

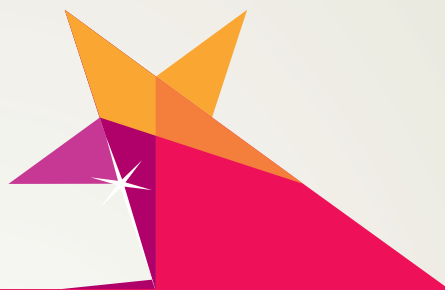


# AWARDS PROGRAM

Winners, Honorable  
Mentions and Finalists

# 2020 NACE AWARDS

**Winners, Finalists,  
and Honorable Mentions**



## **Career Service Excellence Award | Small College Winner**

### **Integrated Career Services: Adopting a Career Framework**

*Hiatt Career Center, Brandeis University: Jon Schlesinger and the Hiatt Career Center Team*

The Hiatt Career Center team adopted a holistic career framework supported by scholarship, research, and practice in the field of career development to better equip students to be successful members of a changing workforce. The Chaos Theory of Careers framework teaches flexible planning and decision making and addresses the uncertainty a fluid employment sector generates. In aligning the mission, programming, marketing, and assessment around a career framework, the office increased campus-wide awareness, understanding, and engagement with career services.

## **Career Service Excellence Award | Small College Honorable Mention**

### **The Rollins College Center for Career & Life Planning:**

#### **Transformative Career Preparation**

*Rollins College Center for Career & Life Planning: Liz Bernstein, Cassie Burns, Tiffany Cheatham, Denise Cordova, Tami Diebel, Zohra Fazal, Allisa Gilliean-Crump, Denisa Metko, Norah Perez, Tricia Zelaya-Leon*

Comprised of the Office of Career Development and the Office of Experiential Learning, the Center for Career & Life Planning has been exemplary in its work to support the Rollins College mission of preparing students for meaningful lives and productive careers. Whether through personal connections with students and alumni to provide them with direct connections to employers and hiring managers, through innovative alumni mentorship programs, or through close partnerships with faculty members, the Career Center has been nimble, creative, and intentional with its efforts to bring career discernment and exploration to the foreground of the College community at large. The Center is filled with subject-matter experts and thought leaders who have paved the way for the College's strategic plan focused on enhancing postgraduate success. Although Rollins College did not win the overall award for this category, it undoubtedly deserves an Honorable Mention, because its efforts are more than honorable; they are commendable, noble, and vital to the Rollins community, now more than ever.

## Career Service Excellence Award | Large College Winner

### Alumni-In-Residence

*University of Pittsburgh: Cheryl Finlay, Sharon Mickens*

The University of Pittsburgh's Career Center has long recognized the invaluable role alumni play in supporting students' professional growth. However, faced with the challenge of creating innovative ways to engage alumni apart from traditional networking events, and desiring to see more meaningful connections beyond the exchange of business cards, the Career Center developed the Alumni-In-Residence (AIR) Program, which affords alumni the opportunity to support students' career readiness on a deeper level through year-long engagement with the Career Center. Alumni are recruited through partnerships with the university's Alumni Association and academic departments, and hold distinguished positions within their companies, organizations, or institutions—from CEOs of startups, C-suite executives of Fortune 500 companies, to directors of nonprofit organizations, sole proprietors, faculty, consultants, and retired executives. Members receive a half-day training on the Career Center's core services, resources, and the NACE Career Readiness Competencies, and commit to fulfilling eight hours per academic year by serving as industry panel experts, facilitating on-campus or virtual workshops, and providing one-on-one career coaching, which may include resume reviews, mock interviews, and career consultations.

## Career Service Excellence Award | Large College Honorable Mentions

### Mastering the Art of Networking: A Career Conference & Etiquette Dinner

*Career Exploration and Success, Rutgers University-New Brunswick: William Jones, Kaitlyn Weiss*

Nearly 200 students participated in an immersive six-hour experience that empowered them to overcome their initial fears of networking. The event included a dynamic keynote session and three interactive breakout sessions:

- The Art of Improv: Mastering Small Talk Through Improv
- The Art of Working a Room: An Interactive Networking Clinic
- The Art of Your Online Branding: LinkedIn Learning Labs and Professional Headshots

The conference earned a +70 Net Promoter Score, which is considered "world-class," according to QuestionPro.com.

