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2020 NACE Conference & Expo

JUNE 2–5 • MINNEAPOLIS
MINNEAPOLIS CONVENTION CENTER

REGISTRATION INFORMATION
Register for the year’s premier networking and professional development event
THANK YOU TO THE FOLLOWING ORGANIZATIONS FOR THEIR SUPPORT!

DIAMOND

Handshake
IRC Research Council
vmock

PLATINUM

Chevron
Enterprise Holdings
EY

GOLD

Altria
Avature
Cappfinity
KPMG
Lockheed Martin
Macy's
Northrop Grumman

SILVER

Campus Commandos
HireVue
Jobscan
JobTeaser
Johnson & Johnson
Liberty Mutual
Purdue Global
Seagate
Travelers
Vector
Yello
## NACE20 Schedule of Events

Visit [naceweb.org/NACE20](http://naceweb.org/NACE20) > Schedule to get the most up-to-date schedule.

### TUESDAY, JUNE 2
- Preconference Workshops*
- Registration Open
- Expo Hall Open
- First-Timers’ Session – Enterprise Holdings
- Opening Reception in Expo Hall – Chevron Corporation

*Separate registration and fee required.

### WEDNESDAY, JUNE 3
- Registration and Information Desk Open
- Expo Hall Open
- Continental Breakfast in the Expo Hall
- Keynote Address: Bill Strickland – VMock, Inc.
- Morning Beverage Break in the Expo Hall – Southwestern Advantage
- Attendee Speed Networking
- Concurrent Sessions
- Marketplace Solution – Jobscan
- Lunch in the Expo Hall
- Concurrent Sessions
- Marketplace Solution – Campus Commandos
- Afternoon Beverage Break in the Expo Hall
- Concurrent Sessions
- Marketplace Solution – Yello
- Affinity Group Meet-Ups – Lockheed Martin

### THURSDAY, JUNE 4
- Registration and Information Desk Open
- Expo Hall Open
- Continental Breakfast in the Expo Hall – Cappfinity
- Concurrent Sessions
- Marketplace Solution – JobTeaser
- Morning Beverage Break in the Expo Hall
- Concurrent Sessions
- Marketplace Solution – HireVue
- Lunch in the Expo Hall – Macy’s
- Award Winners and Nominees Dessert Reception – Arts and Sciences Center for Career and Professional Success, The Ohio State University
- Keynote Address: Johnny Campbell – Handshake
- Concurrent Sessions
- Marketplace Solution – Cappfinity
- Hot Topic Huddles

### FRIDAY, JUNE 5
- Information Desk Open
- Continental Breakfast
- Concurrent Sessions
- Keynote Address: Michele Sullivan and Closing General Session – Northrop Grumman Corporation

Schedule subject to change.
Get Inspired
by these Keynote Speakers

WEDNESDAY, JUNE 3

Bill Strickland
Founder and Chairman, Manchester Bidwell

Sponsored by VMock, Inc.

THURSDAY, JUNE 4

Johnny Campbell
CEO and Co-Founder, SocialTalent

Sponsored by Handshake

FRIDAY, JUNE 5

Michele Sullivan
Author of Looking Up: How a Different Perspective Turns Obstacles into Advantages

Sponsored by Northrop Grumman Corporation
**FULL-DAY SESSIONS // TUESDAY, JUNE 2 • 8:30 A.M. – 5 P.M. CT**

**NACE Assessments for Coaching Intensive II*  
For basic, intermediate, and advanced-level career services professionals**

The NACE Assessments for Coaching Intensive II workshop builds on fundamental skills gained from NACE Assessments for Coaching Intensive I. Using knowledge and the understanding of reliability and validity of assessments, coaches will examine client support systems for specific student populations, identifying strategies to leverage clients’ progression toward goal attainment.

*Note: Completion of NACE Assessments for Coaching Intensive I is a prerequisite for those completing the NACE 60-Hour Coaching Certification Program.

**Presenter:** Meg Flournoy, Sector Director, Duke University – The Fuqua School of Business

**NACE Assessing the University Relations and Recruiting Function**

For basic, intermediate, and advanced-level career service professionals

Can you articulate your university relations and recruiting (URR) program’s strengths and weaknesses? Could you successfully prioritize enhancement initiatives to most improve your URR team? Attend this workshop to diagnose the areas exerting the most positive and negative impact on your program’s ROI.

