



2013 Awards Celebration



Tuesday, June 4, 2013

Sago/Sabal
Orlando World Center Marriott
Orlando, Florida

Celebration and Awards Presentation Sponsored by

NORTHROP GRUMMAN

A blue curved line underlines the Northrop Grumman logo.

2013 NACE Awards Presentation

Innovation Excellence Awards

Diversity—Small College Finalists

Career Assessment for Business Students with Diverse, Multicultural Backgrounds, University of Houston – Bauer College, Jamie Belinne

This custom-designed online assessment tool matches the values and interests of current students to those of alumni and recruiters at the college in different business fields. Assessment results link students to relevant informational interviews and video interviews with alumni and recruiters, who reflect the diversity of the students.

Women in Business Initiative, Yeshiva University Career Center, Marc Goldman, Jocelyn Coalter, Heather Novak, and Terry Sabri

The Women in Business Initiative provides a select group of students from the women's campus with unique professional development opportunities and a one-on-one mentoring relationship with a successful woman in their students' field of interest. This program helps the career center market to and connect with Orthodox Jewish students on a more specialized level.

Diversity—Large College Winner

Diversity and Inclusion Recognition Program, University of Minnesota, Career Development Network Diversity Committee

This program provides professional development activities in diversity for career services practitioners and offices. Individuals commit to four professional development activities to help them improve their work with clients, while offices commit to activities that ensure the unit is effectively serving diverse populations. Participants are recognized at the end of the year.

Diversity—Employer Finalists

Lady in Red, Halliburton, Halliburton Diversity and Inclusion

Starting in fall 2012, the Lady in Red campaign included gender-based events across the nation focusing on the recruitment and professional development of female engineers. The professional development programs provide students with information on "Making the Right Impression," "What Not to Wear," teamwork, and etiquette, and include panel discussions.

Prudential Peak Leadership and Actuarial Success Awareness Program, Prudential, Prudential Corporate Staffing

The Actuarial Success Awareness Program introduces diverse mathematic and actuarial science students to an actuarial career and provides financial support through scholarships and funded programs. The Peak Leadership Conference identifies and attracts a diverse pipeline of freshman and sophomore students, and prepares them for future leadership roles.

Global Initiatives—College Winner

Global Training: Designing the Iraqi Career Center for The Iraq University Linkages Program, University of Cincinnati, Career Development Center, and Salahaddin University-Hawler, Erbil, Iraq Global Training Partnership

Career center reps from the University of Cincinnati, Ball State, Oklahoma State, and University of Louisville participated in the Iraq Linkages Program, traveling to Iraq to exchange information with Salahaddin University-Hawler. The global training programs they implemented imparted career center design best practices toward establishing a Hawler community career center.

2013 NACE Awards Presentation

Global Initiatives—Employer Finalists

Graduates Advancing to Professionalism (GAP), Fluor Corporation, Amy Dishner

Graduates Advancing to Professionalism focuses on the professional and personal development needs of Fluor's new college grads, while increasing their business acumen and social networking opportunities. The program also aims to help guide college graduates through their transition between the educational and corporate environments.

KPMG International Case Competition, KPMG LLP, Sean Trecchia and Susan Hopkins

The KPMG International Case Competition is held annually among university students worldwide—from more than 3,000 students, from 250 universities, and 23 countries. The competition consists of four stages—a university competition, national semi-finals, national final, and ultimately the global final—in a different world-class city each year.

Marketing and Branding—College Finalists

Career Education in 5 Seconds, Santa Clara University, Career Center Staff

Our custom collection of infographics includes data from our own and national surveys on career development topics and recruiting and industry trends. We share our graphics via social media, campus digital screens, career guides, website, workshops, a faculty/staff newsletter, and monthly executive summaries to administrators.

Career Peer Carnival, University of North Carolina at Chapel Hill, Christy Dunston, Katherine Nobles, and Jeff Sackaroff

In an effort to increase student turnout at the fall career fair, career services created a carnival-styled event complete with games, cotton candy, and popcorn where staff disseminated career-related information. The event helped increase career fair traffic by 46 percent from the previous year and also resulted in excellent feedback from students.

