Through our world-leading cooperative education program, we proudly partner with nearly 3,000 employers around the world, from nonprofits to Fortune 100 companies. They know what we know: Co-op’s challenges prepare students with the skills to excel—in their first job and every job. Learn more at northeastern.edu/coop

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CAREERS AFTER COLLEGE

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NEW ACTIVITIES, OFFERINGS, AND OPTIONS TO TEACH, ENTERTAIN, AND DELIGHT!

Innovation Labs (Tuesday, June 2, 3:30 – 4:15 p.m., Grand Ballroom J-H)

Got a problem? These labs are designed to help you find a solution! Led by service providers, these labs offer you ideas, tips, and solutions to help you meet your challenges. (See page 10 for a schedule and details.)

Insight Labs (Wednesday, June 3, 4:30 – 5:15 p.m., Grand Ballroom J-H)

Get up close and personal with session presenters and get the inside scoop on their programs, services, best practices, and ideas. (See page 22 for a schedule.)

Campfire Conversations (Thursday, June 4, 4:30 – 5:15 p.m., Grand Ballroom J-H)

Gather ‘round with your colleagues to sort out key challenges you share. Gain insight, energy, and enthusiasm as you tap into the best of brainstorming! (See page 34 for a schedule.)

TECHbar (Expo Hall, Booth 106) Sponsored by Macy’s, Inc.

Drop in and learn about and how to use apps that will make you more productive! The TECHbar also features “TechBytes”—special presentations on tech topics. (See page 50 for a schedule.)

Headshot Lounge (Expo Hall, Booth 116)

Need a professional photo to use for your bio, social media profile, or NACE profile? Stop in and say CHEESE! (Brought to you by University Photo.)

Recharging Lounge (Expo Hall, Booth 100)

Recharge yourself, your phone, and your other electronic devices! (Artwork brought to you by Gapingvoid.)

Please see the NACE15 app for updates and changes to the schedule.
### Tuesday, June 2, 2015
- **8:30 a.m. – 12:30 p.m.** Preconference Workshops
- **1 – 2 p.m.** LAP Meet Up
- **2 – 3 p.m.** PUI Meet Up *Sponsored by Worcester Polytechnic Institute*
- **3:30 – 4:15 p.m.** Innovation Labs
- **4 – 5 p.m.** First-Timers Session *Sponsored by Raytheon Company*
- **4 – 9 p.m.** Expo Hall Open
- **6 – 7:30 p.m.** Conference Opening/Keynote Speaker: Maulik Pancholy
- **7:30 – 9 p.m.** Opening Reception *Sponsored by Chevron Corporation*

### Wednesday, June 3, 2015
- **7 – 8:15 a.m.** Diversity & Inclusion Breakfast *Sponsored by AICPA*
- **7 a.m. – 4 p.m.** Expo Hall Open
- **8:30 – 9:45 a.m.** Keynote Speaker: Lindsey Pollak *Sponsored by Northrop Grumman Corporation*
- **9:45 – 10:45 a.m.** Refreshment Break *Sponsored by National Retail Federation*
- **10:30 a.m. – 4:45 p.m.** Concurrent Sessions
- **11:30 a.m. – 1:30 p.m.** Lunch *Sponsored by Cisco Systems, Inc.*
- **4:30 – 5:15 p.m.** Insight Labs

### Thursday, June 4, 2015
- **7 – 8:15 a.m.** College Communities Breakfast *Sponsored by ARAMARK*
- **7 – 8:15 a.m.** Employer Industry Groups Breakfast *Sponsored by New York University - The Wasserman Center for Career Development*
- **7 a.m. – 2 p.m.** Expo Hall Open
- **8:30 – 9:45 a.m.** Keynote Speaker: Jamienne Studley *Sponsored by Binghamton University - Fleishman Center for Career & Professional Development*
- **9:45 – 10:45 a.m.** Refreshment Break *Sponsored by The McGraw Hill Financial Company*
- **10:30 a.m. – 4:45 p.m.** Concurrent Sessions
- **11:30 a.m. – 1:30 p.m.** Lunch *Sponsored by The Mcgraw Hill Financial Company*
- **2:30 – 3:15 p.m.** Refreshment Break *Sponsored by Turner Construction Company*
- **4:30 – 5:15 p.m.** Campfire Conversations
- **5 – 6 p.m.** Innovation Showcase *Sponsored by Lockheed Martin Corp.*
- **8 – 10 p.m.** NACE Celebration

### Friday, June 5, 2015
- **7 – 8:15 a.m.** Breakfast
- **8 – 10:45 a.m.** Concurrent Sessions
- **11 a.m. – Noon** Closing Keynote Speaker: Bradley Snyder
IDENTIFY YOUR COLLEAGUES AT A GLANCE!

Sponsored by DirectEmployers Association

Blue Badge .......... Career services
Green Badge......... Expo Hall representatives
Purple Badge......... Business affiliates
Red Badge......... University relations and recruiting
Black Badge......... NACE staff

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

PLAN AHEAD!

Sessions are located in the Anaheim Marriott unless otherwise indicated.

Seating may be limited, and sessions are available on a first-come first serve basis, so get there early. Times are staggered to give you ample time to move between properties.

CONNECT AT NACE15!

#NACE15
Tag your photos with #NACE15
Follow the NACE blog! blog.naceweb.org
pinterest.com/naceorg/
facebook.com/NACEOrg
Join the NACE Conference & Expo Group!

FREE WIFI!
Password: NACE15
Free WiFi is available in the session rooms at all locations. (WiFi is not available in the Expo Hall.)

A photographer/videographer will be taking photos/video throughout the conference; these may be used by NACE in promotional materials and publications, and on the website and other platforms. If you do not want your photo taken or used for these purposes, please notify the photographer/videographer or a NACE staff person.
TUESDAY, JUNE 2

10:30 – 11:45 AM How to Choose a Campus Recruiting Technology
What are the key considerations when choosing a recruiting technology and gaining internal buy-in? Join Jeanette Maister from WCN as she shares her experiences from implementing two global campus recruiting tech solutions; come away understanding the unique factors when thinking about a tech solution for campus recruiting/university relations departments.

Innovations in Mobile Recruiting for On-Campus Events
New technologies are emerging that create a better on-campus candidate experience. Join Looksharp as we discuss what is working, what isn’t, and what the future of campus recruiting looks like based on data from millennials and insights from companies leading the way.

Leveraging Technology to Increase Your Reach
Career services staff have put time and energy into developing critical career learning objectives, but often struggle getting students to engage them at a meaningful level. Join the facilitator, TuaPath, as we hear about these challenges and online technology solutions targeted to increase the reach and effectiveness of the career center.

Navigating the Talent Marketplace
The talent marketplace is increasingly challenging to navigate for both employers and college students: 52% of recent graduates are underemployed or unemployed. Employers continue to cite hiring as one of their largest and most costly challenges. Join Koru executives and brainstorm ways to help college students demonstrate the qualities that employers care about most and start their careers on the right foot.

Scaling Innovation: Accelerating Student Success in the 21st Century Workplace
The skills, mindsets, and attitudes that contribute to student success in college are often markedly different than what determines success in the workplace. Join Rya Conrad-Bradshaw from Fullbridge as we hear about innovative models that have emerged to address this challenge and learn to help to move your own institutional strategy forward.

Simplify On-Campus Recruitment
When it comes to campus recruitment, what’s working for you? With so many moving parts, planning and execution of your recruitment strategy can be a challenge. Join Symplicity Product Manager Scott Bowers as he leads a collaborative discussion, starting with your pain points, then diving into two modern solutions that will help you simplify OCR: mobile apps for paperless career fairs and kiosks for easy event tracking.

Please see the NACE15 app for updates and changes to the schedule.
TUESDAY, JUNE 2

4 – 9 p.m. Expo Hall

Exhibits
TEChbar (Marquis Ballroom, Booth 106)  Sponsored by Macy’s, Inc.
Headshot Lounge (Marquis Ballroom, Booth 116) (Brought to you by University Photo)
Recharging Lounge (Marquis Ballroom, Booth 100) (Artwork brought to you by Gapingvoid)

4 – 5 p.m. First-Timers Session  (Anaheim Hilton – California A/B)  Sponsored by Raytheon Company

New to the NACE conference? Take part in this get-together and learn how to get the most out of your experience. This is also a great way to start building your network!

6 – 7:30 p.m. Conference Opening/Keynote
Address: An Evening With Maulik Pancholy  (Platinum Ballroom 5/6)

Welcome to NACE15!

Maulik Pancholy—aka Jonathan, Alec Baldwin’s personal assistant in “30 Rock”—will delight you with his wit and wisdom on cultural heritage and diversity at the NACE15 opening address.

Pancholy shares his personal journey to embrace his heritage and offers an insider’s look at how far Hollywood has come in offering diverse characters. Sit back and enjoy!

7:30 – 9 p.m. Opening Reception  (Marquis Ballroom)  Sponsored by Chevron Corporation

Connect and reconnect with your colleagues, enjoy light hors d’oeuvres and drinks, and preview the exhibits!
SCHEDULE OF EVENTS

WEDNESDAY, JUNE 3

7 a.m. – 5 p.m. Registration (Platinum Ballroom Registration)

7 a.m. – 4 p.m. Expo Hall Open (Marquis Ballroom)

EXHIBITS

TECHbar (Marquis Ballroom, Booth 106)  Sponsored by Macy’s, Inc.

Headshot Lounge (Marquis Ballroom, Booth 116)  (Brought to you by University Photo)

Recharging Lounge (Marquis Ballroom, Booth 100)  (Artwork brought to you by Gapingvoid)

7 – 8:15 a.m. Breakfast

Continental Breakfast in the Expo Hall (Marquis Ballroom)

Diversity & Inclusion Continental Breakfast (Grand Ballroom E)  

Sponsored by American Institute of Certified Accountants

Hosted by the NACE Member Diversity & Outreach Committee

Share best practices, ideas around training and development, and tips for ensuring diversity and inclusion are integrated into your operation and offerings.

8:30 – 9:45 a.m. Keynote Address: Creating Tomorrow’s Leaders (Lindsey Pollak) (Platinum Ballroom 5/6)

Sponsored by Northrop Grumman Corporation

In this brand new keynote presentation based on her best-selling book, Becoming the Boss: New Rules for the Next Generation of Leaders, Lindsey Pollak will share the latest and greatest insights on how to inspire, train, recruit, market to, and understand Millennials.

