

NACE'S Fall 2023 Competency Symposium

Wednesday, November 15, 2023

11 a.m. – 5 p.m. ET | Virtual



Sponsorship Opportunities

How invested is your organization in career readiness and student success?

NACE's Fall 2023 Competency Symposium will bring together practitioners from colleges and universities across the country to learn best practices in understanding, applying, assessing, and articulating NACE Career Readiness Competencies.

Demonstrate your organization's commitment to career readiness for students by sponsoring this event.

naceweb.org/competency-symposium

Questions? Contact Katrina Schreefer at businessdevelopment@naceweb.org.

What is Career Readiness?

Career readiness is a foundation that demonstrates requisite core competencies, broadly preparing the college educated for success in the workplace and lifelong career management.

NACE has identified eight competencies that are essential for success in the workplace.



Critical Thinking and Problem-Solving



Leadership



Oral and Written Communication



Professionalism and Work Ethic



Teamwork and Collaboration



Career Management



Digital Technology



Global and Intercultural Fluency

For higher education professionals, career readiness provides a framework for addressing career-related goals and outcomes of curricular and extracurricular activities, regardless of the student's field of study.

For employers, career readiness plays an important role in sourcing talent, providing a means of identifying key skills and abilities across all job functions. Similarly, career readiness offers employers a framework for developing talent through internship and other experiential education programs.

Learn more at
www.nacweb.org/career-readiness

What is NACE's Competency Symposium?

Held annually, this symposium brings thought leaders and practitioners together to discuss best practices in institutionalizing career readiness competencies. Each year builds on an existing framework of peer-driven educational sessions, as well as the latest research and field-tested programs by experts across multiple disciplines.

Spring 2023 Agenda

- Competencies Initiatives Within the Higher Education Landscape: Shaping the Future of Student Success and Institutional Effectiveness
- Using Teaching Strategies to Ensure Student Success With Competency Awareness, Development, and Articulation
- Incorporating Career Readiness in Student Employment: Career Academy
- Communication and Self-Efficacy Development Through Groups and Peer Support
- NACE Competency Curriculum and Assessment Rubrics
- Building a Culture of Skill Research and Integration to Best Prepare Students for the Future of Work
- A Faculty Champion Approach and Tools You Can Use to Help Students Articulate Career Competencies
- Educating and Empowering: Building Partnerships to Take Competency Assessment to the Next Level
- Transferable Skills Digital Badging: Behind the Scenes of Creating a Career-Readiness Culture
- Stealth Integration of Competencies Into Academic and Career Advising
- Infusing NACE Career Competencies Into Curricula
- Internship Preparation With Career Competencies
- Self-Evaluation of Competencies Through Student Employment
- VCU College-to-Career (C2C) Blueprint: Career Readiness Through the Disciplines



**View 2023 Spring
On-Demand Webinar**

What is NACE's Competency Symposium?

New for Fall 2023

- New concurrent sessions, including a talent acquisition track for early-talent recruiters
- Morning Brew, a 10-minute, high-energy welcome full of excitement and attendee engagement
- Product Showcases to highlight cutting-edge, career readiness business solutions
- Coffee & Connect, four moderated breakout rooms for networking and collaboration. Held as the closing sessions of the Symposium.
- Sponsored attendee contests with prizes to drive attendee engagement and build community

New for Spring 2024

- NACE Career Readiness roundtable event is a half-day workshop format for career readiness practitioners.
- NACE Career Readiness thought leaders event is an invitation-only session to discuss the future of career readiness competencies for colleges and employers.
- NACE Career Readiness Rubric is a field-tested tool to help colleges incorporate career readiness into curriculums.



Who Attends NACE's Competency Symposium?

Who is NACE?

The National Association of Colleges and Employers (NACE) is the leading source of information on the employment of the college educated. NACE forecasts hiring and trends in the job market; tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks. Established in 1956, NACE is a professional association that connects over 16,000 college career services professionals, university relations and recruiting professionals, and the business solution providers that serve this community. We are the only national association that serves both higher education professionals and employers recruiting early talent.

