SEE YOU IN Florida

JUNE 3–6, 2019
Walt Disney World Swan and Dolphin Resort,
LAKE BUENA VISTA, FL

Attendee registration is now open. Register now and get the early-bird rate.

www.naceweb.org/NACE19
NACE LEADERSHIP 2017–18

OFFICERS

President
Glen Fowler (2018)
California State Auditor

Vice President-Employer
Christopher Carlson (2018)
Tennessee Valley Authority

President-Elect
Norma Guerra Gaier (2018)
Texas State University

Vice President-College
Jennifer Lasater (2019)
Purdue University Global

Past President
Kathleen Powell (2018)
William & Mary

Secretary-Treasurer
Marilyn Mackes
NACE

BOARD OF DIRECTORS

College Representatives
Susan Brennan (2018)
Bentley University

Fred Burke (2019)
Baruch College

Brian Guerrero (2019)
The Ohio State University

Tim Harding (2018)
University of Tampa

Employer Representatives
Caroline Cunningham (2018)
GE Digital

Carlena Harris (2018)
Luminex Corporation

Nida Saleem (2019)
The Children’s Museum of Indianapolis, Inc.

Bruce Soltys (2019)
The Travelers Companies, Inc.

2018 CONFERENCE PROGRAM COMMITTEE

Drew Butts (Co-Chair)
Enterprise

Suzanne Helbig (Co-Chair)
University of California-Irvine- Division of Career Pathways

Brian Guerrero (Board Advisor)
The Ohio State University-College of Arts and Sciences

Amy Adams
Pepperdine University-Seaver College Career Center

Laura Agharkar
Samsung Electronics America

Seldric Blocker
NBCUniversal

Terri Carr
Allegheny College

Gabriela Castaneda
Chapman University-George L. Argyros School of Business and Economics

Robin Darmon
University of San Diego-Career Services

Rachel Kaschner
The Ohio State University-College of Engineering

Dave Keldsen
Northrop Grumman Corporation

Rachel Larson
University of Nebraska-Lincoln-College of Business Administration

Sarah McElroy
Brookdale Community College

Santina Pitcher
University of California-Berkeley

Jen Pollard
Wellesley College

Sara Slocum
Garmin International, Inc.

Renee Starek
Seton Hill University

Aaron Sturgill
Ohio University-Career Services

Kelsey Weissgold
IBM Corporation

Saranette Williams
Regent University

Megan Ogden
(Staff Advisor)
NACE

Mimi Collins
(Staff Advisor)
NACE

Pat Ettl
(Staff Resource)
NACE
THANK YOU TO THE FOLLOWING ORGANIZATIONS FOR THEIR SUPPORT!

PLATINUM

Altria

Chevron
human energy

ENTERPRISEHOLDINGS.

EY Building a better working world

GOLD

CareerSpots.com

DirectEmployers

GE
KPMG
macy’s CAREERS AFTER COLLEGE

NORTHROP GRUMMAN
THANK YOU TO THE FOLLOWING ORGANIZATIONS FOR THEIR SUPPORT!

SILVER

[Logos of aramark, Johnson & Johnson, Liberty Mutual, WCN, Seagate, and HireIllini]

BRONZE

[Logos of Binghamton University, HBX CORE, Northeastern University, Prudential, Purdue Global, and Travelers]

PATRON

[Logo of Alumni & Career Services]
TABLE OF CONTENTS

PROGRAM CONTENTS

NACE LEADERSHIP ........................................................................................................ 1
SPONSORS .................................................................................................................. 2
SCHEDULE AT A GLANCE ..................................................................................... 5
NACE18 MOBILE APP GUIDE ........................................................................ 12
DON’T MISS ........................................................................................................... 15
HOTEL MAP ........................................................................................................... 19
  • HILTON NEW ORLEANS RIVERSIDE (HILTON) ........................................ 19
CONVENTION CENTER MAP ........................................................................ 22
  • NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER (CONVENTION CENTER) ................................................................. 23
CONCURRENT SESSIONS ................................................................................ 27
SMARTtalks .......................................................................................................... 37
AFFINITY GROUP MEET-UPS ........................................................................ 38
HOT-TOPIC HUDDLES .................................................................................. 52
SCHEDULE OF EVENTS
  • WEDNESDAY ........................................................................................ 27
  • THURSDAY ......................................................................................... 40
  • FRIDAY ............................................................................................ 54
NACE AWARDS .................................................................................................... 58
LIST OF EXHIBITORS .................................................................................. 62
EXPO HALL MAP ........................................................................................... 64
EXHIBITOR INFORMATION ........................................................................ 66
# NACE18 Schedule at a Glance

## Tuesday, June 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. – Noon</td>
<td>Preconference Workshops*</td>
<td></td>
</tr>
<tr>
<td>Noon – 8:30 p.m.</td>
<td>Registration</td>
<td>Hilton, 1st Floor</td>
</tr>
<tr>
<td>1 – 5 p.m.</td>
<td>Afternoon Preconference Workshops*</td>
<td></td>
</tr>
<tr>
<td>2 – 9 p.m.</td>
<td>Expo Hall Open</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td>6 – 7:30 p.m.</td>
<td>Conference Welcome</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Keynote Address: Amber Mac</td>
<td>Convention Center, 1st Floor, Great Hall A</td>
</tr>
<tr>
<td></td>
<td>Sponsored by VMock, Inc.</td>
<td></td>
</tr>
<tr>
<td>4 – 5 p.m.</td>
<td>MLI/RLI Meet Up</td>
<td>Hilton, 3rd Floor, Magazine Room</td>
</tr>
<tr>
<td>7:30 – 9 p.m.</td>
<td>Opening Reception in the Expo Hall</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td></td>
<td>Sponsored by Chevron Corporation</td>
<td></td>
</tr>
</tbody>
</table>

## Wednesday, June 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 5 p.m.</td>
<td>Registration &amp; Information</td>
<td>Hilton, 1st Floor</td>
</tr>
<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Breakfast in the Expo Hall</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Conference Navigation 101</td>
<td>Convention Center, 1st Floor, Great Hall B</td>
</tr>
<tr>
<td></td>
<td>Sponsored by Enterprise Holdings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Start NACE18 with this info-packed session. You will get tips on making</td>
<td></td>
</tr>
<tr>
<td></td>
<td>the most of your conference experience, understanding session tracks,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>using the mobile app, becoming more engaged with NACE, and staying</td>
<td></td>
</tr>
<tr>
<td></td>
<td>connected with your fellow attendees during the conference</td>
<td></td>
</tr>
<tr>
<td>7:30 a.m. – 4 p.m.</td>
<td>Expo Hall Open</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td>8:45 – 9:45 a.m.</td>
<td>Keynote Address: Freeman A. Hrabowski III</td>
<td>Convention Center, 1st Floor, Great Hall A</td>
</tr>
<tr>
<td>10 – 10:30 a.m.</td>
<td>Morning Break</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td></td>
<td>Convention Center, 2nd Floor Landing</td>
<td>Sponsored by Harvard Business School – HBX</td>
</tr>
</tbody>
</table>

* Separate registration and fee required.
## NACE18 Schedule at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 – 10:30 a.m.</td>
<td>NACE Center for Career Development and Talent Acquisition</td>
<td>Hilton, 1st Floor, Grand Salon</td>
</tr>
<tr>
<td>10:30 a.m. – 1:30 p.m.</td>
<td>Leadership Lounge</td>
<td>Hilton, 3rd Floor, Magazine Room</td>
</tr>
<tr>
<td>11 a.m. – Noon</td>
<td>Morning Concurrent Sessions</td>
<td></td>
</tr>
<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>Lunch in the Expo Hall</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td></td>
<td>(Sponsored by CareerSpots)</td>
<td></td>
</tr>
<tr>
<td>12:30 – 1 p.m.</td>
<td>NACE Center for Career Development and Talent Acquisition</td>
<td>Hilton, 1st Floor, Grand Salon</td>
</tr>
<tr>
<td>1:30 – 2:30 p.m.</td>
<td>Early Afternoon Concurrent Sessions</td>
<td></td>
</tr>
<tr>
<td>2:30 – 3:15 p.m.</td>
<td>Afternoon Break</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td></td>
<td>(Convention Center, 2nd Floor Landing)</td>
<td>(Sponsored by Binghamton University – Fleishmann Center for Career and Professional Development)</td>
</tr>
<tr>
<td>2:45 – 3:15 p.m.</td>
<td>NACE Center for Career Development and Talent Acquisition</td>
<td>Hilton, 1st Floor, Grand Salon</td>
</tr>
<tr>
<td>3:30 – 4:30 p.m.</td>
<td>Afternoon Concurrent Sessions</td>
<td></td>
</tr>
<tr>
<td>4:45 – 5:30 p.m.</td>
<td>Affinity Group Meet-Ups</td>
<td></td>
</tr>
</tbody>
</table>

### Thursday, June 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 5 p.m.</td>
<td>Registration and Information</td>
<td>Hilton, 1st Floor</td>
</tr>
<tr>
<td>7:30 – 8:15 a.m.</td>
<td>Early Morning Coffee Club</td>
<td>Hilton, 1st Floor, Chemin Royale</td>
</tr>
<tr>
<td></td>
<td>(Sponsored by WCN)</td>
<td></td>
</tr>
<tr>
<td>8:15 – 9:30 a.m.</td>
<td>Awards Breakfast</td>
<td>Convention Center, 1st Floor, Great Hall A</td>
</tr>
<tr>
<td>9:30 a.m. – 2 p.m.</td>
<td>Expo Hall Open</td>
<td>Hilton, 1st Floor, Grand Ballroom and Grand Salon</td>
</tr>
<tr>
<td>9:30 – 10 a.m.</td>
<td>NACE Center for Career Development and Talent Acquisition</td>
<td>Hilton, 1st Floor, Grand Salon</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| 9:30 – 10:30 a.m. | Refreshment Break  
_Hilton, 1st Floor, Grand Ballroom and Grand Salon  
Convention Center, 2nd Floor Landing  
Sponsored by Prudential Financial_ |
| 10:30 a.m. – Noon | The Future of We |
| 11 a.m. – Noon | Morning Concurrent Sessions |
| 11:45 a.m. – 1:30 p.m. | Lunch in the Expo Hall  
_Hilton, 1st Floor, Grand Ballroom and Grand Salon  
Sponsored by Northrop Grumman_ |
| 12:30 – 1 p.m. | NACE Center for Career Development and Talent Acquisition  
_Hilton, 1st Floor, Grand Salon_ |
| 1:30 – 2:30 p.m. | Early Afternoon Concurrent Sessions |
| 2:30 – 3 p.m. | Afternoon Break  
_Hilton, 2nd Floor, The District  
Convention Center, 2nd Floor Landing_ |
| 3 – 4 p.m. | Afternoon Concurrent Sessions |
| 4:15 – 5:15 p.m. | Hot-Topic Huddles  
_Sponsored by GE_ |

**FRIDAY, JUNE 8**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 7:30 a.m. – Noon | Information Desk  
_Hilton, 1st Floor  
Convention Center, 1st Floor_ |
| 7:30 – 8:30 a.m. | Breakfast  
_Condition Center, 1st Floor_ |
| 8:30 – 9:30 a.m. | Morning Concurrent Sessions  
_Condition Center, 1st and 2nd Floors_ |
| 9:45 – 10:45 a.m. | Late Morning Concurrent Sessions  
_Condition Center, 1st and 2nd Floors_ |
| 11 a.m. – Noon | Keynote Address: Juliette Powell and Closing General Session  
_Condition Center, 1st Floor, Great Hall A  
Sponsored by Macy’s, Inc._ |

Schedule subject to change.
Get Inspired By These Influential Keynote Speakers

Amber Mac
Tech Entrepreneur, Speaker, Author, and TV Host

TUESDAY, JUNE 6 • Conference Welcome and Keynote Address

Amber Mac (Arthur) began her career in the start-up world during the dot-com boom in the late 1990s. In 2006, with her brother, she started her own digital agency called Konnekt, one of the first female-focused lifestyle portals. The company’s first client was world-renowned business coach, Tony Robbins. A national best-selling author, TV host, and keynote speaker, Ms. Mac speaks on business innovation, Internet of things, online safety, artificial intelligence, and what it takes for companies to adapt and grow.

*Sponsored by VMock, Inc.*

SHARE YOUR NACE18 EXPERIENCES ON TWITTER.
#NACE18 @NACEORG
Freeman A. Hrabowski, III
President of the University of Maryland, Baltimore County

WEDNESDAY, JUNE 7 • Keynote Address

Freeman Hrabowski has served as President of UMBC (the University of Maryland, Baltimore County) since 1992. His research and publications focus on science and math education, with special emphasis on minority participation and performance. He chaired the National Academies’ committee that produced the recent report, Expanding Underrepresented Minority Participation: America’s Science and Technology Talent at the Crossroads. Mr. Hrabowski was named by former President Barack Obama to chair the President’s Advisory Commission on Educational Excellence for African Americans.

Juliette Powell
Author, Community-Builder, Data Scientist, and Entrepreneur

FRIDAY, JUNE 8 • Keynote Address and Closing General Session

Juliette Powell is an expert on the convergence of media, new media, and social media and how it applies to the bottom line. Her background includes an in-depth knowledge of social media strategy and tactical application, a decade of experience in integrated media storytelling, and a lifelong interest in people and community-building. Ms. Powell has gained a solid reputation for discovering the latest developments and distilling their social and business applications.

Sponsored by Macy’s, Inc.
IDENTIFY YOUR COLLEAGUES AT A GLANCE

You must wear your name badge at all times. NACE18 badges are required for admission to all sessions, the Expo Hall, food functions, and social activities.