Prepare to walk away with specific, actionable advice for your career center or company, and gain even more inspiration for the work you are doing to create the leaders of the future.

Lindsey Pollak

WEDNESDAY, JUNE 3

9:45 – 10:45 a.m. Refreshment Break in the Expo Hall (Marquis Ballroom)

Sponsored by National Retail Federation

10:30 a.m. – Noon Concurrent Sessions

How Do We Go Global? (Grand Ballroom A/B)

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Integrating Career Services and Alumni Relations (Grand Ballroom C/D)

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

11 a.m. – Noon Concurrent Sessions

Bridging the Gap in Disability Employment for Employers and Students With Disabilities (Platinum Ballroom 1/2)

Sponsored by Verizon

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Presenters: Andy Traub, National Organization on Disability; Diane Ciarletta, Northeastern University; Bruce Soltys, Prudential

Effectively Managing Fragmented Campus Career Services (Anaheim Hilton – California B)

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Presenters: Melanie Parker, Massachusetts Institute of Technology; Kelley Bishop, University of Maryland; Kimberly Delgizzo, Boston University; and Rebecca Sparrow, Cornell University

Session details are available through the NACE15 App.
### Innovative Practices for More Meaningful Engagement With Students (Orange County 1/2)

**Track** | **Level** | **Audience**  
--- | --- | ---  
Branding & Marketing | Intermediate | Career Services  

*Presenter: Catherine Stephens, University of Auckland*

### KEY Careers: Impacting Retention, Persistence, Graduation Rate, and Funding (Orange County 3/4)

**Track** | **Level** | **Audience**  
--- | --- | ---  
Management & Leadership | Intermediate | Career Services  

*Presenters: Holly Peck and Jim McAtee, Ball State University*

### Recruiting on a Budget (Anaheim Hilton – Laguna Room)

**Track** | **Level** | **Audience**  
--- | --- | ---  
Recruiting | Beginner | University Relations & Recruiting  

*Presenter: Amy Todd and Stephanie Angellotto, Vanguard*

### Seeking Insight and Innovation: Include Introverts (Anaheim Hilton – Huntington Room)

**Track** | **Level** | **Audience**  
--- | --- | ---  
Management & Leadership | Intermediate | University Relations & Recruiting  

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

### 11:15 a.m. – 12:15 p.m. Concurrent Sessions

#### Data to the Rescue: The College Decision Enigma (Elite Ballroom)

**Track** | **Level** | **Audience**  
--- | --- | ---  
Assessment, Accountability, & Metrics | Advanced | University Relations & Recruiting  

*Presenter: Michael Korcuska, LinkedIn*

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**Session details are available through the NACE15 App.**
WEDNESDAY, JUNE 3

Implementing Project Management Strategies Into the Recruiting Function (Elite Ballroom)

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Presenter: Jeremy Eskenazi, Riviera Advisors, Inc.

Keeping Pace With Changes in Technology and Recruiting (Platinum Ballroom 7/8)

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

Restructuring the Career Services Budget Mindset (Platinum Ballroom 3/4)

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

A Strategic Approach to Recruiting Career Center Leadership (Platinum Ballroom 1/2)

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Presenter: Andrew Ceperley, Loyola Marymount University

1:15 – 2:45 p.m. Concurrent Sessions

How SMART Recruiting Strategies Can Improve Your Acceptance Rate (Grand Ballroom A/B)

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

Innovative Strategies for International Students (Grand Ballroom C/D)

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

WEDNESDAY, JUNE 3

1:30 – 2:30 p.m. Concurrent Sessions

Creating a Successful Graduate Student Career Services Model (Anaheim Hilton – California A)

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Presenters: Richard Orbe-Austin and Bernadette So, NYU

Creating an Exceptional Candidate Experience (Anaheim Hilton – California B)

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Presenters: Dan Black and Natasha Stough, EY

Leveraging Financial Aid to Expand Assets to Career Advancement Opportunities (Anaheim Hilton – Laguna Room)

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Presenters: Meredith Daw and Amanda Fijal, University of Chicago

2:30 – 3:15 p.m. Refreshment Break in the Expo Hall (Marquis Ballroom)

3:15 – 4:15 p.m. Concurrent Sessions

Diversity Is More Than a Color (Anaheim Hilton – Huntington Room)

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

Federal Update for the Field (Grand Ballroom E)

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Presenters: Kathy Sims, Chair, NACE Advocacy Committee; Edwin Koc, NACE; Ellen Smith, MMW

Session details are available through the NACE15 App.
WEDNESDAY, JUNE 3

Hands Free: An Online Asynchronous Career Course (Platinum Ballroom 1/2)

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Presenters: Kelley Bishop and Scott Roberts, University of Maryland

Innovative Service Delivery: Transforming Career Services to Fit Your Campus Needs (Platinum Ballroom 9/10)

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Presenters: Timothy Luzader, Purdue University; and Kelli Smith, Binghamton University

The Myth of 50/50: Why Does the Gender Battle Rage On? (Orange County 1/2)

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Presenters: Elissa Sangster, Forte Foundation; Jill O’Connell, Fidelity Investments; Lindsey Pollak

New Paradigms, New Expectations, and New Opportunities in Career Services (Anaheim Hilton – California B)

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

Online Career Education and Virtual Recruitment (Elite Ballroom)

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

Presentation Skills for Aspiring Leaders (Platinum Ballroom 7/8)

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Presenter: Sue Keever Watts, ROI Communication

Students With Disabilities and Section 503: Implications for Career Advisers (Platinum Ballroom 3/4)

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Presenters: Mike Ariale, Northeastern University; and Alan Muir, COSD

Using Data to Select Your Priority Schools (Anaheim Hilton – Laguna Room)

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Presenter: Erin Cunningham, KeyBank

3:15 – 4:30 p.m. Concurrent Session

Career Site: To Be or Not to Be? (Grand Ballroom A/B)

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

3:15 – 4:45 p.m. Concurrent Session

Practical Innovation for Everyone: Your Personal Roadmap for Change Making (Grand Ballroom C/D)

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

Please see the NACE15 app for updates and changes to the schedule.
**WEDNESDAY, JUNE 3**

**4:30 – 5:15 p.m. Insight Labs**  
(Grand Ballroom J-H)

**Beyond Our Four Walls**  
Facilitator: Ja’Net Glover, University of Florida

**Creating a Robust and Sustainable Internship Program**  
Facilitator: Grace Kiem, Fidelity Investment

**First-Destination Surveys**  
Facilitators: Christine Cruzvergara, George Mason University; Heather White, University of Florida

**Innovative Strategies for International Students**  
Facilitators: Brett Angelico and Jeremy Ng, University of Illinois, Urbana-Champaign

**The Internship Guarantee**  
Facilitator: Alyson Kavalukas, University of Pittsburgh

**Managing Up With Data**  
Facilitator: Joe Testani, Virginia Commonwealth University

**Recruitment Technology Tools**  
Facilitator: Mary Scott, Scott Resource Group

**Students With Disabilities and Section 503**  
Facilitator: Mike Ariale, Northeastern University

**Transform Yourself Into a Data Superhero**  
Facilitator: Jeanette Maister, WCN

**You Aren’t Recruiting Cyborgs**  
Facilitator: Alexandra Levit, Career Advisory Board

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**THURSDAY, JUNE 4**

**7 a.m. – 5 p.m. Registration**  
(Platinum Ballroom Registration)

**7 a.m. – 2 p.m. Expo Hall Open**  
(Marquis Ballroom)

**Exhibits**

**TECHbar** (Marquis Ballroom, Booth 106)  
Sponsored by Macy’s, Inc.

**Headshot Lounge** (Marquis Ballroom, Booth 116)  
(Brought to you by University Photo)

**Recharging Lounge** (Marquis Ballroom, Booth 100)  
(Artwork brought to you by Gapingvoid)

**7 – 8:15 a.m. Breakfast**

**Continental Breakfast in the Expo Hall**

**College Communities Continental Breakfast**  
(Grand Ballroom E)  
Sponsored by ARAMARK

**Employer Industry Groups Continental Breakfast**  
(Grand Ballroom F)  
Sponsored by New York University – The Wasserman Center for Career Development

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**WiFi Password: NACE15**

*(WiFi is not available in the Expo Hall.)*
THURSDAY, JUNE 4

8:30 – 9:45 a.m. Keynote Address: DOE and Public Policy Issues (Platinum Ballroom 5/6)

How is public policy around higher education evolving? Where is higher education going?

Unlock the answers to those strategic questions with Deputy Under Secretary of Education Jamienne Studley as she addresses critical issues facing higher education today, including quality, access, accountability, and completions.

Jamienne Studley

Through this insightful address, you’ll penetrate the layers of bureaucracy to get a clear view of what’s happening, why, and how you need to position your operation to meet the challenges ahead.

9:45 – 10:45 a.m. Refreshment Break in the Expo Hall

Sponsored by Binghamton University – Fleishman Center for Career & Professional Development

10:30 – 11:30 a.m. Concurrent Session

Creating a Robust and Sustainable Internship Program (Grand Ballroom C/D)

Track | Level | Audience
--- | --- | ---
Internships | Intermediate | University Relations & Recruiting

Presenters: Kim DiNicola, Elizabeth Shanley, Grace Kiem, and Conner O’Meara, Fidelity Investments

10:30 a.m. – Noon Concurrent Session

Hiring Pipelines: Getting a Better Grasp on Employer-University Relationships (Grand Ballroom A/B)

Track | Level | Audience
--- | --- | ---
Recruiting | Advanced | University Relations & Recruiting

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

Session details are available through the NACE15 App.
THURSDAY, JUNE 4

SMARTtalks (Elite Ballroom)

11 – 11:15 a.m.
Creating a Positive Online Presence Using a Career ePortfolio
Track | Level | Audience
Branding & Marketing | Beginner | Career Services
Presenter: Robert Ameling, Salt Lake Community College

11:15 – 11:30 a.m.
Engaging Students in the Career Center
Track | Level | Audience
Coaching & Counseling | Beginner | Career Services
Presenter: Jeanette Doyle, Springfield College

11:30 – 11:45 a.m.
Expanding the Borders of the Job Shadowing Experience
Track | Level | Audience
Management & Leadership | Beginner | Career Services
Presenter: Sharon Mickens, University of Pittsburgh

11:45 a.m. – Noon
Career Services Down Under: Lessons for Americans From the Southern Hemisphere
Track | Level | Audience
Global Issues | Intermediate | Career Services
Presenter: Andrew Ceperley, Loyola Marymount University

Noon – 12:15 p.m.
Why “Career Services Must Die”
Track | Level | Audience
Management & Leadership | Advanced | Career Services
Presenter: Andy Chan, Wake Forest University

Session details are available through the NACE15 App.

