



Concurrent Sessions

As of 1/15

Alternative Ways to Engage Students to Strengthen Your Employer Brand

Track: Branding & Marketing

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Jennifer Arnau and Bruce Soltys, Verizon Communications

Attracting members of various students clubs and organizations to your company is a critical element to university relations and recruiting. It's a challenge to partner with all of them, especially when you are faced with limited resources. Each group bring a diverse range of perspectives, ideas, and initiatives. Learn how Verizon leveraged pop culture to develop an innovative, attention-grabbing program entitled Verizon Shark Tank. Experience a real-life demonstration of the Verizon Shark Tank activity, and explore the benefits of having an engaging activity between students and business professionals. You'll walk away with new presentation coaching skills and a new way of attracting potential hires to your company.

Are Students Learning Professional Skills? Teaching Students to Be Employable

Track: Coaching & Counseling

Level: Advanced

Audience: Career Services Professionals

Format: Traditional

Presenter: Carol Crosby, Bridgewater State University

According to NACE's Professional Standards, part of a career services office's role is to help students with "job-search competencies and tools to present themselves effectively as candidates for employment." But are we accomplishing this? How can we prove that we are teaching students the skills to become employable? Four years ago, Bridgewater State University's career services office created a system to assist with and assess students' professional skill development, revamped the office's mission and student learning outcomes, and embedded opportunities for students to learn these skills in programming and materials. Learn about the professional skills development system and explain how you can duplicate it on your campus.

The Art of Campus Recruiting Video

Track: Branding & Marketing

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: SMARTtalk

Presenter: Barnaby Cook, Casual Films

Global research and practice show video can be a very useful tool for your organization throughout the employee lifecycle, from awareness and attraction to onboarding and employee engagement. Learn which companies have been doing it well, what works, and what doesn't. Using recent examples from some of the world's leading brands, you will explore the steps you need to take to ensure a successful and effective video campaign.

Assessing the Quality of Hire of Your New Hiring Class

Track: Assessment & Accountability

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Panel

Presenters: John R. Flato, Universum; Caroline Cunningham, Chevron; and panel

You made your hiring goal. Now how good are they? Learn how other organizations track and quantify this elusive measure so that it can be easily presented to management. Find out about the tools and structures your colleagues have implemented so they can predict the future success of their hires.

Benefits of Linking LinkedIn With College Recruiting

Track: University Relations & Recruiting

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Peer2Peer

Presenters: Liz Voldan and Halley Marsh, Rosetta

Gone are the days of paper sign-in sheets, piles of resumes, and inefficient student tracking. During this Peer2Peer session, you will learn how using the LinkedIn CheckIn can help you automate your processes, grow your employer brand, and bridge the gap between beginning and experienced recruiting. To start the session, you will be led through an engaging exercise to demonstrate how CheckIn will automate your events. You will work in groups to walk through the application, creating your own events, tracking students, and creating a lasting pipeline. Through discussion and hands-on experience with the application, you will experience first-hand how LinkedIn CheckIn can enhance your overall recruiting strategy.

Best Practices for Advising DACA and Undocumented Students

Track: Legal Issues

Level: Advanced

Audience: Career Services Professionals

Format: Peer2Peer

Presenters: Claire J. Klieger, University of Pennsylvania; Brian Guerrero, University of California, Los Angeles

The 2012 "Deferred Action for Childhood Arrival" (DACA) allows undocumented youth to apply for authorization to stay in the United States and work legally for two years, with the option to renew. This shift in legislation means that undocumented college students may be inclined to reveal their status and will look to career services offices for information and resources about professional options. Learn about the programs and resources available to students and how this plays a role in private and public universities. Learn about state and national trends related to employment opportunities for DACA students, including results from the Immigration Policy Center study on the impact of DACA and employers who look to recruit these graduates. Familiarize yourself with the restrictions facing these DACA and undocumented students and share your own "best practices" for better serving this population on your campus.

Bridging the Gap in Disability Employment for Employers and Students With Disabilities

Track: Diversity

Level: Intermediate

Audience: All

Format: Panel

Presenters: Howard Green, National Organization on Disability and panel

As employers expand their diversity initiatives to better include people with disabilities, they naturally look to colleges and universities to recruit a pipeline of graduates with disabilities for their entry-level and mid-level professional positions. Additionally, new regulatory changes to Section 503 of the Rehabilitation Act has resulted in federal contractors looking to universities to source candidates with disabilities to meet their newly expanded hiring targets. Many employers, however, are falling short of their recruiting goals at universities—not due to lack of qualified candidates, but rather a lack of access to them. A panel of employers, university career services representatives, and office of disability services representatives will discuss the underlying issue and identify steps they have taken to effectively bridge the employment gap, to dramatically improve employment opportunities for students with disabilities, while also assisting employers, including federal contractors, in sourcing the talent they are seeking

Career Services Can Help Drive Institutional Enrollment, Branding, and Marketing

Track: Branding & Marketing

Level: Intermediate

Audience: Career Services Professionals

Format: Peer2Peer

Presenter: Gillian E. Steele, DePaul University

Generate ideas and share best practices with your peers. This facilitated session of free-flowing fun draws on multiple, diverse perspectives and experiences. Together, we'll address how we can bring value to our institutions by leveraging career-related data, relationships, and audience specific services. We'll talk about, how career services can support the institutional mission and help drive the brand., provide relevant content and collateral for institutional marketing, attract more prospective students and parents, . partner with financial aid to enroll and engage targeted populations, and support Support academic program development.

Career Services Down Under: Lessons for Americans From the Southern Hemisphere

Track: Global Issues

Level: Intermediate

Audience: Career Services Professionals

Format: SMARTtalk

Presenter: Andrew Ceperley, Loyola Marymount University

We are living in a dynamic era of innovation and growing visibility in our work as career services practitioners. Australia, in particular, is working to elevate the profile of career centers throughout the country's 39 publicly funded universities. At first glance, the American model seems a perfect fit that, on the surface, speaks the same language. But does it? Unless you truly understand the cultural implications of applying the American paradigm of career services “excellence” off shore, your good intentions may yield dismal results. In fact, there may be some things Americans can learn from our mates in Oz—how they balance their lives, prioritize their work, and go about the business of preparing the next generation of graduates for the global workplace with style all their own.

Career Site: To Be or Not To Be?

Track: Branding & Marketing

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Deep Dive

Presenters: Robert Kessler, Enterprise; Tammy Garmey, TMP Worldwide

There has long been a debate on whether a career website is the center of your recruitment universe or a necessary evil to connect candidates to your online application. During this session, you will gain an insightful perspective from Enterprise as you follow its career website evolution. Data and lessons learned will be revealed to show how Enterprise began as an early career website pioneer, launching interactive online games, to where this company is heading now, creating a mobile-first candidate experience tailored to specific personas. In addition, you will explore future-forward digital experience trends and participate in an interactive exercise to decide the impact on student recruitment.

Conference Spa

Track: University Relations & Recruiting

Level: Intermediate

Audience: All

Format: SMARTtalk

Presenter: Eric Ellis, Pacific Gas & Electric

Take a concentrated moment to focus on key concepts and learnings from the NACE conference. Having a busy day? Overwhelmed with the overload of information from the conference? Join me for a therapeutic, thoughtful moment of reflection to enhance focus and learning retention. Using methods from yoga, meditation, and active learning, you will engage content in a quiet meditative fashion to assist with retention and synthesis of key learning. Don't experience NACE15 all stressed out! Join me for a reflective moment.

Connecting New Students to the University, Community, and Careers

Track: Management & Leadership

Level: Advanced

Audience: Career Services Professionals

Format: Traditional

Presenters: Karin Asher and Sharon Mickens, University of Pittsburgh

DiscoverU Day, a part of new student orientation at the University of Pittsburgh, is dedicated to helping students discover Pitt and the Pittsburgh community with an emphasis on career exploration before students step into the classroom. The experience includes a site visit to employers that partner with the university, and has been met with high praise from recruiters who recognize the benefits of early branding on campus. Students select DiscoverU Day employer sites based on their interest areas, and are encouraged to explore opportunities with which they may not be familiar. Employers accommodate up to 40 students, and provide them with information about their organization, their industry, and what opportunities exist for students to put their passions into practice via internships or careers beyond graduation. You'll get outcome data from the 800+ students who participated this year, as well as employer testimonials.