Rebranding MIT's Office of Global Education and Career Development, MIT Global Education and Career Development, Malgorzata Hedderick, Heather Law, Deborah Liverman, Shonool Malik, Tamara Menghi, Scott Murray, Melanie Parker, Nancy Richmond, Erin Scott, Sarra Shubart, Jordan Siegel, and Alyssa Tasha

MIT's Office of Global Education and Career Development (GECD) launched a rebranding campaign with a new name and logo, redesigned website, integrated promotional materials, and increased marketing efforts. The result is increased brand awareness and student engagement, and GECD has become the place for students to "find a path and start the journey."

Marketing and Branding—Small Employer Winner

Help Mattress Firm Give Pancreatic Cancer the Axel, Mattress Firm, Talent Acquisition Team

This is a dual branding event that gives Mattress Firm the opportunity to discuss career opportunities and bring awareness to our National Foundation's focus—finding a cure for pancreatic cancer. By purchasing a \$1 purple bracelet, students get the opportunity to enter a raffle for great prizes and a chance to win a queen-size bed.

2013 NACE Awards Presentation

Marketing and Branding—Large Employer Finalists

“Be the One Responsible” Campus Brand Campaign, Liberty Mutual Insurance, Corporate University Relations

Our new campus brand changed our image for thousands of college students. The campaign highlights the unique experiences and venues covered by a Liberty Mutual policy, including concerts, theme parks, and sporting events. Students now understand more about who we are and what we do, and they can focus on asking how they can become part of the company.

Global Recruiting University, Johnson & Johnson, University Relations Team

Johnson & Johnson’s BE VITAL Challenge engaged student organizations in a competition to create short videos demonstrating their societal impact and gain funding for their good works. Thousands of students voted online for the top entries, resulting in a viral familiarity with the J&J BE VITAL employer brand and positive exposure for the student organizations.

Research—College Finalists

Career Services Research in Practice: Making the Case for Career Services as an Essential Intervention for Retention, University of Kansas, Wendy Shoemaker and Mary Hellwege

Often mislabeled and inaccurately defined, the value of college career services is often overlooked, in particular regarding the issue of student retention. Since 2010, a multi-study research project conducted at the University of Kansas has produced research findings that back up the argument that career services outcomes do positively influence student retention.

Collegiate Employment/Workforce Readiness Research Project, Boise State University, Career Center, Division of Student Affairs; Department of Community and Regional Planning; Department of Psychology, Division of Academic Affairs; Division of Research and Economic Development

This project is a collaborative partnership between Boise State University and the community to identify and raise awareness of skills, competencies, and experiences local employers deem as critical to initial success in the workplace. We also want to identify new ways in which students can develop these skills to help them to be better prepared to enter the workforce.

Innovation in Career Services: A Study of Process, Climate, and Leadership, University of North Carolina at Chapel Hill, Gary Alan Miller and Katherine Nobles

The researchers created a national survey regarding innovation within career services. More than 625 career center directors and staff members responded from institutions of all sizes. Results provided baseline data about career services innovation in culture, leadership, and process. The statistics were compared to more innovative centers to understand best practices.

Student Engagement—Small College Finalists

CE&D Certification, Denison University, Career Exploration & Development

To inspire first- and second-year students to start career planning, the Career Exploration & Development (CE&D) team created this program to encourage students to engage in their four-year career exploration and development processes. During the first six months of the program, more than 150 students have enrolled, resulting in an increased usage of CE&D.

2013 NACE Awards Presentation

The Apprentice, Springfield College, Career Center Staff

Springfield College students from all class years, including graduate students, were invited to participate in a competition designed to demonstrate their job search and interviewing acumen. Modeled after “The Apprentice” television show, students competed in three rounds: resume review, cover letter review, and interview participation. Students’ application materials and interviews were evaluated by a group of professionals and peers, resulting in the elimination of some participants as others advanced toward the grand prize of an iPad.

Enter the Center, Philadelphia University, Career Services Center, Trish Shafer, Jennie Flynn, Amy Slivinski, Lisa Boyle, and Michele Greenfield

This program, in collaboration with the learning and advising department, requires that first-year students meet with career services during their first semester. They met with a career counselor to assess their confidence in their major and career direction. Services were recommended based on how they answered evaluation questions and how the conversation unfolded.