11 a.m. – Noon Concurrent Sessions

The “Diversity” Cliché (Orange County 1/2)
Track | Level | Audience
Diversity | Intermediate | Career Services
Presenters: Shannon Linebarger and Stacy Harriman, UCLA; Anthony Martore; UCLA Black Business Student Association; Jeffrey Ventura, UCLA Latino Business Student Association

Facilitating Student Work Force Readiness Through the Parent Professional Network (Anaheim Hilton – Laguna Room)
Track | Level | Audience
Coaching & Counseling | Intermediate | Career Services
Presenters: Sarah Dodson and Daniel Pascoe Aguilar, University of Oregon

Go Government: How to Promote Public Service and Build Relationships With Agencies (Anaheim Hilton – Huntington Room)
Track | Level | Audience
Coaching & Counseling | Intermediate | Career Services
Presenter: Caleb Campbell, Partnership for Public Service

Having Vision Means Little Unless Your Staff Comes Along for the Ride (Platinum Ballroom 1/2)
Track | Level | Audience
Management & Leadership | Advanced | Career Services
Presenters: Joseph Du Pont, Boston College; and Mark Presnell, Northwestern University

How to Build and Enhance an Innovative Global University Relations Program (Anaheim Hilton – California B)
Track | Level | Audience
Global Issues | Intermediate | University Relations & Recruiting
Presenters: Andrea McEwen-Henderson, College Recruiter.com; Dan Black, EY; Marci Taylor, Applied Materials; Stephanie Pallante, ARAMARK

Session details are available through the NACE15 App.
# Schedule of Events

**Thursday, June 4**

## Keys to Successful Leadership Transitions in Times of Change (Orange County 3/4)

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

## Legal Issues: References and Background Checks (Platinum Ballroom 3/4)

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Presenter: Edward Easterly, Esq., Norris, McLaughlin and Marcus PA

## 11 a.m. – 12:15 p.m. Concurrent Session

### Class of 2014 First-Destination Survey (Anaheim Hilton – California A)

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Presenter: Edwin Koc, NACE; and Manny Contomanolis, Chair, NACE First-Destination Survey Team

## 11:15 a.m. – 12:15 p.m. Concurrent Sessions

### Insights Into an Innovative Response to Performance-Based Funding Initiatives (Platinum Ballroom 9/10)

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Presenters: Myrna Hoover and Tracey Dowling, Florida State University

### Tracking Your Employer Brand for Successful Outcomes (Platinum Ballroom 7/8)

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Presenter: Melissa Murray Bailey, Universum

## 11:30 a.m. – 1:30 p.m. Lunch (Grand Ballroom E/F)

Sponsored by The McGraw Hill Financial

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### SMARTtalks (Elite Ballroom)

**1:15 – 1:30 p.m.**

**Alternative Ways to Engage Students to Strengthen Your Employer Brand**

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Presenter: Jennifer Arnau, Verizon Communications, Inc.

**1:30 – 1:45 p.m.**

**The Art of Campus Recruiting Video**

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Presenter: Barnaby Cook, Casual Films

**1:45 – 2 p.m.**

**Staffing as a Career**

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Presenter: Lesa Francis, Staffmark

**2:15 – 2:30 p.m.**

**Using Screencasts to Provide 21st Century Career Services**

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Presenter: Kevin Monahan, Carnegie Mellon University

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Session details are available through the NACE15 App.
THURSDAY, JUNE 4

1:15 – 2:15 p.m. Concurrent Sessions

Job Offers Uncovered (Orange County 1/2)

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Presenters: Ignacio Gallardo and Laurie Byrne, Principles for Professional Practice Committee

A University’s Guarantee That Every Graduate Has a Career Plan (Platinum Ballroom 9/10)

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Presenters: David Douglass and Jerry Houser, Willamette University

Video Interviewing: The New First-Round Interview? (Platinum Ballroom 7/8)

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Presenter: Danelle DiLibero, RMS

You Aren’t Recruiting Cyborgs (Platinum Ballroom 1/2)

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Presenter: Alexandra Levit, Career Advisory Board

1:15 – 2:45 p.m. Concurrent Sessions

How Scientific Innovations Can Improve the Off-Campus Job Search (Grand Ballroom C/D)

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Presenter: Steve Dalton, Duke University

Managing Up With Data (Grand Ballroom A/B)

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Presenters: Joseph Testani, Virginia Commonwealth University; Christine Cruzvergara, George Mason University; Jeremy Podany, Colorado State University

1:30 – 2:30 p.m. Concurrent Sessions

Assessing the Quality of Hire of Your New Hiring Class (Anaheim Hilton – California A)

Sponsored by Liberty Mutual Insurance Company

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Presenters: John Flato, Universum; and Caroline Cunningham, Chevron Corporation

Creating Innovative, Campus-Wide Outcomes Assessment Strategies (Anaheim Hilton – California B)

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

Legal Issues: Internships (Platinum Ballroom 3/4)

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Presenter: Edward Easterly, Esq., Norris, McLaughlin and Marcus PA

Veteran Hiring Done Right (Anaheim Hilton – Laguna Room)

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Presenters: Fred Howell and Mark McGruder, Ingalls Shipbuilding

Session details are available through the NACE15 App.
# Thursday, June 4

## 2:30 – 3:15 p.m. Refreshment Break (Marquis Ballroom Foyer) **Sponsored by Turner Construction Company**

## 3:15 – 4:15 p.m. Concurrent Sessions

### Best Practices for Advising DACA and Undocumented Students (Platinum Ballroom 1/2)

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Presenters: Claire Klieger, University of Pennsylvania; and Brian Guerrero, UCLA

### Career Services Can Help Drive Institutional Enrollment, Branding, and Marketing (Platinum Ballroom 9/10)

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Presenter: Gillian Steele, DePaul University

### Class of 2015: Attributes and Attitudes (Anaheim Hilton – California A)

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Presenters: Ken Tsang and Edwin Koc, NACE

### Global Employer Partners With Career Services to Build a Global Talent Pool (Grand Ballroom C/D)

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

### Increase Retention Through Early Career Development (Elite Ballroom)

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Presenters: Adam Culligan and Josh Mackenzie, Development Beyond Learning

### The New Career Services Paradigm: Student Engagement (Anaheim Hilton – California B)

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

### The Pitt Internship Guarantee (Anaheim Hilton – Huntington Room)

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Presenters: Alyson Kavalukas and Cheryl Finlay, University of Pittsburgh

### Secret Sauce for Creating Employer and Career Center Campus Ambassador Programs (Anaheim Hilton – Laguna Room)

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Presenters: Alisha Roberts and Laneisha Gunn, Quicken Loans; Wayne Thibodeau, Oakland University; Sam Sedlecky, Michigan Economic Development Corporation

### The Student-Centered Active Learning Environment Model (Platinum Ballroom 3/4)

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Presenter: Marcy Bullock, North Carolina State University

### Transform Yourself Into a Data Superhero! (Platinum Ballroom 7/8)

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Presenter: Jeanette Maister, WCN

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**WiFi Password: NACE15**

(WiFi is not available in the Expo Hall.)

Session details are available through the NACE15 App.
3:15 – 4:30 p.m. Concurrent Session

Leveraging Technology to Transform the College-to-Career Experience
(Orange County 1/2)

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

3:15 – 4:45 p.m. Concurrent Session

Integrating Career and Academic Advising (Grand Ballroom A/B)

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

4:30 – 5:15 p.m. Campfire Conversations
(Grand Ballroom J-H)

Building Strong Partnerships
Facilitator: Annie Maxfield, UCLA

Evolving the Traditional Campus Recruiting Model
Facilitator: Caroline Cunningham, Chevron Corporation

How Pushing Passion Can Hurt Students
Facilitator: Gary Alan Miller, Hofstra University

Internships
Facilitator: Christina Ruiz, UCLA

Preparing Students for the Technical Interview
Facilitator: Caitlin Merrell, Google

Programming & Events: Getting Ready for the Next Academic Year
Facilitator: Bless Vaidian, Pace University

Social Media Best Practices
Facilitator: Chaim Shapiro, Tuoro College

Using New Recruiting Technology to Improve and Optimize Recruiting Processes
Facilitator: Nathan Lippe, CareerBuilder

Working With International Students
Facilitators: Jia Xing, University of Illinois; and Cindy Miao, Schneider Electric

Transgender Students: How to Transition From College to Career
Facilitators: NACE15 Conference Program Committee

5 – 6 p.m. Innovation Showcase (Grand Ballroom E)

Sponsored by Lockheed Martin Corp.

Tap into the innovations of your professional community. Check out the top-notch programs and solutions of NACE award winners and finalists. Walk away with tips, ideas, and innovations that you can use and adapt!

8 – 10 p.m. NACE “Surf City USA” Celebration
(Grand Plaza, Convention Way)

Join your colleagues under the palm trees! Featuring a live band that will get you jumping on the dance floor, “Surf City USA” is the perfect way to celebrate NACE15 and your professional community. Bring your favorite beach shirt and Bermuda shorts!

Session details are available through the NACE15 App.
FRIDAY, JUNE 5

7 a.m. – Noon Information Desk (Platinum Ballroom Registration)

7 – 8:15 a.m. Continental Breakfast (Marquis Ballroom Foyer)

8 – 9:30 a.m. Concurrent Sessions

The Career Center’s Role in Cultivating a Diverse STEM Work Force (Grand Ballroom J/K)

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

How European Universities Innovate on Employability (Grand Ballroom G/H)

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Presenters: Wijnand Aalderink, University of Groningen; and Jonathan Black, University of Oxford

8:30 – 9:30 a.m. Concurrent Sessions

Establishing a Campus-Wide First-Destination Survey (Platinum Ballroom 1/2)

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

How to Build a Robust Virtual Strategy (Platinum Ballroom 9/10)

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

Session details are available through the NACE15 App.