Creating a Positive Online Presence Using a Career ePortfolio

Track: Branding & Marketing

Level: Intermediate

Audience: Career Services Professionals

Format: SMARTtalk

Presenter: Robert Ameling, Salt Lake Community College

More and more recruiters are going online to find out about potential candidates. Having a positive online presence has thus become essential. One way our students can do this is by creating a career e-portfolio. This portfolio can contain relevant professional documentation that can help secure an interview with an employer, can be linked directly to a resume, and can easily control the top hit on a Google search for a student's name.

Creating a Robust and Sustainable Internship Program

Track: Internships

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Panel

Presenters: Grace Kiem, Elizabeth Shanley, Lana Hubble, and Emily Coutu, Fidelity Investments

Internships are the primary way that a majority of employers capture talent, and employers look to convert many of these students into full-time hires. In this session, you will learn about how Fidelity Investments has developed its internship program over the past few years as the external market and demands of students have changed. Discover the additional ways that Fidelity has connected with interns through workshops, an ambassador program, social media contests, and more by creating themes each summer that differ in content and learning. Partnerships with our business groups have helped to drive additional and relevant topics/themes for our interns and assisted us in educating them about our industry and the types of career opportunities. You'll get ideas you can use to start or develop your internship program into best in class.

Creating a Successful Graduate Student Career Services Model

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Richard J. Orbe-Austin and Bernadette So, NYU

The need to provide graduate students with specialized career services is a growing concern for both higher education institutions and for employers that require advanced degrees. While many career centers support graduate students, services are usually targeted to undergraduates. Creating customized services for graduate students, and illuminating their value proposition to employers, is vital to improving post-graduate outcomes. According to the Commission on the Future of Graduate Education, jobs requiring a graduate degree are predicted to grow at a substantial rate, 17.5 percent from 2008 to 2018. This session addresses this economic trend and new paradigm in career services. You will get tools to design services that address career path transparency and identify employment options for graduate students, including international students. You will also learn how to develop a sustainable graduate student career services model through strategic partnerships and intentional outreach.

Creating an Exceptional Candidate Experience

Track: University Relations & Recruiting

Level: Advanced

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Dan Black and Natasha Stough, EY

When it comes to recruiting top talent, every touchpoint matters. Learn how EY overhauled its campus recruiting process to ensure an exceptional candidate experience. You'll cover a range of topics, including branding, marketing, technology, team structure, and school strategy.

Creating Innovative, Campus-Wide Outcomes Assessment Strategies

Track: Assessment & Accountability

Level: Intermediate

Audience: Career Services Professionals

Format: Panel

Presenters: Joe Lovejoy, Susan E. Simmons, Kate Caldwell, and Staci McFall, Indiana University

The assessment movement in career services raises real challenges for career development professionals seeking to gather comparable data across multiple, decentralized career services offices on campus. The career professionals at Indiana University engaged in a year-long planning process to develop a campus-wide plan for gathering student first-destination data (using NACE standards) and assessing engagement in career services activities on campus. You will learn about the plan developed to guide campus-wide career-related assessment activities for current students and graduates. Following a brief presentation, you will engage in a panel-style discussion with directors from four different career services offices on the IUB campus. Panelists will share best practices for collaborating with campus colleagues to develop standardized procedures for measuring career services engagement, and will discuss successes and challenges associated with implementing the NACE Standards and Protocols for first-destination surveys on a campus-wide level.

Data to the Rescue: The College Decision Enigma

Track: Assessment & Accountability

Level: Advanced

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenter: Christina Allen, LinkedIn

Today's students are greeted at graduation with growing unemployment and underemployment rates, as well as mounting student debt. By arming them with more information and better tools, career services staff can change that trend. Take part to explore the role data and technology can play in ensuring the next wave of students have the tools they need to chart a successful path from high school to college and from college to career. You will dig into how educators can find and fully leverage this data to help students make a more efficient and seamless transition from campus to career while also saving precious time and resources for both recruiters and job seekers.

The "Diversity" Cliché

Track: Diversity

Level: Beginner

Audience: Career Services Professionals

Format: Panel

Panel: Shannon V. Linebarger, UCLA; Anthony Martore, Black Business Student Association - UCLA; Jeffrey Ventura, Latino Business Student Association - UCLA

A panel will illustrate perspectives of current multi-cultural college students and how they identify with terms related to diversity. Students will speak about challenges they face with recruitment processes and barriers they encounter when seeking viable jobs and internships. A primary topic of discussion will be marginalization and how to best connect with this generation.

Diversity Is More Than a Color

Track: Diversity

Level: Advanced

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Tiffany Melo, Pacific Gas & Electric; Gia Ilole, Diversity Talent Outreach

Are you part of a university programs team wanting to implement a diversity hiring strategy? PG&E has been refining its diversity strategy to increase the pipeline with more diverse candidates by leveraging regional and national organizations. Partnering with diversity organizations on and off campus, PG&E changed the makeup of its incoming talent and increased retention. From women and minorities to veterans, individuals with disabilities, and the LGBT community, and from a variety of campuses and backgrounds, PG&E is growing its understanding of what diversity means in talent. Come learn how PG&E overcame resource, budget, and business challenges to successfully triple its new college and intern hiring using an integrated approach with diversity, university programs, and professional recruiting. Regardless of the size or profit of your organization, this session will share strategies, tactics, and organizations that will make a difference in the diversity of your talent pool.

Effectively Managing Fragmented Campus Career Services

Track: Coaching & Counseling

Level: Beginner

Audience: Career Services Professionals

Format: Panel

Presenters: Melanie L. Parker, Massachusetts Institute of Technology; Kelley Bishop; University of Maryland – College Park; Kimberly Delgizzo, Boston University; Rebecca M. Sparrow, Cornell University

Most university career services report that they are centralized, but does this really reflect today's complex landscape? Career services faces high expectations with a greater focus on graduate career outcomes and little to no growth in resources. It is increasingly becoming a core campus activity but with new partners/competitors across campus. This session presents best practices from four leaders who successfully navigated the resulting challenges to forge sustainable collaborations and produce strong results. You and your colleagues will discuss current cases and examine new models that place greater focus on collaboration and integration. The session will share strategies to avoid the top pitfalls and best practices that participants can apply to their campus. As universities continue to evolve, it will be essential to bridge curricular, co-curricular, and extracurricular approaches and partnerships to best ensure career-ready graduates.

Engaging Students in the Career Center

Track: Branding & Marketing

Level: Advanced

Audience: Career Services

Format: SMARTtalk

Presenter: Jeanette Doyle, Springfield College

Student engagement and marketing of programs and services is a priority for most career centers. Follow the staff at one mid-sized college career center at a school with a large percentage of student athletes as they created a fun, interactive, student competition that increased student awareness, engagement, and participation. The program included career content for students of all class years. This program was recognized with the 2014 EACE Innovation in Program Development Award.

Establishing a Campus-Wide First-Destination Survey

Track: Management & Leadership

Level: Advanced

Audience: Career Services Professionals

Format: Traditional

Presenters: Gail S. Rooney and Julia Panke. Makela, University of Illinois at Urbana-Champaign

The University of Illinois at Urbana-Champaign is a large, decentralized campus with dispersed institutional research functions and nearly 32,000 undergraduate students. Four academic colleges had their own graduation surveys. Many deemed implementing a campus-wide first-destination survey impossible. In October 2013, the career center hired an associate director for assessment to explore first-destination practices. Nine months later, Illinois had a campus-wide commitment for a first-destination survey, funding from central administration, academic college support, Institutional Review Board approval, and a multi-faceted dissemination plan. The first campus-wide survey launched with August 2014 graduates. Share the journey of challenges and successes, as the lessons learned are fresh and evolving and share your own first-destination stories. Together, we can deepen cross-institutional relationships as we strategize ways to overcome obstacles and communicate successes.