## **International Student Career Conference**

*University of California, Berkeley–Career Center: Jing Han*

The UC Berkeley Career Center created an annual, half-day International Student Career Conference. Now in its fourth year, this event combines counselor-generated programming and presentations by recent alumni designed to complement the NACE Career Readiness Competencies and provides international students with customized tools, information, and advice that boost their confidence and ability to successfully pursue postgraduation opportunities in the United States.

## **The Ready 7 and Mobile OPCD: Driving 100% Student Engagement and Success**

*Wake Forest University Office of Personal and Career Development: Career Education and Coaching, Employer Relations, Market Readiness and Employment, and Operations Teams*

The Wake Forest University Office of Personal and Career Development (OPCD) has created the Ready 7 career development model with the vision of having 100% of Wake Forest students be “career and life ready” as they graduate. In addition to this career development model, the OPCD has implemented a “Mobile OPCD” delivery model to proactively engage every Wake Forest student and has begun incorporating the Ready 7 model in credit-bearing career classes, educational workshops, discussions with parents and other stakeholders, and all career development discussions with students.

## **Diversity, Equity, and Inclusion Excellence Award | College Winner**

### **Connect and Learn Meet-up (CALM)**

*West Chester University - Twardowski Career Development Center and Dub-C Autism Program: Amanda Machonis, Cherie Fishbaugh, Phyllis Schoen, Lynn Hewitt*

More employers are evolving hiring practices to allow individuals with autism and other disabilities to best showcase their experience and skills throughout the interview and hiring process. However, the ways in which students with autism and other disabilities are expected to connect with employers has remained static on many college campuses. The CALM event (Connect and Learn Meet-up) was designed for students with disabilities, including students in our Dub-C Autism Program (D-CAP), to provide an intentionally designed space where students could more comfortably and confidently connect with employers to practice professional networking, discuss job and internship opportunities, and engage in conversations around workplace culture and industry insights.

## Diversity, Equity, and Inclusion Excellence Award | College Honorable Mentions

### **AccessAbility Careers Hub**

*Swinburne University: David Eckstein, Edward Osano*

The AccessAbility Careers Hub provides targeted careers education using a constructivist model to support students living with a disability to develop their professional identity, manage their own careers, and find meaningful work. The program's success is due to its positive collaborative efforts with a broad range of stakeholders.

### **The NYU International Student Success Initiative**

*NYU Wasserman Center for Career Development: Gracy Sarkissian, Genevieve Boron, Joanne Garce, Rebecca Salk, Yaniv Kleinman, Kelly Graham, Beth Bernhardt*

International students comprise nearly 30% of the overall student body at NYU. In order to address their unique needs and support their employment outcomes, the Wasserman Center led a multifaceted, university-wide initiative to enhance career readiness. The Wasserman Center collaborated with employers and campus stakeholders to offer targeted coaching and interactive programming at accessible locations across campus, train a network of faculty and administrators to have career development conversations with students, and launch a global employer engagement campaign to increase employment opportunities outside the United States.

## Diversity, Equity, and Inclusion Excellence Award | Employer Winner

### **Shaping the Future of STEM**

*Abbott Talent Acquisition: Corlis Murray, Vildan Kehr, Cora Buckner, Bryan Quick, Lynn Schroetter*

Since 2012, Abbott has offered a high school STEM internship program to students from diverse backgrounds, exposing them to science, technology, engineering, and math. In 2019, Abbott decided to address the students whom they were unable to hire, by creating the "Shaping the Future of STEM" blueprint, a scalable plan that is shared with other companies to create their own high school STEM internship programs.

## Diversity, Equity, and Inclusion Excellence Award | Employer Honorable Mentions

### Students on the Autism Spectrum and Students With Disabilities

*PPL Corporation: Brian Case, Kristine Maciolek Small*

PPL launched a “Day-in-the-Life” career initiative that provides an opportunity for college students with autism spectrum disorder and students with disabilities to learn about jobs and interact with employees in a safe environment. To launch the project, PPL partnered with local universities and colleges that already provide enhanced support services to students on the autism spectrum. Before bringing in the students, PPL partnered with Via of the Lehigh Valley, a nonprofit agency that provides services for children and adults with disabilities like autism, to provide autism awareness training for anyone who planned to be involved. PPL included its REACH Business Resource Group for differently-abled employees to assist in executing the day-long event resulting in a full-time hire.

### KPMG Passport 2 Success Program

*KPMG: Ayanna Wilcher, Tehnyia Stewart*

KPMG Passport 2 Success is a multifaceted program designed exclusively for community college students who are transferring to a four-year institution and are interested in a career in public accounting and /or professional services. Our partnership with the University of Maryland included a series of cofacilitated workshops and resources designed to improve the overall transition success rate for these students.