Utilizing the LEGO Challenge in First-Year Seminars: Building Career Architecture, Stevenson University, Anne Scholl-Fiedler, Tracey Cantabene, Virginia Iannone, and Glenda LeGendre

After completing the annual LEGO Challenge, first-year students can describe Stevenson’s Career Architecture model and explain how it will help them map their vision of their future during college and beyond. They will also be able to demonstrate essential skills, such as communication, teamwork, creative problem solving, innovation, and analytical thinking.

Student Engagement—Large College Finalists

#lamlimitless Global Student Engagement Campaign, New York University Wasserman Center for Career Development, Heather Tranen, Sneha Kadakia, Tara Schwartz, and Trudy Steinfeld

This campaign encourages NYU students everywhere to share their career stories to inspire their peers to use the vast array of career development resources available to NYU students in person and virtually. Partnering with our students and colleagues on a variety of social media platforms created a community that integrated a wide spectrum of career experiences.

CareerPalooza, American University, KCCD Career Education & Advising

This one-day, five-hour boot camp has a music festival theme, with sessions targeted to exploratory and decided participants. Included were an etiquette lunch and contact with on-campus recruiters. Of the more than 150 students attending, 35 percent had not interacted with the KCCD in a year, and 53 percent returned to KCCD for advising support following the event.

Programming to Engage Students & Alumni Through Career Events, University of Miami Toppel Career Center, Edward L. Cruz and Christian Garcia

The Toppel Career Center took an aggressive approach to meeting student and alumni needs. New initiatives include Tuesdays with Toppel: Alumni Happy Hour, Student & Alumni Career Symposium, UShadow, and the Alumni Webinar Series. Events provided networking opportunities, distance learning, and shadowing opportunities locally, nationally, and internationally.

The Student Ambassador Professional Development Training Program (SAPDTP), Elon Student Professional Development Center, Kim Giles

SAPDTP improves the efficiency and effectiveness of front-office operations while supporting engaged learning. Student ambassadors develop critical and transferable customer service and project management skills, and use them to support measurable, operation-specific, and even university-wide objectives. The SAPDTP also could be used in other offices and departments.

2013 NACE Awards Presentation

Student Engagement—Employer Finalists

NetApp Intern Showcase, NetApp, NetApp University Relations Team

Each year, NetApp interns highlight their projects and contributions through the showcase event, allowing them to present their projects to employees, professors, other external guests, and other interns across the company. This also transfers knowledge between business lines and across business units, and builds a community among former interns and new college grads.

ThisWayToCPA.com, The American Institute of Certified Public Accountants (AICPA), Academic and Career Awareness

ThisWayToCPA.com engages college students and educates them about the profession. The site provides guidance, career information, and learning opportunities.

Technology—College Finalists

Black and Gold Business Attire, University of North Carolina at Pembroke, Mallory Bower

Black and Gold Business Attire is a fun initiative that combines lessons in professional dress with students' adoption of the photo-sharing mobile application, Instagram. Participating students demonstrate professionalism by dressing appropriately and sharing helpful content via social media outlets.

Hire Illini Employer Videos and YouTube Channel, University of Illinois, Nell Madigan, Gail Rooney, Jennifer Neef, and Sarah Zehr

The Hire Illini employer videos on our YouTube channels provide employers with short, actionable videos that they can use to help their recruiting team source the right candidates on our campus and close the deal on quality new hires. We also have fun—and informative -- videos that highlight our UI talent and the people who hire them.

Resume Review Using Screen-Capture Technology, University of North Carolina at Chapel Hill, O. Ray Angle

The University of North Carolina at Chapel Hill uses screen-capture technology to make resume reviewing more efficient and effective. Online, screen-capture resume reviews cut down on the time counselors spent writing notes, allow counselors to provide a more personalized review using their voices, and gives counselors a chance to promote upcoming UCS programs.

Technology—Employer Finalists

Intel® Recruit App, Intel Corporation, Tavish Ledesma

Intel® Recruit is a tablet app used by company representatives to efficiently capture candidate profiles at recruiting events and conferences. The solution has more than 21,000 users to date, saves Intel more than 425 hours and \$50,000 a year in manual data processing, and reduces our candidate throughput time by a factor of 25x.

Liberty Intern Hub, Liberty Mutual Insurance, Corporate University Relations

The Liberty Intern Hub offers a dedicated platform for Liberty Mutual interns and campus recruiters to connect. Interns can access program information and events, community blogs, and development workshops. The private site allows them to create profiles, post photos, and connect with peers nationwide without fear of their employer invading their personal space!

