
Honoring Excellence:



ANNUAL AWARDS

KAUFFMAN AWARD

Katharine Brooks

Executive Director for Personal and Career Development, Wake Forest University

Kate Brooks created the Career Coaching Intensive (CCI) curriculum for NACE to add to its professional development offerings. CCI provides an in-depth foundation for career services practitioners to work one-on-one or in groups with students and alumni who need guidance in their career development and job searches. She also trained the coaches who teach the workshop. She has written numerous articles for the *NACE Journal* and a book, *You Majored in What? Mapping Your Path From Chaos to Career*. She currently writes a blog, Career Transitions, for Psychology Today. She has provided career guidance to college students for more than 20 years, and is a licensed professional counselor, a nationally certified counselor, and a certified distance career counselor.



NACE ACADEMY OF FELLOWS

Cheryl A. Allman

Emeritus Administrator, San Jose State University (SJSU)

Cheryl Allman has more than 20 years' experience in the career services field. She is a fellow of the Salzburg Global Seminar Program and the Fulbright Scholar Program. She served as NACE Conference co-chair in 2001 and in various roles on NACE committees. During her tenure at the SJSU career center, the center won the NACE Chevron award in 2010, 2008, and 1998. She has worked closely with campus partners to ensure that career development education is integrated into programs throughout campus.



Ralph Brigham

Global Director of Campus Relations, Southwestern Advantage



Ralph Brigham has worked on both sides of the profession, currently in his role at Southwestern and previously as Director of Career Services at Montana State University-Bozeman, for more than 20 years. He has served on the NACE Board in various roles, including President, and has led various committees and task forces. He has developed relationships between Southwestern and campus professionals at more than 400 colleges in the United States and globally; he travels to more than 50 campuses annually and to about a dozen conferences for career professionals in North America and Europe.

NACE/CHEVRON AWARD

Sponsored by NACE and the Chevron Corporation

Digital Career Guide for iPad

University of Georgia Career Center

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, all in a format designed to meet tech-savvy students’ needs.

NACE INNOVATION EXCELLENCE AWARDS

Diversity

Small College: Career Assessment for Business Students With Diverse, Multicultural Backgrounds

C. T. Bauer College of Business,
University of Houston

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.

Large College: Diversity and Inclusion 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.

Employer: Prudential Peak Leadership and Actuarial Success Awareness Program

Prudential

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 leadership roles.

Global Initiatives

College: 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 included center design best practices geared toward establishing a Hawler community career center.

Employer: KPMG International Case Competition

KPMG LLP

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

Marketing and Branding

College: Career Education in 5 Seconds Santa Clara University

The career center developed a custom collection of infographics that includes data from its own and national surveys on career development topics and recruiting and industry trends. The graphics are shared via social media, campus digital screens, career guides, website, workshops, a faculty/staff newsletter, and monthly executive summaries to administrators.

NACE INNOVATION EXCELLENCE AWARDS

Small Employer: Help Mattress Firm Give Pancreatic Cancer the Axe!

Mattress Firm

This is a dual branding event that gives Mattress Firm the opportunity to discuss career opportunities and bring awareness to its 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.

Large Employer: Global Recruiting University

Johnson & Johnson

Johnson & Johnson's BE VITAL Challenge engaged student organizations in a competition to create short videos demonstrating the groups' societal impact and to gain funding for their organizations' 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: Career Services Research in Practice: Making the Case for Career Services as an Essential Intervention for Retention

University of Kansas

The value of college career services is often overlooked, and 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 positively influence student retention.

Student Engagement

Small College: Enter the Center

Philadelphia University Career Services Center

Career center staff collaborated with the learning and advising department to develop this program. First-year students meet with career services during their first semester, and see a career counselor to assess their confidence in their major and career direction. Services are recommended based on how they answer evaluation questions and the conversation.

Large College: #iamlimitless Global Student Engagement Campaign

New York University Wasserman Center for Career Development

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 them in person and virtually. Partnering with NYU students and colleagues on a variety of social media platforms created a community that integrated a wide spectrum of career experiences.

Employer: ThisWayToCPA.com

AICPA

ThisWayToCPA.com engages college students, educates them about the profession, and helps them along the way to CPA-hood. The website provides guidance, career information, and opportunities to learn from other members.

NACE INNOVATION EXCELLENCE AWARDS

Technology

College: Resume Review Using Screen Capture Technology

University of North Carolina at Chapel Hill

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 spend writing notes, allow counselors to provide a more personalized review, and gives counselors a chance to promote upcoming career center programs.

Employer: Intel® Recruit App

Intel Corporation

Intel® Recruit is a tablet app used by company representatives to efficiently capture candidate profiles at recruiting events and conferences. The app 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 candidate throughput time.

MEMBERS' CHOICE AWARDS

College: The 100 Internship Challenge

Davidson College

The challenge was to connect Davidson 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. The goal was surpassed: Davidson posted 120 opportunities that resulted in 75 confirmed internships.

Employer: Rebranding Program And Increasing Diversity

PPL

PPL rebranded a long-standing program, the PPL Cooperative Associated Program, to an “internship” program to increase applicant flow while improving diverse applicant representation. The company achieved a 77 percent increase in applicant flow. The improved program resulted in a more diverse applicant pool in the first quarter of 2013.

NACE/SJG RISING STAR AWARD

Sponsored by NACE and the Spelman & Johnson Group

Christine Cruzvergara

Assistant Director, Career Services, George Mason University



Christine Cruzvergara has worked in George Mason’s career services office for less than two years and has already spearheaded the visioning and restructuring of a career center with more than 20 staff members in the absence of a director, provided leadership in employer development that has resulted in a significant increase of job postings and employer site visits, and created a corporate partnership program, which in the pilot year has secured two platinum-level partners. She is moving forward and making significant contributions as a thought leader and change agent, and as a mentor and role model. ■