**Presenters:** Jose Preza, Recruiter, Talent Branding & University Recruitment, and Nicole Wormley, Global Director, Branding & University Recruitment, Danaher Corporation

This activity has been approved for 6.5 HR General recertification credit hours toward California, GPHR, HRBP, HRMP, PHR, and SPHR recertification through the HR Certification Institute.

**MORNING SESSIONS // TUESDAY, JUNE 2 • 8 A.M. - NOON CT**

**Engaging Faculty**

For intermediate and advanced-level career services professionals

During this session, you will gain insight into and learn strategies on how to respond to the trend of career centers moving into academic affairs. You will examine a framework for integrating faculty into the career development process to improve institutional outcomes, and learn from the work at Gonzaga University, which has adopted a Provosts’ model of governance, where student affairs reports directly to the senior academic officer.

**Presenters:** O. Ray Angle, Assistant Vice President for Career and Professional Development, Gonzaga University and Kevin R. Measor, PhD, Lecturer Department of Biology – Gonzaga University; Affiliate Instructor Department of Biological Structures – University of Washington School of Medicine; Pre-Health Advisor – Gonzaga University; and Director – Spokane Center for Public Neuroscience Education

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.

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**Early-Bird Pricing:** $375 (member); $425 (nonmember) – ends on March 2, 2020

**Standard Pricing:** $475 (member); $525 (nonmember) – begins on March 3, 2020

**Register Now at naceweb.org/NACE20 > Preconference Workshops**

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2020 NACE Conference & Expo
**Advanced School Selection**  
*For intermediate and advanced-level university relations and recruiting professionals*

Would you like to develop a model to evaluate your current processes for school selection? Do you want to know more about the validity of the data collected? Would you like to know more about data collection methods? Attendees will take a deep dive into school selection criteria, data, and analysis to develop a greater understanding of the criteria needed to objectively evaluate, select, and rank schools using best practices and proven methods.

**Presenter:** Scott Flanary, University Recruiter, Facebook

This activity has been approved for 4.0 HR General recertification credit hours toward California, GPHR, HRBP, HRMP, PHR, and SPHR recertification through the HR Certification Institute.

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**Practical Approaches to Career Readiness**  
*For basic, intermediate, and advanced-level career services professionals*

Is your current career readiness approach agile? Are you looking for practical strategies to improve student outcomes? This session will provide a collection of practical strategies and examples of how a variety of institutions are integrating career competencies. Explore different models, practical strategies, and leading practices to integrate and scale career readiness. The session provides a foundation to strategically shift language, priorities, partnerships, and student success.

**Presenters:** Tim Harding, Associate Dean, Career Development and Engagement, University of Tampa and Alicia Smyth, Executive Director, Career Services, Embry-Riddle Aeronautical University – Daytona Beach Campus

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**New Professionals Bootcamp**  
*For basic, intermediate, and advanced-level career services and university relations and recruiting professionals*

Every career center and every recruiting function is unique to its own organization, but there are skills, knowledge, and competencies that span our professional practice. In this session, practitioners with less than five years in the profession will get an overview of those components and have the opportunity to reflect on their own personal career and goals. As our charges and the way we conduct our business change, young professionals are the key to our future and must be retained. To do so, they must have the perspective of what our profession is as a whole, determine where their best fit is, come to feel valued in it, and know how they can advance.

**Presenters:** Catherine Neiner, Director, University Career Services, Georgia State University and Stephanie Pallante, Early Careers Recruitment Leader, CIGNA Corporation

This activity has been approved for 4.0 HR General recertification credit hours toward California, GPHR, HRBP, HRMP, PHR, and SPHR recertification through the HR Certification Institute.

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**QUESTIONS?**

Contact NACE Professional Development at events@naceweb.org, 610.625.1026.