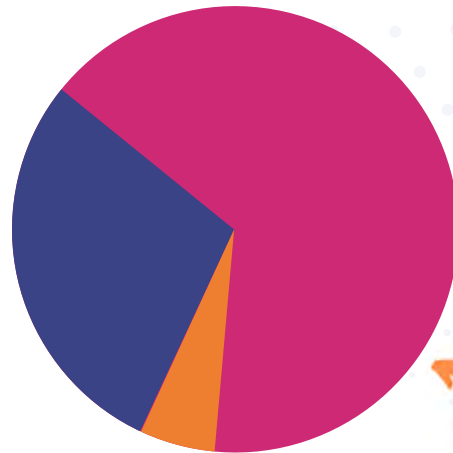
NACE Member Profile

NACE Represents

16,002 Total Members at **2,839** Organizations

Employer

4,037 Members at
852 Organizations



Business Affiliate

397 Members at
163 Organizations



College


11,568 Members at
1,824 Colleges/Universities

As of August 2023

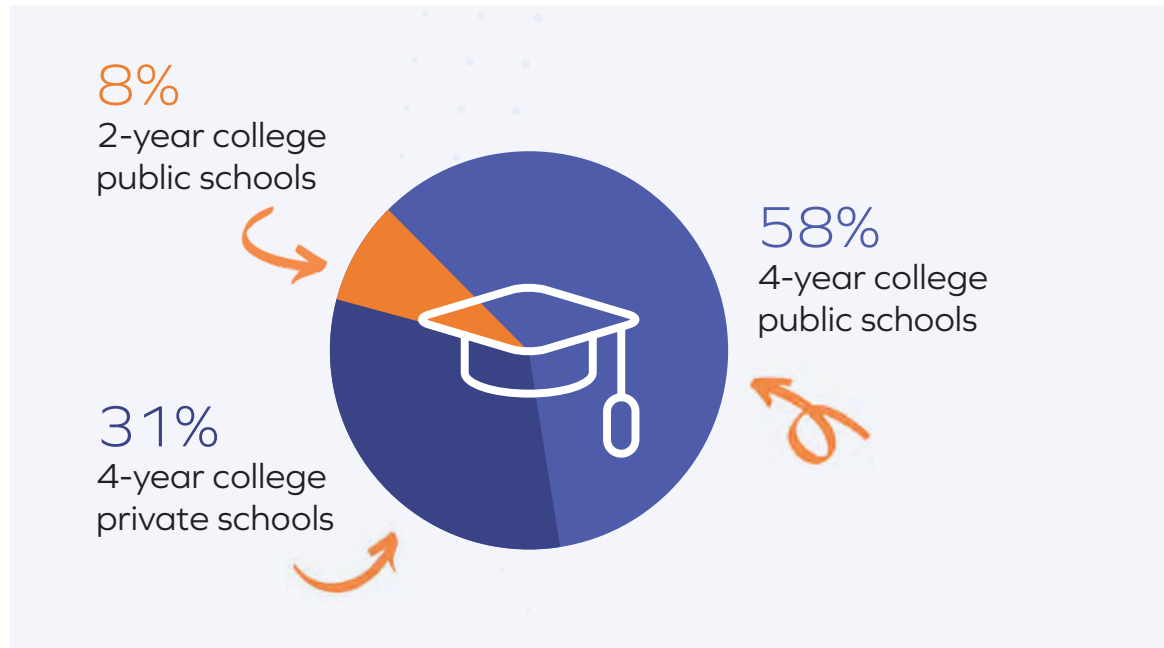
Who Attends NACE's Competency Symposium?

Who Attends?

Spring 2023 Attendee Profile

 **369**
total
organizations

 **725**
total
individuals



Attendees include the cross-functional teams tasked with developing strategy and executing career readiness initiatives across college campuses:

- Career services office executive directors and staff
- Career counselors and coaches
- Chairs, advisors, and faculty
- C-suite, presidents, vice presidents, and deans

Who Attends NACE's Competency Symposium?