Expanding the Borders of the Job Shadowing Experience

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: SMARTtalk

Presenter: Sharon Mickens, University of Pittsburgh

Panther Shadow in Your City, NACE 2014 Career Services Excellence Awards finalist, is a unique job shadow experience that extends the reach of the University of Pittsburgh's group job shadowing program, Panther Shadow, beyond western Pennsylvania. More than 400 students and 20 employers have participated in this program, benchmarked by 40 universities nationwide. Each winter and spring break, Pitt's career services office coordinates and facilitates shadow visits for 10 to 20 students to three targeted cities: New York City, Philadelphia, and Washington D.C. These cities have a strong Pitt alumni base and are destination cities for students upon graduation. Armed with a customizable "Employer Tool Box" provided by career services, employers design a group job shadow where students gain exposure to key decision makers, learn about career options for their majors, and expand their knowledge about the companies and organizations. The program expanded in 2014 to include alumni networking dinners in each targeted city.

Experiential Learning Transcript Collaboration for Student Professional Readiness

Track: Internships

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenter: Daniel Pascoe Aguilar, University of Oregon

Explore AACU, CERI, DOL, Internships.com, and NACE data about the importance of experiential learning and critical on/off-campus collaboration to facilitate students' professional readiness through scaffolded co-curricular experiences. Through inductive exercises that emulate ongoing, strategic University of Oregon (UO) collaborative efforts, you will also problem-solve about ways in which career professionals can partner on and off campus to effectively facilitate students' concrete preparation for the work force. Finally, you will learn about the Go Intern! program career center/internship sites partnership and strategies for students' professional development, the

Student Employment Enhancement (SEE) collaboration for student employees guided professional preparation, and the UOAdvantage Experiential Learning and Co-curricular Assessment and Transcript Interface partnership for students' development and their strategic professional readiness.

F1 Students: How to Find Work in America

Track: University Relations & Recruiting

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Paul G. Fowler and Eileen Buecher, Emory University

International student enrollment is on the rise. Post-graduate opportunities for international students remain limited. Consumerism and heightened attention to return on investment (ROI), particularly for "full-pay" students, have placed colleges and universities under the microscope, forcing career centers to re-strategize efforts to support international students in achieving their professional aspirations. As the Emory University career center set about retooling for the future, it became clear that partnering with key internal and external players would be necessary to succeed in achieving desired outcomes. We will share how our initial organic conversations resulted in a hugely impactful collaborative program drawing upon the resources and expertise of the career center, the diversity programs of PwC, employment and labor attorneys of Seyfarth Shaw Law Firm, the Offices of International Student Services, International Student Life, and the Goizueta Business School.

Facilitating Student Work Force Readiness Through the Parent Professional Network

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Sarah R. Dodson and Daniel Pascoe Aguilar, University of Oregon

Eighty percent of jobs are never posted, but filled through networking and experience. Forty-two percent of U.S. hires are promotions. Twenty-five percent are referrals. In response, the University of Oregon (UO) created the Parent Professional Network (PPN), which engages parents and family members with the desire to support the professional and career development of UO students and alumni through networking, experiential learning, mentoring and recruitment. You will learn how parents and family members transform students' readiness for the work force, the PPN program structure, and how we're collaborating with the career center, parent, and family programs, alumni association, development, and career services departments campus wide. We will discuss strategies behind recruitment, engagement and training, the outcomes of our first year using the program, and our next steps to grow the program. Lastly, we will share resources that you can use to implement this type of effort at your own institution.

Fair Employment Practices for Interns

Track: Internships

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Anthony Magaro and Liz Sauls, Southwest Research Institute

The intersection of employment law and fair employment with student internships is ripe for misinformation and unfamiliarity from the perspective of the interns/co-ops or student employees and employers. This presentation reviews key employment laws to which organizations are subject when gaining the services of students, and the pitfalls associated with unpaid internships for non-charity

organizations. Topics covered will include responsibilities under FLSA, workers' compensation, Title VII, Equal Pay, ADA, USERRA, and corporate codes of conduct as related to student employment. It is appropriate for HR to not only ensure compliance, but also to inform student employees and hiring managers alike of their rights and responsibilities.

Give Your University Recruiting Program Super Powers With Content Marketing

Track: Branding & Marketing

Level: Beginner

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenter: Melissa Suzuno, AfterCollege

The Internet is our first port of call for almost any query we have these days, and in the job search, it's no different. Millennials regularly cite the Internet as their primary method of finding out about job opportunities. Investing in content marketing ensures that students and recent grad job seekers find your organization, learn about your work, and understand your company culture before they've applied for a job. You can accomplish this search engine optimized visibility with a range of content marketing projects like blogs, videos, and more. We'll take an in-depth look at successful examples of content marketing in a university recruiting context and outline how these lessons can be applied at your organization.

Global Employer Partners With Career Services to Build a Global Talent Pool

Track: Global Issues

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Jia Xing, University of Illinois; Cindy Miao, Schneider Electric

U.S.-educated international students' English fluency and multicultural competencies are highly valued by employers in their native countries. Schneider Electric, with its fast business growth and huge need of talent in Asian markets, has established a successful model to recruit U.S.-educated international students to join its global family in Asia. The University of Illinois, with the second-largest international student population, became a target U.S. university of Schneider Electric. Join this session to learn how the University of Illinois partners with global employers such as Schneider Electric to provide talent for companies' non-U.S. locations. The presentation will focus on strategies for employers to work with career services to engage and identify international talent for home-country jobs.

Go Government: How to Promote Public Service and Build Relationships With Agencies

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenter: Caleb Campbell, Partnership for Public Service

Learn about trends in government employment and current skills gaps specifically in STEM and other mission critical fields. You'll also explore how federal agencies are using the Pathways entry-level programs for interns and recent graduates to meet their hiring needs, and get concrete examples on how to advise students to stand out in the competitive federal job market. Finally, best practices will be shared about engaging agencies and leveraging current relationships to strengthen federal ties on campus.

Hands Free: An Online Asynchronous Career Course

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Kelley Bishop and Scott Roberts, University of Maryland

By design, most credit-bearing career classes have small enrollments. But is it possible to build a career course that could enroll hundreds or even thousands of students? The problem is scalability. The solution? Throw out conventional thinking about structure. In "PSYC 123: The Psychology of Getting Hired," students pace themselves through six online modules focused on different aspects of career development. All content is open-sourced and drawn from online tools and resources. Student learning is assessed through the course management system, and students earn points for completing hands-on activities, deliverables such as a resume and a videotaped mock interview, personal reflections, and participation in online discussions. The instructor's time is significantly reduced from what is required teaching a traditional career course. Students completing the course demonstrate higher confidence in navigating career choices and pursuing opportunities, and increased use of other career services.

Having Vision Means Little Unless Your Staff Comes Along For the Ride

Track: Management & Leadership

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Joseph Du Pont, Boston College; Mark Presnell, Northwestern University

There has been tremendous attention in the last few years to future trends in career services. This has resulted in a proliferation of programs highlighting different service delivery models to re-imagine career services and make careers an institutional priority. There have also been an increasing number of articles discussing the characteristics that the next generation of career professionals need. There has been far less attention paid, however, to how senior leadership actually creates a climate that empowers and encourages staff to embrace change. Take part to discuss different methods to create a team culture that embraces change instead of fearing it. Case studies from four different universities will provide examples of successful and unsuccessful management techniques.

Hiring Pipelines: Getting a Better Grasp on Employer-University Relationships

Track: University Relations & Recruiting

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Deep Dive

Presenters: Rhett Brymer and Michael Goldman, Miami University; Sheila Curran, Curran Consulting Group

Organizations that recruit from universities tend to do so quite deliberately, targeting only a handful of schools for their most intense hiring. These pipelines from universities to hiring firms have important implications for the success of graduates, the placement rates for universities, and external funding for curriculum, research, or development from those hiring firms. Despite this importance, no research has explored the reasons hiring organizations create, maintain, and/or sever these pipeline relationships with particular universities. Take part to discuss findings from more than 40 interviews of university personnel, hiring managers, and employees who have been hired "through" the pipeline. To date, findings suggest five discrete themes (university loyalty, feeding human capital needs, hiring efficiencies, fit between university and hiring organization, and

increasing organizational attractiveness) for the creation and continuation of a hiring pipeline relationship.