FRIDAY, JUNE 5

Online Intern Manager Training (Platinum Ballroom 3/4)

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Presenters: Trent Peterson and Chinwe Ukaegbu, NetApp

Strategies for Recruiting Military Talent (Platinum Ballroom 7/8)

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Presenters: Rod Adams and Leonard Jasczak, PricewaterhouseCoopers

9:45 – 10:45 a.m. Concurrent Sessions

Are Students Learning Professional Skills? Teaching Students to Be Employable (Grand Ballroom C/D)

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Presenter: Carol Crosby, Bridgewater State University

Benefits of Linking LinkedIn With College Recruiting (Elite Ballroom)

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<tbody>
<tr>
<td>Recruiting</td>
<td>Intermediate</td>
<td>University Relations &amp; Recruiting</td>
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Presenters: Liz Voldan and Halley Marsh, Rosetta

F1 Students: How to Find Work in America (Platinum Ballroom 9/10)

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<tr>
<th>Track</th>
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<tbody>
<tr>
<td>Global Issues</td>
<td>Intermediate</td>
<td>Career Services</td>
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Presenters: Paul Fowler and Eileen Buecher, Emory University

Give Your University Recruiting Program Super Powers With Content Marketing (Grand Ballroom A/B)

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<tr>
<td>Branding &amp; Marketing</td>
<td>Intermediate</td>
<td>University Relations &amp; Recruiting</td>
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</table>

Presenter: Melissa Suzuno, AfterCollege

Session details are available through the NACE15 App.
**SCHEDULE OF EVENTS**

Events and sessions are located in the Anaheim Marriott unless otherwise indicated.

**FRIDAY, JUNE 5**

**Internship Credit, Compensation, and Compliance (Platinum Ballroom 3/4)**

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<th>Track</th>
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<tr>
<td>Internships</td>
<td>Intermediate</td>
<td>Career Services</td>
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Presenters: Melissa Martin and Rae Ann Bories-Easley, University of Denver

**STEM Recruiting: What Shapes Your Strategy? (Platinum Ballroom 1/2)**

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<tbody>
<tr>
<td>Recruiting</td>
<td>Intermediate</td>
<td>University Relations &amp; Recruiting</td>
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</table>

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

**11 a.m. – Noon Closing Keynote Address: Embracing Challenge (Bradley Snyder) (Platinum Ballroom 5/6)**

Military vet and Paralympian Bradley Snyder shares his insights into how to meet—and embrace—challenges.

While serving in Afghanistan, Snyder stepped on a bomb as he tried to help other victims. The explosion cost him his vision, shattered his eardrum, and lacerated his face. He spent three weeks in intensive care and five weeks in recovery. Yet, on the one year anniversary of the explosion, Snyder won one of his two gold medals in swimming at the 2012 Paralympic Games in London.

Snyder continues to dedicate himself to eliminating and overcoming perceived limitations, to conquering fear, and to meeting and embracing challenge. Learn from his inspiring story!

How can the MBTI® and Strong assessments help your students? Visit us at booth #408 to learn more about how the MBTI® & Strong Interest Inventory® tools can each offer unique guidance to help your students along their career path.

Follow @CPPEducation | Tweet when you first used either the Strong or MBTI tools and use #CPPEDU | Come to booth #408 to show us your tweet | Get your special gift!*
CONGRATULATIONS!

ACADEMY OF FELLOWS (INDUCTEE)

Trudy Steinfeld, New York University

MENTOR OF THE YEAR AWARD (WINNER)

Brian Guerrero, University of California – Los Angeles

MEMBERS’ CHOICE AWARD (CANDIDATES)

Creating a Campus Wide Career Community: It Takes a Village and a Vision
St. John’s University Career Services, Denise Hopkins, Kathryn Hutchinson, Michelle Kyriakides, Joni O’Hagan, and the Career Services Team at SJU

Generation Merr1mack, Merrimack College, Heather Maietta

Graduate Student Career Matters, University of Connecticut Center for Career Development, Kay Gruder, James Lowe, and Nancy Bilmes

The Strengths Initiative, The University of North Carolina at Greensboro, Jonathan Adams, Kaitlyn Bayley, Kala Taylor, and Linda Whited

NACE/CHEVRON AWARD (WINNER)

The Passport to Professionalism
Willamette University Career Center, Jerry Houser

NACE/DIRECTEMPLOYERS CATALYST AWARD (WINNER)

Jill Miller, Novo Nordisk Inc.

NACE/SPELMAN JOHNSON GROUP RISING STAR (WINNER)

Kevin Grubb, Villanova University

VOLUNTEER MERITORIOUS SERVICE AWARD (WINNER)

Chaim Shapiro, Touro College

NACE EXCELLENCE AWARDS

Career Services Excellence Awards – Small College (Finalists)
Brown Has Delivered for Seton Hill University
Seton Hill University, George R. Carter III, Kristofer Smith, and Renée Glass-Starek

Career Olympics
Springfield College, Career Center Staff

Every Graduating Senior Has a Career Plan: A Three-Tiered Model for Liberal Arts Colleges
Willamette University, Jeani Bragg, David Douglass, Jerry Houser, Cathie Lutz, and Connie Ralph

Industry Nights: Creating Career Development Synergy
Brandeis University, Hiatt Career Center, Jackie Blesso, Lauren Labrecque Jessen, Cary Weir Lytle, Caroline O’Shea, and Alexandra Stephens

Career Services Excellence Awards – Large College (Finalists)

Employer Engagement Initiative: Going the Extra Mile
University of California, Irvine Career Center, Michelle Foley, Bob Gomez, Suzanne Helbig, and Allison Keller

HireACane Academy
Toppel Career Center, University of Miami, Megan Morini and Alicia Rodriguez

Powering Up the Recovery: Rebuilding the Post-Recession Talent Pipeline
University of California, Merced, Myra Fernandez, Daryl Fitzgerald, Robert Goodman, Kaitlin Harada, and Brian O’Bruba

Terry Treks
University of Georgia, Michelle Carter, Andrew Crain, Megan Flora, and Laura Garcia
CONGRATULATIONS!

Diversity and Inclusion Excellence Awards (College Finalists)
Professional Development as a Game Changer: Leveling the Playing Field for Economically Disadvantaged Students
St. John’s University Career Services, Denise Hopkins, Joni O’Hagan, and the Career Services Team at SJU

Student Career Ambassador Program
Colorado State University – The Career Center, Summer Shaffer and Deborah Yeung

Women’s Networking Night
Worcester Polytechnic Institute Career Development Center, Amanda Dionne and Bailey Rand

Diversity and Inclusion Excellence Awards (Employer Finalists)
CH2M HILL, A Company Committed to Diversity and Inclusion
CH2M HILL, Kellie Nickovich, Kim Pattillo, and Shasti Trent

Developing Diverse Leaders of Tomorrow
Johnson & Johnson, Dia D. Harris

Recruiting Students with Disabilities
Exelon, Exelon Corporate Talent Acquisition Team and Exelon Diversity & Inclusion Office

Recruiting Excellence Awards – Large Employer (Finalists)
Campus Hire Social Engagement Strategy
ARAMARK, ARAMARK Campus Recruiting

Fidelity Investments as a Technology Employer
Fidelity Investments, Kim DiNicola, Grace Kiem, Conner O’Meara, and Elizabeth Shanley

KPMG Leadership Edge
KPMG LLP, Blane Ruschak, Kathleen Schaum, and Sean Treccia

Reengineering Candidate Evaluation and Job Placement Process
ARAMARK, ARAMARK Campus Recruiting

The “Rolls-Royce” Assessment Experience
Rolls-Royce North America, Andy Parsons

Thinking Outside the Box...Well, Actually All the Way Outside the Building
Ingalls Shipbuilding, Pauline Goff, Fred Howell, and Carlos Lett

Technology Excellence Awards – College (Finalists)
Humans of KU
University Career Center, University of Kansas, Katrina Zaremba

We Know Success: Where AU Grads Land Outcomes Website
American University, American University Graduate Outcomes Website Team, represented by Gihan Fernando, Executive Director, Career Center

“What’s Your Story?” – An Innovative Platform that Connects Students and Employers
University of Florida Career Resource Center, Dana McPherson and Heather White

Wisdom Wanted
Brandeis University, Hiatt Career Center, Andrea Dine and Alexandra Stephens

Technology Excellence Awards – Employer (Finalists)
Innovative Recruiting Method to Establishing and Maintain Valued Connections
CH2M HILL, Kellie Nickovich, Kim Pattillo, and Shasti Trent

LMI Campus “Rock Star Interview”
Liberty Mutual Insurance, Campus Recruiting

Macy’s, Inc. Virtual Recruitment Strategy
Macy’s, Inc., Evonne Brazell, Peter Koob, Justin Mahmud, Lindsey Nelsen, and Blake Witters

CEUs
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The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be preapproved for recertification credit.

Most conference presentations/sessions will be available for continuing education credits.
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American Institute of Certified Public Accountants ............... Booth 528
American Public University System .................................. Booth 411
American Student Assistance ........................................... Booth 431
Athlete Network ................................................................ Booth 209
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pymetrics ..............................................................Booth 412
RECSOLU...............................................................Booth 232
Reflect by GMAC..................................................Booth 223
Snagajob ...............................................................Booth 228
Southworth by Neenah Paper..............................Booth 510
TMP Worldwide....................................................Booth 404
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TuPath .................................................................Booth 218
uConnect ..............................................................Booth 514
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Universum Global................................................Booth 206
UrbanBound..........................................................Booth 328
Vault .................................................................Booth 332
VMock, Inc............................................................Booth 119
WCN .................................................................Booth 522
WePow ...............................................................Booth 216
Woofhound Compass..........................................Booth 129
Wynbi, Inc............................................................Booth 309

Prizes in the Expo Hall
(Marquis Ballroom)

Every visit to the hall is a chance for you to win!

Visit the Expo Hall each day to win fabulous prizes! Use the entry cards provided in your registration packet to enter!
NACE Areas

TECHbar  Booth 106

Sponsored by Macy’s, Inc.