## Recruiting Excellence Award | Employer Winner

### 2019 Women in Technology Summit

*Liberty Mutual Insurance: Kayla Wheaton*

This immersive, three-day event hosted at Liberty Mutual headquarters in Boston was designed to bring freshmen and sophomore female college students together to empower, motivate, and support them as they pursue technical careers. Attendees had the opportunity to participate in personal and professional workshops and activities, as well as learn more about Liberty Mutual’s TechStart Internship Program.

## Recruiting Excellence Award | Employer Honorable Mentions

### University Day: A Look Under the Hood of Uber Advanced Technologies Group

*Uber ATG: Amanda Azzarelli, Frits Bigham, Shelby Ikeda, Julie Filonuk, Carissa Contestabile, Angie Luo, Renee Davis*

Uber ATG hosted University Day in November 2019 to create an opportunity for a diverse group of students to connect with the company’s mission and culture. Students from across the United States were invited to spend a full day at the Pittsburgh office to preview the employee experience, interact with the self-driving technology, and interview for a summer internship. Through University Day, Uber ATG formed connections with 31 students from a wide variety of universities across the country, and six of the attendees will join Uber’s summer 2020 intern class.

## **Johnson & Johnson's Co-op and Intern Onboarding Process**

*Johnson & Johnson: Damon Albano, Maren Berge, Jamil Price, Marshella Pounds, North America University Recruiting Team*

Every year, Johnson & Johnson hires more than 1,500 co-ops and interns to join its organization and immerse themselves in real work and projects that can help change the trajectory of health for humanity. To better assimilate these new colleagues to the Johnson & Johnson culture and have them hit the ground running in their roles, the firm designed a two-part onboarding process that includes a virtual Backpack-to-Briefcase onboarding session and a digital Co-op & Intern Welcome Guide. This process allows co-ops and interns to feel more confident as they start their experience with Johnson & Johnson. Providing them with a strong understanding of the company culture and knowledge of how to succeed will not only enrich their current experience but will also create advocates of them for future career opportunities at Johnson & Johnson.

## **Technology Excellence Award | College Winner**

### **Middlebury's Experiential Learning Lifecycle**

*Middlebury College: Dana Anderson, Netta Avineri, Pam Berenbaum, Sonja Burrows, Nicole Chance, Lisa Gates, Jason Duquette-Hoffman, Cheryl Whitney Lower, Amy McGlashan, Kristen Mullins, Ursula Olender, Catherine Pierattini, Charlotte Tate, Jessica Teets*

The Experiential Learning Lifecycle at Middlebury College provides a hub for students to prepare for and engage in experiential learning, including internships, research, service-learning, or self-directed projects. It supports students' growth and learning, encourages reflection and processing of experience, and supports integration of learning into academic life and future plans. A team of faculty and staff from Middlebury's undergraduate and graduate campuses, Middlebury's Experiential Learning Centers (Center for Careers and Internships, Center for Community Engagement, and Innovation Hub), and the Office of Digital Learning and Inquiry designed the online learning space for peer-to-peer connection and processing the learning.

## **Technology Excellence Award | College Honorable Mentions**

### **Career On-Demand**

*University of Connecticut: Center for Career Development*

The Center for Career Development transformed 95% of in-person programming to a digital format creating Career On-Demand ([careerondemand.uconn.edu](http://careerondemand.uconn.edu)). Career On-Demand provides students with bite-sized videos and webinars with career education. To date, 137 videos and recorded webinars have been created with topics ranging from job searching, resume building, and interviewing for Doctoral programs to negotiating a job offer.

## **ProfessioNole Ready**

*Florida State University Career Center: Emily Kennelly, Kyle Roark, Michelle Futo, Kate Herron, Krystle Graham, Myrna Hoover, Erica Stallings*

ProfessioNole Ready is a comprehensive career readiness program that was created and coordinated at zero cost by utilizing current FSU Career Center resources and facilitated through the university's learning management system. This program is accessible to any student, anywhere, at any time, and provides an active learning curriculum that meets students' developmental career needs, while engaging them with the FSU Career Center. Students who complete one or all three levels of the program earn badges that demonstrate they are career ready. They can display their earned badges on social media, email signatures, and their ePortfolio. In less than one year's time, ProfessioNole Ready has served 899 students, has been incorporated into "Careers In..." courses, met the competency-development strategic goal tactic for the university, and is a much-needed virtual instruction period resource for students during COVID-19.

