Join NACE in celebrating 60 years of service to the field.

LIMITLESS POSSIBILITIES

Conference & Expo
June 7–10, 2016 • Chicago

Registration Information
Register for the year’s premier networking and professional development event!
naceweb.org/NACE16
<table>
<thead>
<tr>
<th><strong>Tuesday, June 7</strong></th>
<th><strong>Thursday, June 9</strong></th>
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<tbody>
<tr>
<td>8:30 a.m. – 12:30 p.m.</td>
<td>Registration</td>
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<tr>
<td>Noon – 8:30 p.m.</td>
<td>Continental Breakfast in the Expo Hall</td>
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<tr>
<td>12:30 – 4 p.m.</td>
<td>UR&amp;R Benchmarking Best Practice Breakfast</td>
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<tr>
<td>Noon – 6 p.m.</td>
<td>Sponsored by: Wasserstein Center for Career Development - New York University</td>
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<tr>
<td>1:30 – 5 p.m.</td>
<td>CS Challenge &amp; Solutions Breakfast</td>
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<td>3 – 4 p.m.</td>
<td>Expo Hall Open</td>
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<tr>
<td>4:30 – 5:30 p.m.</td>
<td>Keynote Address</td>
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<tr>
<td>6:15 – 7:30 p.m.</td>
<td>Refreshment Break in the Expo Hall</td>
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<tr>
<td>7:30 – 9 p.m.</td>
<td>NACE CONNECT</td>
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<tr>
<td><strong>Wednesday, June 8</strong></td>
<td><strong>Friday, June 10</strong></td>
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<td>7:30 a.m. – 5 p.m.</td>
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*Separate registration and fee required.*
ABOUT NACE

Established in 1956, the National Association of Colleges and Employers (NACE) connects more than 7,000 college career services professionals at nearly 2,000 colleges and universities nationwide, more than 2,900 university relations and recruiting professionals, and over 300 business affiliates that serve this community.

NACE is the leading source of information on the employment of the college educated, and 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.

NACE provides its members with high-quality resources and research; networking and professional development opportunities; and standards, ethics, advocacy, and guidance on key issues.

National Association of Colleges and Employers
62 Highland Avenue
Bethlehem, PA 18017
610.868.1421
naceweb.org

WHAT’S NEW?

New and Notable at NACE16

60th Anniversary Innovation Challenge
Put your experience, creativity, and strategic thinking to use during this highly-interactive event as we discuss: STEAM, Students with Disabilities, and Leveraging the Liberal Arts Degree. Separate fee and registration required. Sponsored by Intuit

60th Anniversary Gala
Join us for a special evening at The Field Museum to celebrate NACE’s 60 years of service.

NACE Connect
Find a place to meet-up with colleagues, take a break from the conference, and just recharge.
GET INSPIRED by these Keynote Speakers

Dustin Garis
Transcend your limits with “chief troublemaker” Dustin Garis! Known for his disruptive approach to innovation, Garis will help you envision new ways to achieve (and think about) your goals, and bring “unreasonable” success to your work and your life.

Sponsored by VMock, Inc.

Leland Melvin
Hear Leland Melvin’s fascinating story of perseverance throughout his career as a professional football player in the NFL and a NASA astronaut.

Sponsored by Northrop Grumman Corporation

Lindsey Pollak
Join social media maven/generational guru Lindsey Pollak to discuss mega-trends that will affect what you do, how you do it, and who you do it with.

Reshma Saujani
Be inspired by Reshma Saujani, who sparked a national conversation on the importance of increasing the number of women and girls in tech. She convened academics, foundations, tech CEOs and community organizers to design and successfully launch Girls Who Code.
Thank you to the following organizations for their support!

**PLATINUM**
- Altria
- Chevron
- DirectEmployers
- Enterprise
- KPMG
- Macy’s - Bloomingdale’s Careers After College
- vmock

**GOLD**
- This Way to CPA
- Northrop Grumman

**SILVER**
- Aramark
- Case Western Reserve University
- HireRinti
- IBM
- Johnson & Johnson
- NRF
- NYU Wasserman Center for Career Development
- Raytheon

**BRONZE**
- Binghamton University
- Intuit
- Liberty Mutual Insurance
- Turner

**PATRON**
- University of Rochester - Gwen M. Greene Center & Internship Center
Preconference Workshops for Career Services

Tuesday, June 7, 2016 • Time: 8:30 a.m. – 12:30 p.m.

Visit naceweb.org/NACE16 > Preconference Workshops to learn more. Separate registration and fee required.

The Early-Bird Rate is effective through March 1, 2016, 11:59 p.m. (ET).