**REGISTER NOW AT**  
NACEWEB.ORG/NACE20 > PRECONFERENCE WORKSHOPS
Exploring Work, Culture, and AI
For basic, intermediate, and advanced-level career services and university relations and recruiting professionals

Explore what work means to you, your students/recruits, and society at large, and why this matters as we plan for the future world of work. Four sessions arrayed as spiral progressions (personal, cultural, organizational, and application/synthesis/AI) with solo and group activities in each allow attendees to increase thoughtful engagement with assumptions around work, how to relate to it, and how this drives technologies like AI. Attendees will be equipped to be active agents in their organizations and broader conversations.

Presenters: Julianna McDonald, Assistant Director, and Chris Miciek, Director, Career Development Center, Thomas Jefferson University

This activity has been approved for 4.0 HR General recertification credit hours toward California, GPHR, HRBP, HRMP, PHR, and SPHR recertification through the HR Certification Institute.

Group Coaching: Future Ready
For basic, intermediate, and advanced-level career services and university relations and recruiting professionals

In the fast-paced world of work, focusing on your own professional development for the future often takes a backseat. Join like-minded individuals to develop an action plan to enhance your professional trajectory, examine barriers to the process, and recognize efficiencies in the development process through engagement in a group coaching session anchored in strategy, outcomes, and planning.

Presenters: Ann Garner, Manager of Industry Advising and Employer Development – Technology, George Mason University and Cher Yazvac, Director of Career Development, Purdue University Center for Career Opportunities

Preparing for Gen Z
For basic, intermediate, and advanced-level career services and university relations and recruiting professionals

What are the unique characteristics of Gen Z, and how will the next generation of talent impact the world of work? In this session, attendees will examine characteristics, values, and preferences of Generation Z to develop a strategic approach to programming efforts within your university relations and recruiting plan. Examine leading practices and factors to design exceptional internship, onboarding, and rotational programming to meet the needs of Gen Z.

Presenters: Rohan Punamia, Associate Product Manager, LinkedIn and Sahil Punamia, Founder, The Aspiring Professional

This activity has been approved for 4.0 HR General recertification credit hours toward California, GPHR, HRBP, HRMP, PHR, and SPHR recertification through the HR Certification Institute.

Making Career Readiness the Core of a Liberal Arts Undergraduate Curriculum
For basic, intermediate, and advanced-level career services professionals

At the University of Minnesota – Twin Cities, the Career Readiness Initiative in the College of Liberal Arts is making career readiness a core of the college’s mission. Conceptualizing readiness as the acquisition of Core Career Competencies has fundamentally changed undergraduate education at a liberal arts institution.

Conceived five years ago, it rests on the four pillars: Conceptualization and Planning, Coalition Building, Resources, and Assessment. Using this initiative as a case study, the presenters will share how they navigated leading institutional change. They will identify key stakeholders and moments crucial for success. Breakout sessions and exercises will allow participants to translate these lessons to actionable next steps for their initiatives.

Presenters: Judy Anderson, Director of Career Readiness, and Ascan Koerner, Associate Dean for Undergraduate Education, University of Minnesota (Twin Cities), College of Liberal Arts

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*Separate registration and fee required.
Find more than 110 concurrent sessions addressing trends, key issues, and best practices with our profession. These sessions offer content for professionals in all levels of their careers.

#Iamremarkable [The Google Workshop]
Mary Kate McHugh, Google, Inc.

+50%: How to Increase Liberal Arts Student Internship Participation
Elizabeth Anselmo and Samantha Munsch, Temple University

107 Faculty and Counting: A University Embraces the NACE Competencies
Jim McAtee, Ball State University

3 Things Employers Want You to Know
J. Seldric Blocker, JP Morgan Chase; Glen Fowler, Principal Consultant, 2Advance LLC; Marcie Kirk Holland, University of California, Davis; Cynthia Murphy-Ortega, Chevron

7 Habits of Highly Effective Online Career Services
Ashley Alba and Flore Dorcely-Mohr, Berkeley College

Activate Caring Through Intern Programs
Jeremy Bradshaw, Audible

Agile for Everyone: Using Visual Management for Improved Team Dynamics
Peter Grana, Capital One

Aligning Institutional Support With Doctoral Student Career Development Needs
Andrew Crain, University of Georgia Graduate School