♦ BLUE BADGE • Career Services
♦ RED BADGE • University Relations and Recruiting
♦ PURPLE BADGE • Business Affiliates
♦ GREEN BADGE • Expo Hall Representatives
♦ BLACK BADGE • NACE Staff

PLAN AHEAD

Sessions are located at the Hilton New Orleans Riverside (Hilton) and New Orleans Ernest N. Morial Convention Center (Convention Center). Seating may be limited and sessions are available on a first-come, first-served basis. Please do not save seats. Times are staggered to give you ample time to move between sessions. Arrive early to secure a seat.

PHOTOGRAPHY/VIDEO

A photographer/videographer will be taking photos/video during preconference events and throughout the conference. These may be used in NACE promotional materials and publications, and on the website and other platforms. If you do not want your photo/video taken or used for these purposes, please notify the photographer/videographer or a NACE staff person.
Delia Joseph is the first person to earn the Global Career Development Facilitator (GCDF) credential. She has been an active GCDF since the credential’s launch in 1998.

A special needs teacher for 30 years, Joseph credits the GCDF with providing her the skills she needed to do her job. “It absolutely gave me the right skills,” she says.

Let the Center for Credentialing & Education (CCE) help you advance your professional journey.
Download the NACE18 Mobile App

1. Search for NACE18 or NACE in the App Store on iOS devices and in the Play Store for Android.
2. Tap on Download or Install to begin the download.
3. Find the new NACE18 Mobile App icon on your home screen to begin.

Log in to the mobile app to view the Schedule of Events, see expanded descriptions of Concurrent Sessions, find a map of the hotels and the Expo Hall, message colleagues, and more.

FREE WIFI - Hilton
WiFi Network: Hilton Meetings
Password: NACE18

FREE WIFI - Convention Center
WiFi Network: NACE18
Password: NACE2018

FREE WiFi is available in session rooms only.
Thank you for the countless hours you spend investing in the growth and success of college students. As educators, we understand and respect the desire you have to see your students thrive professionally and we share that same goal. The Vanderbilt Master of Marketing program equips students from a variety of majors and institutions to succeed in marketing in just 10 months. We would be honored to work closely with you to help students from your school achieve their professional goals. Our program is small by design so you can trust that we'll take a personal approach when it comes to their success.

What makes our program different?

- Comprehensive curriculum with courses in big data analytics, social media, advertising, consumer insights and more
- One-on-one career support and coaching
- GRE or GMAT accepted
- Merit scholarships available
- Located in the vibrant city of Nashville

Contact us today!

mmark@owen.vanderbilt.edu
(615) 322-6469
business.vanderbilt.edu/mmark
Stay Connected at NACE18

**NACE COMMUNITY:** Discuss hot topics with NACE members!

**TWITTER:** #NACE18 and @NACEOrg

**INSTAGRAM:** Tag your photos with #NACE18 and @NACEOrg

**BLOG:** Follow the NACE blog at community.naceweb.org/blogs

**FACEBOOK:** Facebook.com/NACEOrg

---

**WIFI**

**FREE WIFI - Hilton**

**WiFi Network:** Hilton Meetings

**Password:** NACE18

**FREE WIFI - Convention Center**

**WiFi Network:** NACE18

**Password:** NACE2018

*FREE WiFi is available in session rooms only.*
TUESDAY, JUNE 5

Opening Reception in the Expo Hall
Tuesday, June 5 · 7:30 – 9 p.m.
Hilton, 1st Floor, Grand Ballroom and Grand Salon
Sponsored by Chevron Corporation

WEDNESDAY, JUNE 6

Conference Navigation 101
Wednesday, June 6 · 7:30 – 8:30 a.m.
Convention Center, 1st Floor, Great Hall B
Start NACE18 with this info-packed session. You will get tips on making the most of your conference experience, understanding session tracks, using the mobile app, becoming more engaged with NACE, and staying connected with fellow attendees during the conference.
Sponsored by Enterprise Holdings

Dinner with Colleagues Sign-ups*
Wednesday, June 6 · 9:45 a.m. – 4 p.m.
Hilton, 1st Floor, Grand Ballroom
Let NACE help connect you with fellow attendees and reservations for dinner. Meet at some of the most iconic restaurants in New Orleans to network and enjoy great food at unique locations. Sign up at booth 404. Spaces are limited.

*Attendees are responsible for the cost of their meal, including gratuity, and for arrangements and costs associated with transportation to and from the location.
NACE Center for Career Development and Talent Acquisition
Wednesday, June 6
10 – 10:30 a.m.
12:30 – 1 p.m.
2:45 – 3:15 p.m.
Hilton, 1st Floor, Grand Salon
Stop by booth 1201 and learn about recently completed and new NACE Center for Career Development and Talent Acquisition research and projects. Sign up to contribute your expertise on topics that help to advance the profession.

Leadership Lounge
Wednesday, June 6 · 10:30 a.m. – 1:30 p.m.
Hilton, 3rd Floor, Magazine Room
Ever wondered what it’s like to serve in a leadership capacity at NACE? Considering how you can contribute more to the association? Or maybe you’re seeking a better understanding of the skills and competencies that are most valued in leaders in our field.

Whatever your motivation, stop by and meet with NACE leaders at the Leadership Lounge located at Hilton, 3rd Floor, Magazine Room. Current and former Board members, committee chairs, and NACE Fellows will be on hand to talk about their experiences and leadership opportunities at NACE.

Affinity Group Meet-Ups
Wednesday, June 6 · 4:45 – 5:30 p.m.
See page 38 for locations.
Celebrating our diverse identities and roles, these casual get-togethers are your opportunity to “find your peeps.” You will find a range of meet-up options—crowdsourced through the NACE membership—to help you connect on a personal level.

THURSDAY, JUNE 7

Awards Breakfast
Thursday, June 7 · 8:15 – 9:30 a.m.
Convention Center, 1st Floor, Great Hall A
Be sure to join your colleagues at the NACE Awards Breakfast to celebrate the accomplishments of your peers and the innovative ideas that continue to advance the profession.
Dinner with Colleagues Sign-ups*
Thursday, June 7 · 9:45 a.m. – 2 p.m.
Hilton, 1st Floor, Grand Ballroom
Let NACE help connect you with fellow attendees and reservations for dinner. Meet at some of the most iconic restaurants in New Orleans to network and enjoy great food at unique locations. Sign up at booth 404. Spaces are limited.
*Attendees are responsible for the cost of their meal, including gratuity, and for arrangements and costs associated with transportation to and from the location.

The Future of We
Thursday, June 7 · 10:30 a.m. – Noon
Convention Center, 1st Floor, Great Hall B
In this special interactive session, we will explore the future of work; trends affecting career services and university relations and recruiting; and our changing environment, roles, and relationships. Get ready to discuss how trends will affect our relationships on both sides of the profession, and what we can do now to work together to ensure success in the future.

Hot-Topic Huddles
Thursday, June 7 · 4:15 – 5:15 p.m.
See page 52 for locations.
Take part in these facilitated discussions to find solutions, share challenges, and tap into the collective wisdom of the NACE membership around a dozen hot topics.
Sponsored by GE

NACE Center for Career Development and Talent Acquisition
Thursday, June 7
9:30 – 10 a.m.
12:30 – 1 p.m.
Hilton, 1st Floor, Grand Salon
Stop by booth 1201 and learn about recently completed and new NACE Center for Career Development and Talent Acquisition research and projects. Sign up to contribute your expertise on topics that help to advance the profession.
NACE18 LOCATIONS

NACE18 will be held in two locations:

♦ Hilton New Orleans Riverside
  (Hilton)
  Two Poydras Street,
  New Orleans, LA 70130

♦ New Orleans Ernest N.
  Morial Convention Center
  (Convention Center)
  900 Convention Center Blvd.,
  New Orleans, LA 70130

Check the full schedule for dates, times, and locations for all NACE18 activities.

GET SOME FRESH AIR AND YOUR WELLNESS STEPS IN.

The walk between the Hilton and Convention Center is less than 10 minutes. There will be courtesy shuttle service if you need accommodations due to mobility limitations.

For more information on-site, please contact NACE Staff at Registration at the Hilton, 1st Floor.
Hilton Hotel Map

FIRST FLOOR

Hilton New Orleans Riverside, 2 Poydras Street, New Orleans, LA 70130
Hilton Hotel Map
SECOND FLOOR

Hilton New Orleans Riverside, 2 Poydras Street, New Orleans, LA 70130

SESSION ROOMS:
Marlborough
Chequers
Prince of Wales
Eglinton Winton
Cambridge
Hilton Hotel Map

THIRD FLOOR

Hilton New Orleans Riverside, 2 Poydras Street, New Orleans, LA 70130

SESSION ROOMS:
Windsor
Ascot/Newbury
Commerce
Canal
Camp
Royal
Magazine
Jackson
Fulton
Jefferson Ballroom
St. James Ballroom
St. Charles Ballroom

LUNCH OVERFLOW:
The District
Jefferson Ballroom
St. James Ballroom
St. Charles Ballroom
The Great Hall

SESSION ROOMS:
- Great Hall A
- Great Hall B
- Rivergate Room
- Alcove

Note: The General Sessions and Thursday Awards Breakfast will be held in the Great Hall A
The Great Hall
SECOND FLOOR

New Orleans Ernest N. Morial Convention Center,
900 Convention Center Boulevard, New Orleans, LA 70130

SESSION ROOMS:
Rooms 206–207
Rooms 208–210
Rooms 211–213
Rooms 215–216
Rooms 217–219
Rooms 220–222
Get the latest research and insights on key issues from the NACE Center for Career Development and Talent Acquisition

Unpaid Internships, Career Outcomes, and the Liberal Arts
**Wednesday, June 6 • 11 a.m. – Noon**
*Hilton, 3rd Floor, Jackson Room*

Two research studies sponsored by the NACE Center for Career Development and Talent Acquisition delve into how unpaid internships affect short- and long-term career outcomes.

Recruiting Timing & Techniques: Research Into What Works
**Wednesday, June 6 • 3:30 – 4:30 p.m.**
*Hilton, 3rd Floor, St. Charles Ballroom*

What separates companies that are satisfied with their recruiting outcomes from those that are not? Explore what does and does not work.

The Intersection of Career Readiness and Leadership Education and Higher Education
**Thursday, June 7 • 1:30 – 2:30 p.m.**
*Hilton, 3rd Floor, Fulton Room*

Based on the book sponsored by the NACE Center, this session looks at integrating career readiness into the university.

Aligning Talent and Work Force Strategies From the C’s to the R’s
**Thursday, June 7 • 3 – 4 p.m.**
*Hilton, 3rd Floor, St. Charles Ballroom*

Explore the joint research of the NACE Center and Business–Higher Education Forum, which demonstrates the disconnect among executives, human resources, and recruiters.

Check the NACE18 Mobile App to verify dates, times, and locations.
Take part in the NACE Community today

Connect and collaborate with your peers.

- Open Discussions
- Shared Resources
- NACE Blog
- Job Postings

Get started at community.naceweb.org.
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.

NACE is an approved provider by the Center for Credentialing and Education, Inc. for the Board Certified Coach Credentialing.

NACE is also an approved provider for Continuing Coach Education clock hours through the International Coaching Federation.
10:45 a.m. – 12:15 p.m.
**Behind the Scenes Look at College Recruiting**
*Hilton, 3rd Floor, St. James Ballroom*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Adrienne Alberts*, American Red Cross; *Bruce Soltys*, Travelers Companies, Inc.

10:45 a.m. – 12:15 p.m.
**EmployABILITY: Recruiting, Hiring, and Retaining Students With Disabilities**
*Hilton, 3rd Floor, Jefferson Ballroom*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Nancy Forsythe*, University Career Center & The President’s Promise, University of Maryland;  
*Natasha Stough*, EY; *Bob Vetere*, Northrop Grumman Mission Systems

11 a.m. – Noon
**Answering the Call for Competencies: Creating a Department and University Competency Culture**
*Convention Center, 2nd Floor, Rooms 220–222*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Kristin Walker and Neil Burton*, Clemson University

11 a.m. – Noon
**Campus Ambassador Programs: Building and Maintaining a Successful Program**
*Hilton, 2nd Floor, Marlborough Room*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Megan Evangelista*, Dell; *Kyle Reese and Kelly Whitson*, Structural Group
11 a.m. – Noon

**Driving Innovation in Campus Recruiting**
*Convention Center, 2nd Floor, Rooms 215–216*

**TRACK:** Talent Acquisition  
**LEVEL:** Emerging  
**AUDIENCE:** University Relations and Recruiting  
*Sean Treccia and Karissa Cornell, KPMG LLP*

11 a.m. – Noon

**Engaging Gen Z in Career Services: Listening to Data and Students**
*Convention Center, 2nd Floor, Rooms 208–210*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Michelle Tullier, Georgia Tech; Maria Paris, Universum Global*

11 a.m. – Noon

**Entering the Talent Pipeline: Evaluating the Ecosystem of College Major Decision Making**
*Convention Center, 2nd Floor, Rooms 206–207*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Gary Alan Miller, The University of North Carolina–Chapel Hill*

11 a.m. – Noon

**Extraordinary Perspectives on Student Career Success**
*Convention Center, 1st Floor, Great Hall B*

**TRACK:** Career Readiness  
**LEVEL:** Advanced  
**AUDIENCE:** Career Services  
*Andrew Ceperley, Claremont McKenna College; Jaye Padgett, University of California–Santa Cruz; Teresa Olsen, Colgate University; Dee Pierce, Wheaton College*
11 a.m. – Noon

**Government Agencies and Nonprofit Organizations Can Stand Out**

*Hilton, 3rd Floor, Fulton Room*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Megan Murden, Tennessee Valley Authority (TVA)*

---

11 a.m. – Noon

**How to Build Best-in-Class Internship Programs**

*Convention Center, 1st Floor, Alcove*

**TRACK:** Talent Acquisition  
**LEVEL:** Advanced  
**AUDIENCE:** University Relations and Recruiting  
*Niki Ramirez and Shaughn Korpalski, Kellogg Company*

---

11 a.m. – Noon

**How to Build Corporate–University Partnerships Using a Portfolio Approach**

*Convention Center, 1st Floor, Rivergate Room*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Cynthia Murphy-Ortega, Chevron*

---

11 a.m. – Noon

**Class of 2018: Career Ready or Not?**

*Hilton, 3rd Floor, St. Charles Ballroom*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Matthew Brink, NACE*
11 a.m. – Noon

Unpaid Internships, Career Outcomes, and the Liberal Arts
_Hilton, 3rd Floor, Jackson Room_

TRACK: Job Market
LEVEL: Mid-level
AUDIENCE: Career Services
_Desalina Guarise, S&C Electric Company; Liz Lierman, Mount Holyoke College; Eleanor Townsley, Mount Holyoke College_

11 a.m. – Noon

We’re Better Together: A Collaborative Hybrid Campus Career Center Model
_Convention Center, 2nd Floor, Rooms 211–213_

TRACK: Talent Acquisition
LEVEL: Mid-level
AUDIENCE: Career Services
_Susan Terry and Andy Rabitoy, University of Washington, Seattle Campus_

1 – 2:30 p.m.