Advocating for Career Services

Career Level: 

Become a more effective campus advocate within your organization by increasing support and buy-in. Participants will gain insight into building solid organizational alliances by looking at existing organizational structures, using supporting metrics to effectively communicate with stakeholders, and leveraging partnerships through strong relationship management.

Presenter: Edwin Koc, Director of Research, Public Policy and Legislative Affairs, NACE

Coaching the Coach

Career Level: 

Learn how coaching can leverage your staff’s career paths and development while also meeting organizational goals. Help your staff articulate career goals and strengths using research-based strategies and best practices.

Presenter: Katharine Brooks, Executive Director, Office of Personal and Career Development, Wake Forest

Expanding Our Diversity Toolbox

Career Level: 

Learn about an overlooked component of diversity, and recognize the intersection between religious diversity and career coaching. Increase your awareness of cultural differences that affect the manner in which career service professionals coach students. Discuss coaching strategies and solutions that increase student confidence and career readiness.

Presenters: Aisha Ghori, Inclusive Diversity, Allstate Insurance Company and Chaim Shapiro, Assistant Director, Touro College

Continuing Education Clock Hours: NBCC – 4 clock hours

SMARTtalks

- Adapting Job Offer Negotiation Techniques for Women
  Kristina Wright, University of Illinois at Urbana-Champaign

- Attract and Engage Millennials & Gen Z and Why It Matters
  Blake McCammon, Looksharp
Assessing the University Relations and Recruiting Function

Career Level: 

Learn how to articulate your university recruiting and relations program’s strengths and weaknesses and prioritize enhancement initiatives in order to maximize improvement for your URR team. Examine the URR function and diagnose the areas exerting the most positive and negative impact on your ROI.

Presenters: Jennifer Bernasconi, Manager University Relations, Stryker and Bruce Soltys, Director-Campus Recruiting, Prudential

Continuing Education Clock Hours: This activity has been approved for 4 (HR (General)) recertification credit hours toward California, GPHR, HRBP, HRMP, PHR, and SPHR recertification through the HR Certification Institute.

A Data-Based Approach to Strategic Campus Recruiting

Career Level: 

Explore a broader scope of school selection and dive into the process of implementing the campus plan. Incorporate strategic planning outcomes for your campus recruiting by focusing on how to prepare, capture information, identify key players, and define steps to achieve their goals.

Presenters: Jeff Goodman, Managing Partner, Campus Strategic Partners and Christina Konieczka, Manager, Global Talent Acquisition, Ingredion Incorporated

Continuing Education Clock Hours: This activity has been approved for 4 (HR (General)) recertification credit hours toward California, GPHR, HRBP, HRMP, PHR, and SPHR recertification through the HR Certification Institute.

NACE 60th Anniversary Innovation Challenge

Tuesday, June 7, 2016 • Time: 1:30 – 5 p.m.

Join NACE President, Dawn Carter, members of the NACE Board of Directors and your colleagues in the first installment of the NACE Innovation Challenge! Put your experience, creativity, and strategic thinking to use while engaged in friendly competition during this highly interactive event based on three primary themes: STEAM, Students with Disabilities, and Leveraging the Liberal Arts Degree.

You must be registered for the full conference to attend this event. Separate fee and registration required. Sponsored by Intuit.

SMARTtalks:

- Bossy, Bitchy, Brazen: How Women Students Acquire and Escape Stereotypical Labeling
  Catherine Neiner, Georgia Gwinnett College

- Integrating Work With Study
  Fook Yee, Singapore Institute of Technology

- Why Liberal Arts Majors Thrive in Tech Companies
  Alice Harra, Reed College
# Concurrent Sessions

You’ll find over 80 concurrent sessions covering key issues and topics for professionals in all levels of their careers. Visit naceweb.org/NACE16 for a full description of each session.