Are They Ready? Connecting Employers and Diverse Students Through Internships
Stephen Harper and Sue Schmitz, Hennepin Technical College

Behind the Build: Create a Career Readiness Platform for Any Student, Anywhere
Emily Kennelly and Kyle Roark, Florida State University

Benchmarking Your Early Career Development Programs: Observations From the 2020 LDP Survey
Dan Beaudry, LDP Connect

Beyond Brand Stereotype: Emerging Strategies for Companies and Colleges
Jeffrey Moss, Parker Dewey; Lori Sparger, Purdue University

Beyond Internships: Building Competencies for the Future of Work
Michael Gonzales and Faith McClellan, Bennington College

Breaking Boundaries: How to Leverage Technology to Connect More Students With Employers
Ramona Cataldi, National Organization on Disability; Michael Oelbaum, Jobs Connected

Bridging Distance and Time Zones: Programming for International Students Before They’re Here
Abdullah Abdul Kader and Samantha Wilson, Texas A&M University

Bridging the Gap Between Education and Work: A Multi-Sector Approach
Scott Dettman, Avenica; Keri McConnell, Northwestern Mutual Data Science Institute

Building a Humanities Classroom for Career Readiness: Faculty-Career Center Partnership
Renee Baernstein, Tim Melley, and Shelby Summers, Miami University

Building a Structured Internship Program That Lasts
Cate Bechtold, Wolf Trap Foundation for the Performing Arts

Campus Recruiting at Scale: Increasing College Hires By 3 Times With High-Tech Solutions
Stephanie Tyler, BDO

Career Counselors as Managers: Using Strengths to Develop an Engaged Team
Jane Matthews and Dana Sumner, Meredith College

Career Education Courses at Colleges and Universities: Research Findings and Course Considerations
Jonathan Constable, University of New Hampshire

Career Fair 2.0: How Tech and Data Disruption Can Power Career Fairs
Louis Dessau, University of South Carolina; Jason Weingarten, Yello
Career Readiness for All: Creating Programming for Students With Disabilities
Pierre Michiels and Melissa Schertz, College of DuPage

Career Services Trends in Online Education: Leveraging Technology for Scalability
Stanley Currier, IREX; Claire Klieger, University of Pennsylvania; Kwan Segal, International Career Advisory, Inc.

Career Strategies: Preparing Students With Learning Disabilities for the World of Work
Jennie Weber and Kathy Weber, Loras College

Career Success Re-Defined: How a College Career Center Influenced Student Debt Reduction
Tanja Hinterstoisser and Jimena Huaco, Champlain College

Centralizing Campus Recruiting in a Decentralized Company
Jill Godbout, Mars, Inc.

Class of 2020: Attitudes, Internships, and More
Joshua Kahn, NACE

CliftonStrengths and Multicultural Identities: A Collaboration for Diversity and Career Centers
Stacey Stevens, University of Denver

Closing Talent Fit and Gaps at Business Speed Using AI
Darin Hartely and Nelson Rockefeller, Frontier Signal

Coaching Strategies for Students Who Need to Recareer Involuntarily
Billie Streufert, Augustana

College to Career: Why Credit-Bearing Classes Positively Impact Gen Z
Heidi Robinson, Wake Forest University

Community College Students: Attitudes and Attributes
Ed Koc, NACE

Connect Students to In-Demand Majors and Jobs in Your Region!
Laura Carey, University of Akron

Creating a Campus Culture of Career Coaching
Leslie Melton, Columbus State Community College

D&I Messaging: How to Craft Diversity Recruiting Strategies by Leading With Inclusion
Zach Robinson, Ivy Research Council

Data, Data, Everywhere... (But What Do We Do With it?)
Paullette Gonzalez, St. John’s University; Kevin Grubb, Villanova University; Denise Hopkins, Iona College; Michelle Kyriakides, Hofstra University

Demystifying Your Complex Organization From the Candidate’s Perspective
Jill Westberg, UnitedHealth Group

Developing Internship and Experiential Learning Support for Students With High Financial Need
Veronica Heiskell, University of Texas at Austin

Digital Disruption of On-Campus Recruitment: Accelerating Recruitment Without a Physical Presence
Todd Good and Kelsey Weissgold, IBM

Disability Inclusion: Creating an Equitable Candidate and Employee Experience
Ashley Gosselin, Rebecca Harris, and Patty Scott, Viasat Inc.