Applying Design Thinking to Design a Transformative Career Center Experience
_Hilton, 3rd Floor, Jackson Room_

TRACK: Career Development
LEVEL: Mid-level
AUDIENCE: Career Services
_Evangeline Kubu, Princeton University Career Services_

1 – 2:30 p.m.

Building an Internship Program, One Scoop at a Time
_Hilton, 2nd Floor, Marlborough Room_

TRACK: Career Development
LEVEL: Advanced
AUDIENCE: University Relations and Recruiting
_Andrea Bajaj, Janelle McLaughlin, and Dan Ngoyi, Quicken Loans_
1 – 2:30 p.m.

The Career Identity Program: Engaging Students in a Career Readiness Journey

*Convention Center, 1st Floor, Rivergate Room*

**TRACK:** Career Readiness  
**LEVEL:** Advanced  
**AUDIENCE:** Career Services  
*Marcy Bullock and Courtney Jones, North Carolina State University*

1:30 – 2:30 p.m.

Choose Happiness! Your Carbonation for Work

*Convention Center, 2nd Floor, Rooms 217–219*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Kathleen Powell, William & Mary*

1:30 – 2:30 p.m.

Disney Tech Behind the Magic: A Unique Way to Attract Technology Majors

*Convention Center, 2nd Floor, Rooms 220–222*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Wayne Hampton and Anne LaBeaume, The Walt Disney Company*

1:30 – 2:30 p.m.

Easy Guide to U.S. Work Visas for International Graduates

*Convention Center, 2nd Floor, Rooms 208–210*

**TRACK:** Legal Issues  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Mark Rhoads, McCandlish Holton Law Firm*

1:30 – 2:30 p.m.

Enhance Your Programs With Active Learning

*Hilton, 3rd Floor, St. James Ballroom*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Andrew Seguel, Rutgers University*

See the NACE18 Mobile App for full session descriptions.
1:30 – 2:30 p.m.
**First-Destination Surveys: Best Practices**
_Hilton, 3rd Floor, St. Charles Ballroom_

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** All  

*Edwin Koc, NACE; Gina Johnson, Association for Institutional Research; Nathan Elton, University of Delaware; Jessica Shedd and Carla Coury, Tulane University*

1:30 – 2:30 p.m.
**Global Mindset in the Climate of Brexit**
_Convention Center, 2nd Floor, Rooms 206–207_

**TRACK:** Career Readiness  
**LEVEL:** Advanced  
**AUDIENCE:** University Relations and Recruiting  

*Stephen Isherwood, Institute of Student Employers; Bob Athwal, GSM London*

1:30 – 2:30 p.m.
**Inclusive Leadership: Reframing Your Diversity & Inclusion Campus Strategy**
_Convention Center, 2nd Floor, Rooms 215–216_

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  

*Angela Delgado and Carly Williams, PwC*

1:30 – 2:30 p.m.
**Leveraging a Simple Audit to Build World-Class Campus Recruiting Programs**
_Convention Center, 1st Floor, Alcove_

**TRACK:** Talent Acquisition  
**LEVEL:** Advanced  
**AUDIENCE:** University Relations and Recruiting  

*Graham Donald, Brainstorm Strategy Group Inc.*
1:30 – 2:30 p.m.
**New Strategies in Recruiting, Engaging, and Retaining Early Careers Talent**
*Convention Center, 1st Floor, Great Hall B*
**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Trudy Steinfeld, Early Careers Consultant; Caroline Cunningham, GE Digital; Ilona Jurkiewicz, Thomson Reuters; Aaron Goldberg, Citi*

1:30 – 2:30 p.m.
**Not Just for Geeks: How Data Skepticism Fuels Expertise**
*Convention Center, 2nd Floor, Rooms 211–213*
**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Sam Cohen, State Street Corporation*

1:30 – 2:30 p.m.
**Planning Comprehensive Career & Leadership Development Programs on Your Campus**
*Hilton, 3rd Floor, Fulton Room*
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Sarah McElroy, Jill Donovan, and Anne LaPorta, Brookdale Community College*

3 – 4:30 p.m.
**Flip Your Career Center: Three Peer-Led Career Studios**
*Hilton, 3rd Floor, Jefferson Ballroom*
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Mary T. Calhoon and Joseph Nannini, University of Nevada—Reno; Kelly Dorner, Oakland University; Marie Whitaker Howe, Brigham Young University*

See the NACE18 Mobile App for full session descriptions.
3:30 – 4:30 p.m.

Animate Your Advice: Transform 60-Minute Workshops Into 3-Minute Videos
Hilton, 3rd Floor, Fulton Room
TRACK: Career Development
LEVEL: Mid-level
AUDIENCE: Career Services
Stephanie Waite, Yale University

3:30 – 4:30 p.m.

Career Ready, Set, Go! How to Help Women Find Career Success
Hilton, 2nd Floor, Marlborough Room
TRACK: Career Readiness
LEVEL: Mid-level
AUDIENCE: University Relations and Recruiting
Denise Montana, Forte Foundation; Andrea Beldecos, J.P. Morgan Asset Management;
Kristen Prange, Indiana University–Kelley School of Business; Robin Mitchell, American Airlines

3:30 – 4:30 p.m.

Design Thinking: Develop Your Team to Better Engage Students and Campus Partners
Convention Center, 2nd Floor, Rooms 217–219
TRACK: Career Development
LEVEL: Emerging
AUDIENCE: Career Services
Ross Wade and Brooke Buffington, Elon University

3:30 – 4:30 p.m.

The Future of Campus, Diversity, and Veteran Recruiting
Convention Center, 1st Floor, Rivergate Room
TRACK: Talent Acquisition
LEVEL: Mid-level
AUDIENCE: University Relations and Recruiting
Jeanette Maister, WCN; Seldric Blocker, NBCUniversal
3:30 – 4:30 p.m.

**Hello Marketing. It’s me, Learning Outcomes.**
*Convention Center, 2nd Floor, Rooms 206–207*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Julia Makela and Sparkle Sanders,* University of Illinois at Urbana–Champaign

3:30 – 4:30 p.m.

**Infusing Career Development Into Study Abroad to Maximize Learning**  
*Convention Center, 2nd Floor, Rooms 211–213*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Amy Bugno and Angela Bond,* Kenan-Flagler Business School, University of North Carolina at Chapel Hill

3:30 – 4:30 p.m.

**Innovative International Recruitment Programs for Employers**  
*Convention Center, 2nd Floor, Rooms 220–222*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Mike Tomasello,* CollegeCareerSpeaker.com; *Guy Groff,* Thunderbird School of Global Management

3:30 – 4:30 p.m.

**Legal Issues Surrounding Internships**  
*Convention Center, 2nd Floor, Rooms 208–210*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Edward Easterly,* Norris, McLaughlin and Marcus, P.A.

See the NACE18 Mobile App for full session descriptions.
3:30 – 4:30 p.m.
Managing Multiple Roles Within Career Services as a Mid-Manager
Convention Center, 1st Floor, Great Hall B
TRACK: Career Development
LEVEL: Mid-level
AUDIENCE: Career Services
Andrea Hanson, University of California–Davis; Kelly Dries, University of Utah; Espie Santiago, Stanford University; Brian Guerrero, The Ohio State University

3:30 – 4:30 p.m.
Recruiting in a Tech World
Convention Center, 2nd Floor, Rooms 215–216
TRACK: Talent Acquisition
LEVEL: Advanced
AUDIENCE: University Relations and Recruiting
Ebony Thomas and Elizabeth Schoentube, Bank of America

3:30 – 4:30 p.m.
Recruiting Timing & Techniques: Research Into What Works
Hilton, 3rd Floor, St. Charles Ballroom
TRACK: Talent Acquisition
LEVEL: Advanced
AUDIENCE: University Relations and Recruiting
Mary Scott, Scott Resource Group

3:30 – 4:30 p.m.
Starting and Maintaining a Successful Internship Office
Hilton, 3rd Floor, Jackson Room
TRACK: Career Development
LEVEL: Mid-level
AUDIENCE: Career Services
Janice Kenyatta, Northampton Community College
To House or Not to House, That Is the Question
Hilton, 3rd Floor, St. James Ballroom
TRACK: Talent Acquisition
LEVEL: Mid-level
AUDIENCE: University Relations and Recruiting
Josh Taylor and Uma Ricco, Progressive Insurance

3:30 – 3:50 p.m.
Minimizing College Student Stress: What Is the Role of Career Services?
Convention Center, 1st Floor, Alcove
TRACK: Career Development
LEVEL: Mid-level
AUDIENCE: Career Services
Michelle Tullier, Georgia Tech

3:55 – 4:15 p.m.
Increasing Student Reach Using the Lab-Style Group Coaching Model
Convention Center, 1st Floor, Alcove
TRACK: Career Development
LEVEL: Advanced
AUDIENCE: Career Services
Zach Pavol and Kirsten Fox, Denison University

4:20 – 4:40 p.m.
Working With Faculty for Ethical Recruiting and Hiring
Convention Center, 1st Floor, Alcove
TRACK: Career Development, Talent Acquisition
LEVEL: Mid-level
AUDIENCE: All
Gihan Fernando, American University

See the NACE18 Mobile App for full session descriptions.
Celebrating our diverse identities and roles, these casual get-togethers are your opportunity to “find your peeps.” You’ll find a range of meet-up options—crowdsourced through the NACE membership—to help you connect on a personal level.

**Career Offices Serving Alumni**
_Hilton, 3rd Floor, Canal Room_

**Centralized Career Services Offices**
_Hilton, 2nd Floor, Cambridge Room_

**Centralized Recruiting Offices**
_Hilton, 2nd Floor, Chequers Room_

**Community Colleges**
_Hilton, 3rd Floor, Royal Room_

**Decentralized Career Services Offices**
_Hilton, 2nd Floor, Eglington Winton Room_

**Global Recruiters**
_Hilton, 2nd Floor, Prince of Wales Room_

**HBCUs**
_Hilton, 3rd Floor, Commerce Room_
LGBTQ and Allies  
*Hilton, 3rd Floor, Windsor Room*

Liberal Arts Schools  
*Hilton, 3rd Floor, Camp Room*

New Leaders  
*Hilton, 3rd Floor, Fulton Room*

People of Color  
*Hilton, 3rd Floor, Magazine Room*

STEM Recruiters  
*Hilton, 3rd Floor, Ascot/Newberry Room*

Women in Career Services/University Relations and Recruiting  
*Hilton, 3rd Floor, Jackson Room*

---

**Download the NACE18 Mobile App**

Download the NACE18 Mobile App to schedule your day, communicate with your colleagues, evaluate NACE18 presenters, and much more.
FUTURE OF WE

THURSDAY, JUNE 7 · 10:30 A.M. – NOON

Convention Center, Great Hall B

TRACK: Career Readiness
LEVEL: Career Development, Talent Acquisition
AUDIENCE: All

Dive into the future of the profession with your colleagues.

Panel presentations / Break out discussions
In this special interactive session, we will explore the future of work; trends affecting career services and university relations and recruiting; and our changing environment, roles, and relationships.

Get ready to discuss how trends will affect our relationships on both sides of the profession, and what we can do now to work together ensure success in the future.

Featuring Suzanne Helbig, University of California – Irvine; Drew Butts, Enterprise; Marilyn Mackes, NACE

10:45 a.m. – 12:15 p.m.

Essential Skills for a Future of Rapid Change
Hilton, 2nd Floor, Marlborough Room

TRACK: Career Readiness
LEVEL: Mid-level
AUDIENCE: Career Services

Gregor Lange and Crystal Lim, National University of Singapore

10:45 a.m. – 12:15 p.m.

How to Create a Best-in-Class College & University Relations Program
Hilton, 3rd Floor, Jefferson Ballroom

TRACK: Talent Acquisition
LEVEL: Mid-level
AUDIENCE: University Relations and Recruiting

TaRita Johnson, Calvin College
10:45 a.m. – 12:15 p.m.