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<tr>
<th>Session Title</th>
<th>Presenter(s)</th>
<th>Institution(s)</th>
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<tbody>
<tr>
<td>10 New Ways to Make ‘Em Work (&amp; Play)</td>
<td>Veronica Rahim and Ali Mears</td>
<td>Purdue University</td>
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<tr>
<td>10 Smart Principles for Recruiting Top Talent</td>
<td>Saj Jetha, The Smarty Train; and Bob Athwal</td>
<td>University of Leicester</td>
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<tr>
<td>Addressing Work Force Readiness</td>
<td>Tara Spain, Travelers; and panel</td>
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<tr>
<td>Beyond First Destinations: Creating Lifetime Career Impact</td>
<td>Sheila Curran, Curran Consulting Group; and Heather Christman</td>
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<tr>
<td>Brain-Based Career Development: The New Career Development Model</td>
<td>Imants Jaunarajs, Ohio University</td>
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<tr>
<td>Building Alumni/Parent Connections</td>
<td>Aixa Kidd and Emily Nolan</td>
<td>Brown University</td>
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<tr>
<td>Building a Culture of Diversity &amp; Inclusion Into Career Services</td>
<td>Shelagh Saenz, University of Michigan</td>
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<td>The Candidate Experience: Students Benchmark Best Practices</td>
<td>Mary Scott, Scott Resource Group</td>
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<tr>
<td>Career Readiness &amp; NACE: Past, Present, and Future</td>
<td>Christopher Carlson, Tennessee Valley Authority; and panel</td>
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<td>Career Services Perspectives From the Philippines</td>
<td>Farouk Dey, Stanford University; and panel</td>
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<tr>
<td>Career Services and University Development: Creating Powerful Collaborations</td>
<td>Michael Sciola, Colgate University</td>
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<tr>
<td>Challenges of Coaching and Hiring the Gifted College Student</td>
<td>Dan Black, EY; and panel</td>
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<td>Coaching for Home Country Careers</td>
<td>Jerome Ng and Sarah Zehr, University of Illinois at Urbana-Champaign</td>
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<td>Corporate On-Campus Student Employment for Technology Innovation</td>
<td>Amy Fruehling, University of Illinois; and panel</td>
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<tr>
<td>The Death of Employer Info Sessions and What to Do</td>
<td>Mike Tomasello, CollegeCareerSpeaker.com</td>
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<tr>
<td>Defining &amp; Addressing Microaggressions</td>
<td>Krischanna Roberson, Bellevue School District</td>
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<tr>
<td>Developing Future Global Business Leaders Starts With a Pre-ID Strategy</td>
<td>Jennifer Vasseur and Dan Black, EY</td>
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<tr>
<td>Differentiating Yourself: Staying True to Your Talent Brand</td>
<td>Ashley Morris, Sungevity</td>
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<tr>
<td>Digital Marketing for Brand Engagement</td>
<td>Thomas Borgerding, Campus Media Group</td>
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<tr>
<td>Dimensions of Diversity: Building a Comprehensive Diversity Recruiting Strategy</td>
<td>Adrienne Alberts, Alberts Consulting, LLC</td>
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<tr>
<td>Embedding Student Development Into On-Campus Jobs</td>
<td>Caroline Konrad, Ryerson University</td>
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<tr>
<td>Emerging Leaders: Strategic Middle Management in Times of Change</td>
<td>Andrea Hanson, UC – Davis; and Brian Guerrero, UC - Berkeley</td>
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</tbody>
</table>

NACE 2016 Conference & Expo | 8 | Registration Information
Employer Best Practices and Analytics for Targeting Core Schools
Michael Goldman, Miami University; and panel

Engage Your Alumni: Generational-Based Programming
Jennifer O’Connor and Lori Shreve Blake, University of Southern California

Establishing & Growing Leadership Development Programs
Stephanie Pallante and Lucy Ohle, Aramark

Exploring the Limitless Possibilities of Student Career Readiness
Samantha Haimes and Carly Smith, University of Miami

Facilitating Unlimited Opportunities in Your Own Backyard
Eileen McGarry, University of Arizona; and panel

Fierce Competitors Become Collaborative Friends
Angela Elder, National Retail Federation; and panel

First-Generation Students: Making Internships Accessible
Adry Clark and Kathryn Plummer, Western Oregon University

GPA Is Not Predictive of Job Performance: What Is?
Josh Jarrett, Koru; and panel

Generation Z: Looking Ahead to the Future of the Work Force
Melissa Bailey, Universum

Great Candidate, Terrible Hire: Hire the Best Talent for Your Organization
Sue Keever Watts, The Keever Group; and Keith Goryl, Amica Mutual Insurance Company

Harnessing “Big Data” for Reporting and Accountability
Kathleen Schaum and Sean Treccia, KPMG LLP

Hiring Top Talent Faster and More Efficiently
Kelley Clark, Yello; and Natasha Stough, EY

How to Benchmark Your University Relations Program in the Absence of Benchmarks
Steven Rothberg, College Recruiter

How to Build a Business Case to Grow Your Campus Recruiting
Graham Donald, Brainstorm Strategy Group Inc.