Diversity in the Workplace: Effectively Meeting Goals for Students and Employers
Lisa McGuire, University of Connecticut; Mark Turek, The Hartford Insurance Group

Employer Development: How to Proactively Engage and Recruit Employers Across State Lines
LaMar Black, University of Tennessee

Employer Relations Strategy: Building a Successful Story Brand
Jeff Jeffries and Sean McGowan, Carnegie Mellon University

Employers’ Campus Brand: Students Benchmark Influencers and Impact
Mary Scott, Scott Resource Group

An Employment Fair With Food Trucks, Backyard Games, and Tuition Reimbursement
Bill Stec, Saginaw Valley State University

Empower Student Career Coaches in Your Office
Rebecca Galvan and Joanna Wiseley, Hillsdale College
CONCURRENT SESSIONS

Empowering Academic Advising Partners Using the NACE Coaching Fundamentals and Beyond
Amanda Cox and Brian Neighbors, University of Illinois at Urbana-Champaign

Engaging Faculty and Students with LMS and Career Readiness
Heather Rickerl, University of Wisconsin-Superior

Escape the Norm: Engaging Students with Interactive Escape Room Programming
Jill VanOsdol, Gustavus Adolphus College; Dillon Waggoner, Ball State University; Beth Williams, Michigan Technological University

Faculty in Residence: Scaling Computer Science Education and Retention
Mary Kate McHugh, Google, Inc.

First Destination Dashboard: Career Services and Student Success Serving At-Risk Students
Stephen Roach and Taylor Stayback, Purdue University

From 0 to 60: Building a Strong Internship Program and Talent Pipeline
Sara Finch and Valerie Saglimbeni, Toll Brothers

The Future of Campus Recruiting: A Discussion of Current and Anticipated Trends
Jane Hershman, Emory University; Kimberly Maes, New York University

Gender Equity: Counting vs. Culture
Michelle Lederhos, Forté Foundation; Michelle Wieser, St. Mary’s University of Minnesota

Hiring Veterans for Executive Leadership Makes Good Business Sense
Craig Griffin, Bradley-Morris, Inc.

Holistic Student Engagement: Measure and Understand Your Center’s Impact
Kevin Monahan, Carnegie Mellon University

How a One-Person UR Office Hires 100 People Every Year—Without Breaking A Sweat
Rob Boehm, Dow Jones; Liz Wessel, WayUp

How Institutions Can Develop Integrated Academic and Career Maps
Zavi Gunn, Queens College CUNY; Scott Bowers, Symplicity

How Programmatic and Cost-Per-Click Advertising Undermine Diversity and Inclusion
Faith Rothberg, College Recruiter, Inc.; Julie Sowash, Disability Solutions

How Small Brands Attract Top Candidates
Graham Donald, Brainstorm Strategy Group Inc.

How to Attract and Retain Gen Z Talent in a Candidate-Driven Market
Kate Beckman, RippleMatch

How to Attract Tech Students Even If You’re Not a Tech Company
Sally Luzader, Purdue University

How to Create an Authentic Brand: Leveraging Company Culture in High-Touch Recruitment
Brandon Lobb, Viasat

How to Maximize ROI at Campus Recruiting Events
Aaron Huennerkopf and Janice King, NuVasive

How Under Armour Solved Its Applicant Black Hole Problem—in Under One Year
Bryan Kaminski, Under Armour; Liz Wessel WayUp

Improving the Employment of Students With Disabilities: Career and Disability Services Collaborations
Stephen Smith, Association on Higher Education and Disability (AHEAD); Cindy Verduce, Indiana Technical University

Inclusive and Innovative Partnerships: Readiness for Gen Z Work-Study and Student Employees
Heidi Robinson, Wake Forest University

Innovating to Engage Graduate Students in Their Career Searches
Claire Davidson and Peter Vasher, University of Michigan

Innovative Idea Pitch Day: Challenging Staff to Think Creatively, Discover New Possibilities
Cheryl Finlay, University of Pittsburgh