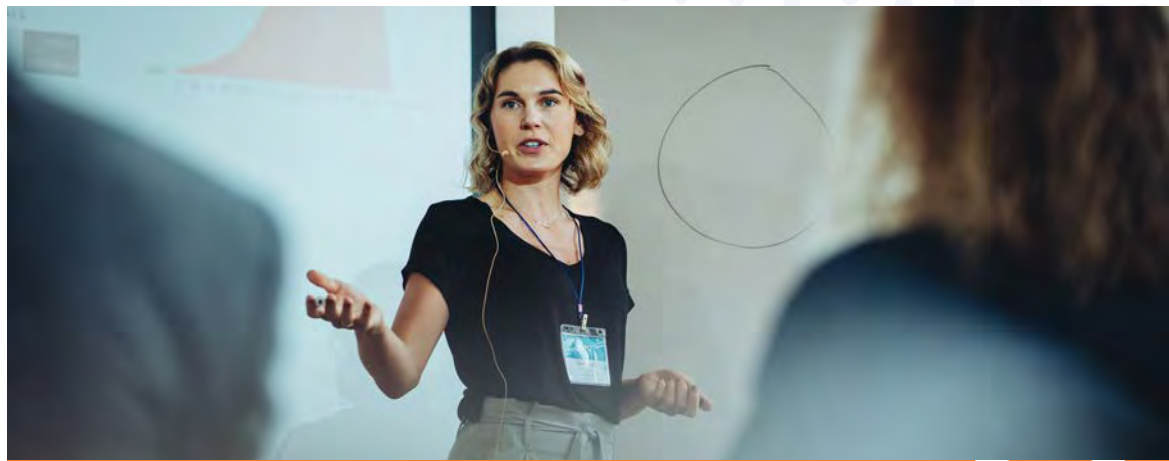
Why Should Your Organization Attend?

Do your organizational focus and goals fit within this framework?

Do you need to strengthen and grow your connections within this practitioner group?

Will learning about their challenges and solutions enhance your product offerings so you can evolve rapidly with this field?

Make this conversation whole by showcasing the products and services colleges and employers need to operationalize their strategies.



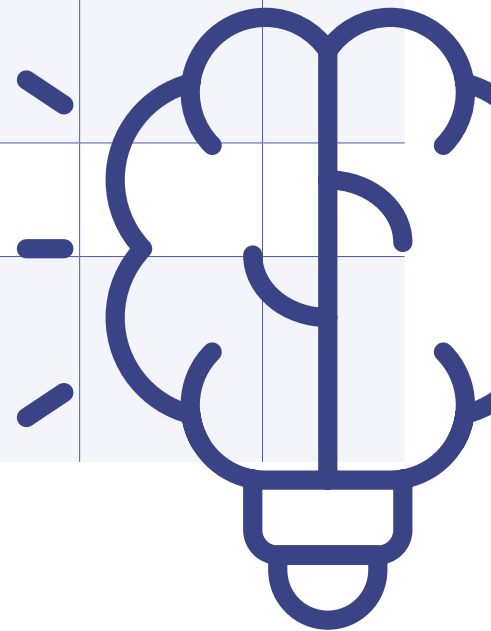
**“Love, love, loved
this symposium. It will
make a direct impact on
our campus. Thank you!”**



Attendee Testimonial

2023 Sponsorship Opportunities

	Thought Leader \$15,000	Innovation Sponsor \$10,000	Milestone Sponsor \$7,500	Visionary Sponsor \$5,000	Ally Sponsor \$3,000
Benefit	1 available	1 available	4 available	4 available	No limit
Logo on event website for one year	x	x	x	x	x
Sponsor recognition in the <i>NACE Journal</i> following the event	x	x	x	x	x
Complimentary event registrations	8	4	3	2	1
Session-specific sponsorship	Opening Session	Morning Brew	Coffee & Connect	Concurrent Session	
LinkedIn sponsor highlight post	x	x	x		
Sponsor logo on NACE homepage slider	x	x			
Promotional banner with sponsor logo for social media platforms (LinkedIn, Facebook, X)	x	x			
Logo and link on event marketing emails	x	x			
Banner ad on NACE Career Readiness Resource destination hub (1 month)	x				



Additional Opportunity



Product Showcase: \$ 1,500 each (Limited to 4 sponsors)

New for fall 2023: 15-minute recorded sessions are available to showcase business solutions.