How Different Perspectives Contribute to Dream Team Development
Alicia Montesa, University of San Francisco; and Jeff D’Andria, Stanford University

How Fidelity Develops a Competitive & Evolving Internship Program
Grace Kiem, Fidelity Investments; and panel

How to Launch Your International Student Career Ambassador Program
Chalvonna Smith and Courtney McClain, George Washington University

naceweb.org/NACE16 | 9 | NACE 2016 Conference & Expo
How Traditional Companies Can Attract Innovative, Entrepreneurial Student Talent
Elizabeth Wessel, WayUp, Inc.

Hunting Your Purple Squirrels With Career Services
Mike Major, Saginaw Valley State University

Improving Student Outcomes by Hacking Science & Charisma
Steve Dalton, Duke University - Fuqua School of Business

Increase the Diversity in Your Campus Recruiting Program
Erin Cunningham, KeyBank

Innovations From the Field
Jennifer Lasater, Kaplan University; and panel

Integrating Entrepreneurship Into Career Center Offerings
Terri Lonier, School of the Art Institute of Chicago

Job Searching on the Spectrum
Janine Rowe, Rochester Institute of Technology

Leadership Practices That Motivate and Inspire
Thao Nelson, Indiana University - Kelley School of Business; and panel

Leading and Supporting the Institution’s Career Mission
Susan Terry, University of Washington; and Anne Scholl-Fiedler, Stevenson University

Leveraging Alumni and Parent Engagement
Beth Throne, Franklin & Marshall College; and panel

Leveraging Limited Resources
Katharine Farmer, Valero Energy Corporation; and Bryan Quick, Abbott

Limitless Marketing With a Limited Budget
Ali Mears and Tamara Clarkson, Purdue University

Making Co-op Stick at a Non-Co-op University
Rae Perry and Diane Hewitt, University of Massachusetts – Lowell

The Matrix: 7 Best Practices + 7 Core Competencies = Limitless Possibilities
James Lowe and Beth Settje, University of Connecticut

Strategies for Career Coaching Implementation
Brandon Bute and Jeff Eads, Ball State University

New Diversity: What Is Employer Relations Doing to Recruit Multi-Generational Graduates
Theresa Green-Ervin, Career Empowerment Consulting
A New Fundraising Model: Limitless Opportunities
Heather White and Ja‘Net Glover, University of Florida

Preparing Queer Students for the Job Search
Mike Ariale and Jamie Bergeron, Northeastern University

Preparing Students for the Global Work Force
Trudy Steinfeld, New York University; and panel

Presenting a Centralized Image on a Decentralized Campus
Laura Fonseca, Indiana University; and panel

Prioritizing Limitless Possibilities to Maximize Partnerships
Jeanne Contardo and Telaekah Brooks, Excelsior College

Recruiting Through Social Media
Grace Kiem and Kristina Hunt, Fidelity Investments

Reimagining Campus Recruitment for a Crowded Field
Jessica Gilmartin, Piazza; and Wil Dyer, UC - San Diego

Research Findings on Career Services Impact on Student Veterans
Brian Guerrero, UC - Berkeley

Strategies to Increase Your Employer Engagement ROI
Suzanne Helbig, University of California - Irvine, and Stephanie Reyes, California State University - Fullerton

Storytelling: Bringing Recruitment Presentations to Life
Brad Karsh, JB Training Solutions

Successfully Realizing the Power of Your Team’s New Technology
Kevin Grubb, Villanova University, and Shannon Conklin, Temple University

Supporting Job-Seeking International Students: Best Practices
Jana Lithgow and Jerome Ng, University of Illinois at Urbana-Champaign

Transferable Skills in Liberal Arts: Helping Students Articulate Their Value
Susan Gordon, American University, and Karyn McCoy, Depaul University

Using Metrics to Drive Decision Making in Career Centers
John Flato, Universum Global; and panel

Using NACE Research Data to Influence University Strategy
Mark Woodrum, Cisco Systems

What You Need to Know About Generation Z
Paul McDonald, Robert Half; and panel

Why Thinking Like A Marketer Will Make You a Better Recruiter
Maureen Joseph and John Beck, PEAK6 Investments

Women Advancement in Career Services: Stories and Strategies for Success
Espie Santiago, Stanford University
#NACE16 Registration
Register at naceweb.org/NACE16 today!

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<thead>
<tr>
<th>CONFERENCE REGISTRATION</th>
<th>EARLY-BIRD RATE through March 1, 2016</th>
<th>STANDARD RATE beginning March 2, 2016</th>
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<tbody>
<tr>
<td>Full Conference</td>
<td>MEMBER: $925</td>
<td>MEMBER: $995</td>
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<td>NONMEMBER: $1,385</td>
<td>NONMEMBER: $1,445</td>
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<tr>
<td>One-Day Conference</td>
<td>MEMBER: $460</td>
<td>MEMBER: $495</td>
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<td></td>
<td>NONMEMBER: $695</td>
<td>NONMEMBER: $725</td>
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Questions? Contact NACE Meeting & Events Team at 610.625.1026.