How Your Annual Report Can Attract Students, Employers, and Campus Collaborators

*Hilton, 3rd Floor, Jackson Room*

TRACK: Career Development  
LEVEL: Mid-level  
AUDIENCE: Career Services  

*Jennifer Wall, Stephen Patchin, and Shannon Rinkinen, Michigan Technological University*

---

11 a.m. – Noon

Campus Recruitment & Compliance: Meeting Regulatory & Hiring Obligations with Ease

*Hilton, 3rd Floor, Fulton Room*

TRACK: Talent Acquisition  
LEVEL: Mid-level  
AUDIENCE: University Relations & Recruiting  

*Candee Chambers, DirectEmployers*

---

11 a.m. – Noon

The Employer of the Future: How to Attract and Retain Top Talent

*Convention Center, 2nd Floor, Rooms 217–219*

TRACK: Talent Acquisition  
LEVEL: Mid-level  
AUDIENCE: University Relations and Recruiting  

*Dan Black and Natasha Stough, EY*

---

11 a.m. – Noon

Leveraging NACE Research Data to Influence University Strategy

*Hilton, 3rd Floor, St. Charles Ballroom*

TRACK: Talent Acquisition  
LEVEL: Mid-level  
AUDIENCE: University Relations and Recruiting  

*Mark Woodrum, Cloudera, Inc.*

---

See the NACE18 Mobile App for full session descriptions.
11 a.m. – Noon

Opportunities or Threats? Responding to GPI and Other Reports on Career Services

*Convention Center, 2nd Floor, Rooms 220–222*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Timothy Luzader, Purdue University*

11 a.m. – Noon

Supporting the DREAM: Professional Competencies for Working With Undocumented/DACAmented Students

*Convention Center, 2nd Floor, Rooms 208–210*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Ana Clara Blesso, University of Connecticut*

11 a.m. – Noon

Targeted Veteran Hiring

*Convention Center, 2nd Floor, Rooms 215–216*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Fred Howell, Ingalls Shipbuilding*

11 a.m. – Noon

Trends in M.B.A. and Graduate Business Recruiting

*Hilton, 3rd Floor, St. James Ballroom*

**TRACK:** Job Market  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Jamie Belinne, University of Houston; Karen Fox, The Vanguard Group*
11 a.m. – Noon

**Welcoming Your New Hires Through an Engaging Candidate Experience**

*Convention Center, 2nd Floor, Rooms 206–207*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Lauren Kent and Stephanie Perkins, Epsilon*

1:15 – 2:45 p.m.

**The Need and Power of Diversity, Equity, and Inclusion in Our Work**

*Hilton, 2nd Floor, Marlborough Room*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Daniel Pascoe Aguilar, Ithaca College; Branden Grimmett, Loyola Marymount University*

1:15 – 2:45 p.m.

**Using Digital Badging to Connect Career Readiness Across the Campus**

*Hilton, 3rd Floor, Jackson Room*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Peter Thorsett and Lynn Chisholm, University of South Florida*

1:30 – 2:30 p.m.

**Brain-Based Career Development in the Liberal Arts**

*Convention Center, 2nd Floor, Rooms 215–216*

**TRACK:** Career Readiness  
**LEVEL:** Emerging  
**AUDIENCE:** Career Services  
*Jeffry Neuhouser, Earlham College*

---

See the NACE18 Mobile App for full session descriptions.
1:30 – 2:30 p.m.

**Impact of the Gig Economy on Post-Secondary Education and Campus Recruiting**

*Hilton, 3rd Floor, Jefferson Ballroom*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting

*Jeffrey Moss, Parker Dewey; Lori Sparger, Purdue University*

1:30 – 2:30 p.m.

**Celebrate Black Hair at Work**

*Convention Center, 2nd Floor, Rooms 211–213*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services

*Kierra Trotter and Alia Orra, University of Michigan–Ann Arbor*

1:30 – 2:30 p.m.

**Current Campus Recruitment Trends: Students Benchmark Best Practices**

*Hilton, 3rd Floor, St. James Ballroom*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting

*Mary Scott, Scott Resource Group*

1:30 – 2:30 p.m.

**Debunking Internship Program Myths With Tools You Can Use**

*Convention Center, 2nd Floor, Rooms 220–222*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting

*Tarah Harkins, Raymond James Financial; Ryan McNulty, TechData*
1:30 – 2:30 p.m.  
**A Developmental Approach to Work-Integrated Learning**  
*Convention Center, 2nd Floor, Rooms 208–210*  
**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Faith McClellan and Matthew Seeley, Bennington College*

1:30 – 2:30 p.m.  
**Early Pipelines, Early Deadlines: When Hiring Starts in the First Year**  
*Convention Center, 1st Floor, Great Hall B*  
**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Kevin Grubb, Villanova University; Aaron Goldberg, Citi; Brian Guerrero, The Ohio State University; Mary Kate McHugh, Google*

1:30 – 2:30 p.m.  
**Embedding Work Force Readiness Skills Into Co-Curricular Activities**  
*Convention Center, 2nd Floor, Rooms 206–207*  
**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Mike Slocum, Ivy Tech Community College; Maure Baker, PSI–Talent Measurement*

1:30 – 2:30 p.m.  
**Immigration Update for Employers and Career Services**  
*Convention Center, 1st Floor, Rivergate Room*  
**TRACK:** Legal Issues  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Mark Rhoads, McCandlish Holton Law Firm*

See the NACE18 Mobile App for full session descriptions.
1:30 – 2:30 p.m.
**The Intersection of Career Readiness and Leadership Education in Higher Education**
*Hilton, 3rd Floor, Fulton Room*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Kelli K. Smith*, Binghamton University (SUNY); *Gail S. Rooney*, University of Illinois at Urbana–Champaign; *Imants Jaunarajs*, Ohio University; *Eileen McGarry*, University of California–Merced  
*Fred Howell*, Ingalls Shipbuilding

1:30 – 2:30 p.m.
**Trends and Opportunities in Recruiting STEM Students**
*Convention Center, 2nd Floor, Rooms 217–219*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Stephen Patchin*, Michigan Technological University; *Deborah Liverman*, Massachusetts Institute of Technology; *Jean Manning-Clark*, Colorado School of Mines; *Stefan Koppi*, Worcester Polytechnic Institute

1:30 – 2:30 p.m.
**Public Policy Update**
*Hilton, 3rd Floor, St. Charles Ballroom*

**TRACK:** Legal Issues  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Edwin Koc*, NACE; *Alanna Suda*, MWW
1:30 – 1:50 p.m.
**Gamification of Career-Ready and Intern-Ready Programs**
*Convention Center, 1st Floor, Alcove*
**TRACK:** Career Readiness  
**LEVEL:** Emerging  
**AUDIENCE:** Career Services  
*Brandon Bute, Career Center-Ball State University*

1:55 – 2:15 p.m.
**Let’s Take the “-ism” Out of Professionalism**
*Convention Center, 1st Floor, Alcove*
**TRACK:** Career Development  
**LEVEL:** Emerging  
**AUDIENCE:** Career Services  
*Joanne Ho, DigiPen Institute of Technology*

2:20 – 2:40 p.m.
**What Do Dress Codes and Imposter Syndrome Have to Do With Recruiting?**
*Convention Center, 1st Floor, Alcove*
**TRACK:** Career Development  
**LEVEL:** Advanced  
**AUDIENCE:** University Relations and Recruiting  
*Genevieve Harclerode, Northwestern Career Advancement, Northwestern University; Mary Kate McHugh, Google*

3 – 4 p.m.
**Bridging the Gap: Connecting Students to 21st Century Skill-Building Opportunities**
*Convention Center, 2nd Floor, Rooms 208–210*
**TRACK:** Career Readiness  
**LEVEL:** Emerging  
**AUDIENCE:** Career Services  
*Annie Kurtin, University of Arizona*

See the NACE18 Mobile App for full session descriptions.
3 – 4 p.m.  
**Helping Students Land Their Dream Jobs**  
*Convention Center, 2nd Floor, Rooms 206–207*  
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Kelsey Indorf and Ryan Robinson, Capital One*

3 – 4 p.m.  
**How AI/Machine Learning Is Changing the Face of Campus Recruiting**  
*Convention Center, 2nd Floor, Rooms 215–216*  
**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Jacqueline Loeb and Howie Altman, Scouted*

3 – 4 p.m.  
**Intern Experience: Looking Internally to Raise the Bar From Interview to Conversion**  
*Hilton, 3rd Floor, Jackson Room*  
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Jessica Lamb and Maria Gibbs, Cerner Corporation*

3 – 4 p.m.  
**Legal Issues: Harassment**  
*Convention Center, 1st Floor, Rivergate Room*  
**TRACK:** Legal Issues  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Edward Easterly, Norris, McLaughlin and Marcus, P.A.*
3 – 4 p.m.

**Leveraging Analytics to Drive Recruiting Success**  
*Convention Center, 2nd Floor, Rooms 220–222*  
**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Mikaela Rivera and Doug McMann, Kiewit Corporation*

3 – 4 p.m.

**Pop Culture Recruitment: 7 Strategies for Engaging Younger Job Seekers on College Campuses**  
*Hilton, 3rd Floor, Jefferson Ballroom*  
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Marques Clark, Waubonsee Community College*

3 – 4 p.m.

**“Pop-Up” by Students: A Guide to Promoting Your Office in 90 seconds**  
*Hilton, 3rd Floor, St. James Ballroom*  
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Matthew Bonder, Cenlar FSB*

3 – 4 p.m.

**Rethinking Work Readiness Through a Four-Dimensional Integrated Partnership Model**  
*Convention Center, 1st Floor, Great Hall B*  
**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Baba Sheba and Bob Athwal, GSM London; Kelli Smith, Binghamton University (SUNY); Scott Johnson, Pacific Gas & Electric*

See the NACE18 Mobile App for full session descriptions.
3 – 4 p.m.  
**A Shift in Focus: An Internship Program Model to Bridge the Gap**  
*Convention Center, 2nd Floor, Rooms 217–219*  
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Danielle Quillan and Raquel De Los Santos, California State University–Channel Islands*  

3 – 4 p.m.  
**Aligning Talent and Work Force Strategies From the C’s to the R’s**  
*Hilton, 3rd Floor, St. Charles Ballroom*  
**TRACK:** Job Market  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Debbie Hughes, The Business-Higher Education Forum; Jeff Wasden, Colorado Business Roundtable; Yvette Burton, Columbia University*  

3 – 4 p.m.  
**Student–Athlete Career Success ON and OFF the Field**  
*Hilton, 2nd Floor, Marlborough Room*  
**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Karen Demmler, Anna Eulau, and Da’Mon Merkerson, Temple University*  

3 – 4 p.m.  
**Using Design Thinking to Rebuild First-Year Career Education**  
*Convention Center, 2nd Floor, Rooms 211–213*  
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*John O’Neill, Stanford University; Ashley Eberle, California Polytechnic State University–San Luis Obispo*
3 – 4:30 p.m.  
**Help! I’m Having an Ethical Dilemma: Applying the Principles for Ethical Professional Practice**  
*Hilton, 3rd Floor, Fulton Room*

**TRACK:** Career Development, Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** All  
*Kelley Bishop, Vicki Hamby, Liz Lierman, and Shawn Van Derziel, Principles for Ethical Professional Practice Committee*

---

### Afternoon // SMARTtalks //

3 – 3:20 p.m.  
**Virtual Reality: Leveraging New Technologies to Attract Candidates**  
*Convention Center, 1st Floor, Alcove*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Tish Teeluck and Shivani Amin, PwC*

3:25 – 3:45 p.m.  
**Smarter Recruiting for a Complex World**  
*Convention Center, 1st Floor, Alcove*

**TRACK:** Job Market  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Nathan Lippe and Adam Parker, CareerBuilder*

3:50 – 4:10 p.m.  
**Virtual Events – How to Connect With Candidates**  
*Convention Center, 1st Floor, Alcove*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Andrea Benson, Bank of America*

See the NACE18 Mobile App for full session descriptions.
Advancing Diversity, Inclusion, and Equity in Your Operation
Hilton, 2nd Floor, Chequers Room
AUDIENCE: All
Branden Grimmett, Loyola Marymount University; Cynthia Schirmer, Bechtel

Coaching
Hilton, 2nd Floor, Prince of Wales Room
AUDIENCE: Career Services
Katharine Brooks, Vanderbilt University

Early Career Talent Management
Hilton, 2nd Floor, Eglington Winton Room
AUDIENCE: University Relations and Recruiting
Stephanie Perkins, Epsilon

Embedding Career Readiness in Curriculum
Hilton, 2nd Floor, Cambridge Room
AUDIENCE: Career Services
Reyna Sund, Ashford University

Military Vets: Career Development and Recruiting
Hilton, 3rd Floor, Commerce Room
AUDIENCE: All
Jennifer Renée Pluta, Syracuse University; Julie Gourley, Northrop Grumman

Positioning Your Career Center on Campus
Hilton, 3rd Floor, Canal Room
AUDIENCE: Career Services
TaRita Johnson, Calvin College
Preemployment Testing  
_Hilton, 3rd Floor, Camp Room_  
**AUDIENCE:** All  
*Ed Easterly*, Norris McLaughlin & Marcus, P.A.

Promoting and Recruiting Advanced Degree Students  
_Hilton, 3rd Floor, Royal Room_  
**AUDIENCE:** All

Recruiting Generation Z  
_Hilton, 3rd Floor, Magazine Room_  
**AUDIENCE:** University Relations and Recruiting  
*Summer Shaffer and Deborah Yeung*, Colorado State University-Fort Collins

STEM  
_Hilton, 3rd Floor, Jackson Room_  
**AUDIENCE:** All  
*Stephen Patchin*, Michigan Technological University; *Dawn Brown*, Oshkosh Corporation

Working With Nontraditional Students  
_Hilton, 3rd Floor, Windsor Room_  
**AUDIENCE:** Career Services

Working With Students With Disabilities  
_Hilton, 3rd Floor, Ascot/Newberry Room_  
**AUDIENCE:** All  
*Margaret Ling*, National Organization on Disability; *Felicia Nurmsen*, College 2 Careers (C2C), National Organization on Disability

Working With Undocumented Students  
_Hilton, 3rd Floor, Fulton Room_  
**AUDIENCE:** All  
*Dawn Carter*, Intuit; *Cindy Billington*, Texas A&M University

See the NACE18 Mobile App for full session descriptions.
8 – 9 a.m.

