operational protocol, and programs implemented to meet student development. Special attention will be given to the challenges of working with cultural differences; staff hiring and training procedures; university, local, global and government collaborations; the use of technology; and the impact of global adversity.

## THURSDAY, JUNE 14

### Think Smart; Think SPAM (Skyview 3)

Track: Program Management and Delivery

Format: Conversations That Matter

Level: Advanced

*Presenters: O. Ray Angle, University of North Carolina at Chapel Hill; Teresa Alewel, University of Central Missouri; and Timothy Harding, University of Tampa*

During these tough economic times it is challenging to deliver quality services with limited resources. We all need more SPAM (Space, People, Appreciation, and Money). Presenters from both public and private institutions offer an overview of strategies they and their colleagues have used to secure much-needed resources. Learn about new and effective strategies for obtaining additional resources for your career center.

### University Talent Management Strategies (Skyview 5/6)

Track: University Relations and Recruiting Tactics

Format: SMARTtalks

Level: Intermediate

*Presenters: Roberto Gaitan, University of Maryland University College, and Barbara Peet, University of Texas-Arlington*

University recruiters supply an organization's talent pipeline with new resources by identifying high-performing students. Success rests on incorporating business strategies into recruitment and implementing a systematic process for identifying strategic target schools. A University Talent Management conceptual model links the talent management process to the unique source of college talent. Learn how to assess your organization's strategy for identifying top graduates with the skills and competencies needed to function within a global business; explore a systematic approach to identifying strategic target schools; and discuss proven operational principles to establish effective university-employer partnerships.

## 11:45 a.m. – 1:15 p.m. Lunch (Rivoli)

### Special Sessions—Lunch and Learn

#### Noon – 1:15 p.m.

##### Advocacy Issues and Action (Loire)

Track: Program Management and Delivery

Format: Traditional

Level: All levels

*Presenters: Shawn VanDerziel, chair, and members of the NACE Advocacy Committee*

What are the most critical issues facing the profession today—and what are we doing about them? Join the NACE Advocacy Committee and learn about issues that have been acted on, are in deliberations, or are pending discussion—including unpaid internships, “green” cards for non-U.S. STEM graduates, placement rates, federal employment and the Pathways Program, social network login/password requirements, and more. You'll learn about alliances we're forging to advocate for the profession, and you'll be able to add your insights and recommendations for additional issues to be addressed. (Pick up your lunch in the Exhibit Hall and bring it with you!)

### Career Services Practitioner Competencies (Champagne 1)

Track: Assessment and Accountability

Format: Traditional

Level: Intermediate

Join the NACE Career Services Competencies Task Force to discuss the ongoing initiative to develop a set of professional competencies. You'll learn about the work to date, plus have the opportunity to ask questions and offer your insight. (Pick up your lunch in the Exhibit Hall and bring it with you!)

## 1:30 – 3 p.m. Keynote Address: Shama Kabani and “The Zen of Social Media Marketing” (Vendome)

Sponsored by BP

Facebook, Google, LinkedIn, Twitter, and more: It has never been as easy, as efficient, or as quick to reach people and get your message across as it is now. Join Shama Kabani, dubbed “online marketing shaman and a master Millennial of the universe” by FastCompany.com and author of *The Zen of Social Media Marketing*, as she shows you how to do it—and how not to get overwhelmed in the process.



## 3 – 3:15 p.m. Refreshment Break (Paris Ballroom Foyer)

## 3:15 – 4 p.m. Continue the Conversation With Shama Kabani (Chablis)

Track: Branding and Marketing

Format: Conversations That Matter

Level: All levels

Excited by the keynote address? Continue the conversation with Shama Kabani, and delve into social media marketing. Space is limited (60 seats), so come early!

## 3:15 – 4:30 p.m. Workshops

### An Alternative to Placement Numbers (Concorde B)

Track: Assessment and Accountability

Format: SMARTtalks

Level: Intermediate

*Presenter: Kevin Gaw, Georgia State University*

Reporting reliable and valid placement numbers is next to impossible for career centers. The solution: Career centers can impact the outcomes of on-campus interviews, which are the initial steps for candidates being hired. This interactive presentation will demonstrate an empirical and easy-to-implement approach to assessing candidate readiness during on-campus interviews, and their likelihood to move forward in the recruiting process.

# SCHEDULE OF EVENTS

## THURSDAY, JUNE 14

### **Branding Student Value: Triangulation 101** (Skyview 3)

Track: Coaching and Counseling

Format: Traditional

Level: Intermediate

*Presenter: Danny Huffman, Education Career Services, and Elonda Ervin, Indiana State University*

The findings of a recent survey in which 1,000 resumes were evaluated were alarming, but the lessons can be empowering. Examine career marketing projected trends and review recommendations from the National Resume Writers Association, the Professional Resume Writers/Career Coaches Association, and the Career Thought Leaders. You'll also review web-based resume builders, examine techniques where two formats can work together, and discuss strategies for eliminating elimination factors. Review techniques, gain insightful tips, and learn what it takes to capture a hiring manager's eye.

### **Branding Your Professional Image** (Skyview 1)

Track: Branding and Marketing

Format: Traditional

Level: Intermediate

*Presenter: Betty Hall Addison, Johns Hopkins Bloomberg School of Public Health*

We live in a demanding and complex world, and a strong personal brand can be a valuable tool. Using the process for product development and marketing a brand, this workshop is devoted to identifying, developing, and marketing professional skills to help individuals stand out from their competition and enhance not only their own credibility, but also their organization's.

### **Centralizing Campus Recruiting Programs Through Reporting**

(Skyview 2)

Track: University Relations and Recruiting Tactics

Format: Peer-to-Peer

Level: New to the profession

*Presenters: Sebastian Unger and Ebony Thomas, Prudential*

It is essential for campus recruiting programs to build their strategy and monitor performance through the creation of advanced metrics and executing program performance analysis. Discover how Prudential re-patriated its recruiting programs and built support across the enterprise by providing real-time recruiting data and long-term pipeline development analysis to business leaders. You'll gain a firm grasp on best practices in performance analysis, learn actionable steps to build a data-driven program, find out about what to consider when implementing assessment tools, and gain insight into how to influence leaders and explain your program through metrics and data.

### **Conversation Cafe: Responding to the Impact of Virtual Engagement on Career Services and Recruiting** (Loire)

Track: Program Management and Delivery

Format: Peer-to-Peer

Level: Intermediate

*Facilitator: Kent Phillips, Disney Worldwide Services. Panel: Dawn Carter, Gail Rooney, and Kelly Harris, NACE Board of Directors*

Recognizing member interest in virtual engagement, NACE has assembled a cross-functional team to solicit input from members. Take part in a guided conversation that will use real-world situations to drive

conversation and debate regarding the impact of social networking and other forms of virtual engagement on career services and recruiting.

### **The Entrepreneur's Edge to Job Seeking** (Concorde A)

Track: Program Management and Delivery

Format: SMARTtalks

Level: New to the profession

*Presenter: Megan Houlker, Babson College*

Discover how to infuse entrepreneurial thought and action into the career development process. In this workshop, you'll learn details of the Babson College model, which cultivates creativity and innovation to identify and create opportunities, and learn how to assess your career center's offerings using the lens of entrepreneurial thought and action as a guide. You'll also gain insight into how to apply entrepreneurial thought and action principles into your own work.

### **Hello International Students: How Can We Help You?** (Skyview 4)

Track: Program Management and Delivery

Format: Peer-to-Peer

Level: Intermediate

*Presenter: Gillian Steele, DePaul University*

An increasing number of international students are enrolling in U.S. universities: Explore how career services can manage the work expectations and needs of these extremely motivated students without compromising services to others. You'll discuss potential internal and external partnerships that may help you address resource challenges, define and share best practices for managing international student expectations and skill development needs, and learn about low- and no-cost service delivery options.

### **Legal Issues in Internships** (Versailles 3/4)

Track: Internship and Early Identification Programs

Format: Traditional

Level: All levels

*Presenter: Edward Easterly, Esq., Norris, McLaughlin & Marcus, PA*

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

### **Meaningful Assessment of Student Programs & Services**

(Champagne 3/4)

Track: Assessment and Accountability

Format: Traditional

Level: Intermediate

*Presenters: Lou Gaglini and Peter Hunt, Boston College*

What are the key elements of successful assessment? You'll learn about establishing an assessment leadership team, developing a clear purpose and goals, identifying desired outcomes, and more as you see how assessment can become a natural process within your career services office.



**Cell Phone Charging Station  
(Champagne 2)**

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# SCHEDULE OF EVENTS

## THURSDAY, JUNE 14

### **Recruiting Interns: What Does and Doesn't Work?** (Champagne 1)

Track: Internships and Early Identification

Format: Traditional

Level: Intermediate

*Facilitator: Pam Ehlers, Oklahoma State University, with a panel of career services directors from Big XII Conference universities*

Career services directors and others involved in the management of internships at Big XII campuses will share advice and insights regarding employer approaches and strategies for recruiting interns from their campuses. The panel also will take questions from attendees.

### **Recruitment Best Practices – Revisited** (Versailles 1/2)

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: New to the profession

*Presenter: Mary Scott, Scott Resource Group*

Get the latest on student attitudes from Scott's 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.

### **Strategies Revealed: Intel Unveils Playbook** (Skyview 5/6)

Track: Program Management and Delivery

Format: Traditional

Level: Intermediate

*Presenters: Coby Schneider, Christy Dickenson, Tiffany Peery, and Burke Walls, Intel*

As Intel's business shifted, recruiting for college talent needed to change. Find out how Intel made the transformation—from creation of a planning system aligned with Intel's finance plan cycle, to getting deeper business intelligence to target new candidate profiles, to broadening its industry intelligence to identify candidate "centers of excellence," to incorporating new and innovative recruiting plans both on campus and virtually. Find out how Intel was able to attract candidates who didn't traditionally view it as a workplace of choice and how Intel has developed and maintained its talent pipeline.