Integrating With Universities to Help Shape the Global Future
Rick Target, Optum
InternFSU: Developing Career Competencies and Increasing Access through Leveraging Campus Partnerships
Li Pon, Florida State University

It Takes a Village: Raising Career- and College-Ready Communities
Gena Gesing, Northeast Iowa Community College; Karrie King, Western Iowa Tech Community College

Longitudinal Student Outcomes Study: Comparing Six Months Out to Five Years Out
Jamie Cavey Lang, University of Iowa

Making ConneXions: Equipping Innovative Students for 21st Century Careers
Tashia Bradley, Wilberforce University; Whitney McDowell-Robinson, Tougaloo College; Eric Mintz, Clark Atlanta University; Rhonda Moses, Huston-Tillotson University

Marketing Tactics on Campus When the Company Recruits Virtually
Jessica Barnes and Jeff Hickman, Disney Internships and Programs

Match Mentorship: Launching a Mentor Program Within a Large Liberal Arts College
Randy Dineen, The Ohio State University

A Model for International Student Engagement and Career Preparedness
Matthew Garci and Sharon Mella-Reyes, Yeshiva University

More Than Autos: GM Ditches Core School Approach to Reinvigorate Their Detroit Brand
Ashley Winnett, General Motors; Garrett Lord, Handshake

More Than Words: Diversity in Action!
Amruta Inamdar and Veronica Rahim, Purdue University

Navigating the Unknown Roads of Technology to Accelerate Your Campus Recruiting Process
Molly Szabo and Olivia Vollan, CDK Global

One Company, Many Roles: Internal Talent Competition and Unifying Campus Recruiting Efforts
Megan Evangelista and Kristen Swinford, Dell

A Path for Neurodiverse Students From College to Hiring Programs
Chiara Latimer, Rowan University; Craig Single, Vertex Inc.

Peer Advising and Professional Graduate Students
Krystle Forbes and Josh Milligan, University of Michigan

Practice What You Preach: Women Advancing to Leadership in Higher Ed
Flore Dorcely-Mohr, Berkeley College; Tiffany Manning, Purdue University Global; Tammy Samuels, University of North Carolina; Valerie Szymkowicz, Spelman Johnson

Progressive Career Competency Instruction for Underrepresented Populations
Melissa Herrera and Sara Wells, Universities at Shady Grove

Public Policy Update
Ed Koc, NACE

Putting it All Out There: Lessons From Launching a Public First-Destination Dashboard
Chelsea Ochoa, University of Minnesota

Raising Money to Benefit Student Success
Michael Hampton, Linfield College

Ready or Not, Here They Come: A Readiness Rubric for Internship Students
Sadi Foltz, CEA Study Abroad; Callie Frost, Binghamton University

Realizing Results Through Virtual Recruiting
Carter Bradley, Ivy Research Council

The Real Problem With Career Services
Misty Frantz and Kate Shirey, St. Mary’s College of Maryland

Re-Boot: The NEW Work of Career Services
Karen Meadows, SilverFern Advisory

Recruiters in Hiding: Find Them and Apply Them!
Elizabeth McLeod, Ferguson

Recruiting Hot Topics: A Design Thinking Challenge
Janet Ehl, Bentley University; Lindsay Moran, Liberty Mutual Insurance
CONCURRENT SESSIONS

**Recruiting Like It’s 1999: Returning to Authentic Relationships**
Tony Burdett, NCR; Christen Steele, Georgia Institute of Technology

**The ROI of Paying It Forward: Early Identification Through Education**
Justine Caruselle and Regina Kendrick, L’Oreal USA

**Rotational Management Programs: How to Create, Market, and Prepare Interested Students**
Katherine Chartz and Scott Moore, Gap Inc.

**Scaling a Mentor Program to Increase Students’ Career Readiness and Graduation Outcomes**
Josh Domitrovich, Clarion University of Pennsylvania; Peter Schramm, Lattus, Inc.

