



## 2019 Awards Winner List

### Career Service Excellence

#### Small College

- Elizabeth Wormsbecker and Renée Houston
  - Organization: University of Puget Sound
  - Program Name: Compass Puget Sound: Reflections in Student Employment
  - Program Description: Compass Puget Sound is a program of brief, structured reflective conversations between student staff members and their supervisors. These conversations are designed to help students connect the skills and knowledge they gain at work with their classroom experiences, co-curricular activities, and career goals. Actively preparing supervisors to effectively mentor, facilitate meaningful reflection, and positively impact a student's learning and success at school helps position on-campus employment as a meaningful, high-impact, career-related experience.

### Career Service Excellence

#### Large College

- University Career Center Team
  - Organization: University Career Center- University of Michigan
  - Name: Resume and Internship Labs
  - Program Description: Inspired by design thinking and research on peer-to-peer learning, the University Career Center (UCC) replaced its 1-on-1 resume and internship appointments with "resume" and "internship" labs for first and second year students, which are a combination of group workshops and personalized appointments. Students drop into labs to get professional advice in a group setting, to help each other, and to leave with a tangible product and a sense of accomplishment. Through labs, UCC increased capacity, created a more dynamic space, and increased peer-to-peer learning.

### Diversity and Inclusion Excellence

#### College

- Mallory Allred, Lisa Bryant, Amy Bull, Andy Chan, Rebecca Chase, Mike Crespi, Mercy Eyadiel, Cheryl Hicks, Bridget Holcombe, Michelle Horton, Dana Hutchens, Vicki Keslar, Molly Lineberger, John Lovett, Caleigh McElwee, Stuart Mease, Brian Mendenhall, Caroline Moore, Ashley Phipps, Heidi Robinson, Jennifer Ruggiero, Marcus Sanderlin, Lisa Simmons, Lori Sykes, Patrick Sullivan, Lee Svete, José Villalba, Sharron Vogler, Amy Wagner, Austin Wechter, Amy Willard, Shan Woolard, and Sarah York.
  - Organization: Wake Forest University Office of Personal and Career Development
  - Program Name: "Diversity Matters: Building Professional and Career Relationships"
  - Program Description: Globalization and innovation have created opportunities for diverse talent, yet students lack awareness and understanding of these opportunities and preparation for them. Wake Forest University students that self-identify as ethnic minorities, first generation, LGBTQ, women, or those with disabilities tend to be less inclined to participate in the career development process for many reasons. To reverse this trend, WFU's Office of Personal and Career Development developed a breakthrough initiative, "Diversity Matters: Building Professional and Career Relationships" in partnership with employers that have diversity hiring initiatives to educate students about the skill sets needed and opportunities available within today's marketplace.

## **Diversity and Inclusion Excellence**

### **Employer**

- Danielle Pavliv, Sr Diversity & Inclusion Manager
  - Organization: SAS
  - Program Name: Autism Spectrum Technical Internship Program
  - Program Description: The workforce is changing and demands for innovation are greater than ever. SAS recognizes the need to bring in new perspectives, ideas, and experiences to the creative process. In an effort to meet this demand and increase the diversity of our workforce, SAS launched the Autism Spectrum Technical Internship Program (ASTIP) to provide students in a technical course of study who self-identify as Autistic or with Autism Spectrum Disorder (ASD) the opportunity to contribute to SAS and obtain a meaningful and inclusive paid work experience.

## **Recruiting Excellence**

### **Small Employer**

- Casey Jo Chapman & Alex Elliott
  - Organization: Protiviti
  - Program Name: Utilizing People Analytics to Evaluate Protiviti's Campus Recruiting Effectiveness
  - Program Description: To improve the effectiveness and performance of Protiviti's campus hire program, our Campus Recruiting lead and People Analytics lead partnered to create a predictive view of campus hiring based on geographic market, school, major, prior intern performance, engagement performance, and retention. Four years of historical data was modelled; the outcome was a simple-to-use dashboard that was presented to Human Resources, business leaders and decision makers providing multiple views to support them in their decision-making process through the 2018-2019 recruiting season.

## **Recruiting Excellence**

### **Large Employer**

- Marc Mascolo, Maren Berge, Jamil Price, RoseMary Costa-Lopes, and Daniela Lobo
  - Johnson & Johnson Global Talent Acquisition
  - Program Name: Let's Talk Campaign--Reimagining our Approach to Campus Recruiting
  - Program Description: Our team set out to reimagine our approach to campus—an important opportunity to leave a lasting impression on current and future candidates—by taking a more strategic approach to our recruitment efforts that focused on the talent desires and needs. Leveraging social media, pre-event promotions and day of event activities, our Let's Talk campaign was launched across 8 undergraduate campuses in 2018. The campaign captured the attention of the Gen Z audience and effectively changed perceptions of J&J with these high-caliber students, increasing their consideration of J&J as an employer of choice AND converting them from potential candidate to applicant.