**5:30 – 7 p.m. LGBT Reception**  
(Champagne 1)

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(Dinner checks are the responsibility of the attendee.)



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# SCHEDULE OF EVENTS

## FRIDAY, JUNE 15

### 7 – 11 a.m. NACE Information Desk (Paris Registration)

### 7 – 8 a.m. Continental Breakfast (Paris Ballroom Foyer)

### 8 – 9:15 a.m. Workshops

#### **Best Practices in Latino Career Services** (Versailles 3/4)

Track: Coaching and Counseling

Format: Traditional

Level: Intermediate

*Presenters: Murray Mann and Adela V. Pena, Global Diversity Solutions Group LLC*

In this interactive program, you'll learn about strategies, tools, and techniques to attract, engage, and serve the growing population of Latino students and alumni. Take part to get best practices for delivering Latino-centric career services, plus ready-to-use handouts.

#### **From Assessment to Evaluation: Developing a Career Services Action Plan** (Versailles 1/2)

Track: Assessment and Accountability

Format: Traditional

Level: Intermediate

*Presenters: Frits Bigham and Megan Garber, University of Miami*

Assessment goes beyond numbers, and involves collaboration to obtain data, interpret it, and brainstorm effective solutions to the problems it helps identify. Take part and learn to evaluate your current assessment data to determine areas for improvement, develop an action plan to make improvements, and more. You'll also develop a deeper understanding of the power of assessment.

#### **Creating a World-Class Internship Program** (Champagne 1)

Track: Internship and Early Identification Programs

Format: SMARTtalks

Level: New to the profession

*Presenters: Bridgette Dean and Cindy Gallerani, EMC Corporation*

Learn all you need to know to create a successful world-class program. Whether your company is 100,000 employees or 10 employees, you'll leave with a clear grasp of next steps and action items, and a sense of accomplishment. You'll cover identifying metrics on focus schools, tracking conversion rates, hiring the best and brightest, creating a program of summer events for interns, increasing diversity talent, gaining approval from senior management, and more.

#### **Get on the Bus: College Talent & Industry Tours** (Loire)

Track: Assessment and Accountability

Format: Traditional

Level: New to the profession

*Presenter: Christopher Sell, Western Michigan University*

Want to make the shift toward a forward-thinking college student recruitment model that aligns with the forces of the current economy and the needs of Millennial students? Then hit the road: Take students off campus to visit companies and promote experiential career development. This workshop highlights the planning process for coordinating and executing an industry tour program, its learning outcomes, and strategies for assessing student learning.

#### **Hiring Reform: What's New for College Recruiting and Federal Jobs?** (Concorde A)

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: Advanced

*Presenters: Jean Mercer and Sandra Ringer, Department of the Navy, Office of Civilian Human Resources*

Discuss federal hiring reform, new methods for recruiting college students and recent graduates under the Pathways Programs, and initiatives for collaborating on how to reach students and graduates for mission-critical occupations.

#### **How to Use E-Mentoring for Recruitment of Campus Talent** (Concorde B)

Track: University Relations and Recruiting Tactics

Format: Traditional

Level: Intermediate

*Presenters: David Porush, MentorNet*

Get research results and best practices for connecting working professionals in your company to students on campus using e-mentoring, an advanced form of social media. Gain familiarity with expected outcomes and benefits for on-campus talent development and work force development, in-house professional development, and corporate branding on campus, especially in STEM fields.

#### **Student Engagement Ignite Series & Discussion** (Champagne 3/4)

Track: Branding and Marketing

Format: Ignite

Level: Intermediate

*Facilitators: Brian Guerrero, UCLA, and Cynthia Billington, Texas A&M*

Take part in this special series of Ignite workshops—quick, 10-15 minute presentations—and get smart thinking and smart solutions for engaging students in career services. The series includes:

- Igniting the Freshman Experience: Engagement From Day One (Ofronama Biu, Macaulay Honors College at CUNY)
- Transforming Your Facebook Page Into an Interactive Internship Resource (Kevin Grubb, Villanova University)
- Engaging Students Through Niche Events That Leverage Cross Campus Relationships (Robin Darmon, The Rady School of Management, UC San Diego)
- Igniting Student Interest Through Interactive Programming (Elizabeth Gill, Yale Jackson Institute for Global Affairs)
- How Student Advisory Boards Can Boost Your Brand & Virtual Engagement of Students (Shannon Kelly, Penn State)

### 9:30 – 11 a.m.

### **The Ultimate Candidate Meets the Ideal Employer** (Vendome)

Whether we are considering how to hire the best or how to help students be the best, we all have perspectives on how to get the results we want.

In this session, you will hear insights from the "Ideal Employer" and "Ultimate Candidate" discussions held earlier in the week. You will engage in a "live audience" experience in which panelists compete for the titles of "Ideal Candidate" and "Ideal Employer" and, with your votes, we will know better what we are looking for. You'll leave Las Vegas with aspirational vision—what can be—and new practical ideas to advance the profession we share.



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## ASSESSMENT AND ACCOUNTABILITY

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**An Alternative to Placement Numbers** (Th 3:15 – 4:30 p.m.)

**External Reviews for Career Services** (W 10:45 a.m. – Noon)

**From Assessment to Evaluation: Developing a Career Services Action Plan** (F 8 – 9:15 a.m.)

**Get on the Bus: College Talent & Industry Tours**  
(F 8 – 9:15 a.m.)

**Key Roles in University-Wide QEP and Retention**  
(W 10:45 a.m. – 12:45 p.m.)

**Meaningful Assessment of Student Programs & Services**  
(Th 3:15 – 4:30 p.m.)

**New Laws Facing Higher Education** (Th 8:30 – 9:45 a.m.)

**One Institution's Approach to Collecting and Using Survey Data**  
(W 1:45 – 3 p.m.)

**Personalizing the Student-Engagement Experience**  
(W 3:45 – 5 p.m.)

**Raise the Bar: Assessment of LGBTQ-Specific Career Services**  
(W 3:45 – 5 p.m.)

**Redefining Placement** (Th 10:45 a.m. – Noon)

**Trends in the World of M.B.A. Employment** (Th 8:30 – 9:45 a.m.)

**Using Metrics to Evaluate Your College Recruiting Program**  
(Th 10:30 – 11:45 a.m.)

**Using Metrics to Drive UR Decisions** (W 1:45 – 3 p.m.)

## BRANDING AND MARKETING

---

**Branding and Marketing to Today's Students**  
(W 10:30 – 11:45 a.m.)

**Branding Student Value: Triangulation 101** (Th 3:15 – 4:30 p.m.)

**Branding Your Professional Image** (Th 3:15 – 4:30 p.m.)

**Building an Effective Career Services Brand** (W 3:45 – 5:45 p.m.)

**Candidate Segmentation** (W 3:45 – 5 p.m.)

**The Career Center Marketing Blueprint** (Th 10:30 – 11:45 a.m.)

**Career Services at a Crossroads** (W 1:45 – 3 p.m.)

**Continue the Conversation With Shama Kabani** (Th 3:15 – 4 p.m.)

**Continue the Conversation With Sir Ken Robinson**  
(W 10 – 10:45 a.m.)

**Gamification Dilemma** (Th 10:30 – 11:45 a.m.)

**Gen Y-ired—A Sure Bet!** (W 10:45 a.m. – Noon)

**The Ideal Employer/Forum** (W 1:45 – 3 p.m.)

**Internet Brand Management** (W 10:45 a.m. – Noon)

**Lessons Learned on Increasing Your Recruitment Brand With SEO**  
(W 10:30 – 11:45 a.m.)

**Mastering an "On Camera" Presence for Media** (Th 10:30 a.m. – 12:30 p.m.)

**Student Engagement Ignite Series & Discussion** (F 8 – 9:15 a.m.)

**The Ultimate Candidate/Forum** (W 10:30 – 11:45 a.m.)

**Using Social Media Tools to Recruit Top Talent**  
(W 3:30 – 5:30 p.m.)

## COACHING AND COUNSELING

---

**Best Practices in Latino Career Services** (F 8 – 9:15 a.m.)

**Bridging the Gap Between Student Affairs and Faculty**  
(W 1:45 – 3 p.m.)

**"INdorsed" Career Ready Graduate Pilot** (W 1:45 – 3 p.m.)

**Mirror, Mirror on the Wall...** (Th 8:30 – 9:45 a.m.)

**Positive Psychology in Career Services** (W 10:30 a.m. – 12:30 p.m.)

**Stop Saying There Are No Great Jobs for Grads!** (W 3:45 – 5 p.m.)

**Would You Set Sail on a Rudderless Boat?** (W 3:45 – 5 p.m.)

## INTERNSHIP AND EARLY IDENTIFICATION PROGRAMS

---

**Applying the New Internship Definition and Other NACE Principles for Professional Practice** (Th 10:30 – 11:45 a.m.)

**Creating a World-Class Internship Program** (F 8 – 9:15 a.m.)

**Equipping Your Students to Succeed in Federal Jobs and Internships** (W 3:45 – 5:45 p.m.)

**International Student Internships and Work Options**  
(W 1:45 – 3 p.m.)

**Legal Issues in Internships** (Th 3:15 – 4:30 p.m.)

**PwC Internships and Early Identification Programs**  
(Th 10:45 a.m. – Noon)

**Recruiting Interns: What Does and Doesn't Work?**  
(Th 3:15 – 4:30 p.m.)

**SMART Strategies for Student Retention** (Th 8:30 – 9:45 a.m.)

**Student Success: Early Bird Gets the Worm!** (W 1:45 – 3 p.m.)

**Taking Internships Evaluations to a New Level**  
(Th 8:30 – 9:45 a.m.)

## PROGRAM MANAGEMENT AND DELIVERY

**Advocacy Issues and Actions** (Th Noon – 1:15 p.m.)

**The "CTL": A New Model for Career Services** (Th 8:30 – 9:45 a.m.)

**Career Services Practitioner Competencies** (Th Noon – 1:15 p.m.)

**Conversation Cafe: Responding to the Impact of Virtual Engagement on Career Services and Recruiting** (Th 3:15 – 4:30 p.m.)