**Scaling Without Sacrifice: A Research-Driven Approach to Expanding Access and Impact**
Bethany Godsoe and Gracy Sarkissian, New York University

**Students With Disabilities: Tapping Into a Pool of Diverse Talent**
Sue Keever Watts, The Keever Group

**Surviving (and Thriving!) After a Reorganization**
Cindy Boe and Matt Tollefson, University of Minnesota-Morris

**Teaching Competencies Using Data and Science: A Case Study on Presentation Skills**
Sue Acton, Massachusetts Institute of Technology

**Transforming Early Career Hiring: Building Authentic Assessment Into Your Recruitment Process**
Kate Bloice, Glaxo Smith Kline; Caroline Dudley, Accenture; Nicky Garcea and Trudy Steinfeld, Cappfinity

**U.S. Work Visas for International Graduates of U.S Universities: Immigration Made Easy**
Mark Rhoads,McCandlish Holton PC

**UNCF Student Professional Development Programs: Leading D&I Connections to Diverse Student Talent**
Taliah Givens and Crystal Terry, United Negro College Fund

**Uncover Talent Market Insights, Groundbreaking Benchmarks and Emerging Trends: Annual Research Findings**
Kortney Kutsop, Universum; Jeanette Maister, Oleoo

**Use of Intelligent Technology for the Career Ready Toolkit**
Kate Hohenthal and Celia Lofink, University of Hartford

**Using Collaboration: Solving the Skills Gap, Enhance Diversity, and Improve Outcomes**
Jamie Segar, University Innovation Alliance; Corey Twitty, Intuit, Inc.; Kevin Edwards, Bechtel Corporation; Lynn Hanson, University of Central Florida; Jeffrey Moss, Parker Dewey

**Using Data and CRM to Maximize Employer Outreach Efficiency**
James Peebles, University of South Carolina

**Using Data to Tell Your Program Story**
Elizabeth Cheverie, Fidelity Investments

**Using Lifetime Engagement Data to Advise Strategic Planning in the Liberal Arts**
Megan Jackson, Skidmore College

**Using Predictive Modeling to Disrupt University Employer Relations**
Rachel Brand, Rey Clere, and Travis McKenzie, University of Kentucky

**Video Interviews: Leveraging Technology to Improve the Candidate Experience**
Lori DePace, Publicis Health

**Virtual Sourcing: A Progressive Approach to Campus Recruitment**
Stephanie Turner, EY

**Why Career Services Needs Entrepreneurship Education**
Micah Brown, Centiment Capital; Justin Dent, Ethos; Melissa Edwards, Colorado State University; Liya Palagashvili, SUNY Purchase

**Winning Strategies for Retaining & Developing Diverse NextGen Talent**
Chelsea Williams, College Code

**Words to the Wise for Selecting Vendor Tech Tools**
Francine Blume, University of Maryland Global Campus
#NACE20 REGISTRATION

Register at naceweb.org/NACE20 today!

<table>
<thead>
<tr>
<th>Registration</th>
<th>Early-Bird Rate* through March 2, 2020</th>
<th>Standard Rate beginning March 3, 2020</th>
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<td>Full Conference</td>
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*One-Day Conference registrations on Wednesday or Thursday only.

Note: Only NACE members are eligible for the member rate. Not a member? Learn more at naceweb.org/membership.

LOCATIONS & TRAVEL

Known for its urban parks, green initiatives, and midwestern charm, Minneapolis, Minnesota is the destination city for NACE20. If you’re a nature lover, arts enthusiast, or self-proclaimed foodie, Minneapolis is the place to be in June. From nature hikes to vibrant nightlife activities to tax-free clothing shopping, Minneapolis has an activity for everyone.

Visit naceweb.org/NACE20 to find:

- Information on the Minneapolis Convention Center
- Discounted rates for eight NACE20 hotels adjacent to the convention center
- Discounted airfare on Delta Air Lines and United Airlines
- Guides for walking, driving, and taking public transportation in downtown Minneapolis

Beware of scams. 2020 NACE Conference & Expo hotel reservations should only be made following the instructions listed on the event website. Do not provide your personal or credit card information to any parties that solicit hotel reservations via phone or fax. NACE does not employ any third-party services to coordinate hotel reservations. Beware of telephone/fax scams offering “special” hotel rates on behalf of NACE. If you have questions about an unauthorized solicitation, the online system, or about housing in general, please contact NACE Meetings & Events at events@naceweb.org.