**Career Centers Influencing the Curriculum With Help From Faculty Externs**

*Convention Center, 2nd Floor, Rooms 208–210*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
Jim McAtee and Jill Cooper, Ball State University

8 – 9 a.m.

**Creating a Culture of Career Collaboration**

*Convention Center, 2nd Floor, Rooms 215–216*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
Vicki Hamby and Ashley Byrd-White, University of South Carolina

8 – 9 a.m.

**Developing Cost-Effective Professional Development for Interns**

*Convention Center, 2nd Floor, Rooms 220–222*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
Cate Bechtold, Wolf Trap Foundation for the Performing Arts

8 – 9 a.m.

**From Process to Impact: First Destination Beyond the Numbers**

*Convention Center, 2nd Floor, Rooms 211–213*

**TRACK:** Job Market  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
Julia Makela and Gail Rooney, University of Illinois at Urbana–Champaign
8 – 9 a.m.
**How Supporting Academia Can Improve Your Employment Brand**  
*Convention Center, 2nd Floor, Rooms 206–207*  
**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Sean Treccia and Kathleen Schaum, KPMG LLP*

8 – 9 a.m.
**Integrating Career Services and Advising**  
*Convention Center, 2nd Floor, Rooms 217–219*  
**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Richard Davino and Daniel Chapman, Becker College*

8 – 9 a.m.
**Managing Chaos of Staff Recruitment and Supervision: A Cognitive Information Processing Approach**  
*Convention Center, 1st Floor, Rivergate Room*  
**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Myrna Hoover and Erica Stallings, Florida State University*

8 – 9 a.m.
**What it Takes to Create a Top 100 Internship Program**  
*Convention Center, 1st Floor, Great Hall B*  
**TRACK:** Career Development  
**LEVEL:** Advanced  
**AUDIENCE:** University Relations and Recruiting  
*Liz Wessel, WayUp*

See the NACE18 Mobile App for full session descriptions.
9:15 – 10:15 a.m.
**Going Virtual: Advancing How We Recruit to Enhance Who We Recruit**
*Convention Center, 2nd Floor, Rooms 215–216*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Sara Williamson, Yello; Eliza Franceschini, EY*

9:15 – 10:15 a.m.
**Career Services for Nontraditional Students**
*Convention Center, 2nd Floor, Rooms 220–222*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Kristin Schrader and Francine Blume, University of Maryland-University College*

9:15 – 10:15 a.m.
**Is Blind Recruiting Really as Gender Blind as It’s Supposed to Be?**
*Convention Center, 2nd Floor, Rooms 217–219*

**TRACK:** Talent Acquisition  
**LEVEL:** Mid-level  
**AUDIENCE:** University Relations and Recruiting  
*Jeanette Maister, WCN*

9:15 – 10:15 a.m.
**Partnership Strategies for Increasing Student Engagement & Outcomes**
*Convention Center, 2nd Floor, Rooms 206–207*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Brenda Williams, DePaul University*
9:15 – 10:15 a.m.

**Personal Finance and Career Education for Long-Term Success**

*Conventional Center, 2nd Floor, Rooms 208–210*

**TRACK:** Career Readiness  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Tanja Hinterstoisser and Jimena Huaco, Champlain College*

9:15 – 10:15 a.m.

**Using Technology and Career Coaching to Create Hybrid Career Plans**

*Conventional Center, 1st Floor, Great Hall B*

**TRACK:** Career Development  
**LEVEL:** Mid-level  
**AUDIENCE:** Career Services  
*Emily Merritt, Trinity College; Amelinda Vazquez, University of Connecticut*

9:15 – 10:15 a.m.

**Wrapping Your Arms Around On-Campus Internships**

*Conventional Center, 2nd Floor, Rooms 211–213*

**TRACK:** Career Development  
**LEVEL:** Advanced  
**AUDIENCE:** Career Services  
*Alyson Kavalukas, University of Pittsburgh*

See the NACE18 Mobile App for full session descriptions.
Congratulations!

**KAUFFMAN AWARD RECIPIENT**
R. Samuel Ratcliffe, Virginia Military Institute

**NACE ACADEMY OF FELLOWS INDUCTEES**
Marie M. Artim, Enterprise; Daniel R. Black, EY

**NACE/CHEVRON AWARD (WINNER)**
Kevin Kirby, Jill Henry, Juliane Stockman, Northern Kentucky University

**NACE/DIRECTEMPLOYERS CATALYST AWARD (WINNER)**
Mike Borrelli, The Vanguard Group

**NACE/SPELMAN JOHNSON RISING STAR AWARD (WINNER)**
Kristin Walker, Clemson University

**CAREER SERVICES CHAMPION AWARD (WINNER)**
Nathan O. Hatch, Wake Forest University

**EMPLOYER RECRUITING CHAMPION AWARD (WINNER)**
Joseph Tarantino, Protiviti

**MENTOR OF THE YEAR AWARD (WINNER)**
Alicia Monroe, Rowan University
MEMBERS’ CHOICE AWARD (CANDIDATES)

We are all DREAMers: Developing Career Competencies for Supporting Undocumented and DACAmented Students
Center for Career Development at the University of Connecticut: Ana Clara Blesso

Career Advising Certificate Training
University of Nebraska at Omaha, Academic & Career Development Center: Katie Wessel

NACE EXCELLENCE AWARDS

CAREER SERVICES EXCELLENCE AWARD – SMALL COLLEGE (FINALISTS)
Bentley University HIRE Education CDI Course Suite
Bentley University: Alyssa Hammond, Kristine Vidic

Building Measurable Employer Partners
Gannon University: Erin Hart

CAREER SERVICES EXCELLENCE AWARD – LARGE COLLEGE (FINALISTS)
Teaching Career Development: 45 Years of Collaboration
Florida State University Career Center: Robert C. Reardon, Janet G. Lenz, James P. Sampson, Gary W. Peterson

Brain-Based Career Development (BBCD)
Ohio University, Career & Leadership Development Center Program: Career & Leadership Development Center Staff

Qualified Undergraduate Interview Candidate (QUIC) Certification
The Ohio State University, Fisher College of Business, Office of Career Management: Ohio State Fisher College of Business, Office of Career Management

DIVERSITY AND INCLUSION EXCELLENCE AWARD – COLLEGE (FINALISTS)
Career Counseling in Study Abroad: Improving Latino/a First-Generation College Student’s Transition to the Work Force,
California State University—Fullerton, Career Center: Miguel Martinez, Julian Jefferies, Blanca Rojas

Global Career Peer Program
New York University – Abu Dhabi: Hazel Raja, Dana Downey
2018 NACE AWARD WINNERS & FINALISTS

Congratulations!

**DIVERSITY AND INCLUSION EXCELLENCE AWARD – EMPLOYER** (FINALISTS)

**Path to Inclusion**
Northwell Health: Cheryl Davidson, Lesly St. Louis, Elizabeth Zgaljardic

**On Purpose: An Intentional Strategy to Diversity Recruiting**
Southern Company: Tondra Fields, Michael Armstrong, Patrick Razuri, Marteen Ware, Giuli Williams

**Diversity & Inclusion at Transamerica**
Transamerica Life Insurance Company: Rebecka Holub, Cindy Nodorft, Helane Wilbourne

**RECRUITING EXCELLENCE AWARD – SMALL EMPLOYER** (WINNER)

**Incorporating Protiviti’s “i on Hunger” Campaign On-Campus**
Protiviti: Casey Jo Chapman, Elaine Poucher, Bridget O’Malley, Kristen Ginger, Katelyn Sypher, Jillian Briggs, Samantha Hirsch

**RECRUITING EXCELLENCE AWARD – LARGE EMPLOYER** (FINALISTS)

**Explore Your Fit**
Deloitte: Scott McQuillan

**Exceptional EY Experiences in Campus Recruiting**
EY: Natasha Stough

**HARBORS Training/Soldiers for Life**
Ingalls Shipbuilding: Fred Howell, Jimmy Fields, Carlos McGilvery, Ben Hare

**Northrop Grumman Enterprise University Recruiting Partnership With University of Maryland – Baltimore County (UMBC)**
Northrop Grumman Corporation: Derrick Stanley, Jennifer Walsmith
TECHNOLOGY EXCELLENCE AWARD – COLLEGE (FINALISTS)

**App Enhances Student Trek Experience**
Gonzaga University: Shelby Wells

**Facilitating Positive Career Planning Experiences With a Technology Help Desk**
Rutgers University, University Career Services: Barbara Thomson, William Jones

**HawkQuest and the Career Exploration Web Hub**
University Career Center, The University of Kansas: Erin Wolfram

TECHNOLOGY EXCELLENCE AWARD – EMPLOYER (FINALISTS)

**Enhancing the Candidate Experience Through Technology and Social Media**
EY: Natasha Stough

**Johnson & Johnson BE VITAL App**
Johnson & Johnson Talent Acquisition: Sjoerd Gehring, Marc Mascolo, Kelly McGrath, Cynthia Ghazali, RoseMary Costa-Lopes, Phillip Tso, Ashley Hengerer, Aaron Ridgeway, Maren Berge

**#BeBNYMellon Social Media and Marketing Campaign**
The Bank of New York Mellon Corporation: Meredith Oakes, Morgan Vazquez, Jennifer Zona, Anneka Benn, Elyssa Ruzal, Jan Bamford, Stan Ko, Katie Carr, Louise Wylie, Christopher Aurrichio, Alex Cook, Samuel Martin, Emily Kolilias
2018 NACE Exhibitors

Thank you to these organizations whose exhibits support the NACE Conference & Expo!

12Twenty .................................................................................................................... Booth 300
Air Force Civilian Service (AFCS) .................................................................................. Booth 1503
Alumni Career Services Network (ACSN) ...................................................................... Booth 607
Avature .......................................................................................................................... Booth 504
Awato .............................................................................................................................. Booth 406
Big Frey Promotional Products .................................................................................... Booth 301
Brazen Technologies ....................................................................................................... Booth 209
Campus Commandos ..................................................................................................... Booth 707
CampusTap ..................................................................................................................... Booth 609
Candid Career LLC ......................................................................................................... Booth 708
Career Fair Plus ............................................................................................................... Booth 808
careerandtalenthub.com ................................................................................................ Booth 509
CareerBuilder .................................................................................................................. Booth 200
CareerEco Virtual Events ............................................................................................... Booth 801
CareerOneStop ................................................................................................................. Booth 1303
CareerPath ....................................................................................................................... Booth 1407
CareerShift, LLC ............................................................................................................. Booth 803
CareerSpots ..................................................................................................................... Booth 1600
Center for Credentialing & Education ........................................................................... Booth 1504
Chalk & Wire Technologies ............................................................................................. Booth 1703
College Recruitment Media, Inc. .................................................................................. Booth 1604
College Works Painting ................................................................................................... Booth 1602
Devpost ............................................................................................................................ Booth 1406
DirectEmployers Association ......................................................................................... Booth 1501
DISCO International, Inc. ............................................................................................... Booth 1405
Disney Internships and Programs ................................................................................... Booth 1701
Equifax .............................................................................................................................. Booth 405
Eventus ............................................................................................................................ Booth 605
The Fairs App ................................................................................................................... Booth 608
Firsthand ........................................................................................................................... Booth 207
FOCUS 2 .......................................................................................................................... Booth 709
Forté Foundation ............................................................................................................. Booth 604
Frontline Education ......................................................................................................... Booth 505
Geographic Solutions ...................................................................................................... Booth 1200
GoinGlobal ......................................................................................................................... Booth 1402
Google, Inc ........................................................................................................................ Booth 1107
GradConnection ............................................................................................................... Booth 409
GradLeaders ...................................................................................................................... Booth 1700
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Management Admission Council (GMAC)</td>
<td>407</td>
</tr>
<tr>
<td>Graduway</td>
<td>1101</td>
</tr>
<tr>
<td>Handshake</td>
<td>1704</td>
</tr>
<tr>
<td>Harvard Business School - HBX</td>
<td>308</td>
</tr>
<tr>
<td>IES Internships</td>
<td>1606</td>
</tr>
<tr>
<td>internhousing.com</td>
<td>1307</td>
</tr>
<tr>
<td>introvideo.biz</td>
<td>1603</td>
</tr>
<tr>
<td>intrnz.com</td>
<td>500</td>
</tr>
<tr>
<td>Jobs Connected</td>
<td>303</td>
</tr>
<tr>
<td>jobZology®</td>
<td>1207</td>
</tr>
<tr>
<td>Knopman Marks Financial Training</td>
<td>804</td>
</tr>
<tr>
<td>Koru Careers, Inc.</td>
<td>1300</td>
</tr>
<tr>
<td>Management Consulted</td>
<td>1203</td>
</tr>
<tr>
<td>MBA Veterans &amp; UndergraduVets Conferences</td>
<td>809</td>
</tr>
<tr>
<td>National Apartment Association Education Institute (NAAEI)</td>
<td>502</td>
</tr>
<tr>
<td>NACE Center for Career Development and Talent Acquisition</td>
<td>1201</td>
</tr>
<tr>
<td>NACE Dinner with Colleagues</td>
<td>404</td>
</tr>
<tr>
<td>National Organization on Disability</td>
<td>1601</td>
</tr>
<tr>
<td>WCN</td>
<td>800</td>
</tr>
<tr>
<td>Orbis Communications, Inc.</td>
<td>1302</td>
</tr>
<tr>
<td>ORISE</td>
<td>806</td>
</tr>
<tr>
<td>PeopleGrove</td>
<td>408</td>
</tr>
<tr>
<td>Purple Briefcase, A Ruffalo Noel Levitz Platform</td>
<td>401</td>
</tr>
<tr>
<td>Quinncia</td>
<td>1507</td>
</tr>
<tr>
<td>Rakuna</td>
<td>704</td>
</tr>
<tr>
<td>RelishCareers</td>
<td>606</td>
</tr>
<tr>
<td>RIVS</td>
<td>InterviewStream</td>
</tr>
<tr>
<td>SourceCast, Inc.</td>
<td>1306</td>
</tr>
<tr>
<td>StandOut, by CollegeNET</td>
<td>1400</td>
</tr>
<tr>
<td>Symplicity</td>
<td>1500</td>
</tr>
<tr>
<td>ThinkOptimal</td>
<td>403</td>
</tr>
<tr>
<td>U.S. Department of State</td>
<td>705</td>
</tr>
<tr>
<td>uConnect</td>
<td>706</td>
</tr>
<tr>
<td>Uloop</td>
<td>1506</td>
</tr>
<tr>
<td>UrbanBound</td>
<td>1301</td>
</tr>
<tr>
<td>Vault.com</td>
<td>805</td>
</tr>
<tr>
<td>vFairs.com</td>
<td>205</td>
</tr>
<tr>
<td>VineUp</td>
<td>508</td>
</tr>
<tr>
<td>VMock, Inc.</td>
<td>600</td>
</tr>
<tr>
<td>WayUp</td>
<td>700</td>
</tr>
<tr>
<td>Yello</td>
<td>400</td>
</tr>
</tbody>
</table>
EXPO HALL MAP