**Delivering New Programs With Limited Resources**  
(W 10:45 a.m. – Noon)

**Diversity Ignite Series & Discussion** (Th 8:30 – 9:45 a.m.)

**The Entrepreneur's Edge to Job Seeking** (Th 3:15 – 4:30 p.m.)

**Exposing Liberal Arts Students to Business** (Th 10:30 – 11:45 a.m.)

**Five Steps to World-Class Onboarding** (W 3:45 – 5 p.m.)

**Getting Started With Strategic Planning** (W 1:45 – 3 p.m.)

**Hello International Students: How Can We Help You?**  
(Th 3:15 – 4:30 p.m.)

**Increasing Career Peer Advisers' Effectiveness With Career Coaching Techniques** (Th 8:30 – 10:30 a.m.)

**Leveraging the Power of Advisory Boards** (W 1:45 – 3 p.m.)

**M.B.A. Talent: What's the Hype?** (Th 10:30 – 11:45 a.m.)

**Managing the College Recruitment Function in a Time of Change**  
(Th 8:30 – 10 a.m.)

**Managing Global University Relations Programs**  
(W 10:30 – 11:45 a.m.)

**New College Graduate Sales Programs** (W 10:30 – 11:45 a.m.)

**New Twists on Moving Students Toward Their Goals in Masterminds Teams** (W 3:45 – 5 p.m.)

**Resetting Your Strategic Plan** (Th 8:30 – 9:45 a.m.)

**Strategic Planning for New Locations** (W 1:45 – 3 p.m.)

**Strategies Revealed: Intel Unveils Playbook** (Th 3:15 – 4:30 p.m.)

**Supplying the Global Work Force** (Th 10:45 a.m. – Noon)

**Think Smart; Think SPAM** (Th 10:45 a.m. – Noon)

## UNIVERSITY RELATIONS AND RECRUITING TACTICS

**Building a University Relations Program on a Dime**  
(Th 8:30 – 9:45 a.m.)

**Centralizing Campus Recruiting Programs Through Reporting**  
(Th 3:15 – 4:30 p.m.)

**Hiring Reform: What's New for College Recruiting and Federal Jobs?** (F 8 – 9:15 a.m.)

**How to Use E-Mentoring for Recruitment of Campus Talent**  
(F 8 – 9:15 a.m.)

**Integrating Your Online and Offline Recruiting** (W 10:30 – 11:45 a.m.)

**Mobile Career Fair Engagement** (W 3:45 – 5 p.m.)

**RecruitCONSULT! Leadership** (Th 8:30 – 9:45 a.m.)

**Recruitment Best Practices – Revisited** (Th 3:15 – 4:30 p.m.)

**Show Me, Don't Tell Me!** (W 1:45 – 3 p.m.)

**Social & Mobile Recruiting** (W 3:45 – 5 p.m.)

**University Talent Management Strategies** (Th 10:45 a.m. – Noon)

NACE has been authorized by the Human Resource Certification Institute (HRCI) to offer credit hours for Professional in Human Resources (PHR), Senior Professional in Human Resources (SPHR), and Global Professional In Human Resources (GPHR) recertification. Details/forms are available at the Registration Desk.



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# CONGRATULATIONS!

## 2012 NACE AWARDS WINNERS AND FINALISTS

### ACADEMY OF FELLOWS (INDUCTEES)

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**Deborah Chereck**, University of Oregon

**Vanessa Strauss**, Federal Deposit Insurance Corporation (FDIC)

### CHEVRON (WINNER)

---

**“Wherever, Whenever, & Whatever” Integrated Mobile Technology Strategy**

Scott Williams and Darin Parker, University of Georgia

### RISING STAR (WINNER)

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

### PROFESSIONAL CHANGE MAKER AWARD (WINNERS)

---

**Corporate Projects in Career Curriculum** (Small College Winner)

Jamie Belinne, C.T. Bauer College of Business, University of Houston

**Experiential Education: Internships & Cooperative Education, A Handbook for Practitioners & Administrators** (Large College Winner)

Patricia Brewerton, John Cornman, Margaret Curro, Julie Komack, Andrea Picard, Sharon Schaff, Jennie Thrash, and Faith Wong, Massachusetts Community Colleges Experiential Education Committee

### NACE EXCELLENCE AWARDS

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#### Diversity – College (Finalists)

##### Diverse Reverse Fair

Timothy Stiles, Christy Dunston, Vergie Taylor, and Christy Walker, University of North Carolina at Chapel Hill

##### “Recruiting Strategies That Work” Summer Conference Series

Pamela Allen, Adrienne Bradford, William Jones, and China Wilson, University of Maryland

#### Diversity – Employer (Finalists)

##### Inclusiveness Recruiting

Americas Campus Recruiting Team, Ernst & Young

##### Stilettoes to Steel Toes

North America Recruiting Department, Schlumberger

#### Global Initiatives – Small College (Winner)

##### Hult Global Case Challenge

Corporate Relations Team, Hult International Business School

#### Global Initiatives – Large College (Finalists)

##### Hire Big10 Plus/CareerEco International Virtual Career Fair

Hire Big10 Plus Consortium and CareerEco Virtual Career Fairs

##### NYU Global Career Development

Trudy Steinfeld, Lisa Wong, and Leah Lattimore, New York University

#### Global Initiatives – Employer (Winner)

##### Global Recruiting Initiatives

Americas Campus Recruiting Team, Ernst & Young

#### Marketing and Branding – Small College (Finalists)

##### Building Blocks to Your Future: Lego Contest

WPI Career Development Center Staff, Jeannette Doyle, Maggie Becker, David Ortendahl, Evie Doyle, and James Whyte, Worcester Polytechnic Institute

##### Feedback

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

#### Marketing and Branding – Large College (Finalists)

##### “Because You Can’t Stay in School Forever!” Marketing Campaign

William Jones, Michelle Lopez-Mullins, Katie Ryan, University of Maryland

##### The Career Life Cycle – Marketing Communications Strategy

Laura Ledgerwood, University of Georgia

##### Employer Relations Ambassadors

Angel Iverson and Lisa D’Souza, University of Florida

##### University Career Services and the Hershey Company Halloween Treat Give-Away

O. Ray Angle and Al Adams, University of North Carolina at Chapel Hill and the Hershey Company

## 2012 NACE AWARDS WINNERS AND FINALISTS

### Marketing and Branding – Employer (Finalists)

#### Campus Campaign – Grow Your Own Way

Holly Paul, PwC

#### Recruitment Branding

Americas Communications and Marketing, Ernst & Young

#### Responsible Scholars™ Program

Maura Quinn, Liberty Mutual Insurance

### Research – College (Winner)

#### Career Center Social Media Implementation & Best Practices Survey

Evangeline Kubu, Princeton University

### Student Engagement – Small College (Finalists)

#### Enterprise Projects and Professional Development Program

Office of Career Services and University Relations, Neumont University

#### The Mines Strategy: Tools for Engineering Your Job Search

Jean Manning Clark and Lin Sherman, Colorado School of Mines

### Student Engagement – Large College (Finalists)

#### Business Careers for Non-Business Majors

Jeff Sackaroff and Sue Harbour, University of North Carolina at Chapel Hill

#### The Inside Scoop

Renée S. Starek, Carnegie Mellon University

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

Farouk Dey, Jessica Dickinson Goodman, Debra Ignelzi, and Chris Sparks, Carnegie Mellon University

### Student Engagement – Small Employer (Winner)

#### Your First Easy Decision

Scott Fallon, Shannon Mahoney, Katie Thompson, Jaclyn Arnold, and Erin Ogburn, Kearney & Company

### Student Engagement – Large Employer (Finalists)

#### Branding U

KPMG Core Marketing Team, KPMG LLP

#### Early Student Identification Program

Holly Paul, PwC

#### Liberty Lends a Hand, The Community Project

Maura Quinn, Liberty Mutual Insurance

### Technology – Small College (Finalists)

#### The Career Roadmap

Jerry Houser, Cathie Lutz, and Connie Ralph, Willamette University

#### Skype Virtual Career Fair

Holly Wilkinson and Jen St. Laurence, Thayer School of Engineering, Dartmouth College

#### Virtual Social Media Marketing Team Internship Program

Business & Computer Information Systems Department/ Career Development Center, Saint Mary-of-the-Woods College

### Technology – Large College (Winner)

#### PennCareerDay

Shannon Kelly and Rosette Pyne, University of Pennsylvania

### Technology – Small Employer (Winner)

#### FinFinder

Interns 2011, Brian Orrell, Lauren Tumlinson, and Elissa House, Pariveda Solutions

### Technology – Large Employer (Finalists)

#### Mobile Event Engagement

Talent Attraction/University Relations, AT&T

#### Recruitment Technology

Americas Campus Recruiting Team, Ernst & Young

## 2012 JOB CHOICES BRANDING EXCELLENCE STUDENT CHOICE AWARD WINNERS

### Best Overall Job Choices Advertisements

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### Best Advertisements: Diversity Edition