NOTE: Only NACE members are eligible for the member rate.
The Early-Bird Rate is effective through March 1, 2016 11:59 p.m. (EST).
The Standard Rate begins on March 2, 2016.

Hotel
NACE16 will be held at the Hilton Chicago at 720 South Michigan Avenue, Chicago, Illinois, 60605.

Request the group rate for NACE Conference & Expo 2016 or Group Code NCE to get the discounted rate of $254 per night, plus tax for single- or double-occupancy rooms.

Visit naceweb.org/NACE16 > Hotel & Travel for more information.

Travel
Multiple airports—including Chicago-O’Hare (ORD), Chicago Midway Airport (MDW), and Gary Regional Airport (GYY)—serve the area.

Delta Air Lines and United Airlines are pleased to offer discounts to NACE16 attendees:
- **Delta Air Lines**: Enter NMM9H in the Meeting Event Code box on the Book A Flight page.
- **United Airlines**: Enter ZVH8290359 in the offer code box when searching for your flights.
  *Be sure to select “Chicago all airports” when conducting your search.

Visit naceweb.org/NACE16 > Hotel & Travel for more information on air and ground travel.

Educational Credits
NACE has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 5161. Programs that do not qualify for NBCC credit are clearly identified. NACE is solely responsible for all aspects of the programs.

The use of this seal is not an endorsement by HR Certification Institute of the quality of the program. It means that the program has met HR Certification Institute’s criteria to be pre-approved for recertification credit. For more information about certification or recertification, please visit the HR Certification Institute homepage at www.hrci.org.
YOU’RE INVITED!

National Association of Colleges and Employers 1956/2016

Join us for a special evening to celebrate NACE’s 60 years of service to the profession!

Thursday, June 9, 2016
The Field Museum | 1400 South Lake Shore Drive | Chicago, IL
6 – 10 p.m.

The celebration will include cocktails, dinner, live entertainment, and dessert. This event is free to NACE16 attendees. RSVPs are required.

Cocktail attire is requested.

Learn more at naceweb.org/NACE16
Visit the Expo Hall to check out the latest products and services from these leading business providers.

Exhibitors as of 2/9/2016.

- 12Twenty
- ACT, Inc.
- American Institute of Certified Public Accountants
- American Student Assistance
- Avature
- Big Frey Promotional Products
- CampusKudos
- CamusTap
- Candid Career
- Career One Stop
careerandtalenthub.com
- CareerBuilder
- CareerEco Virtual Career Fairs
- CareerPath Mobile LLC
- CareerShift
- CareerSpots Videos
- CollegeNET, Inc.
- College Recruiter
- College Recruitment Media
- DirectEmployers
- Disney Campus Recruitment
- The Fairs App
- FOCUS 2
- Forté Foundation
- Geographic Solutions
- GiftedHire, Inc.
- Going Global
- GradLeaders
- Great River Learning
- Handshake
- HBX
- iCIMS
- internhousing.com
- InterviewStream
- Knopman Marks Financial Training
- LookSharp
- Mytasca
- NC3
- NACElink CSM by Symplicity
- National Apartment Association Education Institute
- National Organization on Disability
- National Retail Federation Foundation
- OneStop by Symplicity
- OptimalResume
- PAN - Performance Assessment Network
- Peace Corps
- Purple Briefcase, Inc.
- Purposely, Inc.
- QuadJobs
- Quinncia Inc.
- Rakuna
- US Intelligence Community
- uConnect
- University of Waterloo - Co-operative Education & Career Action
- UrbanBound
- Universum
- Vault.com Inc.
- VMock, Inc.
- WCN
- WayUp
- The WORK Book Series
- Wynbi
Simplify your campus recruiting process
and focus on hiring the best!

✓ Campus Centric ATS
✓ Candidate Relationship Management
✓ Event Management
✓ Interview Scheduling
✓ Offers and Onboarding
✓ Internship Program Management
✓ Resume Ranking Analytics

Visit BooT 815
and enter to win a bottle of Champagne

wcncampus.com
Register now for NACE16 and look forward to:

- 60th Anniversary Gala
- 80+ Concurrent Sessions
- Networking Events
- World-Class Expo Hall
- Visionary Keynote Speakers
- 60th Anniversary Innovation Challenge
- Preconference Workshops
- And much, much more!

Visit naceweb.org/NACE16 for up-to-date news and events.