Expo Hall Map

GRAND BALLROOM

GRAND SALON
12Twenty .................................................................300
www.12twenty.com / 888.281.3251
Category: Technology Solutions / Audience: All
12Twenty is a cloud-based career center software creating a space for schools to centralize all of their data and analytics to increase department efficiencies and student engagement.
▶ Contact: David Washko, sales@12twenty.com

Air Force Civilian Service (AFCS) ..........................1503
www.afciviliancareers.com / 210.565.3946
Category: Job/Candidates / Audience: All
We are the 180,000 civilians who support and sustain the U.S. Air Force with our talent and our dedication—a dedication to the same mission as those in uniform—to defend our nation and protect the values that make America great. At AFCS, we are passionate, focused, and driven by this awesome responsibility, and together with the men and women who serve, we are now and will remain a force to be reckoned with. Forces. Joined.
▶ Contact: Dr. Wes Venters, afcs@us.af.mil

Alumni Career Services Network (ACSN) .............607
www.myacsn.org / 814.865.9989
Category: Member Organization / Audience: All
The Alumni Career Services Network (ACSN) supports alumni career services professionals at colleges and universities throughout the nation in enhancing their professional and personal development through shared knowledge and peer networking. Collectively, ACSN seeks to increase awareness of alumni career services as a profession and to facilitate interaction among alumni career services professionals at their respective institutions. Our common goal is to provide state-of-the-art career management services and programs for the alumni we serve.
▶ Contact: Nicole Bush, nbush@tulane.edu

Avature .................................................................504
www.avature.net / 212.380.4160
Category: Technology Solutions / Audience: University Relations and Recruiting
Avature is a highly configurable enterprise SaaS platform for Talent Acquisition and Talent Management, and the leading provider of CRM technology for recruiting globally. Avature brings consumer-web technology and innovation to the HCM software market. Avature has 107 of the Fortune 500 as customers and is used in 67 countries and 17 languages. Avature delivers its services from data centers in the United States, Europe, and Asia and has offices in Buenos Aires, London, Madrid, Melbourne, Munich, New York, Singapore, and Shenzhen.
▶ Contact: Kelsey Sampson, kelsey.sampson@avature.net
Awato
www.awato.org / 603.769.0563
Category: Assessment Tools / Audience: All
Awato is a career platform that gets students excited and engaged in their career paths. Our tools are used by leading institutions to help students identify careers and degrees they would like to pursue and build custom academic and career plans that they can follow, step by step.

Contact: Matthew Guruge, matt@awato.org

Big Frey Promotional Products
www.BigFrey.com / 800.888.1636
Category: Advertising/Media/Publishing/Promotions / Audience: All
Big Frey is a promotional product and corporate gift company that focuses on augmenting our clients’ brand-building efforts on campus. Most organizations have marketing departments that source items they THINK students want. At Big Frey, we KNOW what they want (and will hold on to), because we run focus groups and study the habits of this demographic. Come see what is trending on campus, and learn about our Campus Ambassador Programs.

Contact: Seth Frey, seth@bigfrey.com

Brazen Technologies
www.brazen.com / 202.888.3128
Category: Technology Solutions / Audience: All
Brazen helps organizations create meaningful engagement through online chat. The Brazen platform has supported more than 10,000 chat-based events and is used by thousands of organizations, from Fortune 1000 companies to start-ups, government agencies, and universities. We recently also released live-chat and scheduled-chat features that enable engagement outside of our online events solution.

Contact: Andrew Panella, andrew@brazen.com

Campus Commandos
www.gocommandoapp.com / 313.202.6662
Category: Advertising/Media/Publishing/Promotions / Audience: All
Campus Commandos helps you turn your summer interns into brand ambassadors once they go back to campus in the fall. Services include activity development, management tools, compensation, motivation, measurement, and documentation. We are endorsed by Volkswagen, Lidl, and Quicken Loans. “We’re getting the right type of applicants.” — VW

Contact: Adam Grant, adam@campuscommandos.com
CampusTap ...............................................................609
www.thecampustap.com / 781.439.1504
Category: Technology Solutions / Audience: All
Seeking a seamless solution to facilitate mentoring relationships for students and alumni? Discover CampusTap, the private career-networking and alumni-mentoring platform driving increased career readiness and employment opportunities. With CampusTap, you can engage your entire community of stakeholders for mentoring, professional networking, and industry-knowledge sharing.

Contact: Remy Carpinito, remy@thecampustap.com

Candid Career LLC ..................................................708
www.candidcareer.com / 814.574.2882
Category: Student Resource / Audience: All
We host thousands of video interviews with industry professionals, covering job descriptions, personal experiences, and tips on getting hired. Hundreds of schools continue to offer our videos for major or career-exploration activities and to prepare for interviews or career fairs. Embed the videos on your website or in presentations, use during counseling sessions, map to assessments, share on social media, or stream to a TV. We offer a variety of products for students, alumni, and companies.

Contact: Neilye Garrity, neilye@candidcareer.com

Career Fair Plus ........................................................808
www.careerfairplus.com / 321.549.7214
Category: Technology Solutions / Audience: All
Career Fair Plus is a mobile app used by more than 160 career fair organizations that gives candidates access to current career fair information so they can prepare when and where they want. We have helped more than 1 million candidates at more than 1,000 fairs through better preparation and higher confidence. We make it easy to make candidates more successful.

Contact: David Nicol, dave@careerfairplus.com
careerandtalenthub.com .................................................. 509
www.careerandtalenthub.com / 877.238.1816

**Category: Student Resource / Audience: Career Services**

The path to a fulfilling career after college is difficult. Instill the importance of gaining experiences and obtaining recommendations from references that will highlight unique abilities and skills. Everyone has a story that identifies them as a unique individual with skills and attributes that are valuable to an employer. Find out how our technology will work with students and alumni to tell their story. Maximize experiences and capture reference evaluations from internship, employment, volunteer, and other experiences while in school and beyond.

- **Contact:** Barb Wyskowski, Esq., bwyskowski@careerandtalenthub.com

CareerBuilder ............................................................. 200
https://hiring.careerbuilder.com / 877.345.5256

**Category: Job/Candidates / Audience: All**

As an end-to-end human capital solutions company, CareerBuilder helps employers all over the world find, hire, and manage great talent. We combine industry-leading human capital management technology and 20 years of workforce insight to flexibly and efficiently meet our customers’ unique needs.

- **Contact:** Nathan Lippe, nathan.lippe@careerbuilder.com

CareerEco Virtual Events ........................................... 801
www.CareerEco.com / 770.980.0088

**Category: Technology Solutions / Audience: All**

CareerEco Virtual Events offers turn-key, organization-branded Virtual Career Fairs, Grad School Fairs, and Networking Events with the opportunity to generate revenue for your institution or consortium. Our platform provides interactive options using Live Broadcast, Screen Share, Video Chat, Private Chat, and Group Chat tools. Join thousands of colleges, universities, and employers who embrace our innovation and power of technology.

- **Contact:** Gayle Oliver-Plath, Events@Careereco.com
CareerOneStop

www.careeronestop.org / 877.348.0502

Category: Student Resource / Audience: All

CareerOneStop.org, sponsored by the U.S. Department of Labor, Employment and Training Administration, offers free electronic tools and resources to help users explore careers, education, training, and jobs. Check out mySkillsmyFuture, Certification Finder, Short-Term Training Finder, Salary Finder, and more. Audiences served include job seekers, students, workforce development professionals, and businesses.

Contact: Kelly Tenner, info@careeronestop.org

CareerPath

www.careerpathmobile.com / 866.552.7284

Category: Technology Solutions / Audience: All

CareerPath encourages students to explore their interests, discover their passions, prepare for the future, and launch their careers. Connecting with and engaging students becomes easier, more streamlined, and manageable when you partner with CareerPath. Our web and mobile platform (iOS and Android apps) is designed specifically to keep students focused on their goals using their mobile device.

Contact: Ben Grinnell, ben@careerpathmobile.com

CareerShift, LLC

www.careershift.com / 216.255.3026

Category: Technology Solutions / Audience: All


Contact: Valerie Matta, valmatta@careershift.com
CareerSpots
www.CareerSpots.com / 610.325.3993

**Category: Technology Solutions / Audience: All**

Our NEW Career Ready Guide, inspired by NACE’s eight competencies, teaches students how to develop critical soft skills valued by employers. Written by leading career development professionals, this self-guided, online course features interactive activities, reflective questions, 17 videos, action plans, checklists, and chapter quizzes. A progress tracker allows counselors/advisors/employers to monitor students’ learning. Trusted by hundreds of career centers for a decade, CareerSpots provides “real world,” highly relatable, career information that millions of students have relied on to launch their careers.

**Contact:** Kathy Egan, Kathy@CareerSpots.com

Center for Credentialing & Education
www.cce-global.org / 336.482.2856

**Category: Global Career Development Facilitator (GCDF) credential / Audience: All**

The Center for Credentialing & Education™ (CCE)® is a global not-for-profit organization that offers assessments, credentialing, business support, and licensure services. CCE’s products and services advance professional credibility of individuals and organizations worldwide. CCE’s portfolio of services are grounded in research, experience, and in collaboration with its parent company the National Board for Certified Counselors (NBCC)®.

**Contact:** Winifert Lawson-Graves, lawson-graves@cce-global.org

Chalk & Wire Technologies
www.chalkandwire.com / 877.252.2201

**Category: Technology Solutions / Audience: All**

Chalk & Wire is the leader in the development of technologies targeting the identification, assessment, validation, and credentialing of learning. Trusted by hundreds of universities, colleges, and other organizations for more than 20 years, Chalk & Wire’s proven solutions—award-winning CW-Pro, an ePortfolio-enabled student educational assessment platform and new MyMantl, a learning recognition network for digital badging and micro-credentialing—drive comprehensive student competency and career-ready credentials for higher education, K-12 institutions, and corporate learning environments.

**Contact:** Gigi Devanney, gigi@chalkandwire.com
College Recruitment Media, Inc. .........................1604
www.crmpubs.com / 630.938.0200

Category: Advertising/Media/Publishing/Promotions / Audience: All

College Recruitment Media (CRM) is the recognized leader in the production of fully customized print and online guides for college/university career centers. Whether you need 200 or 15,000 copies—or even an online-only publication—CRM can put its resources to work for you! For employers and graduate/professional schools, CRM offers highly targeted advertising opportunities at some of the nation’s top institutions.

Contact: Tim Clancy, tim@crmpubs.com

College Works Painting ........................................1602
www.collegeworks.com / 888.450.9675

Category: Job/Candidates / Audience: Career Services

The premier student internship program for students seeking leadership and management skills. Rated #4 by Vault for Career Development.

Contact: Jeff Gunhus, jgunhus@nsgmail.com

Devpost ....................................................................1406
www.devpost.com / 212.675.6164

Category: Job/Candidates / Audience: University Relations and Recruiting

Devpost is one of the largest software developer communities on earth. Our platform lets developers showcase what they have built, learn new skills, and find jobs. Organizations post jobs, and they run online and in-person hackathons to market their tools and initiatives to our active developer community. We sign up between 3,000 and 5,000 new developers per week. As a result of that and our differentiated product, Devpost is uniquely positioned to help companies hire the best talent for full-time and internship roles.

Contact: Richard Murby, richard@devpost.com

DirectEmployers Association .............................1501
www.directemployers.org / 317.874.9000

Category: Technology Solutions / Audience: All

DirectEmployers is a nonprofit member-owned and managed association that provides its 900+ members simple solutions for OFCCP compliance and online recruitment challenges. The Association’s proprietary technology assists with the Office of Federal Contract Compliance Program’s (OFCCP) VEVRAA mandatory listing requirements and Section 503 outreach requirements, while also offering custom online recruitment solutions that aid in creating bold experiences, one career site at a time.