## **Members' Choice Award | Winner**

### **NextFest**

*University of North Carolina – Asheville: David Earnhardt, Cate O'Connor*

The Career Center at UNC Asheville has reimagined and rebranded its Career Fair to more accurately describe the event and bring in more students. The Career Center has renamed its fair "NextFest" and refocused the employer base and messaging around "what is next" for the student, rather than "careers," which may feel overwhelming to students. Both students and employers have responded, and the Career Center is loving the results.

## **Members' Choice Award | Finalists**

### **Career Intensive Boot Camp**

*Alumni and Professional Engagement at Bloomsburg University of Pennsylvania:  
Lauren Kross Polinski*

The Career Intensive Boot Camp (CIBC) is a 2.5-day experience for juniors, seniors, and recent graduates at Bloomsburg University of Pennsylvania to prepare for the transition from student to professional. With the help of 50+ alumni, organizational partners, faculty, and staff, students get comfortable networking, confident talking about their strengths, and ready for life after BU. By the end of the program, students are prepared to explore, search, and apply their skills to secure the next step in their career.



## **Career Carnival**

*Mount Holyoke College: Kristin Balboni*

The Career Carnival was an event developed to celebrate National Career Development Week, familiarize students with the Career Development Center (CDC), and increase knowledge of career topics and resources. It featured popcorn, carnival music, and six game stations, each with a specific career theme. The Carnival was well attended and surpassed its goals to attract attendees who hadn't previously engaged with the CDC and encouraged follow-up with career advisors after the event.

## **Career Clusters: Leading the Field and Sharing our Journey**

*Career Exploration and Success, Rutgers University – New Brunswick:*

William Jones and the entire staff of Rutgers-New Brunswick Career Exploration and Success In 2013, Rutgers University – New Brunswick led the field in creating career cluster communities with the singular goal of transforming from generalists to experts while creating customized resources that translated into student action. Fast forward to 2020, and our outcomes have shown the model's effectiveness. We proudly give back to the field through NACE (Spotlight, October 2014; NACE Journal, February 2015; webinar, November 2015; webinar, January 2019), our online toolkit ([careers.rutgers.edu/clustertoolkit](https://careers.rutgers.edu/clustertoolkit)), and countless calls with various institutions.

## **NACE/Chevron Award | Winner**

### **Art & Design Week**

*University of Wisconsin – Stout*

Art & Design Week is a professional development opportunity for students in the six BFA programs in the School of Art & Design (SOAD), and is a collaboration between the school, Career Services, and University Foundation. Art & Design Week features career and professional focused speakers and panels Monday through Thursday. The week ends with Portfolio Review Day, bringing together more than 75 alumni and professionals from a variety of creative disciplines and 170+ students.

## **NACE/Chevron Award | Honorable Mention**

### **Hire U**

*Wake Forest University: Mallory Allred, Lisa Bryant, Amy Bull, Brian Calhoun, Rebecca Chase, Mike Crespi, Mercy Eyadiel, Cheryl Hicks, Michelle Horton, Dana Hutchens, Vicki Keslar, Molly Lineberger, Caleigh McElwee, Stuart Mease, Brian Mendenhall, Caroline Moore, Araceli Perez-Ramos, Ashley Phipps, Heidi Robinson, Jennifer Ruggiero, Marcus Sanderlin, Lisa Simmons, Lori Sykes, Patrick Sullivan, Ayanna VanSluytman, Sharron Vogler, Austin Wechter, Amy Willard, Shan Woolard*

Hire U is a foundational, career readiness gaming experience completed yearly by 400+ Wake Forest University students. Within Hire U, students act as recruiters who must select students to interview based on a quick resume review with key additional information shared throughout the process that should be considered as interview selections are made. Participants learn what recruiters look for in candidates, how networking impacts decisions, and—more importantly—how to maximize their own career readiness and personal brand.

## **Career Services Champion Award | Winner**

**Gary S. May, University of California at Davis**

## **Employer Recruiting Champion Award | Winner**

**Michael Hayford, NCR Corporation**

## **Mentor of the Year Award**

**Nadine Verna, Montclair State University**

## **NACE Catalyst Award**

**Kelsey Weissgold, IBM Corporation**

## **NACE/Spelman Johnson Rising Star Award | Winner**

**Whitney McDowell-Robinson, Tougaloo College**

## **NACE Academy of Fellows**

**Roxanne Hori, New York University**

**Marilyn Mackes, NACE Emeritus (Retired)**

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