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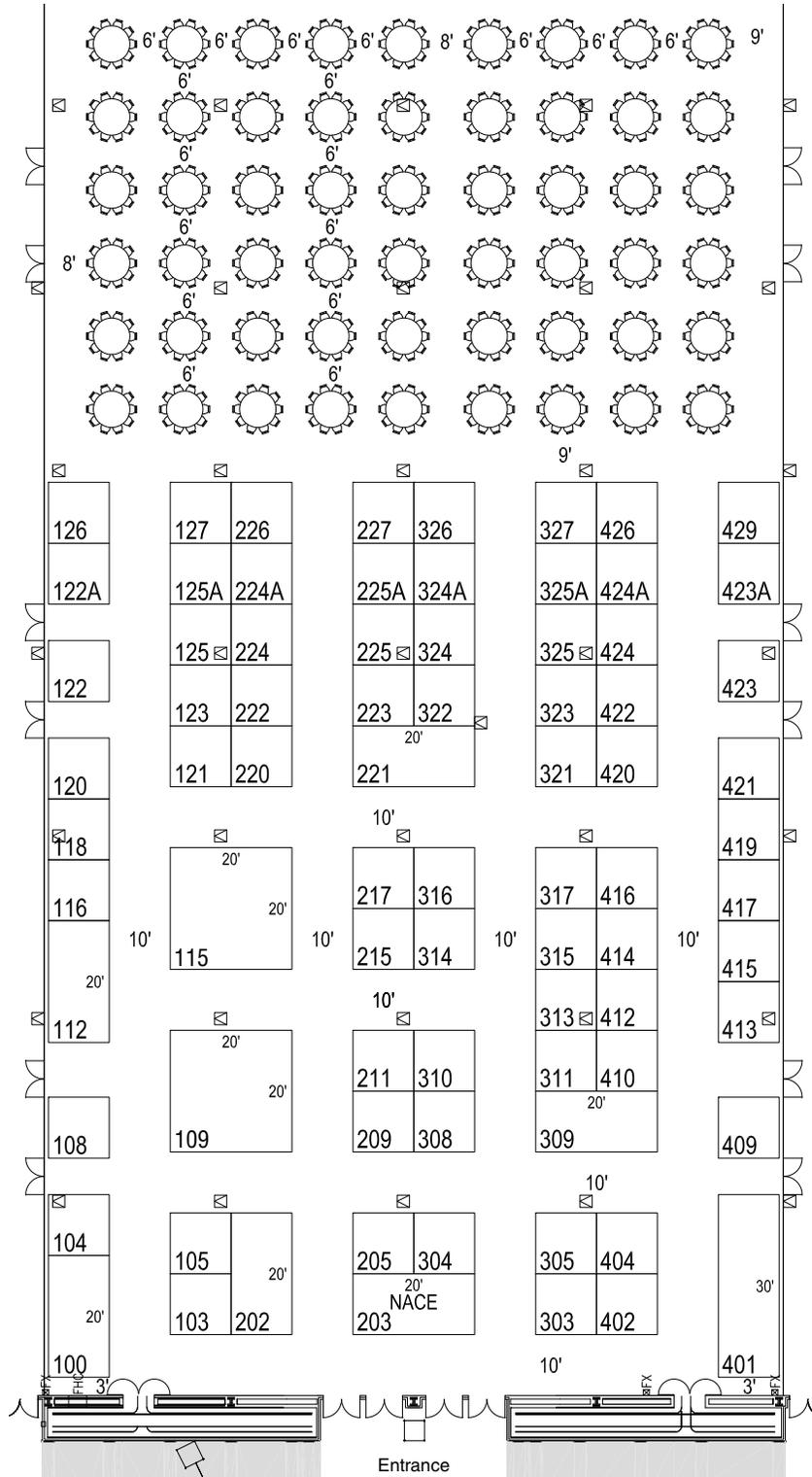
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## NACE's 2012 Guide to Compensation For Interns and Co-ops

Featuring hourly wage rates and benefits information for interns and co-ops by major, degree, and year in school.

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[www.nacweb.org/research/intern-wages-compensation/2012-survey](http://www.nacweb.org/research/intern-wages-compensation/2012-survey)

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## National Association of Colleges and Employers (NACE)

Booth 203

[www.nacweb.org](http://www.nacweb.org) • 800.544.5272

Ask NACE! Talk with specialists who can help you with current projects, the latest research, NACE member benefits, and more. Demo the new Salary Survey Online, an interactive tool with new and more accurate data, and pick up a free copy of NACE's Guide to Compensation and Benefits for Interns.

## The NACElink® Network

Booth 303

[www.nacelink.com](http://www.nacelink.com) • 703.351.0200

The NACElink Network is a national recruiting network serving the needs of colleges, employers, and job candidates. NACElink offers its Career Services Manager (CSM) system to colleges, and its OneStop integrated recruiting portal to employers. Join the largest career network of recruiting and career services professionals in the world!

## AACSB International

Booth 223

[www.aacsb.edu](http://www.aacsb.edu) • 813.769.6500

AACSB International advances quality management education worldwide through accreditation, thought leadership, and value-added services.

## AccuSource, Inc.

Booth 118

[www.accusource-online.com](http://www.accusource-online.com) • 888.649.6272

We offer comprehensive services—criminal, education, drug testing, assessments, and more—everything an HR professional would need to make the best hiring decisions possible. AccuSource is proud to offer our services integrated with a very robust complementary applicant tracking system, setting us apart even further.

## AfterCollege

Booth 108

[www.aftercollege.com](http://www.aftercollege.com) • 415.263.1300

AfterCollege is a professional network that connects college students, alumni, and employers through faculty and career networks at colleges and universities. AfterCollege's mission is to provide college students and alumni with the most relevant career information while allowing employers to target the right audiences for their opportunities.

## Air Force Civilian Service

Booth 427

[www.afciviliancareers.com](http://www.afciviliancareers.com) • 210.565.5949

Air Force Civilian Service (AFCS), the civilian component of the United States Air Force, employs more than 180,000 men and women. Our intern programs, PALACE Acquire and Copper Cap, provide opportunities in more 20 career fields with two to four years full-time on-the-job training.

## Altria Family of Companies

Booth 324 A

[www.cantbeattheexperience.com](http://www.cantbeattheexperience.com) • 804.274.1612

Altria Group, a FORTUNE 200 company, owns the premier tobacco companies in the United States. These premium brands include Marlboro, Copenhagen, Skoal, and Black & Mild. Altria also owns Ste. Michelle Wine Estates, one of the country's top premium wine producers, and Philip Morris Capital Corporation, an investment company.

## American Student Assistance

Booth 404

[www.asa.org](http://www.asa.org) and [schools.saltmoney.org](http://schools.saltmoney.org) • 800.999.9080

ASA offers students and alumni a membership program, SALT, that features money management tools, deals, discounts, and benefits that rewards them for positive financial behaviors. It reinforces all of your campus's efforts—getting them money smart with proactive student loan support, customizable financial lessons, and job, internship, and scholarship help.

## Ascendify

Booth 327

[www.ascendify.com](http://www.ascendify.com) • 415.298.6638

Ascendify is a new social recruiting platform that helps students, on-campus recruiters, and hiring employers connect in ways never before possible. With Ascendify, universities can build talent communities that foster relationships leveraged through Facebook, LinkedIn, and Google+ to quickly and effectively match the right talent to the right job.

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## **Automatic Data Processing, Inc. (ADP)**

**Booth 314**

**[www.adp.com](http://www.adp.com) • 866.445.3659**

ADP offers a wide range of HR, payroll, tax, and benefits administration solutions that provide superior value to companies of all types and sizes. ADP is also a leading provider of integrated computing solutions to auto, truck, motorcycle, marine, recreational vehicle, heavy manufacturing, and agricultural vehicle dealers throughout the world.

## **Big Frey Promotional Products**

**Booth 205**

**[www.bigfrey.com](http://www.bigfrey.com) • 800.888.1636**

Big Frey Promotional Products assists corporations, career centers, and the service industry in building and maintaining brand awareness through promotional merchandise on campus. By running focus groups with students, we offer the most unique and appropriate products for building brand with prospects, recruits, academic clubs, on-campus personnel, and career offices.

## **The BIG Guide to Living and Working Overseas ONLINE**

**Booth 209**

**[www.workingoverseas.com](http://www.workingoverseas.com) • 888.493.2239**

Learn about our new website redesign and how we help career centers provide expert advice and resources for students developing their global career skills—essential in today's global economy. Find out why more than 70 colleges have purchased access for their students since our launch three years ago.

## **Bloomberg Institute**

**Booth 310**

**[www.bloomberginstitute.com](http://www.bloomberginstitute.com) • 646.834.5025**

Bloomberg, a global leader in data analytics, has once again merged data and technology in the form of an innovative online-based campus recruiting platform. This unique system enables recruiters worldwide to search, sort, and connect with top talent based on demonstrated competencies and aptitude levels.

## **Boy Scouts of America**

**Booth 125 A**

**[www.scouting.org/jobs.aspx](http://www.scouting.org/jobs.aspx) • 972.580.2000**

It might come as a surprise that Scouting is a solid, paid profession. Professional Scouters are a diverse group of men and women with dynamic careers offering independence, achievement, and stability. This is work that makes a difference, provides continual learning and challenge, and offers solid compensation, benefits, and advancement.

## **CPP, Inc**

**Booth 311**

**[www.cpp.com](http://www.cpp.com) • 800.624.1765**

Effective career counseling begins with assessing your students' interests and personalities. CPP's world-renowned assessments—including the Myers-Briggs Type Indicator® (MBTI®) and the Strong Interest Inventory® assessments—provide time-tested and research-validated insights to help your students in their search for rich, fulfilling careers.

## **CSO Research, Inc.**

**Booth 215**

**[www.csoresearch.com](http://www.csoresearch.com) • 866.705.4201**

CSO Research is a leading provider of cutting-edge career services, internship, and cooperative education automation solutions. We're passionate about providing valuable customer support and are always willing to go the extra mile to meet our clients' needs. We're approachable, honest, and easy to work with—simply put, we care.