Contact: Jaime Costilow, jaime@directemployers.org
DISCO International, Inc. (CareerForum.Net) .........................................................1405
www.careerforum.net / 212.382.0025

**Category: Student Resource / Audience: Career Services**

HR firm specializing in career services for Japanese–English bilingual students and professionals. Career Forums (job fairs) are held throughout the year in Boston, Los Angeles, San Francisco, New York, Tokyo, Sydney, and London as well as applying online to job postings through our website, CareerForum.Net (CFN). The largest event, the Boston Career Forum, brings together more than 200 companies and 6,000 job seekers.

**Contact:** Kanako Soejima, k.soejima@discointer.com

---

Disney Internships and Programs ....................... 1701
www.disneycollegeprogram.com / 844.559.2278

**Category: Job/Candidates / Audience: University Relations and Recruiting**

Students discover a once-in-a-lifetime opportunity within Disney Internships and Programs. These experiences give participants the chance to participate in the Disney College Program or to be selected for Professional and Management Internships. Participants can gain meaningful, hands-on experience in a paid internship with one of the world’s most admired companies.

**Contact:** Jeff Hickman, Jeff.H.Hickman@Disney.com

---

Equifax .......................................................................405
www.equifax.com/gradoutcomes / 314.214.7000

**Category: Technology Solutions / Audience: Career Services**

Solve your graduate outcome data dilemma. With Graduate Outcome Metrics, institutions can access the largest source of authentic, up-to-date employment and income information to glean insight on graduates and programs. Equifax helps alleviate the pain of traditional data collection methods (surveys, calls, etc.) and offers stakeholders better outcomes.

**Contact:** Jeff Taylor, jeffrey.taylor@equifax.com

---

Eventus ......................................................................605
www.eventus.io / 713.820.3174

**Category: Technology Solutions / Audience: Career Services**

Eventus offers the most robust and well-designed career fair app solution for career centers. As an app provider, Eventus has also worked with several colleges to develop stand-alone “career center” apps. These apps serve as mobile guides for students to have easier access to career resources. Trusted by top-tier institutions, Eventus has continually delighted clients with the best user experience in the industry. Learn more at our booth or by visiting our website at www.eventus.io.

**Contact:** Peter Feng, peter@eventus.io
The Fairs App

www.thefairsapp.com / 888.338.9412

Category: Technology Solutions / Audience: Career Services

The Fairs App enables career staff to produce an online event experience for career fairs, connection events, and career panels of all types and sizes. Our customizable platform works with any registration system, gives you real-time metrics, and allows you to save costs and generate revenue. The Fairs App is available on iOS, Android, and a web-based application, so it’s available to all students on all devices. We are increasing education and career interactions for hundreds of thousands of students, alumni, and employers from coast to coast.

Contact: Kevin Flint, kevin@thefairsapp.com

Firsthand

www.firsthand.co / 215.391.3767

Category: Technology Solutions / Audience: All

The smartest mentoring platform on the planet engineered to make it easy for students and alumni to connect, while giving you the tools, automation, and security to bring big communities together and drive results.

Contact: Cortez Armond, cortez@firsthand.co

FOCUS 2

www.focus2career.com / 203.746.6678

Category: Assessment Tools / Audience: Career Services

FOCUS 2 Career is the nation’s leading career planning system, reaching more than 5 million college students each year. Customized with your college’s majors, students’ assessment results are matched to majors offered at your college and career options. Helps students choose their majors at your college, explore occupations, plan career development activities, and make informed decisions. Valid and reliable assessments: Work Interests-Holland Code, personality, values, skills, leisure interests, and career planning readiness. Robust counselor website, outstanding customer support, FYE materials, and free training webinars.

Contact: Janis Stokes, janis@focuscareer.com
Forté Foundation .....................................................604
www.fortefoundation.org / 512.701.4244

Category: Student Resource / Audience: All

Her Career Takeoff Starts Here. Forté helps your students become career ready. Our free resources expand from career exploration to job searching, and hands-on programs are an extension of your on-campus tools. Forté is a nonprofit consortium of 130 top schools and employers working together to show women endless career options, while connecting them with an inspiring network of women. Stop by Booth 604 to learn more!

Contact: Michelle Lederhos, michelle@fortefoundation.org

Frontline Education ................................................505
www.frontlineed.com / 314.968.3117

Category: Advertising/Media/Publishing/Promotions / Audience: Career Services

Frontline Education is an integrated insights partner, serving more than 12,000 educational organizations and millions of educators, administrators, and support personnel in their efforts to develop the next generation of learners. With more than 15 years of experience serving the front line of education, Frontline Education provides colleges of education a unique audience to recruit adult-learners to their online education degree programs and continuing education coursework.

Contact: Steven Rajakovich, srajakovich@frontlineed.com

Geographic Solutions ...........................................1200
https://www.geographicsolutions.com / 831.757.4400

Category: Jobs/Candidates / Audience: All

Geographic Solutions is the leading provider of integrated software for state and local workforce agencies in over 30 states and U.S. territories. The company’s online solutions effectively manage all federally-funded partner programs under WIOA, labor exchange, job aggregation, labor market information, service and fund tracking, and unemployment insurance benefits.

Contact: Deane Toler, DToler@geosolinc.com

GoinGlobal ..............................................................1402
www.goinglobal.com / 251.342.9811

Category: Global Resources / Audience: Career Services

GoinGlobal provides career and employment resources for more than 120 worldwide locations, in addition to corporate profiles, H1B visa search engine, and 16 million-plus job and internship postings. Our constantly updated database features hiring trends, work permit regulations, resume/CV guidelines, interview and cultural advice, and more. Free trial access available.

Contact: Mary Anne Thompson, mathompson@goinglobal.com
Google, Inc. ............................................................. 1107
www.google.com/careers / 650.253.0000

Category: College Technology Solutions / Audience: Career Services

Google’s mission is to organize the world’s information and make it universally accessible and useful. Since our founding in 1998, Google has grown from offering search to dozens of products and services. Starting from two computer science students in a dorm room, we now have thousands of employees around the world. A lot has changed since the first Google search engine appeared. Some things haven’t changed: our dedication to our users and our belief in the possibilities of the Internet.

▶ Contact: Evan Sevits, students@google.com

GradConnection ......................................................409
www.campus.gradconnection.com / +44.7719.712036

Category: Global Resources / Audience: Career Services

GradConnection sources high-quality, entry-level jobs for a wide range of your international students—who can be typically harder to help due to visa restrictions—and provides overseas networking opportunities to build direct global employer relationships.

▶ Contact: David Jenkins, davej@gradconnection.com

GradLeaders ............................................................1700
www.gradleaders.com / 614.791.9000

Category: Technology Solutions / Audience: All

GradLeaders is the result of a merger between MBA Focus and CSO Research. We are the market leader in student recruitment and career services technology, connecting leading employers with job-seeking students and alumni from 1,000 university career centers around the world. Our exclusive school partnerships, extensive campus recruiting network, and industry-leading software solutions make us the #1 choice of schools seeking to increase employment outcomes and companies seeking high-quality, best-fit, and diverse student talent to join their team.

▶ Contact: Ryan Pratt, rpratt@gradleaders.com
Graduate Management Admission Council (GMAC) .................................................................407
www.gmat.com/undergrads / 703.668.9751

Category: Assessment Tools / Audience: Career Services

The Graduate Management Admission Council® (GMAC®) is a global nonprofit education organization of leading graduate business schools and steward of the Graduate Management Admission Test® (GMAT® exam). The exam is used by over 7,000 graduate business and management programs worldwide. Available in approximately 114 countries, it is the most widely used assessment for graduate management admissions and the most reliable predictor of academic success in graduate business studies. We are the leading source of research and information about quality graduate management education.

Contact: Christa Johnson, cjohnson@gmac.com

Graduway ..................................................................................................................1101
www.graduway.com / 914.775.5288

Category: Technology Solutions / Audience: Career Services

Graduway powers the alumni networking and mentoring platforms for over 600 universities across North America.

Contact: Chris Marshall, chris.marshall@graduway.com

Handshake ..................................................................................................................1704
www.joinhandshake.com / 414.981.8400

Category: Technology Solutions / Audience: All

Handshake is the premier early talent network and career management platform in the United States. More than 500 universities trust Handshake to support their career centers and to connect students with more than 300,000 companies globally. Handshake provides employers one platform to manage all aspects of college recruiting at the nation’s top universities. Handshake helps companies build their best, most diverse teams by connecting them with more than 3 million active student profiles, which brings sourcing to the college level for the first time ever.

Contact: Handshake, demo@joinhandshake.com
The HBX Credential of Readiness (CORe) is our primer on the fundamentals of business thinking—an online program designed to prepare students to participate fully in the business world. CORe was developed by Harvard Business School faculty to instill a deep understanding of essential business concepts and problem-solving skills. Mastering the three CORe courses—Business Analytics, Economics for Managers, and Financial Accounting—will give students fluency in the language of business regardless and enhance career readiness.

Contact: Valerie Krempus, vkrempus@hbs.edu

IES Internships
www.iesabroad.org / 573.587.9682

IES Internships, a unit of IES Abroad, guarantees full-time summer and semester internship programs for academic credit in 14 global locations including Barcelona, Berlin, Cape Town, Chicago, Dublin, Hong Kong, London, Milan, New York, Paris, Rome, Santiago, Shanghai, and Sydney to students in their field of choice. Housing is included and meals vary by location. International students are encouraged to apply and scholarships are available.

Contact: Angela Schwarzer, aschwarzer@iesabroad.org

internhousing.com
www.internhousing.com / 877.989.0410

Employers and career specialists find that by using internhousing.com they can: Increase the number of affordable housing options, offer a comprehensive roommate-matching tool, lower overall housing costs, reduce housing-related administrative headaches, and limit employer-related liability for housing issues. Find out why IBM, Hewlett Packard, Oakridge National Labs, the Naval Surface Warfare Center, and many other organizations find internhousing.com to be an important part of their programs.

Contact: Amanda Subia, AmandaS@internhousing.com
intrnz.com .................................................................500
www.intrnz.com / 212.220.6679

Category: Student Resource / Audience: All

intrnz.com provides exceptional housing for summer interns in urban locations. Fully furnished residences offering single and shared units with a 24x7 Residence Life staff and uniformed security personnel. A laundry, fitness center, and media lounges provide state-of-the-art all-intern living. Our online chat service and application procedure are available 24x7 also. New York City is available in May 2018 to be followed by Washington, D.C., Philadelphia, Boston, and Chicago in 2019/20.

► Contact: Yun Suk Sun, yun@intrnz.com

introvideo.biz .............................................Booth 1603
www.introvideo.biz / 415.309.4560

Category: Job/Candidates / Audience: College

IntroVideo.biz is the leading creator of 40 second personal branding videos used by new graduates and business professionals on their LinkedIn profiles, email signatures, bio pages and resumes. An IntroVideo is not a video resume, rather, it allows the graduate to deliver a compelling message directly to recruiters and employers and shows their communication skills, energy and personality. Think of it as a powerful first impression that helps the graduate stand out and get hired quicker.

► Contact: Michael Sexton, michael@introvideo.biz

Jobs Connected ........................................................303
www.jobsconnected.com / 516.603.9204

Category: Job/Candidates / Audience: All

Jobs Connected hosts Video Chat Career Fairs for colleges. Video Chat Career Fairs are easy to host, require little effort, and are a powerful way to connect students and employers. Video Chat Career Fairs are hosted online, allowing students and employers to attend from anywhere. This means higher participation from both students and employers, as well as the possibility of hosting career fairs for online students, alumni, and international students.

► Contact: Michael Oelbaum, michael.oelbaum@jobsconnected.com
JobZology® ................................................................................................................. 1207
www.jobZology.com / 970.222.7636

**Category: Consulting/Research / Audience: All**

JobZology and PathwayU is the predictive science behind education pathways and employment that fits. We impact the social and economic success of people and companies by using our predictive science and algorithms to match people with training, education, job roles, and company culture where they will live out a calling. Our products predictively ensure people study and learn what they love. Connect people to education, vocation, and job paths within those areas. Match employers with candidates who fit their job types and culture.

- **Contact:** Eric Leftwich, eric@jobzology.com

Knopman Marks Financial Training.......................... 804
www.knopman.com / 212.626.6899

**Category: Student Resource / Audience: All**

Knopman Marks Financial Training was established in 1991. We are a boutique training company based in New York City. We train for approximately 20 different FINRA license exams (e.g., Series 7 or Series 79). We partner with financial firms of all sizes to help them achieve their licensing needs. We pride ourselves on being student focused and providing a high-touch service.

- **Contact:** Leigh Yanocha, Leigh@knopman.com

Koru Careers, Inc. ............................................. 1300
www.joinkoru.com / 206.669.8569

**Category: Technology Solutions / Audience: University Relations and Recruiting**

Koru predicts performance and culture fit of applicants before you meet them, using the signals of career success in the innovation economy: grit, rigor, impact, teamwork, curiosity, ownership, and polish. We develop a unique predictive model for each company using machine learning, based on the human factors that drive results. Importantly, we also support and enable our companies to develop authentic and positive connections with applicants.

- **Contact:** Mike Hayes, mike@joinkoru.com

Management Consulted................................. 1203
www.managementconsulted.com / 859.322.9077

**Category: Student Resource / Audience: Career Services**

Management Consulted is the leading resource for undergraduate programs on all things consulting, including on-site interview boot camps, a video-based digital platform, and discounted 1:1 case coaching with MBB coaches.