How Do We Go Global: Factors to Consider

Track: Global Issues

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Deep Dive

Lisa Potter, McGraw Hill Financial

Take a hands-on approach to identifying factors critical to building a global university relations program. Using a business case scenario regarding building a global university relations program in an emerging market, you'll collaborate with other participants to outline a strategy and organizational structure based on the business objectives to accomplish and the resources available. Then, present your team's recommendations as part of large-group discussion to highlight a list of critical factors to consider when creating a global university relations program in a multinational setting.

How European Universities Innovate on Employability

Track: Global Issues

Level: Intermediate

Audience: Career Services Professionals

Format: Deep Dive

Presenters: Wijnand Alderink, University of Groningen; Jonathan Black, University of Oxford

Embedding employability into the core of higher education has become an increasingly high priority for governments, universities, colleges, employers, and students throughout the European Union. Career services can play a central and leading role on campus in this ambition. The role is not exclusive to career services. Sustainable success can only be achieved if the responsibility for, and interest in, graduate employability is an institutional one. In developing and implementing effective employability strategies, higher education institutions must consider how they incorporate employability into the curriculum, how students, staff, and external partners can become engaged in the pursuit of graduate employability, and how the success of employability initiatives can be measured against explicit targets. Career services innovators from the universities of Oxford and Groningen will share examples of successful cooperation among partners in academia and business in England and in The Netherlands to advance progress and achieve goals for graduate employability.

How Scientific Innovations Can Improve the Off-Campus Job Search

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Deep Dive

Presenter: Steve Dalton, Duke University

This is not your parents' job search. No longer are resumes and cover letters enough. Advice and online resources abound, but so many options leave job seekers overwhelmed—especially those off campus. Should they research employers? Apply to online postings? Network? With whom? How? This decision anxiety leads to high stress and ineffective efforts. Scientific research reveals that the best way to conquer decision anxiety is to consider fewer options. This workshop's goal is to teach coaches a curated, precise set of instructions (not a series of tips) based on recent scientific research to systematically turn career goals into interviews—regardless of experience, charisma, or comfort with “putting themselves out there.” Learn how insights from behavioral economics, game

theory, social psychology, and more can be used by job seekers to improve effectiveness and decrease anxiety in this workshop.

How SMART Recruiting Strategies Can Improve Your Acceptance Rate

Track: University Relations & Recruiting Professionals

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Deep Dive

Presenters: Hanna Broussard, Lucinda Macias, and Niccole Boswell, Chevron Corporation

In 2008, Chevron Corporation redefined its university hiring vision. Since then, Chevron has developed and implemented recruiting strategies that have consistently resulted in high acceptance and conversion rates. Through partnerships within Chevron business groups, universities, and professional organizations, Chevron has been able to sustain a robust pipeline of top talent. In this session, you will gain clear insight and direction on SMART (specific, measurable, attainable, relevant, and timely) recruiting strategies that Chevron has used to achieve an acceptance rate among university hires that exceeds 90 percent. Hear how managing internal and external relationships builds a strong recruiting program that provides the right people for the right position at the right time. We will share our story, provide examples of strategies, and lead an interactive exercise that can help you assess and strengthen your recruiting programs.

How to Build a Robust Virtual Strategy

Track: Branding & Marketing

Level: Advanced

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Lindsey Nelsen and Blake Witters, Macy's, Inc.

Macy's college relations team rolled out its virtual recruiting strategy to increase its talent pool, particularly for hard-to-fill trainee and intern positions. The results: More than 20 percent of 2014 classes were virtual hires. Learn how Macy's ensured that virtual candidates were provided with the same level of engagement as those who take part in an in-person interaction, and how the strategy ensures virtual and in-person candidate assessment is consistent and selective.

How to Build and Enhance an Innovative Global University Relations Program

Track: Global Issues

Level: Advanced

Audience: University Relations & Recruiting Professionals

Format: Panel

Presenters: Andrea McEwen-Henderson, College Recruiter; Dan Black, EY; Marci Taylor, Applied Materials; Stephanie Pallante, ARAMARK

The world is becoming a smaller place. More and more organizations are global in nature, with thousands, tens of thousands, and even hundreds of thousands of employees spread around the world. How do the world's leading organizations manage their hiring of college and university students and recent graduates? Some create silos where the recruiting for each country is separate from the others, but the trend is to integrate. Integration creates its own challenges as each country has its own legal requirements, cultural norms, and other challenges. Join us for an insightful and energetic discussion on how three of the world's most innovative employers of college and university students and recent graduates created and continually enhance their global university relations programs. You'll also have the opportunity to submit your questions to the panel.

How Towson University Revitalized Employer Outreach and Engagement

Track: Branding & Marketing

Level: Advanced

Audience: Career Services Professionals

Format: Traditional

Presenters: Justina DiCarlo and Cary Smedley, Towson University

Are employer outreach efforts painful? Are you struggling to develop new employer relationships, while maintaining and increasing employer engagement? Are you disillusioned with your current strategies? Gain insight on how Towson University's career center reversed the pain of dreaded cold calls and outreach e-mails to employers by revitalizing its strategic plan. Learn how we eliminated the pain of "selling" to employers by creating a plan that is interactive, creative, and exciting! You'll learn how we revamped our e-mail outreach pitches and tracking, crafted an employer recruitment menu, created a comprehensive video pitch book, and incorporated a targeted campaign to invite employers who are alumni to consider the benefits of hiring Towson students. Following the session, you will have new tools and strategies to expand your own outreach efforts in measurable, consistent, and successful ways.

Implementing Project Management Strategies Into the Recruiting Function

Track: University Relations & Recruiting

Level: Advanced

Audience: University Relations & Recruiting Professionals

Format: Traditional

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

Recruiting and staffing is a multidimensional process of contracting with hiring managers, third-party recruiting organizations, and even candidates, job prospects, and leads. How we manage all of the moving parts of the recruiting process is essentially the skill of "Project Management." Discuss how to set up the "project" of recruiting effectively and how to execute the various stages of the project using key project management strategies. Customized for corporate college and university recruiting teams, this session will help maximize your use of excellent project management skills, tactics, and strategies.

Increase Retention Through Early Career Development

Track: University Relations & Recruiting

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Adam Culligan and Josh Mackenzie, Development Beyond Learning

Join Development Beyond Learning (DBL) and our global client, Barclays Bank, as we outline and explore how to leverage tools you have, find vital resources, and connect them all, ensuring any recruitment activities are supported by development plans designed to save you time and money by keeping your talent longer. The candidate market is hyper-competitive due to globalization and a new economy. With candidates looking for the next "best opportunity," employers and recruiters need to embrace their desire for development and advancement. Consistently a top third reason for selecting an employer, Training and Development is often one of the last areas of a new professional's experience that is given attention. Using the 70:20:10 principle, learn how you can make the best use of the "70" and "20" you already have and connect them with the "10," so your entire recruitment, development, and retention strategy is linked.

Innovative Practices for More Meaningful Engagement With Students

Track: Branding & Marketing

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenter: Catherine Olwyn Stephens, University of Auckland

Being creative in thought, innovative in practice, and courageous in trying new approaches has resulted in more meaningful engagement among students, employers, and a career center. This presentation showcases the collaboration between Microsoft NZ and the University of Auckland career and development services, which resulted in a cutting-edge career development program that benefitted both students and employers. You'll also get details about a similar collaboration between Google and the career center to support employment in the digital marketplace. This session also addresses ways innovative ways to establish relationships with faculty, how to raise your visibility, and more.