CONTINUING EDUCATION

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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.
Visit the Expo Hall to check out the latest products and services from these leading business providers.


- 12Twenty
- Adjacent Academies
- Amberjack
- AmeriCorps State and National
- Asher Associates
- The Athlete Book
- Campus Commandos
- Candid Career
- Cappfinity
- Career Fair Plus
- CareerEco Virtual Events
- CareerOneStop
- CareerShift, LLC
- CareerSpots Videos
- CCE - Center for Credentialing & Education
- Chicago Semester
- College Recruiter, Inc.
- College Transition Publishing
- CRCC Asia
- Disney Campus Recruitment
- EVENTUS
- FOCUS 2
- Forté
- The Fulbright Program
- GeckoEngage
- Geographic Solutions
- GoinGlobal
- GradLeaders
- GradSift
- Graduway
- Handshake
- HireVue, Inc.
- IES Internships
- InsideSherpa Inc
- internhousing.com
- InternX
- Interstride
- Jobs Connected
- Jobscan
- Jobspeaker Inc.
- JobTeaser
- Knopman Marks Financial Training
- Management Consulted
- National Alumni Career Mobility Survey
- Newbridge Marketing Group / Door of Clubs
- NGWEB Solutions, LLC
- Oleoo
- Paradox
- PeopleGrove
- Phenom People, Inc.
- Potentially Ltd
- QuadJobs
- Quinnicia Inc.
- Rakuna
- Residential Property Management (RPM) Careers
- RippleMatch
- RNL
- Shortlist.Me
- SkillSurvey, Inc.
- SocialTalent
- SourceCast, Inc.
- Spark Hire, Inc.
- StandOut, by CollegeNET
- Steppingblocks
- Symplicity Corporation
- ThinkOptimal
- uConnect
- University of Illinois at Urbana - Champaign - School of Labor & Employment Relations
- Vault.com Inc.
- vFairs.com
- VMock, Inc.
- WayUp
- Wix.com
- Yello
Who Attends the Conference?

NACE19 TOTAL ATTENDANCE

2,578

COLLEGE ATTENDEES

1,435 career services professionals

- 14 President, Officer, Head, Managing Director, Associate Provost
- 38 Vice President, Associate Vice President, Assistant Vice President
- 39 Senior Dean, Dean, Associate Dean, Assistant Dean
- 833 Executive Director, Director, Lead
- 79 Senior Manager, Manager
- 81 Coach, Counselor
- 186 Associate, Specialist, Coordinator, Analyst
- 165 Faculty, Advisor, Other Staff

810 attending organizations

- Midwest: 331 attendees representing 190 schools
- Northeast: 325 attendees representing 177 schools
- South: 537 attendees representing 288 schools
- West: 203 attendees representing 131 schools
- International/Other: 39 attendees representing 24 schools

EMPLOYER ATTENDEES

727 university relations and recruiting professionals

- 37 Officer, Global Head, Head, Partner, Vice President, AVP, Assistant Vice President
- 116 Executive Director, Senior Director, Global Director, Director, Associate Director, Lead
- 197 Senior Manager, Global Manager, Manager, Supervisor
- 301 Senior Recruiter, Recruiter, Associate Recruiter, Advisor, Analyst, Specialist, Representative
- 76 Coordinator, Counselor, Intern, Other Staff

411 attending organizations

- Midwest: 137 attendees representing 96 companies
- Northeast: 149 attendees representing 84 companies
- South: 305 attendees representing 152 companies
- West: 124 attendees representing 72 companies
- International/Other: 12 attendees representing 7 companies

Established in 1956, the National Association of Colleges and Employers (NACE) is a professional association that connects more than 9,500 college career services professionals, more than 3,400 university relations and recruiting professionals, and more than 310 business solution providers that serve this community.

Inclusion is a core value for the National Association of Colleges and Employers, which fosters and supports individual and organizational diversity and inclusion to advance equity in all facets of the association.
Register now for NACE20 and look forward to:

• 110+ Concurrent Sessions
• Networking Events
• World-Class Expo Hall
• Visionary Keynote Speakers
• Preconference Workshops
• Plus much, much more!

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