Showcase your business solutions during a 15-minute prerecorded session. By prerecording you'll be able to actively participate in the chat and connect with your audience in realtime. These spots are a seamless piece of the event program and are not competing with concurrent sessions. Available as an add-on or as a stand-alone purchase. If purchased alone, it does not include any of the above sponsorship recognition.



Thought Leader

Opening Session Sponsorship includes:

- Sponsor logo on session image on program schedule.
- An opportunity to address the full audience with a 2-minute speaking engagement.
- Verbal recognition by NACE at beginning and end of session.
- Branding in the platform for up to 60 days after the event.
- Branding in the event recording sold as on-demand product after the event.

Marketing Emails

- Sponsor logo and link in marketing emails, including member newsletters and event marketing emails.

Advertising

- Banner Ad on NACE Career Readiness Resources page for a full month (November 1 – 30, 2023).
- Sponsor logo on NACE homepage slider.

Social Media

- Dedicated LinkedIn post highlighting your organization as a sponsor.
- Promotional banners with sponsors, logo provided by NACE for use on LinkedIn, Facebook, and X.

Staff Professional Development:

Includes 8 complimentary attendee registrations with access to the platform 60 days after the event.

Logo and link on NACE's 2023 Fall Competency Symposium website.

Prominent sponsor recognition in the *NACE Journal* following the event.

BANNER AD



#1 visited pages on
NACE webpage with
25,435
page views per month

Innovation Sponsor

Morning Brew Sponsorship includes:

- Sponsor logo on session image on program schedule, includes verbal recognition.
- Engage with audience members in a 10-minute relaxed session that opens the Symposium event. Includes verbal recognition by NACE and opportunity to participate in the dialogue. Opportunity for sponsor to provide insight into industry trends and highlight innovative product solutions.
- Branding in the event recording sold as on-demand product after the event.

Marketing Emails

- Sponsor logo and link in marketing emails including member newsletters and promotional emails.

Advertising

- Sponsor logo on NACE homepage slider.

Social Media

- Dedicated LinkedIn post highlighting your organization as a sponsor.
- Promotional banners with sponsors logo provided by NACE for use on LinkedIn, Facebook, and X.

Staff Professional Development: Includes 4 complimentary attendee registrations with access to the platform 60 days after the event.

Logo and link on NACE's 2023 Fall Competency Symposium website.

Prominent sponsor recognition in the *NACE Journal* following the event.



Milestone Sponsor

Coffee & Connect Session

- Sponsor one of four – one- hour networking sessions to close out the event. Will include an opportunity to help lead the dialogue and engage with audience members.
- Includes 2-minute speaking engagement at the start of the session. (optional)
- Branding in the event recording sold as on-demand product after the event.
- Opportunity to provide branded prizes to attendees who participate.

Sponsored Social Media post on LinkedIn tagging your organization as a sponsor of the new Coffee & Connect sessions.

Staff Professional Development: Includes 3 complimentary attendee registrations with access to the platform 60 days after the event.

Logo and link on NACE's 2023 Fall Competency Symposium website.

Sponsor recognition in the *NACE Journal* following the event.

Visionary Sponsor

Concurrent Session Sponsor

- Includes opportunity to sponsor a specific session on the schedule.
- Includes 2-minute speaking engagement at the beginning of session. (optional)
- Sponsor logo on the website under the session.
- Sponsor logo on session image on program schedule.
- Branding in the event recording sold as on-demand product after the event.

Staff Professional Development: Includes 2 complimentary attendee registrations.

Logo and link on NACE 2023 Fall Competency Symposium website.

Sponsor recognition in the *NACE Journal* following the event.

Ally Sponsor

Logo and link on NACE's 2023 Fall Competency Symposium website.

Sponsor recognition in the *NACE Journal* following the event.

Staff Professional Development: Includes 1 complimentary attendee registration with 60 days access to the platform after the event.

What's Next?

Ask me about in-person Career Readiness events and ongoing webinars throughout the year. NACE offers a multitude of additional opportunities to align your organization with the important work around career readiness.

Katrina Schreefer, Senior Manager of Business Development & Outreach, businessdevelopment@naceweb.org