Drop in and learn how to use apps that will make you more productive! The TECHbar also features “TechBytes”—the following special presentations on tech topics:

Tuesday, June 2
5 - 6 p.m. Apps to Boost Personal and Professional Productivity

Wednesday, June 3
7 – 8 a.m. Apps to Boost Personal and Professional Productivity
9:45 – 10:30 a.m. Learn to Tweet
2:45 – 3:30 p.m. Tips and Tricks to Get to Know Your Tablet

Thursday, June 4
7 – 8 a.m. Tips and Tricks to Get to Know Your Tablet
9:45 – 10:30 a.m. New Methods of Engaging and Empowering Your Presentations and Delivery

Headshot Lounge  Booth 116

Stop in and have a professional photo taken to use for your bio, social media profile, or NACE profile. (Brought to you by University Photo)

Recharging Lounge  Booth 100

Recharge yourself, your phone, and your other electronic devices! (Artwork brought to you by Gapingvoid)

Please see the NACE15 app for updates and changes to the schedule.
American Institute for Economic Research (AIER) **Booth 405**

www.aier.org • 413.528.1216

**Category:** Consulting/Research | **Audience:** Colleges and Employers

Want to know where college graduates in the United States are going to look for work and why? AIER’s Employment Destinations Index (EDI) ranks American cities by the economic and quality-of-life factors that matter most to college grads. See where your city ranks and why it is desirable to graduates.

American Institute of Certified Public Accountants **Booth 528**

ThisWayToCPA.com/DiverseCPAs • 919.402.2197

**Category:** Student Resource | **Audience:** Colleges

No matter the interest area, from start-ups to government agencies to celebrities, every moneymaker needs a C.P.A. We’re committed to partnering with colleges to identify and prepare diverse talent for the C.P.A. profession. Visit our booth and website today for free resources and discover the unlimited possibilities for your students.

American Public University System **Booth 411**

StudyATPU.com/Solutions • 571.358.3109

**Category:** Jobs/Candidates | **Audience:** Employers

At American Public University System, we recognize that talent development, retention, and succession planning play a critical role in organizational strategy and success. Our collaborative approach to education provides the critical support you need to help grow and retain top talent while also increasing employee job satisfaction and performance.

American Student Assistance **Booth 431**

www.asa.org • 800.999.9080

**Category:** Student Resource | **Audience:** Colleges

American Student Assistance® is a private nonprofit dedicated to helping people become confident, financially competent consumers. We have developed a powerful Responsible Borrower Program called SALT™. Working with 250+ schools nationwide, SALT provides the tools and resources student borrowers need, to help them borrow smart, borrow less, and repay well.

Athlete Network **Booth 209**

www.athletenetwork.com • 913.971.4110

**Category:** Jobs/Candidates | **Audience:** Employers

Athlete Network is an online community where athletes can fuel their lifestyle. Using a unique social algorithm, the network delivers hyper-relevant content, careers, and connections users want—based on their interests. Athlete Network 1.0 has 170,000+ members and partners with 500+ employers and recruiters to offer users relevant career opportunities.

Evaluation of the Reflect™ by GMAC Soft Skills Assessment

GMAC offers a Soft Skills Assessment that gives your students and employees a customized development plan in less than an hour.

- Evaluates 10 key competencies—like innovation, strategic vision, and collaboration—identified by more than 900 corporate recruiters as essential for success in the workplace.
- Self-guided design and virtual library of 200+ resources allow users to independently address strengths and weaknesses, relieving some of the pressure on your staff.
- Gives users a business vocabulary to discuss their strengths and weaknesses in a language that resonates with recruiters.

Visit Booth #223 to learn and win! Stop by for a mini-demo and a chance to enter our drawing!
Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

**Avature**
www.avature.net • 212.380.4160
Category: Technology Solutions | Audience: Employers
Built on the award-winning Avature Web 2.0 platform, Avature Campus & Events Solution is ideal for engaging/recruiting students and managing university relationships. It can be customized to fit your current proprietary campus programs, can be optimized while in use, has a mobile app, and supports advanced e-mail marketing and surveying.

**Big Frey Promotional Products**
www.BigFrey.com • 800.888.1636
Category: Advertising/Media/Publishing/Promotions | Audience: Colleges and Employers
We are a promotional product and corporate gift company with an expertise in helping organizations build their brands on campus. Most organizations have marketing departments that source items they think students want. We know what they want (and will hold onto), because we run focus groups and study this demographic.

**Bloomberg Institute**
www.bloomberginstitute.com • 212.318.2000
Category: Assessment Tools | Audience: Colleges and Employers
Bloomberg Institute is the educational division of Bloomberg L.P., a company at the heart of finance for 30+ years. We are revolutionizing finance recruiting and training with the same transparency, efficiency, and clarity we bring to data, analytics, and news through the Bloomberg Aptitude Test and Bloomberg Market Concepts.

**Brazen Careerist**
www.brazencareerist.com • 703.879.8029
Category: Technology Solutions | Audience: Colleges and Employers
Brazen powers real-time, online events for leading organizations around the world. Our interactive communication platform, Brazen Connect, is used by thousands of companies, universities, associations, and membership organizations for better recruiting, expanded networking, mentoring, and audience engagement.

**Bureau of Labor Statistics**
www.bls.gov/emp/ • 202.691.5700
Category: Student Resources | Audience: Colleges and Employers
The Bureau of Labor Statistics (BLS) is the government’s source for labor force and employment projections. It produces current occupational wage and employment data, career guidance information, and employment projections to 2022. Staff are available to answer questions and demonstrate how to navigate the BLS website.

**Buzzfile**
www.buzzfile.com • 212.913.9151
Category: Student Resources | Audience: Colleges
Buzzfile enables students and career services professionals to find and research thousands of potential employers for each major. With detailed information on 18 million companies, students can seek and network with virtually any employer. Career centers can add a customized version of Buzzfile to their site. Buzzfile is completely free.

**CPP, Inc.**
www.cpp.com • 800.624.1765
Category: Assessment Tools | Audience: Colleges and Employers
Effective career counseling begins with assessing your students’ interests and personalities. CPP’s world-renowned assessments—including the Myers-Briggs Type Indicator® (MBTI®) and the Strong Interest Inventory® assessments—provide time-tested and research-validated insights to help your students in their search for rich, fulfilling careers.

**CSO Research, Inc.**
www.csoresearch.com • 866.705.4201
Category: Technology Solutions | Audience: Colleges
CSO Research, Inc. helps launch the careers of the college-educated work force through technology that connects students with employers. Our career center automation software, the CSO System, is used by more than 900 college campuses. Our Outcomes Survey® career outcomes data collection software is used by more than 100 schools.

**CampusTap**
www.thecampustap.com • 617.240.1037
Category: Technology Solutions | Audience: Colleges and Employers
CampusTap is a private social platform for colleges, increasing student and alumni engagement and career success. Students are recommended for extracurricular activities, alumni, and jobs based on their field of study and personal interests while administrators gain insights on student trends, engagement, and career outcomes.

**Candid Career Videos**
www.candidcareer.com • 814.574.2882
Category: Student Resource | Audience: Colleges and Employers
We host career profiles and advice (5,000+ videos) to assist students with major/career exploration and the job search. Available online 24/7, videos cover job descriptions, personal experiences/advice, and getting hired. AlumNet features interviews with your alumni and includes networking capabilities. Company Profile Pages showcase your company via video to students.
Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

Career Fair Plus  
Booth 506  
www.careerfairplus.com • 321.549.7214  
Category: Student Resource | Audience: Colleges and Employers  
Career Fair Plus is a mobile app that gives students access to current career fair information, so they can prepare when and where they want. We have helped more than 150,000 students at 200+ fairs through better preparation and higher confidence. We make it easy to make students more successful.

Career Opportunities for Students with Disabilities (COSD)  
Booth 234  
www.cosdonline.org • 865.974.7148  
Category: Jobs/Candidates | Audience: Colleges and Employers  
COSD is a national association of 800+ higher education institutions and 650 employers focused on the career employment of college graduates with disabilities through an annual conference, regional student summits, corporate and higher education consulting, and a national job board that connects employers with students and recent graduates with disabilities.

CareerBuilder  
Booth 430  
www.careerbuilderforemployers.com • 773.527.3679  
Category: Jobs/Candidates | Audience: Colleges and Employers  
Recruiting is complicated. CareerBuilder makes it easy – by empowering you with the resources you need to find, hire, and keep the best people. From candidate sourcing solutions, to comprehensive workforce data, to software that streamlines recruiting tasks, our focus is always about making your recruitment strategy simple, fast, and effective.

Career Eco Virtual Events  
Booth 323  
www.careereco.com • 770.402.7520  
Category: Technology Solutions | Audience: Colleges and Employers  
CareerEco Virtual Events offers turnkey career fairs, employer-hosted recruiting events, grad school fairs, pre-fair meet-ups, and networking and student development events. Customizable, real-time events include interactive chatting, video broadcasting, and screen sharing. Our fully-managed solution encompasses branded marketing campaigns, unlimited technical support, data reporting, event-day management, and revenue sharing options.

Career Shift, LLC  
Booth 322  
www.careershift.com • 888.232.0632  
Category: Technology Solutions | Audience: Colleges and Employers  
CareerShift has continued to provide quality services to the members of NACE for more than seven years. Career centers, students, alumni, outplacement firms, and companies are all recognizing that CareerShift's proactive, easy-to-use, mobilized platform offers results. Stop by the CareerShift booth, we look forward to seeing you.

CareerSpots  
Booth 319  
www.careerspots.com • 610.325.3993  
Category: Student Resources | Audience: Colleges  
As an industry leader in online career advice videos at 250+ universities and colleges, CareerSpots offers a turnkey video solution to teach students the critical skills needed to land jobs and internships. Our proven metrics far outweigh the competition with more than two million video views achieved for our schools.

College Pro  
Booth 317  
http://collegepro.com • 800.327.2468  
Category: Jobs/Candidates | Audience: Colleges  
For more than 40 years, College Pro has been giving students and recent graduates real-life management experience by giving them the opportunity to run their own business for the spring and summer. College Pro is a franchise student development company with more than 350 student managers operating in 25 states.

College Recruiter  
Booth 424  
www.CollegeRecruiter.com • 952.848.2211  
Category: Jobs/Candidates | Audience: Colleges and Employers  
College Recruiter is the leading niche job board used by recent college graduates searching for entry-level jobs and students hunting for internships. Our clients are primarily Fortune 1,000 and federal government agencies who hire dozens, hundreds, or even thousands of grads and students each year.

College Recruitment Media, Inc.  
Booth 224  
www.crmpubs.com • 630.938.0200  
Category: Advertising/Media/Publishing/Promotions | Audience: Colleges and Employers  
College Recruitment Media, Inc. is an industry leader in the production of fully customized, campus-specific print and electronic career guides and event-specific career fair guides for campus career centers. For employers, we offer highly targeted recruitment advertising opportunities at many of the nation's top institutions.