2013 NACE Awards Presentation

Members' Choice Award Candidates

College

#iamlimitless Global Student Engagement Campaign, NYU Wasserman Center for Career Development, Heather Tranen, Sneh Kadakia, Tara Schwartz, and Trudy Steinfeld
This campaign encourages NYU students everywhere to share their career stories to inspire their peers to use the vast array of career development resources available to NYU students in person and virtually. Partnering with our students and colleagues on a variety of social media platforms created a community that integrated a wide spectrum of career experiences.

The 100 Internship Challenge, Davidson College, Ashley Neff

The challenge was to connect our students to 100 new internship opportunities generated by alumni, parents, and friends of the college during an academic year. Participants served as resources for students and/or helped arrange an internship specifically for a student. We surpassed the goal, posting 120 opportunities that resulted in 75 confirmed internships.

Internship Certificate Program, New York Institute of Technology, Career Services

Our career services office took a grassroots approach to reshape how internships are offered. The centralized non-credit internship program grew faculty partnerships, increased student participation, streamlined office efficiency, developed sustainable partnerships with employers, and provided a new way of securing quantitative and qualitative data from all participants.

Pop Up Shops, University of Toronto Mississauga Career Centre, Career Centre Staff

Pop Up Shops provide counseling and employment advising services to students in "pop up" locations on campus. No appointments are needed, and any question, large or small, is welcome. Students have taken full advantage, with one-third more students being seen by staff, campus partners fulfilling their goals, and Career Centre staff having fun!

Tunnel of Impression: Professional Makeover Onsite at Spring Job and Internship Fair, University of North Carolina at Chapel Hill, University Career Services, UCS Career Peers 2012-13, O. Ray Angle, Christy Dunston, Katherine Nobles, Karen Thompson

Career peers (student volunteers) teamed up with career services staff to create this program. After checking in at the fair, 350+ students participated in a professional makeover event that included handshake/elevator pitch practice, personal grooming, proper attire tips/mannequins, Aveda hair stylists, and a professional photographer taking LinkedIn headshots.

Employer

Penn State University—Career Planning & Strategies Course – Partnership, DICK'S Sporting Goods, A. Brooks Renoll

DICK'S joined with the Smeal College of Business in this course for freshman and sophomore business students. Our bus trip brings participants to our Store Support Center (HQ) in Pittsburgh for a day of career education, alumni panels, and more. Since starting the program, we have seen a 38 percent increase in internship program applicants from Penn State.

Rebranding Program and Increasing Diversity, PPL, Brian Case, Keisha Diaspe, Sarath Trujillo, Alix Rapkowicz, Benjamin Graybill, and Stacey Berryman

PPL rebranded a long-standing program, the PPL Cooperative Associate Program, to an "internship" program to increase applicant flow while improving diverse applicant representation. We achieved a 77 percent increase in applicant flow following e-mail blasts. The applicant pool improved and its diversity increased from 39 to 46 in the first quarter of 2013.

2013 NACE Awards Presentation

Revolutionizing Traditional College Recruiting, LinkedIn, Campus Recruiting

We recognized there had to be a better way to do things than the traditional on-campus paper driven, manual “dog and pony” show. Along with the higher education product development team, we developed a check-in app connected to our recruiter talent pipeline folders. This lead management/CRM system revolutionized the way college recruiting is done.

NACE/Chevron Award Winner

Digital Career Guide for iPad, University of Georgia Career Center, Scott Williams, Darin Parker, Yassi Deltcheva, Andrew Crain, Laura Ledgerwood, and Lisa Lowe

This guide enables the career center to “virtually teach” students with career-related information and resources, such as instructional videos, multimedia features, and interactive learning activities. Topics include interviewing, resume writing, correspondence, networking, and the graduate school application process in a format designed to meet tech-savvy students’ needs.

NACE/SJG Rising Star Award Winner

Christine Cruzvergara, George Mason University

Kauffman Award

Katharine Brooks, Executive Director for Personal and Career Development, Wake Forest University

Academy of Fellows

Cheryl A. Allman, Emeritus Administrator, San Jose State University

Ralph Brigham, Global Director of Campus Relations, Southwestern Advantage



National Association of Colleges and Employers

62 Highland Avenue • Bethlehem, PA 18017

610.868.1421 • www.nacweb.org