Innovative Service Delivery: Transforming Career Services to Fit Your Campus Needs

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Timothy Luzader, Purdue University; Kelli K. Smith, Binghamton University

In an age of increasing accountability, career centers are expected to provide transformative career services to its student constituents. In doing so, we're expected to make a difference in recruitment and retention efforts, participate in fundraising, and contribute to our institution's reputation. The researched-based theory of transformational leadership provides a strong basis for directors to lead their staff and campus to meet growing expectations, and is particularly timely within the current context of our field. The theory is based on leadership behaviors and is prescriptive, meaning it describes what needs to be done to effectively lead others to embrace and support organizational transformations. You will get a "road map" for meeting expectations by learning about transformative actions undertaken at Purdue University and Binghamton University. In this interactive session, you will also gauge commonalities and differences among career centers based on campus type and size and scope of service.

Innovative Strategies for International Students

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Deep Dive

Presenters: Jerome Ng, Un Yeong Park, and Brett Angelico, University of Illinois at Urbana-Champaign

The number of international students in the United States increases yearly and the cap on H1-B visas has remained constant, yet, most international students are focused on securing permanent U.S.-based employment at graduation. Home to 9,000 international students, the University of Illinois is developing innovative strategies to "change the conversation" to manage students' expectations and align their job searches with global opportunities. By focusing on pre-arrival preparation, professional development in small-groups, and opportunities to gain U.S. experience via CPT/OPT and re-entry programs, career services hopes to move students beyond solely focusing on sponsorship while preparing them to compete well for the coveted H1-B visa. This session will guide you to explore and develop innovative strategies to meet the career development needs of international students. Innovative technology, professional development activities/programs, and

global job-search strategies will be discussed. Participants are invited to share best practices for serving international students.

Insights Into an Innovative Response to Performance-Based Funding Initiatives

Track: Management & Leadership

Level: Intermediate

Audience: Career Services Professionals

Format: Peer2Peer

Presenters: Myrna Hoover, and Tracey Dowling, Florida State University

As career services professionals, we recognize that none of the metrics to become a "Top 25" university tie directly to career center initiatives. However, university and state leadership often look to career services for outcome data to assist in the pursuit to become an "elite institution." Recent events at Florida State University will be used as a case study to support pursuit and acquisition of performance- and outcomes-based funding. In 2013, FSU submitted a proposal to achieve National Top 25 public university ranking as a state and national leader in student career readiness. Institutional acquisition of \$15 million in State of Florida funding to support this "Graduate Success Initiative" included earmarked funds for nine additional reoccurring lines within the career center. Career center and student affairs leadership played a key role at the decision making table proposing an innovative paradigm shift that maintained a world-renowned career services delivery model.

Integrating Career and Academic Advising

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Deep Dive

Presenters: David Douglass, Willamette University; Amjad Ayoubi, Tulane University; Jim Case, Cal State Fullerton

Universities and colleges are creating new models, integrating their career and academic advising in response to challenges from students, parents, employers, alumni, and funding sources to prove the value of their investment in higher education. Leaders of three different types of colleges and universities (Willamette University, a small, private liberal arts college; Tulane University, a private, urban multi-college university; and Cal State Fullerton, a large state-supported, urban multi-college university) that have developed innovative models to align these services will share their experiences. You will learn to identify opportunities on your campuses to more effectively integrate advising, consider organizational options such as centralizing vs. decentralizing services and collaborative vs. hybrid advising models, and create concrete plans to take the next steps to further integrate advising when you return to your campus.

Integrating Career Services and Alumni Relations

Track: Branding & Marketing

Level: Beginner

Audience: Career Services Professionals

Format: Deep Dive

Presenters: Craig Schmidt and Brandon Buzbee, University of California - San Diego

These are transformational times for career services. New names, new models, new services, and new organizational structures are emerging, creating interconnected communities and synergies among key stakeholders, including alumni. The UC - San Diego career center recently embarked on a groundbreaking transformation fully integrating with the school's alumni affairs unit, under the

broader area of advancement. In this session, you will develop a deep understanding of how and why this unique integration is working. You'll learn about key decision drivers for this integration, the new organizational structure of career services within alumni affairs, the powerful impact of increased alumni involvement in both career preparatory programming and employer activity, and how this model helps build strong relationships from the viewpoint of an alumni employer.

Internship Credit, Compensation, and Compliance

Track: Internships

Level: Intermediate

Audience: Career Services Professionals

Format: Peer2Peer

Presenters: Melissa Martin and Rae Ann M. Bories-Easley, University of Denver

How are internships defined within a university structure? How do they relate to curriculum? Who manages them? What is the university involvement/oversight in credits, supervision, evaluation, legal issues, and risk management? How do universities address compensation and internship funding, especially for unpaid experiences? How are international internships addressed on campus? How does a university interface with internship supervisors/employers? What role does technology play in program management and reporting? Over the past year, colleagues across the University of Denver have come together to share information and discuss many of these key issues surrounding internships. Take part in this discussion to share experiences, address key challenges and opportunities, and brainstorm best practices surrounding hot topics in internships.

Job Offers Uncovered

Track: Management & Leadership

Level: Intermediate

Audience: All

Format: Panel

Presenters: Ignacio Gallardo, University of California – Santa Barbara, and panel

A panel of experienced employers and career center professionals will review and discuss the implications of key ethical issues: 1) early/exploding job offers 2) employers rescinding a job offers; and 3) students accepting and then renegeing on a job acceptance. Panelists will share best practices and suggested protocols for how employers, career services, and students can work together.

Keeping Pace With Changes in Technology and Recruiting

Track: University Relations & Recruiting

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Nathan Lippe, CareerBuilder; Kelly Robinson, Broadbean Technology, Inc.

Technology and communication innovations continue to accelerate the speed of business, altering how companies find top talent. Being at the forefront of trends matters for companies of any size that want to gain a distinct advantage in an increasingly competitive talent market. In this session, you'll increase your knowledge of the latest trends in attracting top talent and learn how you can use data and technology to keep pace and win the right talent for your organization. You will review the latest advances in technology, communication, and employment trends and how the three influence one another. You'll also evaluate where your organization excels and where you can improve your speed and process to connect with candidates. Finally, you will learn how to use data to know where to recruit, develop a deeper understanding of your talent pipeline, and establish long-term success metrics for your college recruiting efforts.

KEY Careers: Impacting Retention, Persistence, Graduation Rate, and Funding

Track: Management & Leadership

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Holly Peck and Brandon Bute, Ball State University Career Center

Take part to learn about a model of engagement that is showing a 8 percent higher persistence rate to the senior year compared to the university as a whole. The KEY Careers program is in its fourth year, and the first cohort graduate in May 2015, so you will learn the four-year graduate rate for program participants. Find out how the program measures career clarity and get a look at the specific engagements designed to increase that clarity and impact retention, persistence, and the four-year graduation rate. You'll also learn how the program has been improved over time and is now a campus resource providing essential data to university administration.

Keys to Successful Leadership Transitions in Times of Change

Track: Management & Leadership

Level: Intermediate

Audience: Career Services Professionals

Format: Panel

Presenters: Gihan Fernando, American University; Valerie Szymkowicz, The Spelman & Johnson Group; Imants Jaunarajs, Ohio University; Katie Krimmel, Bryn Mawr College

Are you thinking about taking on a leadership role in university career services? Do you work in career services and anticipate having a new leader in the next few years? In this moderated program, you will hear from career services leaders who have taken on their roles at a time when universities are under pressure to demonstrate the value of a college degree. Learn key lessons for successful transitions from professionals who have been through the experience. The panel will address a variety of situations including 1) a new leader with no prior university experience, 2) taking a successful team to the next level, and 3) turning around an office with low morale. The panel will also discuss ways in which career services staff members can support a new leader through a transition, for mutual benefit.