CollegeNET  
Booth 325  
corp.collegenet.com • 503.973.5200  
Category: Technology Solutions | Audience: Colleges  
Innovation, efficiency, balance—accomplish more, consume less. CollegeNET improves efficiencies and communication for higher education with advanced web-based technologies that support admissions, class and event scheduling, space and resource management, course evaluation, accounts payable optimization, and alumni relations. Stop at our booth to learn more about our exceptional online services.
Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

**Colorado State University & CSU Ventures**
Booth 133
http://campuscareerinnovations.com/ • 970.491.5709

*Category: Student Resource | Audience: Colleges*

Colorado State University and CSU Ventures have created a unique partnership, the Campus Career Innovations Initiative. CSU’s career center develops simple and effective apps for CSU students. CSU Ventures licenses the apps to other career centers at a low cost. See what we’ve built, and help us build the next!

**Disney Campus Recruitment**
Booth 123
www.disneycampusprogram.com • 407.828.5702

*Category: Jobs/Candidates | Audience: Colleges*

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.

**Dream Careers Inc.**
Booth 135
www.summerinternships.com • 650.713.7842

*Category: Student Resource | Audience: Colleges*

For 15+ years Dream Careers has been a leader in academic internship programs, helping 15,000+ students across the United States. Dream Careers partners with universities worldwide to help universities expand their internship offerings, as we provide a structured program that helps students grow professionally and be more employable upon graduation.

**Evisors, Inc.**
Booth 225
www.evisors.com • 813.384.7677

*Category: Technology Solutions | Audience: Colleges*

Evisors is career advice on-demand and alumni mentoring made easy. Evisors offers meaningful alumni engagement, builds affinity for your university brand, and creates better career outcomes for job seekers by building custom online mentoring platforms and white-labelled career-related webinars.

**FirstJob.com**
Booth 416
www.firstjob.com • 877.679.0952

*Category: Advertising/Media/Publishing/Promotions | Audience: Colleges and Employers*

FirstJob isn’t just a job board or agency—we are your Millennial hiring partner. We implement sourcing strategies, both online and on campus, that are proven to provide you with higher quality college hires at a reduced time and cost. If you’re interested in learning more, stop by our booth.

**FOCUS 2**
Booth 222
www.focuscareer2.com • 603.526.8989

*Category: Assessment Tools | Audience: Colleges*

Customize FOCUS 2 Online Career and Education Planning products with majors at your college. A reliable decision-making model helps students select your college, choose majors/programs offered at your college, and explore occupations. Assessment results (interests/Holland Code, personality, values, skills, career-planning readiness) are matched to career options and your college’s majors/programs.

**Forte Foundation**
Booth 315
www.fortefoundation.org • 512.483.1737

*Category: Jobs/Candidates | Audience: Colleges*

Forté Foundation is a consortium of 35 corporations and 50 business schools whose mission is to launch women into fulfilling business careers through access to education, job opportunities, and a community of successful women. Member resources include 30 live events, 70 online seminars, and job center with 2,400+ job listings/year.

**Fullbridge**
Booth 109
www.fullbridge.com • 888.945.5505

*Category: Professional Skills | Audience: Colleges and Employers*

Fullbridge is the only solution that brings the benefits of executive coaching to new hires, emerging leaders, and college students—and radically transforms them into total 21st century professionals in a highly-scalable and cost-effective way.

**Geographic Solutions**
Booth 306
www.geogographicsolutions.com • 727.786.7955

*Category: Technology Solutions | Audience: Colleges and Employers*

Geographic Solutions provides software for state and local work force development agencies. Virtual work force solutions provide services to individuals, employers, providers, and staff. Solutions include UI benefits, WA, WP, TAA, and WTP case management, labor exchange, client tracking, job spidering, labor market analysis, individual fund tracking, and reemployment solutions.

**GiftedHire**
Booth 336
giftedhire.com • 847.341.2718

*Category: Jobs/Candidates | Audience: Employers*

GiftedHire connects top entry-level talent with great career opportunities. Through our partnerships with leading honor societies, we link employers to vetted, diverse college candidates. We also help campus career centers position their highest achievers for continued success, and enhance their collection of first-destination data.
<table>
<thead>
<tr>
<th><strong>EXHIBITORS</strong></th>
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<tbody>
<tr>
<td><strong>Thanks to these organizations for supporting the NACE Conference &amp; Expo by exhibiting.</strong></td>
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<tr>
<th><strong>GoinGlobal</strong></th>
<th><strong>Booth 318</strong></th>
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<tbody>
<tr>
<td><a href="http://www.goinglobal.com">www.goinglobal.com</a> • 251.342.9811</td>
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</tr>
<tr>
<td><strong>Category:</strong> Student Resource</td>
<td><strong>Audience:</strong> Colleges</td>
</tr>
<tr>
<td>GoinGlobal is a market leader in supporting the world’s leading academic institutions with expert-researched career and employment resources. The constantly updated database includes career guides for more than 90 locations, a proprietary H-1B visa search engine, corporate profiles, and more than 16 million job and internship listings.</td>
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<tr>
<th><strong>GradConnection</strong></th>
<th><strong>Booth 207</strong></th>
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<tbody>
<tr>
<td><a href="http://www.gradconnection.com">www.gradconnection.com</a> • 61.280.050.266</td>
<td></td>
</tr>
<tr>
<td><strong>Category:</strong> Global Resource, Jobs/Candidates</td>
<td><strong>Audience:</strong> Colleges</td>
</tr>
<tr>
<td>GradConnection Campus is a service for university careers services to provide a tailored and measurable service to your university’s international students. We source employment opportunities and match them to your students by their degree major and nationality.</td>
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</tbody>
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<tr>
<th><strong>Handshake</strong></th>
<th><strong>Booth 536</strong></th>
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<tbody>
<tr>
<td>joinhandshake.com • 855.507.4253</td>
<td></td>
</tr>
<tr>
<td><strong>Category:</strong> Technology Solutions</td>
<td><strong>Audience:</strong> Colleges and Employers</td>
</tr>
<tr>
<td>Handshake is a fully-featured, modern and mobile career services management platform that helps career centers manage appointments, job postings, mentorships, events, reporting, interview scheduling, and much more. Handshake also drives student engagement with an intuitive user experience and social features usable on any smartphone, tablet, or computer.</td>
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<tr>
<th><strong>HireCanvas</strong></th>
<th><strong>Booth 212</strong></th>
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<tbody>
<tr>
<td>hirecanvas.com • 203.524.0906</td>
<td></td>
</tr>
<tr>
<td><strong>Category:</strong> Technology Solutions</td>
<td><strong>Audience:</strong> Colleges and Employers</td>
</tr>
<tr>
<td>HireCanvas empowers recruiters to easily organize and leverage employee teams, saving time and creating a personal candidate experience. Easily push event schedules or resumes internally with one click, and capture student information and evaluate prospects in real-time at events and track candidate communications.</td>
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<tr>
<th><strong>IEEE Media Recruitment Services</strong></th>
<th><strong>Booth 327</strong></th>
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<tbody>
<tr>
<td><a href="http://www.ieee.org/jobs">www.ieee.org/jobs</a> • 212.419.7768</td>
<td></td>
</tr>
<tr>
<td><strong>Category:</strong> Jobs/Candidates</td>
<td><strong>Audience:</strong> Employers</td>
</tr>
<tr>
<td>IEEE Media Recruitment Services enables employers to find the most qualified candidates for their companies. Employers gain immediate access to more than 400,000 engineers, managers, and business leaders in the technology marketplace by combining print and electronic recruitment advertising opportunities in IEEE Spectrum, IEEE Job Site, and other IEEE publications.</td>
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<tr>
<th><strong>internhousing.com</strong></th>
<th><strong>Booth 237</strong></th>
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<tbody>
<tr>
<td><a href="http://www.internhousing.com">www.internhousing.com</a> • 877.989.0410</td>
<td></td>
</tr>
<tr>
<td><strong>Category:</strong> Student Resource</td>
<td><strong>Audience:</strong> Colleges and Employers</td>
</tr>
<tr>
<td>The internhousing.com solution is a password-protected environment designed to provide your intern or co-op employee every possible housing option that exists in the area where he or she will be working.</td>
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<tr>
<th><strong>InternshipDesk</strong></th>
<th><strong>Booth 217</strong></th>
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<tbody>
<tr>
<td><a href="http://www.InternshipDesk.com">www.InternshipDesk.com</a> • 312.626.2306</td>
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<tr>
<td><strong>Category:</strong> Global Resources</td>
<td><strong>Audience:</strong> Colleges</td>
</tr>
<tr>
<td>InternshipDesk is a leader in connecting international students to internships and OPT jobs throughout the United States. Students are required to authorize CPT/OPT or be on a J1 “work eligible” program.</td>
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<tr>
<th><strong>InterviewStream, Inc.</strong></th>
<th><strong>Booth 414</strong></th>
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<tbody>
<tr>
<td><a href="http://www.interviewstream.com">www.interviewstream.com</a> • 254.313.1870</td>
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<tr>
<td><strong>Category:</strong> Technology Solutions</td>
<td><strong>Audience:</strong> Colleges and Employers</td>
</tr>
<tr>
<td>InterviewStream’s goal is to make the journey from student to job seeker to top performer easier with video technology. We strive to help job seekers tell their stories through video to land their dream jobs. We also help talent acquisition professionals preserve their personal touch in recruiting and engaging qualified candidates.</td>
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<tr>
<th><strong>JIST Career Solutions</strong></th>
<th><strong>Booth 313</strong></th>
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<tbody>
<tr>
<td><a href="http://www.JIST.com">www.JIST.com</a> • 800.328.1452</td>
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</tr>
<tr>
<td><strong>Category:</strong> Assessment Tools</td>
<td><strong>Audience:</strong> Colleges</td>
</tr>
<tr>
<td>Check out JIST Career Solutions for print and digital resources on job seeking, professionalism, soft skills, career exploration, and college success. While visiting our booth, you’ll receive sample resources to try with your students, as well as a promo code for 20 percent off your next JIST.com order.</td>
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<tr>
<th><strong>JayminSpeaks.com</strong></th>
<th><strong>Booth 334</strong></th>
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<tbody>
<tr>
<td><a href="http://www.jayminspeaks.com">www.jayminspeaks.com</a> • 724.971.9811</td>
<td></td>
</tr>
<tr>
<td><strong>Category:</strong> Student Resource</td>
<td><strong>Audience:</strong> Colleges</td>
</tr>
<tr>
<td>Jaymin is a top-rated speaker and author of seven books, and has delivered 100+ workshops to colleges and universities across the country and internationally, helping thousands of students network and interview like rock stars. Jaymin has designed career curriculums and serves as a career coach at many U.S. universities.</td>
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*Note: The above text includes hyperlinks to websites and contact information for the organizations.*
Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

### Koru
**Website:** [www.joinkoru.com](http://www.joinkoru.com) • **Phone:** 206.321.0555

**Category:** Jobs/Candidates  |  **Audience:** Colleges and Employers

Koru is transforming the college-to-career landscape with an immersive experience designed to make recent graduates workplace-ready and place them inside high-growth organizations. Koru runs programs with 45+ employer partners and gives students the skills, experience, and connections to get hired. Koru partners with 20+ colleges, including Williams, Georgetown, and Occidental.