- **Contact:** Namaan Mian, namaan@managementconsulted.com
MBA Veterans & UndergraduVets Conferences

www.undergraduvets.com / 855.256.1705

Category: Job/Candidates / Audience: All

Founded in 2008 by U.S. Army officers enrolled in graduate school at the University of Illinois, the 11th Annual MBA Veterans and 4th Annual UndergraduVets Conferences connect campus, diversity, and military recruiters with student veterans enrolled at the nation’s top-ranked universities.

Contact: Chris Petersen, info@mbaveterans.com

National Apartment Association Education Institute (NAAEI)

www.RPMCareers.org / 703.518.6141

Category: Member Organization / Audience: Career Services

NAAEI’s mission is to provide broad-based education, training, and recruitment programs that attract, nurture, and retain high-quality professionals and develop tomorrow’s apartment industry leaders. NAAEI offers industry-recognized credentials for all career paths, from leasing professionals to supplier partners, from apartment managers to maintenance technicians, and more.

Contact: Sarah Levine, slevine@naahq.org

National Organization on Disability

www.NOD.org / 646.571.1192

Category: Assessment Tools / Audience: All

National Organization on Disability (NOD) is a private, non-profit organization seeking to increase employment opportunities for the 80 percent of working age, unemployed Americans with disabilities. We offer a suite of employment solutions, tailored to meet leading companies’ workforce needs, to help some of the world’s most recognized brands be competitive in today’s global economy by building and enriching their disability inclusion programs.

Contact: Margaret Ling, lingm@nod.org
WCN ............................................................................800
www.wcnsolutions.com / 212.686.7733
Category: Technology Solutions / Audience: University Relations and Recruiting
WCN is a highly rated, intelligent talent acquisition suite. We have decades of award-winning recruitment software expertise and an obsession with driving real change in organizations. Our products accelerate and improve the entire process of finding, attracting, engaging, assessing and hiring the best talent: RECRUIT, INTELLIGENCE, ENGAGE, EVENT, INTERVIEW, INTERN MOBILITY. Our Solutions bundle our products to address specific needs: WCN Campus, WCN Apprentice, WCN Volume, WCN Diversity, WCN Veteran & WCN Finance.
► Contact: Adam Couch, adam.couch@wcnsolutions.com

Orbis Communications, Inc. ...........................................1302
www.orbiscommunications.com / 888.470.1722
Category: Technology Solutions / Audience: All
Orbis provides customized software management solutions to assist institutions in managing, delivering, and tracking within their Career Centers, Co-op/Internship programs, Co-Curricular Record programs, and Experiential Learning.
► Contact: Corrina Smith, info@orbiscommunications.com

ORISE ...........................................................................806
www.orau.org/maryland / 410.306.9200
Category: Student Resource / Audience: University Relations and Recruiting
The U.S. Department of Energy’s (DOE) Oak Ridge Institute for Science and Education (ORISE) Program allows bachelor’s, master’s, and doctoral students, as well as recent graduates to enhance their science education experience in projects and activities at U.S. Department of Defense (DOD) and other government and private industry customers’ laboratories and research facilities worldwide. ORAU is a not-for-profit corporation and university consortium that manages ORISE on behalf of the DOE.
► Contact: Krystle Wagemann, Krystle.Wagemann@orau.org

PeopleGrove ..................................................................408
www.peoplegrove.com / 858.449.7824
Category: Technology Solutions / Audience: Career Services
PeopleGrove is on a mission to connect every student and professional with the mentors, advisers, and network needed to realize their full potential and find a fulfilling career. PeopleGrove’s mentorship and advising platform has been successfully launched at more than 100 of the world’s leading institutions, including Stanford, UMUC, Wellesley, Notre Dame, K-State, Georgetown, and many more.
► Contact: Adam Saven, adam@peoplegrove.com
Purple Briefcase, A Ruffalo Noel Levitz Platform

www.purplebriefcase.com / 585.678.9395

Category: Technology Solutions / Audience: All

Ruffalo Noel Levitz fuels higher education enrollment management, student success, and fundraising innovation for more than 1,900 colleges and universities. Our Purple Briefcase platform connects career services offices, students, alumni, and employers to more effectively manage, monitor, and facilitate successful student career development.

► Contact: Brian Keenan, bkeenan@purplebriefcase.com

Quinncia

www.quinncia.io / 413.367.8978

Category: Technology Solutions / Audience: All

Quinncia is an AI career preparation platform to help students improve interview skills, polish resumes, and connect with employers. Career advisors can automate these mundane tasks, which allows them to focus on career advising and spend more time with one-on-one coaching.

► Contact: Himal Ahuja, quinn@quinncia.io

Rakuna

www.rakuna.co / 760.483.3664

Category: Technology Solutions / Audience: University Relations and Recruiting

Rakuna is the campus recruiting platform redefining how top employers recruit young people. Fortune 500 and top universities rely on Rakuna to place millennial talent with the right employers. The Rakuna Platform includes Rakuna Recruit, the simplest mobile app for recruiting events, and Rakuna Recruit Dashboard, the candidate relationship management dashboard for campus recruiting. We are how companies hire millennials.

► Contact: Trong Dong, trong@rakuna.co

RelishCareers

www.relishcareers.com / 301.908.0558

Category: Technology Solutions / Audience: All

RelishCareers is the online careers marketplace for hiring graduate-level students and alumni, with support for degrees ranging from MBA to Masters’ in Engineering or Data Science at more than 400 universities globally. Like match.com for the hiring market, the platform allows job-seekers and recruiters to establish, build, and manage relationships digitally, ensuring a larger pipeline of opportunities and more substantive and effective in-person interactions.

► Contact: Sarah Rumbaugh, sarah@relishcareers.com
RIVS | InterviewStream ................................................. 507
www.interviewstream.com / 312.583.7499
Category: Assessment Tools / Audience: All
RIVS | InterviewStream is dedicated to the success of more than 1,000 clients from emerging businesses, midsize companies, large enterprises, colleges, and universities. Interview Prep helps students and job seekers prepare for job interviews by creating a no-pressure environment to practice and develop their skills. One-Way, Live Video Interviewing and Interview Scheduling help companies deliver a positive brand experience throughout the recruiting and hiring process while also saving time and money.

Contact: Christopher Young, cyoung@rivs.com

SourceCast, Inc. ............................................................ 1306
www.sourcecast.net / 703.860.9610
Category: Job/Candidates / Audience: All
SourceCast provides superior diversity-hiring services for companies and sophisticated web-based job matching tools for career service professionals and job seekers nationwide. Through the groundbreaking DirectSource platform, SourceCast delivers prequalified top talent through powerful hiring tools that match the best jobs and job seekers based on job requirements and job seeker qualifications. With DirectSource, career service professionals and job seekers can find the best jobs and companies can achieve results-driven hiring performance, while effortlessly ensuring compliance with applicable workforce regulations.

Contact: Lilly Jamshidi, lilly.jamshidi@sourcecast.net

StandOut, by CollegeNET ................................................. 1400
www.standout.com / 503.973.5200
Category: Assessment Tools / Audience: All
The StandOut Video Recruitment Network connects candidates with employers, improving job search and recruitment outcomes. We help career service professionals offer employment options and individual guidance for job seekers. For employers of all sizes, the network increases visibility and access to qualified candidates by streamlining the recruitment and hiring process.

Contact: Bruce Sylva, bruce@collegenet.com
**Symplicity** ............................................................... 1500
www.symplicity.com / 703.351.0200

**Category: Technology Solutions / Audience: All**

There’s a reason why 1,300+ career centers worldwide and 400,000 active recruiters use Symplicity to connect students and recruiters. CSM by Symplicity is the industry standard because of its robustness and configurability, allowing career centers of all sizes and types maximum flexibility for their specific workflows, while connecting recruiters to the largest network of entry-level talent.

- **Contact:** Adam Crick, info@symplicity.com

---

**ThinkOptimal** ........................................................... 403
www.thinkoptimal.com / 877.998.7654

**Category: Technology Solutions / Audience: Career Services**

Master your story, coach demand-driven career development, and scale it. InterviewUp will allow you to create a social learning community and support your network improving engagement and success. You can help students connect curricular and co-curricular learning to career goals, and map evidence to occupations and skills in demand by employers. Mentoring, counseling, and peer conversations can take place around tangible evidence of competencies that are meaningful in the job search. Visit the ThinkOptimal exhibit to learn more.

- **Contact:** Jill Swan, info@thinkoptimal.com

---

**U.S. Department of State** ............................................... 705
careers.state.gov / 202.261.8877

**Category: Job/Candidates / Audience: Career Services**

The U.S. Department of State believes in the potential of every American’s ability to effect positive change worldwide. Whether constructing or managing embassies throughout the world, explaining American foreign policy to citizens of other countries, or teaching entrepreneurial skills to young people in emerging countries, you can make a difference with the U.S. Department of State. Consider a public service career with us, and discover intellectual challenges and opportunities in new places and with different cultures abroad.

- **Contact:** Josie Lee, HR-Recruiter06@state.gov
uConnect ................................................................. 706
www.gouconnect.com / 857.400.8725

Category: Technology Solutions / Audience: Career Services

uConnect is a student engagement platform that schools like UCLA, Bentley University, and Indiana University use to make career services a bigger part of the campus culture and daily student experience. uConnect combines deep technical integrations with campus technologies; powerful publishing and modern marketing tools to help schools organize and curate previously disparate career resources, data, and information for every student; and simplify engagement with the full-range of career resources to inform and encourage more purposeful, career-driven pathways.

Contact: Lisa Philpott, lisa@gouconnect.com

Uloop ........................................................................1506
www.uloop.com / 312.854.7605

Category: Technology Solutions / Audience: University Relations and Recruiting

Uloop is a dynamic online marketplace where 1 million+ students find local part-time jobs, full-time jobs, and internships. Students also use Uloop to search for housing listings, tutors, scholarships, textbooks, and more!

Contact: Andrew Harris, andrew@uloop.com

UrbanBound ........................................................... 1301

Category: Technology Solutions / Audience: University Relations and Recruiting

UrbanBound is a smart software solution for managing employee relocation benefits. Through technology and policy guidance, UrbanBound enables employers to offer competitive relocation benefits regardless of their size and budget. Robust reporting tools offer unequaled transparency into relocation program performance. UrbanBound is a tech-driven way to provide a seamless relocation experience for all employees.

Contact: Abby Baumann, abaumann@urbanbound.com
Vault.com ........................................................................................................805
www.Vault.com / 800.535.2074

Category: Student Resource / Audience: All

Vault Campus Edition is a licensed product for leading colleges and universities for their students and alumni, providing internship, industry, profession, company data, and insight from verified sources. Users can search for current job/internship openings and also find advice on resumes, interviews, networking, and more to help them launch or build their careers. More than 800 university career centers and millions of students rely on Vault Campus Edition to search, seek, find, evaluate, and land the best job or internship.

Contact: Frank Siano, FSiano@vault.com

vFairs.com .................................................................Booth 205
http://www.vFairs.com / 415.230.0098

Category: Technology Solutions / Audience: All

vFairs is a leading virtual event platform that specializes in delivering amazing virtual job fairs, career fairs, trade shows and expos by utilizing rich interactive features to engage global audiences and increase ROI. vFairs platform has been used by more than thousands of organizations, from Fortune 500 companies to universities, government organizations and startups. vFairs recently also launched "ScanShake.com" a mobile app solution that allow event exhibitors and attendees to exchange information instantly in a physical event.

Contact: Younas, M, younas@vfairs.com

VineUp .................................................................................................508
www.vineup.com / 792.665.6685

Category: Technology Solutions / Audience: Career Services

Universities have a vast network of alumni and employers with a wealth of knowledge and experience who would be happy to share insights and opportunities with students from their alma mater. VineUp provides web and mobile (iOS & Android) applications to universities that enable them to unlock the collective opportunities within their alumni network for mentoring and career development opportunities for their students.

Contact: Jessica Skelham, jessica@vineup.com
VMock, Inc. ...............................................................600
www.vmock.com / 847.656.3400

Category: Career Platform / Audience: Career Services

We help students maximize their career potential, while saving time for career coaches. VMock SMART Career Preparation Platform combines the power of data analytics and cutting-edge technology to provide personalized feedback to students and alumni, allowing coaches to engage more dynamically during appointments. Partnered with 130+ institutions—including Northwestern University, Northeastern University, USC, University of Houston, University of Delaware—our platform incorporates best practices and caters to the unique needs of every school and every student by delivering personalized recommendations.

Contact: Salil Pande, salil.pande@vmock.com

WayUp ........................................................................700
www.wayup.com / 347.941.1635

Category: Job/Candidates / Audience: University Relations and Recruiting

WayUp is the go-to platform for millions of early-career professionals to explore job and internship opportunities, receive advice, and get discovered by employers. Top companies (including Fortune 500s, startups, and nonprofits) use WayUp’s platform to reach, recruit, and engage with the new generation of early-career talent. Since launching in 2014, WayUp has helped millions of candidates launch their careers.

Contact: Carly Rosenberg, carly@wayup.com

Yello .............................................................................400
www.yello.co / 312.517.3200

Category: Technology Solutions / Audience: University Relations and Recruiting

Yello is an award-winning recruitment marketing and operations platform that works with your HRIS and ATS to manage the full candidate lifecycle. From hello to hire, Yello’s talent acquisition software seamlessly converts candidates to employees, while providing insights and metrics to optimize recruiting operations. Yello’s multinational, enterprise-level client partners, including more than 70 Fortune 500 companies, rely on Yello to power their recruitment programs.

Contact: Caleb Frankel, caleb.frankel@yello.co
let Coaches do Coaching
AUTOMATED RESUME REVIEWS

www.vmock.com
SMART Career Platform
Engage Young Talent & Recruit Your Future

Build meaningful relationships with students throughout their educational journey and beyond with our Campus Recruiting & Events Management technology.

Avature
Booth 504