## **CandidCareer.com**

**Booth 222**

**[www.candidcareer.com](http://www.candidcareer.com) • 814.574.2882**

CandidCareer.com facilitates career education for students. We are the premier provider of informational video interviews featuring industry professionals sharing their unique experiences and career advice. Our school branded version features your school alumni and includes networking capabilities. Our video company profile pages showcase your company to students across the country.

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## Career Athletes

Booth 424 A

[www.careerathletes.com](http://www.careerathletes.com) • 913.397.8843

Career Athletes possesses the largest talent community consisting of current/alumni athletes, university athletic departments, and employers. Career Athletes helps organizations form and develop relationships with a highly diverse talent pool. Our on-campus training and development seminars for student-athletes have conducted more than 900 seminars for more than 300,000 student-athletes.

## Career Enlightenment

Booth 120

<http://careerenlightenment.com> • 503.985.6741

Joshua Waldman is an author, speaker, and trainer who helps people regain control of their careers by revising their job-search strategies. He presents keynotes and workshops on personal branding, online reputation, and advanced LinkedIn strategy, and has been featured on ABC News, Mashable, the *International Business Times*, and Simply-Hired.

## Career Opportunities for Students with Disabilities (COSD)

Table 122

[www.cosdonline.org](http://www.cosdonline.org) • 865.974.7148

COSD is a national association of universities and employers focused on the career employment of college graduates with disabilities.

## CareerBeam

Booth 415

[www.careerbeam.com](http://www.careerbeam.com) • 818.260.3106

CareerBeam is a leading career management firm supporting colleges, b-schools, and alumni associations. We provide comprehensive career technology designed by experienced career professionals. CareerBeam's portal combines everything needed to assess career options, manage job search campaigns, conduct industry, company and contact research, locate jobs, and connect to target company insiders.

## CareerEco Virtual Career Fairs

Booth 313

[www.careereco.net](http://www.careereco.net) • 770.980.0088

CareerEco Virtual Fairs offers turnkey, no hassle, school-branded virtual career fairs and grad school fairs that generate revenue for your institution at no-cost to your school. To find out why your forward-thinking peers are partnering with CareerEco to deliver seamless, fully managed virtual events, call or visit us online.

## CareerLeader, LLP

Booth 409

[www.careerleader.com](http://www.careerleader.com) • 781.729.2182

Since 1994, CareerLeader has been helping students find career success and satisfaction. Based on more than 50 collective years of scientific research and career development experience, CareerLeader is now used by 93 percent of the world's best business schools, according to the 2012 *U.S. News & World Report* rankings.

## CareerRookie.com

Booth 115

[www.careerrookie.com](http://www.careerrookie.com) • 877.354.4944

CareerRookie.com is a division of CareerBuilder.com that provides recruitment and branding services for employers targeting students searching for entry-level jobs and internships.

## CareerShift, LLC

Booth 211

[www.careershift.com](http://www.careershift.com) • 888.232.0632

CareerShift can complement your current job-posting system. This easy-to-use web service finds jobs, contacts within companies, alumni, company information, and keeps it all organized for complete career management. Students, alumni, and career service offices all give CareerShift rave reviews. Stop by our booth or call us for a personal tour.

## CareerSpots Videos

Booth 317

[www.careerspots.com](http://www.careerspots.com) • 610.325.3993

CareerSpots offers a video job search solution for career centers *and* employers that appeals to the 24/7/365 online needs of today's students. Trusted by 200+ career centers, we offer 600 videos on how to find an internship, job, and career, and offer employers a one-of-a-kind platform to "tell their story."

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## College Pro

**Booth 122 A**

[www.collegepro.com](http://www.collegepro.com) • 800.327.2468

College Pro provides exceptional leadership and management training to young entrepreneurs through real-world business experiences. College Pro's was designed for students still in school, with the spring time commitment equivalent to being on a varsity sports team, being an active member of student politics, or having a significant part-time job.

## College Recruitment Media (CRM)

**Booth 304**

[www.CRMpubs.com](http://www.CRMpubs.com) • 630.938.0200

CRM is the industry leader in the production of fully customized, campus-specific career guides and event-specific career fair guides for university career centers. For employers, we offer highly targeted recruitment advertising opportunities at many of the nation's top colleges and universities.

## CollegeRecruiter.com

**Booth 103**

[www.collegerecruiter.com](http://www.collegerecruiter.com) • 952.848.2211

CollegeRecruiter.com is a leading job board for college students searching for internships and recent graduates hunting for entry-level jobs and other career opportunities.

## Cultural Vistas

**Booth 123**

[www.culturalvistas.org](http://www.culturalvistas.org) • 212.497.3500

Cultural Vistas has been sponsoring exchange visitors since 1950, and has significant experience offering professional programs in the United States and abroad that enrich minds, advance global skills, build careers, and connect lives through international exchange.

## Delta Epsilon Iota AHS

**Table 423**

[www.deltaepsiloniota.org](http://www.deltaepsiloniota.org) • 404.525.2454

Delta Epsilon Iota AHS is a career centered, student led campus organization that can be used to increase the career center's level of interaction with gifted students.

## Digital Revolutions

**Booth 323**

[www.digital-revolutions.com](http://www.digital-revolutions.com) • 919.606.2342

Digital Revolutions' Career Center Contact Manager (C3M) provides intuitive tools and services to easily capture and manage information regarding student engagements with your career center, such as staff appointments, event participation, and other resource use. An employer relations manager, including business card scanning and name badge printing is also integrated.

## DirectEmployers Association

**Booth 402**

[www.DirectEmployers.org](http://www.DirectEmployers.org) • 317.874.9000

DirectEmployers Association is a leading HR consortium of global employers that share ideas, incorporate best practices, and research and develop technology where labor practices are concerned. Our recognized expertise in compliance, recruitment, and cost-effective technology enables our members to reach the largest, most diverse pool of quality job seekers worldwide.

## Education Career Services (ECS)

**Booth 105**

[www.edu-cs.com](http://www.edu-cs.com) • 407.875.3738

ECS is an experienced career management publisher developing, customizing, and branding cost-effective full course career textbooks and workbooks matching your institution's image, applications, curriculum, and programs. Our mission is straightforward: Empower students through our partnerships, publishing personalized career strategies and collateral capturing the uniqueness of your institution, department, and mission.

## Educational Housing Services (EHS)

**Booth 226**

[www.studenthousing.org](http://www.studenthousing.org) • 212.977.9099

EHS provides a "home away from home" to 4000+ students, as well as 5000+ interns during the summer. When it comes to off-campus housing, our residences are far from the norm. We provide all-inclusive accommodations with fully furnished rooms, fitness centers, laundry facilities, study lounges and state-of-the-art everything.

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## Ericsson

Booth 325

[www.ericsson.com](http://www.ericsson.com)

At Ericsson we use innovation to empower people, business, and society. We envisage a sustainable networked society where everything that can benefit from a connection will have one. Our mobile and fixed networks, multimedia solutions, and telecom services make a difference to people's lives and the world we live in.

## Evisors LLC

Booth 116

[www.evisors.com](http://www.evisors.com) • 215.512.1109

Evisors connects students with industry-specific experts for mock interviews, job-search advice, and coaching.

## Experience, Inc.

Booth 316

[www.experience.com](http://www.experience.com) • 800.583.7741

Experience is a leader in providing career center management software for colleges and universities. Bridging the gap between college and the working world, we connect millions of students with 100,000+ employers. Stop by our booth to learn about innovative career center and recruiting solutions that deliver positive outcomes for students.

## FINS from *The Wall Street Journal*

Booth 324 B

[www.FINS.com](http://www.FINS.com) • 877.FINS.450

FINS.com/STUDENT is a career website from The Wall Street Journal featuring news, advice, and opportunities specifically for M.B.A.s and undergrads. Students can sign up for the popular Morning Coffee newsletter for daily aggregated career news, get interview and resume tips, and apply to jobs and internships from leading employers.

## FOCUS 2 Online College Major and Career Planning

Booth 308

[www.careerdimensions.com](http://www.careerdimensions.com) • 603.526.8989

FOCUS 2, Online Career and Major Exploration System mirrors the career-planning process with modules for career planning readiness, five self-assessments, major/career exploration, Action Planning tool, and Career Portfolio. Customized with your college's majors, students' assessment results are matched to career options. Companion FYE workbook and tools provide a turnkey approach.

## Forté Foundation

Booth 422

[www.fortefoundation.org](http://www.fortefoundation.org) • 512.535.5157

Forté Foundation is a consortium of leading corporations and top business schools directing women towards leadership roles and enabling corporations to effectively reach and retain top talent. Forté provides a national infrastructure for women at all stages of their career to access the information and networking connections needed to succeed.

## Glassdoor

Booth 305

[www.glassdoor.com](http://www.glassdoor.com)

Glassdoor is a comprehensive social media job site welcoming students to research more than 160,000 company reviews, salaries, interviews, and more. We work with career centers to give their students the information they need to make a better decision about choosing the right job with the right company.

## Goalee

Booth 423 A

[www.Goalee.me](http://www.Goalee.me) • 585-250-0909

Goalee mixes professional networking (like LinkedIn) with matchmaking (like eHarmony). Students set goals and Goalee matches them with other users to help them achieve their goals, ranked by how similar the users are on a personal level. Goalee then guides the student through the process of making targeted, effective outreach.

## Going Global

Booth 309

[www.goingglobal.com](http://www.goingglobal.com) • 252.342.9811

Going Global features career and employment reports for 80-plus locations and includes a robust H1B search engine, corporate profiles, and more than 16 million internship and job postings. Going Global's research is conducted "in-country" by local career experts and is constantly updated. For free trial access, contact [naceoffer@goingglobal.com](mailto:naceoffer@goingglobal.com).