### LookSharp
**Website:** [www.Looksharp.com](http://www.Looksharp.com) • **Phone:** 415.722.0758

**Category:** Jobs/Candidates  |  **Audience:** Colleges and Employers

Looksharp is one of the world’s largest jobs marketplace for college students and new graduates.

### MBA Focus
**Website:** [www.mbafocus.com](http://www.mbafocus.com) • **Phone:** 614.791.9000

**Category:** Technology Solutions  |  **Audience:** Colleges and Employers

We are a market leader in b-school and diversity conference recruitment technology, connecting leading employers year-round with students and alumni from the world’s top-ranked graduate business schools and professional associations. Our exclusive partnerships, combined with industry-leading recruiting products, make us the #1 choice of companies seeking vetted business leadership talent.

### Montage
**Website:** [www.montagetalent.com](http://www.montagetalent.com) • **Phone:** 877.451.1695

**Category:** Technology Solutions  |  **Audience:** Colleges and Employers

When it comes to next-generation technology, experience matters. Montage offers the most mature video interviewing solution available, purpose-built to transform the hiring experience one smile at a time. Proven leadership, clear vision, enterprise-strength technology, and superior experience make us the solution of choice for large companies pursuing a hiring advantage.

### Mountbatten Institute
**Website:** [mountbatten.org](http://mountbatten.org) • **Phone:** 212.557.5380

**Category:** Jobs/Candidates  |  **Audience:** Colleges and Employers

Mountbatten Institute provides an opportunity for university graduates to live, work, and study in London for 12 months. Each year, 150+ trainees work in corporate internships with multinational companies and pursue a master’s degree in entrepreneurial leadership in global business or an M.B.A. or postgraduate certificate in international business practice.

Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

### Mounza
**Website:** [www.mounza.com](http://www.mounza.com) • **Phone:** 510.673.8407

**Category:** Technology Solutions  |  **Audience:** Colleges and Employers

Mounza is a free mobile-first solution for career centers and students to discover and track career events and jobs on campus. Mounza is now live at more than 12 universities nationwide, including small, medium, and large universities.

### Multi-Health Systems (MHS)
**Website:** [www.mhs.com/TAP](http://www.mhs.com/TAP) • **Phone:** 800.268.6011

**Category:** Assessment Tools  |  **Audience:** Colleges and Employers

A leading publisher of scientifically validated assessments for more than 30 years, Multi-Health Systems was the first to publish a commercial assessment for emotional intelligence. MHS serves clients in educational, clinical, talent management, and public safety settings.

### MyNetwork
**Website:** [www.valorapp.com](http://www.valorapp.com) • **Phone:** 484.553.4953

**Category:** Student Resource  |  **Audience:** Colleges

Making new professional connections is hard, especially for college students with little experience. The Valor app makes it easy for students and alumni to connect based on professional compatibility.

### Mytasca
**Website:** [www.mytasca.com](http://www.mytasca.com) • **Phone:** 952.697.2000

**Category:** Technology Solutions  |  **Audience:** Colleges and Employers

Mytasca is the only recruiter resource with centralized gender and diversity data for every degree at every U.S. college and university, while also providing career center information and contact info for other key campus departments. Employers who subscribe spend more than 70 percent less time researching, while gaining objective decision-making.

### National Retail Federation (NRF)
**Website:** [nrf.com/who-we-are/nrf-foundation](http://nrf.com/who-we-are/nrf-foundation) • **Phone:** 202.626.8182

**Category:** Student Resource  |  **Audience:** Colleges and Employers

The NRF Foundation shapes retail’s future by building awareness through statistics and success stories; developing the next generation of retail leaders, innovators, and entrepreneurs through education, experiences, and scholarships; and fostering career growth among current retail employees. The NRF Foundation is the 501(c)(3) arm of the National Retail Federation.
Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

Onward  |  Booth 307
---|---
**www.go-onward.co**  •  **424.354.3633**
**Category:** Jobs/Candidates  |  **Audience:** Colleges and Employers
Onward offers step-by-step guidance to students in their career search and planning. From exploration of available career paths to connecting them to alumni and mentors, we aim to break this often intimidating process down to bite-sized steps and walk with them every step of the way.

OptimalResume  |  Booth 504
---|---
**www.optimalresume.com**  •  **877.998.7654**
**Category:** Technology Solutions  |  **Audience:** Colleges
OptimalResume offers an award-winning suite of on-demand products to assist job seekers with resumes and letters, interview preparation, portfolios, professional websites, video resumes, and more. Developer APIs are available. Are you an innovator? Want to demonstrate technology leadership? Ask about InterviewUp™, our new interview success platform coming this summer.

Passport Career  |  Booth 310
---|---
**www.PassportCareer.com**  •  **703.608.4433**
**Category:** Global Resources  |  **Audience:** Colleges
Passport Career is an online global career system supporting students/alumni seeking jobs/internships in their home country or abroad. Locations include 250+ employers in 80+ countries. We have 15,000+ pages of expert content, including H-1B employers, country-specific resumes/interviews, local employers, networking contacts and local strategies, jobs/internships, job-search culture, and more.

PathSource  |  Booth 214
---|---
**www.PathSource.com**  •  **650.231.2688**
**Category:** Student Resource  |  **Audience:** Colleges
PathSource offers a free best-in-class career exploration website and mobile apps for college students. Get thousands of informational interviews on video, salary and career assessments, major selection tools, and more at no cost. PathSource is used by America’s top colleges. Download the PathSource app now to check us out.

PayScale  |  Booth 211
---|---
**www.payscale.com**  •  **206.576.5072**
**Category:** Consulting/Research  |  **Audience:** Colleges
PayScale.com is the world’s largest compensation database and a thought leader in the career and salary negotiation space. We offer college career centers free research resources to help students and alumni make smarter career decisions. We partner with schools to help evaluate alumni outcomes with our free Alumni Analytics service.

Peace Corps  |  Booth 316
---|---
**www.peacecorps.gov**  •  **855.855.1961**
**Category:** Global Resources  |  **Audience:** Colleges and Employers
As the preeminent international service organization of the United States, the Peace Corps sends Americans abroad to tackle the most pressing needs of people around the world. Peace Corps Volunteers work at the grassroots level toward sustainable change—at the same time becoming global citizens and serving their country.

ProSky  |  Booth 407
---|---
**www.prosky.co**  •  **650.427.9087**
**Category:** Jobs/Candidates  |  **Audience:** Colleges and Employers
ProSky is the new measure for training and recruiting. With influential industry professionals and companies, we train higher-education students in high-demand job skills. Trainees get to practice these skills on hands-on projects for real companies, who in turn use the project platform to evaluate potential job candidates and hire them.

Proximity Networks, LLC  |  Booth 137
---|---
**http://proximitycareers.com**  •  **619.985.9564**
**Category:** Technology Solutions  |  **Audience:** Colleges and Employers
“Proximity Careers” is a smartphone application connecting students to the “right” recruiters at career fairs. Recruiters don’t want to spend time talking to students who don’t right their organization and students have little time to research the recruiters attending. Our app has shown increased student and recruiter career fair participation.

Purple Briefcase, Inc.  |  Booth 314
---|---
**www.purplebriefcase.com**  •  **585.678.9395**
**Category:** Technology Solutions  |  **Audience:** Colleges and Employers
Purple Briefcases is an end-to-end career services management tool. We incorporate all the tools you need into an easy-to-navigate and mobile experience that your students will love.

Purposely  |  Booth 236
---|---
**http://www.purposely.com**  •  **800.609.7374**
**Category:** Technology Solutions  |  **Audience:** Colleges
At Purposely, we are passionate about creating pathways for students to help them land their career of choice. Our goal is to give students the training they need to translate their academic journey into a life and job of purpose.
Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

**pymetrics**

www.pymetrics.com • 832.573.3751

*Category: Technology Solutions | Audience: Colleges and Employers*

pymetrics is a neuroscience-based recruiting platform that matches candidates with compatible careers using a set of 12 quick and fun games that assess cognitive and emotional traits. Think LinkedIn meets OkCupid!

**RECSOLU**

https://www.recsolu.com • 312.624.8294

*Category: Technology Solutions | Audience: Colleges and Employers*

RECSOLU is a leading web and mobile recruitment software, services, and consulting company based in downtown Chicago. Our clients include many FORTUNE 250 companies and large government organizations who use our technology and services to manage recruiting processes to source and hire talent globally.

**Reflect by GMAC**

www.gmac.com • 703.668.9600

*Category: Assessment Tools | Audience: Colleges and Employers*

Reflect™ Self-Assessment and Development Tool helps students and professionals understand how they approach challenges, solve problems, and interact with others. Reflect evaluates 10 critical soft skills identified by admissions directors, recruiters, and executives. Users receive a personalized report containing actionable tips and learning resources to reinforce and improve these skills.

**Snagajob**

www.snagajob.com • 804.521.6217

*Category: Jobs/Candidates | Audience: Colleges*

Snagajob is America’s #1 spot for hourly workers, connecting workers with hourly jobs and employers with hourly workers. With 60+ million registered job seekers, Snagajob has been serving hourly job seekers and their employers since 2000. We have 300,000+ jobs nationwide in industries such as restaurant, retail, hospitality, and healthcare.

**Southworth by Neenah Paper**

www.landthejob.com • 404.358.0077

*Category: Student Resource | Audience: Colleges*

Trying to land the job is a full-time job, from tweaking your résumé to networking, attending career fairs, and preparing for interviews. Through it all, you need to tell the story of you. How you share that story matters. “Land the Job” is the source to help develop your story.