## **Technology Excellence**

### **College**

- Whitney Prescott, Associate Director of External Engagement and Communications
  - Organization: University of Georgia Career Center
  - Program Name: @UGACareerCenter - Dynamic Engagement Platform for Students, Alumni, Employers, and Friends
  - Program Description: In under three years, the UGA Career center Instagram grew from 297 followers to over 11,000 – the most followers of any college career center in the country. They use their reach to go beyond event promotion, creating a community that inspires followers using a mix of dynamic content, including student success stories, effective calls-to-action, employer takeovers, and more. It also provides recruitment options for employers who value increased visibility and a unique opportunity to

showcase their culture. The Career Center describes its driving strategy as the acronym C.U.E., Consistent, User-Generated Content, and Engagement. You can follow along too - @UGACareerCenter.

## **Technology Excellence Employer – 2 winners**

- Mariano Aragunde
  - Organization: IBM Organization
  - Program Name: The IBM Vault – Think Outside. Get Inside.
  - Program Description: An innovative digital + physical problem-solving competition based on Alternate Reality Game (ARG) to engage and attract top technical talent, evaluate their skills and cultural fit. A three-week digital ARG against the clock unfolded and got its closure in a full day experience where the finalists tackle the last challenge, get closure on the storyline, and participate in a world-class ‘capture the flag’ event at IBM X-Force Command Center.  
Wired magazine’s description of an ARG reflects the Vault experience very accurately: "These narratives unfold in fragments, in all sorts of media, from Web sites to phone calls to live events, and the audience pieces together the story from shards of information. The task is too complicated for any one person, but the Web enables a collective intelligence to emerge to assemble the pieces, solve the mysteries, and in the process, tell and retell the story online. The narrative is shaped — and ultimately owned — by the audience in ways that other forms of storytelling cannot match. No longer passive consumers, the players live out the story." - Wired Magazine (<https://www.wired.com/2007/12/ff-args/>).
- Maria Gibbs, Jessica Conrad, David Reyes
  - Organization: Cerner Corporation
  - Program Name: On-Demand Coding Challenge
  - Program Description: Cerner is a leading health care technology company committed to making health care safer and more efficient across the globe. With an increasingly competitive market for engineering talent, we restructured our technical interviewing process. By implementing an on-demand coding challenge, we reduced the time commitment from our interviewers and provided more flexibility to enhance our candidate experience.

## **Members’ Choice Award Winner**

- Michelle Kyriakides, Darlene Johnson, Elizabeth Sposato, Sabeen Sheikh & The Career Center Team
  - Organization: Hofstra University Career Center
  - Program Name: Escape the (Haunted) Career Center
  - Program Description: With Halloween décor, creepy music, and career-related clues hidden throughout the room, Hofstra converted their Career Center’s workshop space into a haunted Escape the Room game. By partnering with the Office of Student Leadership and Engagement, and offering a prize for the winning organizations, the Career Center launched a competition between student organizations which taught participants about available career resources and NACE Career Readiness competencies. The result was a low-cost, engaging program which connected with 136 unique students, 35% of whom had not previously utilized any of the Career Center services.

## **NACE/Chevron Award Winner**

- The Center for Life’s Work Team
  - Organization: Nazareth College
  - Program Name: The SPARK Grant at Nazareth College
  - Program Description: Nazareth College’s SPARK grant provides first and second year students (and transfers in their first twelve months) with \$1500 grants to support early engagement in international experiences, unpaid internships, or research. We believe careers are not linear, that the future favors those who are open-minded and change-ready, and that experiential learning is the best way to prepare

our students for those careers. SPARK has changed both how AND when we offer and structure experiential learning at our institution, nearly doubling summer internship and study abroad participation and resulting in a 92% office engagement rate with first and second-year students.

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

- Ball State Career Center Team
  - Organization: Career Center, Ball State University
  - Program Name: Skills Infusion Project
  - Program Description: Ball State University has adopted the concept of mapping the NACE Workplace Competencies to course outcomes and placing this mapping on the syllabus in a partnership with employers, faculty, and the career center. Assignments are evaluated with the employer partner to enhance how students articulate their academic outcomes in concert with their workplace competency skills. This is part of the strategic plan and will be implemented across core curriculum as well as other courses.

#### **Career Services Champion Award**

- Winner
  - President Martha Dunagin Saunders, University of West Florida

#### **Career Service Mentor of the Year Award**

- Fred Burke, Baruch College

#### **Recruiting Mentor of the Year Award**

- Shannon Rivera, Turner Broadcasting

#### **NACE Catalyst Award**

- Christine Foster, UnitedHealth Group

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

- Ashley Byrd-White, University of South Carolina - Columbia

#### **NACE Academy of Fellows**

- Philip Gardner, Michigan State University
- Kathleen Powell, William & Mary