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## Identified, Inc.

**Booth 413**

<http://employers.identified.com> • 415.800.8721

Identified offers Facebook recruiting solutions for the social employer, including a Facebook sourcing tool that allows you to search through Facebook's 845 million members to find passive/active candidates, a job-posting app for your Facebook company or career page, and Facebook advertising to drive targeted talent to your job postings.

## internhousing.com

**Booth 217**

[www.internhousing.com](http://www.internhousing.com) • 877.989.0410

In its 15th year, internhousing.com continues to be the employer's choice for temporary housing solutions. The site is designed to assist interns, co-ops, and newly hired employees locate and secure temporary housing.

## InterviewStream.com

**Booth 202**

[www.interviewstream.com](http://www.interviewstream.com) • 877.773.3164

InterviewStream offers two platforms. The video practice interview platform allows students to practice soft skills preparation and is used in 400+ career centers, including 21 of the top 25 M.B.A. programs. The enterprise platform empowers InterviewStream's Fortune 1,000 companies to pre-screen candidates via prerecorded and live video interviews—anytime, anywhere.

## Intrax Internships Abroad

**Booth 410**

[www.intraxinc.com/university](http://www.intraxinc.com/university) • 877.429.6753

We offer internship, volunteer, and study-abroad opportunities in 22 countries. Intrax Internships Abroad provides students with professional business-oriented internships in major economic centers while ProWorld places students in internships, volunteer programs, and study-abroad placements in developing countries. Students receive internship placement, housing, insurance, excursions, and on-site support in all locations.

## Jacobs Technology

**Booth 225 B**

[www.jacobstechnology.com](http://www.jacobstechnology.com) • 931.455.6400

Jacobs Technology has supported government and commercial clients for 70+ years, and has outstanding technical and managerial achievements in quality, performance, and safety. Our clients include DOD, NASA, U.S. Special Operations Command, DOE, and dozens of commercial clients, such as Boeing, Lockheed Martin, Rolls-Royce, General Motors, Ford, Chrysler, and Saturn.

## JobJuice.com

**Booth 225**

[www.jobjuice.com](http://www.jobjuice.com) • 800.597.9050

Jobjuice helps students land their dream jobs. Marketing, finance, strategy, negotiation, social media job search, and other topics are covered in flashcards and mobile apps. Developed by Wharton M.B.A.s along with renowned specialists, these effective tools and have been used by thousands of students at top universities in 35+ countries.

## Jobs For Me

**Booth 414**

<http://www.jobsformeapp.com/> • 415.553.0908

Jobs For Me is a free Facebook application that helps career centers, alumni associations, and student organizations communicate job opportunities. The app has a restriction feature for e-mail and Facebook networks, advanced social matching technology, a comprehensive analytics suite, and capacity for automatic integration with the university's pre-existing job board.

## Kuder, Inc.

**Booth 224**

[www.kuder.com](http://www.kuder.com) • 800.314.8972

Kuder, Inc. provides proven solutions to navigate life's career journey while facilitating collaboration among education, business, community, and state agencies. Kuder's suite of solutions is based on the vision of Frederic Kuder, a pioneer in career development, and supported by ongoing research to ensure the solutions remain reliable and effective.

## LikeLive

**Booth 127**

[likelive.com](http://likelive.com) • 818.888.5100

LikeLive is a global leader in online video interviews. Get to know more applicants through LikeLive's efficient and easy to use video interview platform. Candidates' personality and communication skills can now be captured on video.

# LIST OF EXHIBITORS

Special thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

## Lockheed Martin Corporation

Booth 109

[www.lockheedmartinjobs.com](http://www.lockheedmartinjobs.com) • 703.367.2773

Lockheed Martin engineers and scientists create innovative solutions for global security challenges. Technology development, engineering, and innovation are instrumental to our aerospace and defense core markets, and to the emerging markets of cyber security, healthcare, and energy and climate change. Lockheed Martin engineers oversee 4,000+ programs at 600 locations worldwide.

## Montage

Booth 420

[www.montagetalent.com](http://www.montagetalent.com) • 877.451.1695

Montage video interviewing solutions connect great talent with great companies. Designed by recruiters and delivered by software experts, Montage provides hiring teams, recruiters, and candidates a solution that is branded, secure, scalable, and configurable. Montage drives faster decisions, minimizes travel, and improves quality of hire by focusing on candidate engagement.

## Mountbatten Institute

Booth 423 B

[www.mountbatten.org](http://www.mountbatten.org) • 212.557.5380

Mountbatten Institute provides university graduates with 12 month full-time, professional work experience in London or New York while studying toward an M.B.A. or postgraduate certificate in international business. M.B.A. students complete their degree through a four-month field research experience in Bangkok, Thailand, where they study the emerging markets of Asia.

## National Contract Management Association (NCMA)

Booth 324

[www.ncmahq.org/NACE2012](http://www.ncmahq.org/NACE2012) • 800.344.8096

Encourage your students to get involved with the National Contract Management Association (NCMA)! NCMA is an important resource for those looking to enter and thrive in the contract management field. Visit our website to get a better idea of why more than 21,000 professionals are NCMA members.

## The National Society of Leadership & Success

Booth 315

[www.societyleadership.org](http://www.societyleadership.org) • 201.204.4075

The society achieves profound results in helping students discover and attain their goals, offering life changing lectures from the nation's leading presenters and a community where students help one another succeed.

## OptimalResume.com

Booth 224 A

[www.optimalresume.com](http://www.optimalresume.com) • 919.403.3500

OptimalResume.com provides colleges and universities with comprehensive career management software that helps students, faculty, staff, and alumni launch and manage their professional lives. We deliver university-branded learning modules that are fully customizable, easy-to-use, and add significant value to the school career services offering. Find out about our free trial offer.

## OUT for Work

Booth 419

[www.outforwork.org](http://www.outforwork.org) • 866.571.LGBT

OUT for Work is dedicated to educating, preparing, and empowering LGBTQ college students in the transition from academia into the workplace. OUT for Work's programs, resources, and services provide assistance to students for the cultivation of tools of development, evaluation, initiation, and implementation of career plans and opportunities.

## Passport Career

Booth 321

[www.PassportCareer.com](http://www.PassportCareer.com) • 703.608.4433

New online global career resources to support national/international students seeking jobs/internships in their home country or abroad. More than 250 locations in 75+ countries, including 54 U.S. cities. We offer 12,000+ pages of expert content—country-specific resumes, interview guidance, key employers, networking opportunities, jobs/internships, culture and business etiquette, and more.

## RECSOLU/RecPass

Booth 220

[www.recsolu.com](http://www.recsolu.com) • 312.489.2235

RECSOLU is a leading recruiting software, solutions, and services company, whose clients include 100+ major corporations. We develop custom recruiting software solutions and mobile device apps for campus recruiting teams seeking to simplify processes and improve candidate management. We also offer Recruitment Process Optimization (RPO) services, consulting, and research.

# LIST OF EXHIBITORS

*Special thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.*

## **SIFE**

**Booth 104**

**[www.sifeusa.org](http://www.sifeusa.org) • 800.677.7433**

SIFE is a nonprofit organization that mobilizes students to become community volunteers and socially responsible business leaders. Students apply business concepts to develop outreach projects that improve the standard of living for people in need. SIFE's initiatives create learning opportunities and help place students/alumni with companies in search of talent.

## **SalaryView**

**Booth 325 A**

**[www.salaryview.com](http://www.salaryview.com) • 484.919.9089**

SalaryView is a web-based tool for students to conduct personalized salary research while allowing universities to collect and distribute employment information for a variety of reporting needs.

## **Science Education Programs at Oak Ridge National Laboratory**

**Booth 227**

**[www.ornl.gov](http://www.ornl.gov) • 865.241.4247**

The Science Education Programs at Oak Ridge National Laboratory provide opportunities for undergraduates, grad students, recent graduates, and faculty to participate in high-quality research alongside top scientists and researchers.

## **See-V.com**

**Booth 126**

**[www.see-v.com](http://www.see-v.com)**

See-V.com builds networking platforms that revolutionize alumni networking and employability. International business schools are now reinventing their alumni networking and recruitment efforts by using See-V's branded networker platforms, combining video functionality and patented soft-skill assessment tools that empower your alumni networking and the way they are presented to recruiters.

## **SimplyHired.com**

**Booth 326**

**[SimplyHired.com](http://SimplyHired.com) • 408.400.4700**

SimplyHired.com is the world's largest job-search engines with more than eight million job listings across 24 countries. We service 17 million job seekers each month and provide the industry's most comprehensive, innovative, and useful tools to discover and access career opportunities online.

## **Society for Human Resource Management (SHRM)**

**Booth 322**

**[www.shrm.org](http://www.shrm.org) • 800.283.7476**

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 250,000 individual members in more than 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession.

## **Student Conservation Association (SCA)**

**Booth 225 A**

**[www.thesca.org](http://www.thesca.org) • 603.543.1700**

SCA provides college- and high school-aged members with hands-on conservation service opportunities in virtually every field imaginable, from tracking grizzlies through the Tetons to restoring desert ecosystems and teaching environmental education in Washington D.C.'s Urban Tree House. We are truly building the next generation of conservation leaders.

## **TMP Worldwide**

**Booth 426**

**[www.tmp.com](http://www.tmp.com) • 800.867.2001**

TMP Worldwide Advertising & Communications helps companies communicate their employment offerings. Through digital, social, and mobile communications and our ability to develop and manage brands, TMP delivers industry-specific results. With offices throughout North America, Europe, and Asia and affiliates worldwide, TMP sets the standard for measurable and cost-effective HR communications.