Leveraging Financial Aid to Expand Assets to Career Advancement Opportunities

Track: Management & Leadership

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Meredith Daw and Amanda Fijal, University of Chicago

Research indicates that experiential learning opportunities (e.g., internships, externships, career treks) are key to students' success after they leave college. However, there are a variety of barriers that hinder students in pursuing experiential learning, including access to opportunities and funding of unpaid/low-pay opportunities. The University of Chicago has brought career advancement closer to admissions and financial aid by creating a new division, Enrollment and Student Advancement. Among other benefits, this new structure facilitates leveraging aid to fund experiential learning opportunities. All students with financial need now have the opportunity for paid internships and career trek participation, setting them on a solid path to a career. At this session, you'll get an overview of how financial aid and career services can partner to provide funded experiential learning opportunities for students, and find out about the methods developed to channel financial aid dollars to career-related student opportunities.

Leveraging Technology to Transform the College-to-Career Experience

Track: Management & Leadership

Level: Advanced

Audience: Career Services Professionals

Format: Deep Dive

Presenters: Andy Chan, Wake Forest University; Farouk Dey, Stanford University; Meredith Daw, University of Chicago

Disruption in higher education and the paradigm shift in college career services today present a unique opportunity for universities and employers to transform the transition from college to career in tangible ways. Today's technology offers a variety of solutions that can empower career centers to address the needs of their constituents: engaging and tracking students, improving student preparation and decision-making, streamlining employer recruiting and event management, reducing costs, connecting students with alumni, eliminating manual administrative processes, and reporting outcome data. Discover a vision for how today's technology will transform the college-to-career experience for students, alumni, employers, and career development professionals, as well as help you connect with other important constituents in the university ecosystem. Come shape this vision of the future as we seek your feedback and input!

Managing Up With Data

Track: Assessment & Accountability

Level: Advanced

Audience: Career Services Professionals

Format: Deep Dive

Presenters: Joseph Testani, Virginia Commonwealth University; Christine Y. Cruzvergara, George Mason University; Jeremy Podany, The Career Center & Enterprise Affiliate Program

The ability to “manage up” at your institution will depend largely upon your ability to effectively articulate a persuasive story that is both compelling and data driven. Create your powerful story through the use of strategic data collection. Explore the steps taken in developing tools that will help you inform your stakeholders of progress, results, and impact on strategic priorities. You will begin developing your own career services story and identifying methods of effectively communicating information to stakeholders through exploratory and group brainstorming exercises. This session will educate you on the articulation and use of data to demonstrate career center value and the unique partnerships we are able to forge on campuses, leading to increased autonomy, funding, staffing, collaboration, and involvement in campus decision-making efforts.

The New Career Services Paradigm: Student Engagement

Track: Branding & Marketing

Level: Intermediate

Audience: Career Services Professionals

Format: Panel

Presenters: Imants Jaunarajs, Ohio University; Gail S. Rooney, University of Illinois at Urbana-Champaign; Eileen McGarry, University of Arizona

In the evolving landscape of higher education, the culture of career services is shifting toward a more integrated model of engagement, leadership, and career preparation across campus. This paradigm shift means an intentional blending of curricular and co-curricular learning, increased value on applied learning, emphasis on research and internship experiences, and a focus on competencies and skills beyond traditional expectations. Career services offices are challenged to work across

campus boundaries to help build transformational experiences for students. This panel presentation explores different models of career services and student engagement, each unique to its university culture. Participants will learn five common principles as drivers of this change and discuss how these principles can be applied to effect change at one's own institution. Attend this session to explore how Career Services can lead and further develop this paradigm shift to benefit students and stakeholders within and outside of campus.

New Paradigms, New Expectations, and New Opportunities in Career Services

Track: Management & Leadership

Level: Intermediate

Career Services Professionals

Format: Panel

Presenters: Emanuel Contomanolis Rochester Institute of Technology; Trudy Steinfeld, New York University; Farouk Dey, Stanford University; Christine Y. Cruzvergara, George Mason University

Career services in higher education has evolved and adapted to various models responding to economic conditions, trends, and demands of the labor market, and needs of the university and society. Currently, career centers are experiencing another paradigm shift. Among the trends in career services operations are elevation and re-positioning of career services structurally/organizationally; growing emphasis on career services as a “virtual ecosystem” rather than a physical place; client-centric customized connections and career communities; closer alignment to the institutional academic mission; data-driven decision making, graduate career outcomes, assessment and evaluation, support of accreditation, and learning outcomes achievement; institutional careers thought leadership; greater reliance on technology and social media; and new career professional skills and competencies. Take part to learn to manage the transformation effectively through intentional planning and collaborative engagement by all key stakeholders involved.

Online Career Education and Virtual Recruitment

Track: Branding & Marketing

Level: Advanced

Audience: Career Services Professionals

Format: Traditional

Presenters: Ja'Net Glover and Monica Moreno, University of Florida

With more students attending college online and employers looking for innovative ways to engage students, virtual career education and online recruitment options have become an expectation for career services. The University of Florida (UF)'s recent recognition as Florida's first online institution made virtual services imperative for its students”—charging career services with providing services to all students enrolled within UF's traditional and online (UFO) enrollment systems. Discover how UF's career center has embraced the virtual world by expanding beyond its four walls to support students and employers online. Learn how the center has transformed its services using technology and external partnerships to create an online community for career engagement and education. This virtual community has helped the career center to leverage resources and innovation, ultimately reaching more students, employers, and partners.

Online Intern Manager Training

Track: Internships

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Chinwe Ukaegbu and Trent Peterson, NetApp

Internships are a major pipeline for future talent and having an remarkable intern experience that includes a dedicated program and exceptional manager experience is key to interns returning to your organization. Effective intern management is one of the key factors in building a valuable and credible internship programs. Learn how NetApp established a robust and streamlined online intern manager training program, what the outcomes were the first year, and how NetApp is tying intern experience to manager readiness.

The Pitt Internship Guarantee

Track: Internships

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Alyson W. Kavalukas and Cheryl Finlay, University of Pittsburgh

The University of Pittsburgh launched its internship guarantee for undergraduates in 2012. Learn how the Office of Career Development and Placement Assistance developed and implemented a provost-led initiative that guarantees experiential learning to enhance student employability by broadly expanding access to internships, research, and more. Find out how Pitt markets the Internship Prep Program to students, parents, recruiters, and alumni and how these efforts led to an increase in student participation by more than 300 percent in one year. You'll develop an understanding of the how the office faced challenges of data collection and reporting while serving as the institution's clearinghouse for all internship information. Explore how Pitt develops new internship opportunities by building relationships with outside organizations that have strong existing connections to the university. Examine a case study in which the career office's responsibility to serve students becomes a challenge when host organization policies and academic regulations conflict.

Practical Innovation for Everyone: Your Personal Roadmap for Change Making

Track: Management & Leadership

Level: Advanced

Audience: Career Services Professionals

Format: Deep Dive

Presenters: Gary Alan Miller, Hofstra University; Kevin Grubb, Villanova University

This is a notable moment in time for the fields of career services and college recruiting. Conversations on the purpose and ROI of higher education are percolating nationwide. Many articles and presentations have discussed and outlined trajectories of the fields from philosophical and leadership perspectives. In this session, the presenters operationalize these at the individual level to allow you to envision and contextualize your role in guiding the future of your office and the profession. At the core of the session are three facilitated activities: 1) a comfort/courage zone analysis, 2) a personal innovation type assessment and 3) creation of a personal vision statement.

Presentation Skills for Aspiring Leaders

Track: Management & Leadership

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenter: Sue Keever Watts, The Keever Group

You've got great ideas. You've got an audience. But, without the skills to effectively present yourself and your thoughts, you'll spend the rest of your career on the sidelines. Leaders inspire action, but it

takes more than just great content to gain a following. In this session, you'll learn how to deliver a powerful presentation, WOW a large group, or simply make an impression during a one-on-one discussion. TED Talk presenters have mastered the art of delivering compelling, persuasive, dynamic concepts; with the right coaching, so can you. Pick up tips from the world's best communicators and presenters as you learn how to develop your own style and present yourself with confidence.