**TMP Worldwide**

Tmp.com • 646.613.2000

*Category: Advertising/Media/Publishing/Promotions | Audience: Employers*

TMP is a global innovator in talent acquisition, leveraging software, strategy, and creative to develop, deploy, and measure our clients’ employer brands across all platforms. Our digital technology revolutionizes the way people explore career opportunities and companies cultivate talent, thus transforming the way companies and candidates connect.

**Transportation Security Administration (TSA/DHS)**

tsajobs.tsa.dhs.gov/tsajobs/

*Category: Jobs/Candidates | Audience: Colleges and Employers*

Our 60,000 security officers, inspectors, directors, air marshals, and managers protect U.S. transportation systems so you and your family can travel safely. We look for bombs at checkpoints in airports, we inspect rail cars, we patrol subways with law enforcement partners, and we work to make all modes of transportation safe.

**TuaPath**

www.tuapath.com • 855.662.6338

*Category: Technology Solutions | Audience: Colleges and Employers*

TuaPath is a student success technology that engages students as individuals, guiding them through customizable career learning objectives online, enabling rich counseling discussions, extending the reach of the career office, while gathering unique data to help tell your career center’s story. TuaPath is your path to reach new heights.

**uConnect**

www.gouconnect.com • 781.588.5907

*Category: Technology Solutions | Audience: Colleges and Employers*

uConnect is changing the way university career services professionals manage and promote their career services—solving the underconsumption of career programming on college campuses. uConnect has created a suite of comprehensive tools that combines rich content management, marketing automation, and recruiting tools designed to keep students engaged in career programming.

**University Photo**

www.careerprofilepics.com • 866.381.3031

*Category: Advertising/Media/Publishing/Promotions | Audience: Colleges*

Beyond a resume and interview, an applicant’s online presence can be a factor in hiring decisions. University Photo helps graduating seniors create a professional appearance on LinkedIn (and other social media sites) by providing gorgeous, affordable headshots in conjunction with your institution’s career fair events.
Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

**Universum Global** | Booth 206
---
http://universumglobal.com • 917.793.0377

*Category: Consulting/Research | Audience: Colleges and Employers*

Each year, the Universum Ideal Employers Survey is delivered to millions of students, graduates, and professionals. Our unique multi-year data allows businesses to review past preference trends and project them to future opportunities. Our bigger, better data gives our client partners an advantage when building talent attraction and retention strategies.

**UrbanBound** | Booth 328
---
www.urbanbound.com • 312.994.2004

*Category: Technology Solutions | Audience: Employers*

UrbanBound is a web-based platform that helps companies offer a relocation experience to their newly hired and transferring employees. With our online tools, employees plan and organize their relocation while being connected to vendors who offer preferred pricing. Our breakthrough approach has changed the way companies relocate employees forever.

**Vault.com** | Booth 332
---
www.Vault.com • 212.366.4212

*Category: Student Resource | Audience: Colleges and Employers*

Vault is an indispensable career resource for students and an essential recruitment platform for employers. Our exclusive rankings, reviews, profiles, and career advice offer candidates the insight needed to connect with employers and secure internships and jobs. Vault's campus platform offers thousands of students unlimited access to this critical research.

**VMock Inc.** | Booth 119
---
us.vmock.com • 847.656.3400

*Category: Jobs/Candidates | Audience: Colleges*

VMock is a career preparation and guidance platform for students and early-career professionals. Leading schools and universities use VMock to help students and alumni improve their resumes and target specific careers. VMock founders are graduates of Northwestern University’s Kellogg School of Management and University of Chicago Booth School of Business.

**WCN** | Booth 522
---
wcncampus.com • 212.686.7733

*Category: Technology Solutions | Audience: Employers*

Built by campus recruiters for campus recruiters, WCN is a leading global provider of campus recruiting solutions to Fortune 500 companies, including Goldman Sachs, NATO, and BlackRock. Designed for the seasonally intense campus recruiting process, our technology and support team includes ATS, CRM, Events, Interviews, Onboarding, Internship management, and Analytics.

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Thanks to these organizations for supporting the NACE Conference & Expo by exhibiting.

**WePow** | Booth 216
---
www.wepow.com • 650.980.6670

*Category: Technology Solutions | Audience: Employers*

WePow partners with organizations of all sizes to help reduce their cost and time to hire. Our customized video interviewing platform boosts the productivity of your recruitment team, fosters collaboration with managers, and produces a consistent and comfortable candidate experience. We help create a simple framework for better hiring decisions.

**Woofound Compass** | Booth 129
---
http://woofound.com • 443.622.9537

*Category: Assessment Tools | Audience: Colleges and Employers*

Woofound Compass is a transformational personality assessment that recommends career paths based on personality and preference data. Find out the uniqueness of Woofound Compass.

**Wynbi, Inc.** | Booth 309
---
www.wynbi.com • 801.258.1554

*Category: Technology Solutions | Audience: Colleges*

Wynbi is an ad-free social network with a unique focus on career development in the higher education market. Wynbi brings together your students, alumni and corporate partners to maximize career development and job opportunities. Our Career Services product is free for colleges, students, and alumni.

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**Leadership in Career Services: VOICES FROM THE FIELD**

featuring insights and advice from more than 20 leaders in the profession

https://www.createspace.com/3943467

Proceeds benefit the NACE Foundation
<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<td><strong>July 2015</strong></td>
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<tr>
<td>12 – 17</td>
<td>Management Leadership Institute, San Antonio, TX (Sold Out)</td>
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<tr>
<td>22</td>
<td>Helping Students Articulate the Value of a Liberal Arts Education (Webinar)</td>
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<tr>
<td>24</td>
<td>Career Services Roundtable, Northwestern University, Evanston, IL</td>
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<tr>
<td>27 – 28</td>
<td>Career Coaching Intensive, Denver, CO</td>
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<td><strong>August 2015</strong></td>
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<td>4 – 6</td>
<td>Coaching for Businesses &amp; Organizations (Webinar Series)</td>
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<tr>
<td>7</td>
<td>Advocacy Roundtable, El Segundo, CA</td>
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<td>11</td>
<td>Telling the Story Behind First-Destination Data (Webinar)</td>
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<td>13</td>
<td>Employer Branding Is Dead (Webinar)</td>
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<td>14</td>
<td>University Relations &amp; Recruiting Roundtable, Linde Group, Murray Hill, NJ</td>
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<td>19</td>
<td>Professionalism Essentials for Students (Webinar)</td>
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<tr>
<td>21</td>
<td>Career Services Roundtable, Rutgers University, New Brunswick, NJ</td>
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<td><strong>September 2015</strong></td>
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<td>3</td>
<td>Student-Athlete Career Programs (Webinar)</td>
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<td>9 – 11</td>
<td>Assessments for Coaching Intensive, Fenton, MO (Workshop)</td>
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<td>18</td>
<td>University Relations &amp; Recruiting Roundtable, True Partners Consulting LLC, Chicago, IL</td>
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<td>25</td>
<td>Assessing the University Relations &amp; Recruiting Function, Waltham, MA (Workshop)</td>
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<tr>
<td>29 – Oct. 1</td>
<td>Ethical &amp; Professional Practice in Coaching (Webinar Series)</td>
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<tr>
<td><strong>October 2015</strong></td>
<td></td>
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<tr>
<td>14</td>
<td>Strategies for Hosting a Reverse Career Fair (Webinar)</td>
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<tr>
<td><strong>November 2015</strong></td>
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<tr>
<td>2 – 3</td>
<td>Career Coaching Intensive, Chicago, IL</td>
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<tr>
<td>11</td>
<td>A Multidimensional Approach to Employer Relations (Webinar)</td>
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<tr>
<td>13</td>
<td>Career Services Roundtable, Menlo College, Atherton, CA</td>
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<tr>
<td>13</td>
<td>University Relations &amp; Recruiting Roundtable, BP America, Inc., Houston, TX</td>
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<tr>
<td><strong>December 2015</strong></td>
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<tr>
<td>2</td>
<td>Developing the Industry-Centric Career Cluster Model (Webinar)</td>
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<tr>
<td>8</td>
<td>I Have the Data: Now What? (Webinar)</td>
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<tr>
<td>15</td>
<td>Building Connections With Alumni (Webinar)</td>
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<td><strong>January 2016</strong></td>
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<tr>
<td>11 – 12</td>
<td>Career Coaching Intensive, Atlanta, GA</td>
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<tr>
<td>13</td>
<td>Bridging the Gap: An Alumni Model (Webinar)</td>
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<tr>
<td>15</td>
<td>University Relations &amp; Recruiting Roundtable, Southern Wine &amp; Spirits of Southern California, Union City, CA</td>
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<td><strong>February 2016</strong></td>
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<tr>
<td>9 – 11</td>
<td>Orientation to Coaching (Webinar Series)</td>
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<tr>
<td>12</td>
<td>Advocacy Roundtable, Wayne, NJ</td>
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<tr>
<td>17</td>
<td>Leveraging Education Abroad for Employability (Webinar)</td>
</tr>
<tr>
<td>19</td>
<td>Career Services Roundtable, University of Illinois, Chicago, IL</td>
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</tbody>
</table>
### CALENDAR OF EVENTS

**March 2016**
- 11 University Relations & Recruiting Roundtable, The MITRE Company, Bedford, MA
- 30 Intern Self-Advocacy (Webinar)

**April 2016**
- 8 University Relations & Recruiting Roundtable, Red Hat, Raleigh, NC
- 19 Sell Internships—Especially to Technical Students (Webinar)
- 29 Career Services Roundtable, Texas A&M, College Station, TX

**May 2016**
- 2 – 3 Career Coaching Intensive, Cromwell, CT

**June 2016**
- 7 – 10 NACE 2016 Conference & Expo, Chicago, IL

**July 2016**
- 11 – 15 Management Leadership Institute, St. Louis, MO

[www.naceweb.org/events/index.aspx](http://www.naceweb.org/events/index.aspx)

*Schedule is subject to change.*

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*Coming Spring 2016*

**Washington, DC Area**

[Featuring:](#)

- NACE First-Destination Survey Results: What the Data Mean for Colleges and Employers
- Immigration Update
- Veteran Recruitment
- Impact of Marijuana Legalization for Colleges and Employers
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June 7 – 10, 2016

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