## **Teachers-Teachers.com**

**Booth 412**

**[www.teachers-teachers.com](http://www.teachers-teachers.com) • 877.812.4071 x80**

Teachers-Teachers.com was launched in 1999 and has become education's premier online recruitment service, providing schools with a fast and efficient method for recruiting highly qualified educators. Candidates can use this service to search and apply electronically for positions with more than 1,500 school systems nationwide.

# LIST OF EXHIBITORS

Special thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

## Transportation Security Administration (TSA)

Booth 125

<https://tsajobs.tsa.dhs.gov> • 877.872.7990

We are 50,000 security officers, inspectors, directors, air marshals, and managers who protect the nation's transportation systems so that everyone can travel safely. We look for bombs at checkpoints in airports, inspect rail cars, patrol subways with our law enforcement partners, and work to make all modes of transportation safe.

## U.S. Bureau of Labor Statistics (BLS)

Booth 424

[www.bls.gov/oco](http://www.bls.gov/oco) • 202.691.5700

The employment projections booth will have career resources from the BLS, including information on green jobs, the *Occupational Outlook Handbook*, and the *Occupational Outlook Quarterly*. BLS representatives will be available to discuss the newly released 2010-20 occupational employment projections and education and training information.

## U.S. Nuclear Regulatory Commission (NRC)

Booth 417

[www.nrc.gov](http://www.nrc.gov) • 301.415.7400

Join the U.S. Nuclear Regulatory Commission, where you can be part of a select group of professionals who protect people and the environment with the peaceful use of nuclear materials in medicine, industry, and research. The NRC also offers grant programs that support curriculum development or scholarships for students.

## University of Waterloo

Booth 121

<http://hire.uwaterloo.ca> • 519.888.4567

The University of Waterloo is one of Canada's leading comprehensive universities with 30,000+ full-time and part-time students in undergraduate, master's, and doctoral programs. From co-op, to regular, to graduating, to alumni, Waterloo students are available and equipped with the skills to meet your unique business requirements all year round.

## Universum

Booth 112

[www.universumglobal.com](http://www.universumglobal.com) • 917.793.0334

Universum is the global leader in employer branding. Our mission is to be a global meeting place for talent and employers. We offer services and products that help employers attract, recruit, and retain ideal talent while helping talent learn about ideal employers.

## UrbanBound

Booth 416

[www.urbanbound.com](http://www.urbanbound.com) • 312.994.2004

UrbanBound makes moving easy through a user-friendly, web-based technology. Our services is offered by hundreds of Fortune 1000 companies and universities to help employees and students bring order and excitement to their transition. Our online tools help clients plan their entire move while connected to merchants who offer preferred pricing.

## Vault.com

Booth 401

[www.vault.com](http://www.vault.com) • 212.366.4212

Vault is a career resource for students and a forum for employers to attract and engage candidates. Through our proprietary employee surveys, Vault reports on companies worldwide—the culture, training, compensation, diversity, and more. Our company profiles help students match themselves to the best available jobs, employers and career opportunities.

## The Walt Disney Company

Booth 100

[www.disneycareers.com](http://www.disneycareers.com) • 407.828.5702

The Walt Disney Company is an entertainment and technological leader, including theme parks, resorts, cruises, sports, news, movies, and more. We create unforgettable experiences and seek new ways to enhance these experiences. Students can bring their talents here and discover why a Disney internship is the opportunity they've been seeking.

## The Washington Center for Internships and Academic Seminars (TWC)

Booth 421

[www.twc.edu](http://www.twc.edu) • 202.238.7900

TWC is the largest independent, nonprofit academic internship program in the country. It brings together dedicated college students, government and business leaders, hundreds of colleges and universities, public/private host organizations (or internship sites), and 50,000+ alumni. TWC is a fully integrated mix of professional experience, academic coursework, and real-life challenges.

# Save the date!



Marriott World Center  
Orlando, Florida



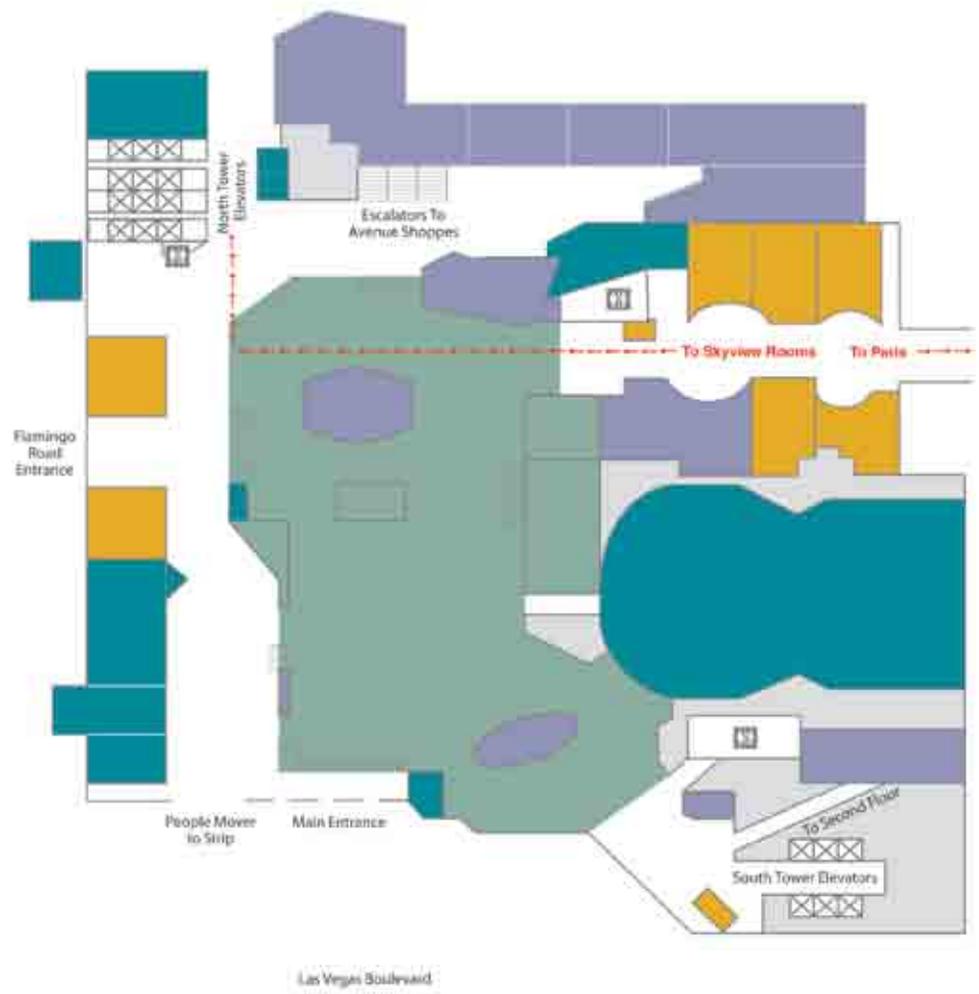
# SITE MAP

## BALLY'S HOTEL & CASINO

### 26th Floor

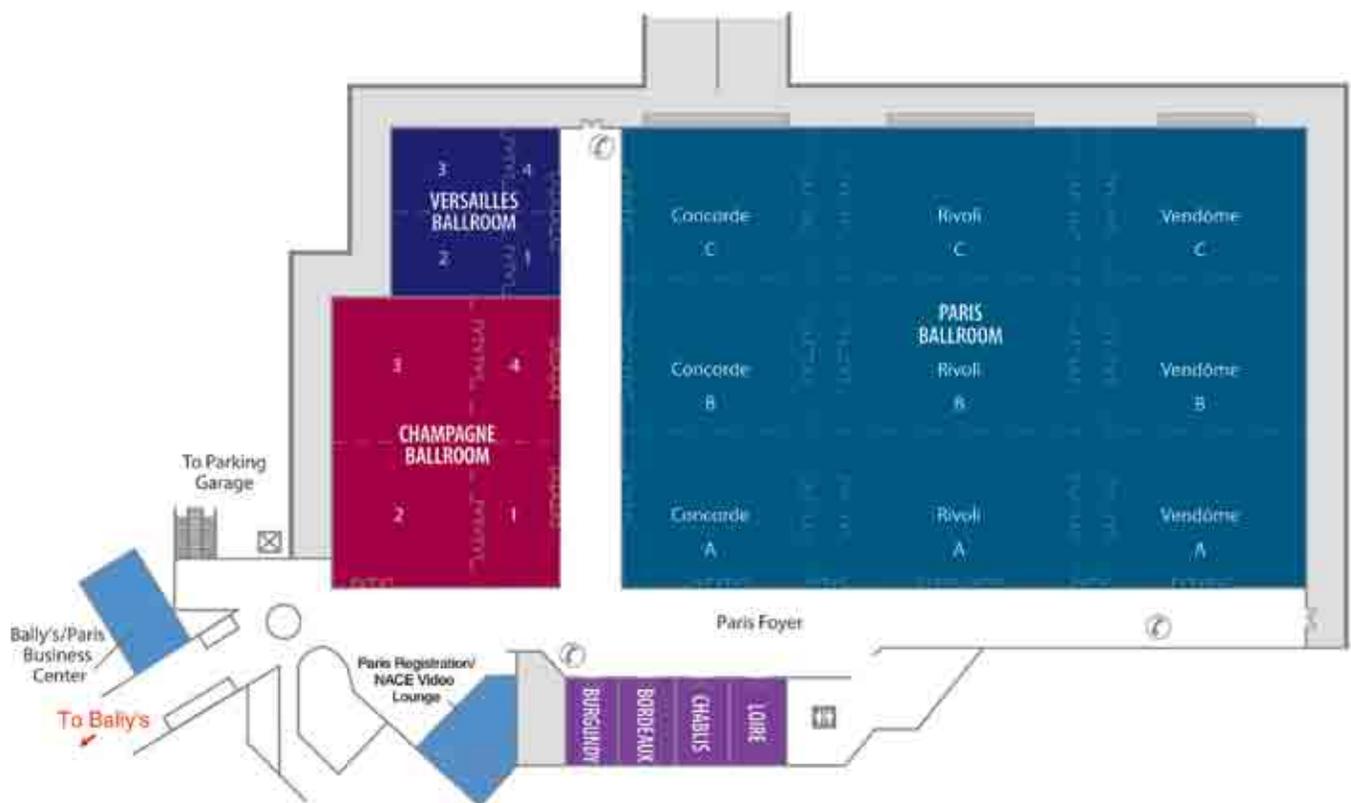


### Ground Floor



Take the North Tower elevators to the 26th floor.