Recruiting as a Career Choice

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: SMARTtalk

Presenter: Tracy Rettie, American Staffing Association

The staffing industry is expanding dramatically and looking to establish a national campus recruiting and public awareness initiative to attract recent college graduates into the industry. The staffing industry represents a wonderful career choice but one that many don't even know about. Get an overview of today's staffing and work force solutions industry, the available management opportunities, and the skills that most staffing firms are looking for to fill their internal full-time career opportunities.

Recruiting on a Budget

Track: University Relations & Recruiting

Level: Advanced

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Amy Todd and Stephanie Angellotto, Vanguard

Vanguard's client-owned structure has allowed the company to offer funds at costs consistently among the lowest in the industry. With that same low-cost approach, Vanguard's recruiting strategy includes creative and cost-efficient ways to brand and market the company to college and university staff, faculty and students. This interactive session includes best practices regarding evaluating events, using data and organization practices, and planning for the upcoming season.

Restructuring the Career Services Budget Mindset

Track: Assessment & Accountability

Level: Beginner

Audience: Career Services Professionals

Format: Traditional

Presenters: Leslie Nguyen and Sheryl Williamson, University of North Carolina Greensboro

The words *budget* and *restructure* have become synonymous in higher education with *fear* and *confusion*. The career services profession faces increased budget constraints, scrutiny on return on investment, and the lack of formal training in budgeting and forecasting needed by professionals today. Take part to learn how UNC Greensboro's career center addressed these common issues and developed a process to transform from a controlled top-down approach to money management to a return-on-investment model that produced stronger organizational communication, transparency for constituents, and staff empowerment toward greater innovation. The three-year process resulted in a restructured operation, a data-driven "flipped career services," a dramatic increase in office use and partnerships/sponsorships externally, and freed up funds for new projects and staff professional development—all accomplished during dramatic state budget reductions.

Secret Sauce for Creating Employer and Career Center Campus Ambassador Programs

Track: Branding & Marketing

Level: Intermediate

Audience: All

Format: Panel

Presenters: Alisha Roberts and Laneisha Gunn, Quicken Loans; Virginia Abdo, Michigan Economic Development Corporation; Brian Partie, Oakland University

Are you an employer or career center looking to establish an effective campus ambassador program? Learn from this panel about how each of their ambassador programs was conceptualized, marketed, and implemented. With campus ambassador programs on the rise, gain innovative ideas on how to build and maintain your own ambassador program, identify metrics for ROI, and eliminate any roadblocks that would hinder program success. Learn how companies and career centers benefit from ambassador programs through additional on-campus branding and how they instill awareness, engagement, and impact in each student ambassador's journey. Whether you are a career center representative looking to brand your office or an employer looking to increase your presence on campus, this interactive session is for you!

Seeking Insight and Innovation: Include Introverts

Track: Management & Leadership

Level: Beginner

Audience: University Relations & Recruiting Professionals

Format: Peer2Peer

Presenters: Suzanne Helbig, University of California, Irvine; Christopher Carlson, Booz Allen Hamilton

One-third of the U.S. population consists of introverts. A large percentage of senior leaders at many companies are introverts. However, there are a number of myths surrounding introverts. Introverts have strengths that complement those of their extroverted colleagues, yet often have to train themselves to compete effectively in being recruited, advancing to leadership, or sharing their ideas. In this peer-to-peer session, we will discuss the defining characteristics of and myths around introverts, share perspectives on building leadership as introverts, and cover how to design your services to be more inclusive of your inwardly inclined co-workers and the candidates you seek or the students you advise. By doing so, you might help the next Bill Gates, J.K. Rowling, Rosa Parks, or Mahatma Gandhi find his/her voice!

Simplified Graduate Surveys and Reporting

Track: Assessment & Accountability

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Bill Heenan and Teresa Valverde, Central NM Community College

Are you intimidated by the complexity of programs used to track your graduate career outcomes? Are you struggling to meet NACE reporting guidelines? We'll make your data manageable by helping you meet your data needs with a simple software system that you can start using right away. As part of this session, you will receive a flash drive containing a fully operational data system that represents best practices at a large community college. First you will put yourself in the place of a graduate and fill out a brief "skip logic" survey. Then the presenters will enter your results into the database where they will demonstrate simple queries that will generate meaningful outcome reports. When you return to work, flash drive in hand, you will have a robust data-management tool that will require minimal customization for your school.

STEM Recruiting: What Shapes Your Strategy?

Track: University Relations & Recruiting

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Panel

Presenters: David B. Ortendahl, Worcester Polytechnic Institute; Krystal Parker, General Electric; Jessica Yu, The MITRE Corporation; Elizabeth Shanley, Fidelity Investments

Step inside the thinking of experienced college relations professionals to learn how they formulate recruiting strategies for STEM students and graduates, including strategies to recruit women and underrepresented populations. In this session, the panel will reveal more of the inner workings, metrics, and other factors that influence recruiting strategy. The panelists also will offer examples of effective recruiting programs and branding initiatives aimed at STEM students and graduates. In these fields, an on-campus presence remains an essential approach to identifying and attracting the most talented and diverse individuals. This session will engage you in an active discussion of the STEM recruiting landscape.

A Strategic Approach to Recruiting Career Center Leadership

Track: Management & Leadership

Level: Level: Advanced

Audience: Career Services Professionals

Format: Traditional

Presenter: Andrew Ceperley, Loyola Marymount University

With college and university career centers enjoying an unprecedented level of visibility on campus and beyond, demand is growing for efficient and thorough recruitment campaigns that identify, attract, and land new career center leadership at the director and the associate director levels. Traditional campus-driven recruitment approaches involving cumbersome committee processes, poorly managed site visits, and protracted offer delays are too often resulting in failed searches, disillusioned candidates, and career center staffs stuck in a holding pattern. The cost to campuses in time, expense, and the inevitable lapse in career center leadership is immeasurable. How can we get our leadership searches right the first time? In this session we will assemble the ingredients of a successful national leadership search and define a strategy that prepares your office, your team, your campus, and your prospective candidates for a positive and productive recruitment process—one that yields results.

Strategies for Recruiting Military Talent

Track: Diversity

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Matt Blunt and Leonard Jaszak, PricewaterhouseCoopers

PwC's military initiatives started out as a grassroots effort by partners and staff in its public sector practice. Today, the firm helps those with military experience successfully transition into a civilian environment. Through collaboration with the Veterans Network, we support the recruitment and retention of talented individuals who answered the call to serve our country. With updates to VEVRAA regulations and veterans spanning multiple generations seeking employment as civilians, companies can benefit from actively seeking talent from this population. PwC's strategies to attract and hire military individuals include interactions on campus, presence at conferences, and a digital footprint online. Internally, PwC also focuses on training its recruiting professionals in understanding

the value of a veteran and acting with cultural dexterity. Join in the conversation to learn about PwC's successes (and challenge areas) in military recruiting.

The Student-Centered Active Learning Environment Model

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenter: Marcy L. Bullock, North Carolina State University

It is time for career centers nationwide to turn the classroom experience upside down, using new techniques to ensure that graduates are career ready. With the SCALE-UP Model, outdated resume workshops and career lectures are replaced with engaging activities that allow students to master career concepts and apply them with confidence in real-world situations. Active learning tools increase students' knowledge and ability to transition successfully to the professional world. Learn how three career courses and a professional development series were revamped, shaking up traditional formats to create interactive learning environments that buzz with energy. In this atmosphere, students learn from each other while an instructor or peer career ambassador clarifies and expands on content. The SCALE-UP concept pushes students to think creatively and critically while collaborating to solve problems, ultimately making them more appealing to future employers.

Students Speak Out on Current Practices With Recruitment Technology Tools

Track: University Relations & Recruiting

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenter: Mary E. Scott, Scott Resource Group

Get the findings of the just-released "Recruitment Technology Tools: Students Benchmark Best Practices," a campus-based student survey. Topics include virtual events, e.g., career fairs and webinars; digital interviews; social media; video and photo-sharing; and the use of mobile devices during the recruitment process. Quantitative and qualitative data will be presented to document which recruitment technology tools students value—and why others aren't considered useful—and how these communications channels impact employer brand.

Students With Disabilities and Section 503: Implications for Career Advisers

Track: Legal Issues

Level: Advanced

Audience: Career Services Professionals

Format: Peer2Peer

Presenters: Mike Ariale, Northeastern University; Alan Muir, Career Opportunities for Students with Disabilities (COSD)

Review the newly amended Section 503 regulations of the Rehabilitation Act of 1973, which became effective on March 24, 2014, in an effort to increase hiring of people with disabilities by federal contractors. Employers affected by the 503 regulations have been thoroughly briefed by the federal government, but higher education professionals are unaware of the implications for their students with disabilities entering the work force. To be successful after graduation, students must understand the impact Section 503 has on their career searches. Interactive dialogue and discussion between participants and presenters will stimulate brainstorming and sharing of best practices to address the changes. You will walk away with an understanding of the regulation, how contractors are impacted,

and best practices on advising and preparing students with disabilities entering the work force about Section 503.

Tracking Your Employer Brand for Successful Outcomes

Track: Branding & Marketing

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenter: Melissa Murray Bailey, Universum

Research has shown that a company's employer brand has a serious impact on its bottom line. Despite the increased focus organizations are putting on building and executing their employer brands, they still fall short when it comes to measuring success. Your company would never launch a product or a consumer brand without having a plan for tracking success, so why should your employer brand be different? If you aren't measuring the performance of your brand and your branding activities, your efforts may be going to waste. Learn about the importance of measurement and share some best practice examples of how to track the success of your employer brand, from a strategic level to day-to-day practices.

Transform Yourself Into a Data Superhero!

Track: Assessment & Accountability

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenter: Jeanette Maister, WCN

Go beyond the basics and learn more-sophisticated, higher-impact ways of thinking about metrics to inform your campus recruiting strategy and day-to-day operations. Drawing on her experience in developing and implementing data collection and analysis processes, using data in day-to-day operations, and presenting data to senior management, the presenter will help you transform yourself into a data superhero.

The University Career Center's Role in Cultivating a Diverse STEM Work Force

Track: Diversity

Level: Intermediate

Audience: Career Services Professionals

Format: Deep Dive

Presenters: Staci Fowler and Sonya Merrill, George Washington University; Kiva Wilson, Facebook

Building a 21st century work force requires an unwavering commitment to diversity—especially as it relates to STEM fields—by higher learning institutions and industry. The underrepresentation of minorities and women attaining STEM degrees is a nationwide trend that warrants attention and action by key stakeholders, including career centers. In 2014, leading technology companies such as Facebook announced stronger commitments to STEM diversity recruiting. Career centers play a pivotal role in cultivating talent and connecting students with employers, alumni, and mentors who can nurture their talents and skills. Explore the social and educational factors around underrepresented populations and STEM, and gain insight through concrete examples and pilot programs about the ways career services and employers can collaborate to successfully address some of these issues. You will receive real-time information via wireless content sharing and participate in interactive polling.

A University's Guarantee That Every Graduate Has a Career Plan

Track: Coaching & Counseling

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: David Douglass and Jerry Houser, Willamette University

How do you get the university president, board of trustees, and faculty to agree to the strategic plan initiative that “every graduating senior has a career plan?” This program introduces you to “The Compass,” a program built by Willamette University’s dean of students and career center staff to make good on that promise. Learn about the resources needed, building alliances, funding, and delivery challenges. Building career planning into the fabric of the curriculum is the new industry paradigm as the stand-alone career center model is slowly dying. You will discover useful and creative ideas that you can use back on your own campus to embed career preparation into your university’s culture presented. Join the discussion on how to lead a culture shift on campus rather than being caught unprepared.

Using Data to Select Your Priority Schools

Track: Assessment & Accountability

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Peer2Peer

Presenter: Erin Cunningham, KeyBank

Learn how KeyBank uses four pillars of criteria to select priority schools and increase performance against success measures (diversity, average GPA, ROI). The four pillars are overall enrollment data, existing leadership relationships, linkage of curriculum to talent needs, and competitive landscape.

Using Screencasts to Provide 21st Century Career Services

Track: Branding & Marketing

Level: Intermediate

Audience: Career Services Professionals

Format: SMARTtalk

Presenter: Kevin G. Monahan, Carnegie Mellon University

During summer 2014 at Carnegie Mellon, the Career and Professional Development Center recorded several short educational videos using screencast technology. CMU staff produced these short vignettes to instruct students on how to schedule appointments, access resources, and use other office services. In 15 minutes, you will learn about different screencast technology options and how to apply them to your office’s day-to-day operations. From instructional videos to online resume reviews, screencasts allow career centers to offer personalized instruction to today’s technologically savvy student population.

Veteran Hiring Done Right

Track: Diversity

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenters: Fred M. Howell and Mark McGruder, Ingalls Shipbuilding

Take part in this session to find out how to do it right: You'll learn how to build your team in the image that you want to create for the entire organization; design and implement a veteran hiring initiative that supports diversity and inclusion; and commit, organizationally, to hiring veterans. You'll

also discuss how to prepare the organizational culture for the changes to come, and how to create the essential infrastructure to support veteran new hires, including a clear and viable career path outline. You'll also learn how to improve and expand your candidate pool with veterans, build partnerships with veteran organizations, and involve veterans in the process.

Video Interviewing: The New First-Round Interview?

Track: Branding & Marketing

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Peer2Peer

Presenter: Danelle M. DiLibero, RMS

Last year, more than half of my new hires came from non-core schools. Not only were they non-core, but also they are schools where I have never stepped foot on campus. How did I find these students? How did they find me? Let's have a conversation about how video interviewing is changing who we interview and how we interview. Employers are using new tools to connect to students in nontraditional ways while remaining competitive in the race to find top talent. Let's discuss the pros and cons to this methodology, how employers of all sizes can use this tool to expand their scope, and how universities can help prepare their students for these types of interviews.

Why "Career Services Must Die"? A National Conversation

Track: Management & Leadership

Level: Intermediate

Audience: Career Services Professionals

Format: SMARTtalk

Presenter: Andy Chan, Wake Forest University

Andy Chan's provocative TEDx talk, "Career Services Must Die," unleashed a national conversation that continues not only in career centers, but also among presidents and trustees, and among families with college-bound students considering the value proposition of college. What does this conversation mean for our profession? What is the real meaning behind "Career Services Must Die"? Chan will detail the background leading up to the TEDx talk, initiated at Wake Forest's Rethinking Success conference in 2012, and the subsequent changes taking place at colleges and universities across the country. From these experiences, Chan will define the success factors that have enabled schools to begin the transformation process. He will also forecast the competencies and mindsets required for the "career office" director of the future.

Winning Strategies for Campus/Employer Partnerships

Track: Branding & Marketing

Level: Intermediate

Audience: Career Services Professionals

Format: Traditional

Presenters: Michelle Kyriakides, Ed.D., St. John's University; Stephen Rutkowski, ESPN

What does it take to excite an entire campus about a company that hires students from all majors? One day, teamwork, high energy, and of course, sports trivia. Learn about "ESPN Day," which connects up to 300 St. John's University students with ESPN's hiring managers. Recruiters engage students and meet with faculty across multiple disciplines to discuss ESPN's hiring needs. These discussions have led to a faculty site visit to ESPN and the creation of both a student organization and academic courses in sports analytics. The partnership between ESPN and St. John's provides a unique case study for effectively building an employer brand on campus, and engaging students from a wide variety of disciplines. Be prepared for some college sports trivia!

You Aren't Recruiting Cyborgs: Hone in on the Skills You Really Need

Track: Management & Leadership

Level: Intermediate

Audience: University Relations & Recruiting Professionals

Format: Traditional

Presenter: Alexandra R. Levit, Career Advisory Board

According to the Job Preparedness Indicator study by the Career Advisory Board, only 7 percent of hiring managers report that most job-seekers are the "complete package" for filling open positions. This session showcases the most critical skills for new grads in 2015, and provide guidance for effectively identifying, screening for, and fostering these skills.