## PARIS LAS VEGAS



**Real opportunities.  
Unreal possibilities.**

Ernst & Young is pleased to congratulate all of the 2012 NACE Innovation Excellence Awards recipients, and is proud to be among the organizations honored with this award. We fully support the good work NACE does, and are committed to joining with them in supporting the career aspirations of the college educated.

[See More | Possibilities](#)





Smart Thinking



June 12 – 15, 2012 • Paris Las Vegas

# Conference Program & Schedule Updates

## TUESDAY, JUNE 12

### 4:30 – 5:30 p.m. Networking Sessions

**Smart Solutions Swap** (Chablis)  
**NEW LOCATION**

### 5 – 5:45 p.m. Product Learning Showcases

**Helping Your Students Discover and Land Their Dream Job**  
(Versailles 4)

Are you challenged with helping students land jobs? Are you finding students underprepared for the workplace? Are you struggling to deliver more with less time and money? The National Society of Leadership and Success helps nearly 300 campuses tackle these issues. Learn how to bring this program to campus, integrate it into your programming, and potentially get your first year free.

## WEDNESDAY, JUNE 13

### 7 – 8 a.m. MLI/LAP Reunions (Champagne 2)

### 10:30 – 11:45 a.m. Workshops

**Managing Global University Relations Programs** (Versailles 1/2)  
**UPDATED PANELISTS:** Bill Hunter, Chevron Corporation; Stephanie Pallante, Merck; Blane Ruschak, KPMG. Facilitator: John Flato, Universum

### 5:15 – 6 p.m. Product Learning Showcases

**Advising/Counseling and Student Relationship Management System/NACElink** (Skyview 3)  
**NEW TIME/LOCATION**

### 6 – 6:45 p.m. Product Learning Showcases

**CareerShift** (Concorde B)

A collection of best practices will be presented on how to use CareerShift for job searching, networking, and employer relations. This easy-to-use web-service finds jobs, contacts within companies, alumni, company information, and keeps it all organized for complete career management. Students, alumni, and career service offices give CareerShift rave reviews.

## THURSDAY, JUNE 14

### 7:30 – 8:15 a.m. Product Learning Showcases

**NACElink Career Services Manager: Experiential Learning Management Tools for the Modern Career Office** (Versailles 3/4)  
**NEW TIME/LOCATION**

### 10:45 a.m. – Noon Workshops

**Redefining Placement** (Skyview 2)

**UPDATED PRESENTERS:** Deb Chereck and Daniel Pascoe Aguilar, University of Oregon; Susan Terry, University of Washington; and Jim Case, CSU-Fullerton

### 11 – 11:30 a.m. Book Signing: Shama Kabani (Champagne 2)

Get your copy of Shama Kabani's insightful book *The Zen of Social Media Marketing* signed by the author!

Copies of *The Zen of Social Media Marketing* are available for purchase 9 a.m. – 4 p.m. in Champagne 2.



#NACE12



WiFi hub available in  
Champagne 2.  
(Login: NACE2012)

National Association of Colleges and Employers • 62 Highland Avenue • Bethlehem, PA 18017  
Phone: 800.544.5272 • FAX: 610.868.0208 • [www.naceweb.org](http://www.naceweb.org)

## 3:15 – 4:30 p.m. Workshops

### Guiding Students to Overcome Barriers (Skyview 3)

**NEW SESSION:** Replaces “Branding Student Value: Triangulation 101”

Track: Coaching and Counseling

Format: Traditional

Level: Intermediate

Presenter: Danny Huffman, Education Career Services

When all that stands between your student and employment is a background check that will uncover criminal history, substance abuse, or credit issues, your students need a proven strategy to overcome a problematic past. Take part and analyze teaching and career counseling strategies needed to reach this “at-risk” population, discover creative approaches to opening doors and developing a community-based network system; look at common mistakes; develop effective career material highlighting student strengths instead of a past judgment error; review techniques for desensitizing concerns about a blemished past; and identify realistic expectations without creating a sense of defeat. You will be able to more effectively craft strategies to help students make a successful transition.

## FRIDAY, JUNE 15

## 8 – 9:15 a.m. Workshops

### Creating a World-Class Internship Program (Champagne 1)

**UPDATED PRESENTER:** Bridgette Dean, EMC Corporation

### Student Engagement Ignite Series & Discussion (Champagne 3/4)

**UPDATED PRESENTER:** Shannon Kelly, University of Pennsylvania

- How Student Advisory Boards Can Boost Your Brand & Virtual Engagement of Students

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on the NACE12  
App!

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the Apple and  
Android app stores

Sponsored by AT&T



Cell Phone Charging Station  
(Champagne 2)

Sponsored by AT&T

## Leadership Advancement Program

Congratulations to the 2011-2012 Leadership Advancement Program (LAP) participants and welcome to the Class of 2012-2013!

### LAP Class of 2011-2012

Freya Chatterjee  
*Dick's Sporting Goods*

Rebecca Cody  
*University of  
North Carolina at  
Charlotte*

Angela Couture  
*Northrop Grumman*

Stefany Fattor  
*Fordham University*

Diana Frascella  
*VistaPrint USA*

Melissa Gervase  
*Turner Construction*

Elizabeth Gill  
*Jackson Institute -  
Yale University*

Brian Guerrero  
*UCLA*

Sarah Neely  
*Texas A&M University*

Courtney Phillips  
*PPL Corporation*

Meaghan Weir  
*Auburn University*

Blake Witters  
*Macy's*

Elisabeth Zimowski  
*The Ohio State  
University*

### LAP Class of 2012-2013

Amy Adams  
*Pepperdine University*

Evonne Brazell  
*College Relations  
Manager, Macy's*

Nicole Bush  
*Tulane University*

Kathleen Canfield  
*Harper College*

Nathan Elton  
*Davidson College*

Hilary Flanagan  
*John Carroll University*

Marguerite Flood  
*The Ohio State University*

Shanna Fowler  
*Grantham University*

Jessica Gutman  
*Charles River Associates*

Jim Henderson  
*Virginia Tech*

Nina Losorelli  
*Polytechnic Institute of  
New York  
University*

Cristy Scott  
*CROSSMARK*

Chaim Shapiro  
*Touro College*

Kristin Shopp  
*Advanced Micro Devices*

Renee Starek  
*Seton Hill University*

Heather White  
*University of Florida*

# EXHIBITORS

*Special thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.*

## Brazen Careerist

Booth 122 B

[www.brazencareerist.com](http://www.brazencareerist.com) • 203.314.6138

Brazen Careerist offers real-time tools and online events for students, recent graduates, and professionals to create and expand their professional network, build professional skills, and connect with employers seeking top talent. We are proud to partner with employers, universities, and colleges nationwide to power online networking events and career fairs.

## Contact Singapore

Booth 325 B

[www.contactsingapore.sg](http://www.contactsingapore.sg)

Contact Singapore is an alliance of the Singapore Economic Development Board and Ministry of Manpower, engaging overseas Singaporeans and global talent to work, invest, and live in Singapore. We link Singapore-based employers with professionals to support our key industries and work with investors to realize their Singapore business investment interests.

## Fullbridge Inc

Booth 423 B

[www.fullbridge.com](http://www.fullbridge.com) • 617.997.8960

An intensive four-week business boot camp, The Fullbridge Program prepares thoughtful, high-potential undergraduates to transition successfully from college to the professional workplace.

## HireVue

Booth 224 B

[www.hirevue.com](http://www.hirevue.com) • 800.655.4106

The leading provider of scalable video-interviewing solutions, HireVue's award-winning platform is used in a wide range of industries including retail, healthcare, and financial services. Employers rely on HireVue's asynchronous interviews to reduce costs, improve the candidate experience, and support better hiring decisions.

## Intern Sushi

Booth 125 B

[www.internsushi.com](http://www.internsushi.com)

Intern Sushi is a new website that reinvents the internship application and hiring process to connect the brightest, most talented interns with leading companies in the hardest-to-break-into industries.

## Life After Graduation

Booth 221

[www.LifeAfterGraduation.com](http://www.LifeAfterGraduation.com) • 877.569.9816

We publish customized college transition guides that help students achieve post-graduation career success. Our publications are used as graduation gifts, in senior-year transition courses, or internship/new employee guides. We offer a free newsletter, College Transition Times, which provides free articles for use on recipients' websites, newsletters/magazines, classes, or events.

## RAVE! Seminars

Booth 224 A

<http://raveseminars.com/> • 407.592.4288

RAVE! Seminars creates Talent Acquisition WOW! Events to help candidates experience the culture of your organization.

## Resume Companion

Booth 320

<http://resumecompanion.com> • 917.725.5258

Resume Companion is introducing the Resumes for America Initiative, providing free resume and cover letter preparation software for accredited universities and military veterans.

## Work4 Labs (formerly, Jobs for Me)

Booth 414

# Save the date!



Marriott World Center  
Orlando, Florida



[www.naceweb.org/2013-NACE-conference/](http://www.naceweb.org/2013-NACE-conference/)