



2011 CACEE National On-Campus Recruitment Conference

Sunday, June 5, 2011 to Wednesday, June 8, 2011

Sunday, June 5, 2011

- 4:30 – 5:30 pm **New Members Reception** | *TBD*
- 6:00 – 7:00 pm **Past-President’s Reception** | *Elements on the Falls Restaurant*
- 7:00 – 9:30 pm **President’s Dinner & Award Ceremony** | *Elements on the Falls Restaurant*
- 10:00 – 12:00 am **Networking Suite** | *Hard Rock Bar & Club*

Monday, June 6, 2011

- 7:30 – 8:30 am **Breakfast & Registration**
- 8:30 – 9:45 am **Featured Speaker** | *Plenary Ballroom*
Lee-Anne McAlear, Program Director of Schulich’s Centre of Excellence in Innovation Management at York University.
- 9:45 – 10:45 am **Workshop Series A**

A1. Engaging Students Through Social Media

Social media – there’s that word again! Everyone knows they should be using it, but the question is how to do so effectively? There are so many tools available, subject matter experts and best practices’ out there, not to mention how quickly things change when it comes to technology, that at times it can seem overwhelming. Last fall, KPMG ran a unique on-line student video contest as part of our sponsorship of the Top Employer for Young People competition. The success of our contest was achieved through social media – as evidenced by the 40,000 plus hits to our contest website and over 500 video uploads. This session aims to leverage our success to give employers ideas on how to brand, connect and build relationships with students using social media tools in a unique way. You can do more than just Tweet!

A2. Recruiter 101 Certificate Program (Part 1)

Upon the completion of the Recruiter Certificate, participants will have:

- Overview of what’s required in today’s market to successfully recruit on campus
- Understanding of the basics of building a world-class on campus recruiting function in your organization
- Insight into the best practices from top student employers
- Tools and direction on how to apply these learnings immediately

The Recruiter Certificate consists of three modules as follows:

- Identification, Selection and Onboarding
- The Critical Student Experience
- Building a Lasting Brand

The first module of the Recruiter Certificate is an overview and will explore these areas:

- So, You Want to Hire a Student
- Spreading the Word and Identifying Talent
- Selection and Offer Process

A3. Career 101 Certificate Program (Part 1)

Upon the completion of this certificate, participants will have:

- An understanding of the diverse roles of career educators and how each contributes to the career development of students
- An awareness of the role of career development programs and services within the institutional context
- An appreciation of what constitutes comprehensive and effective service delivery
- Exposure to the tools and resources that contribute to one's professional expertise

The Career Educator Certificate consists of five modules as follows:

- Overview to Career Education (3 hours – regional or national conference workshop)
- Career Resources (1.5 hours – webinar format)
- Career Coaching and Counselling (1.5 hours – webinar format)
- Employer Relations and Recruitment (1.5 hours – webinar format)
- Programs and Delivery (1.5 hours – webinar format)

Today's workshop, *The Overview to Career Education Module*, will explore these areas:

- Foundations, Purpose, Structure
- Operational Components
- Professional Standards
- Career Centre Management Systems
- The Profession and Networks

A4. Career Development Program - Embedding Careers in the Curriculum

The Suite of Career Development Programs (CD Program) offer online co-curricular activities alongside formal curriculum, providing an innovative way to embed career learning. The purpose of the CD Program is to help students at all stages within the student lifecycle, aiding lifelong career learning as well as assisting in the development of graduate attributes. The program was produced by Careers and Employment with the support of QUT's Teaching and Learning Support Services.

The overall goal is to build and consolidate career development for all students across all of QUT throughout the student's University experience and beyond. The program facilitates a higher level of understanding and appreciation of career development, and assist students to easily access resources that they may not have necessarily been aware of or able to access. The CD Program enables students to reconsider their current skills, experiences and qualifications in light of the need to become more employable, recession proof and resilient. To facilitate the greatest possible uptake, the following objectives were included in the project's plan from the very beginning:

- The focus of specifically embedding career learning into curriculum
- Addressing current career theory
- Practical goals of efficient use of resources
- Ease of academic use

A5. "Exciting Career Options In The Financial Services Sector: Discover The In-demand Jobs And Skills Required For This Sector"

During this workshop, participants will learn about the exciting opportunities and careers in the financial services sector. The Centre of Excellence in Financial Services Education (CoE) of the Toronto Financial Services Alliance conducted cross-sector industry roundtables to confirm and prioritize the in-demand jobs for which the sector forecasts a shortage for the next 1 - 2 years. The CoE will present detailed job profiles outlining the technical skills, soft skills, education, experience, and designations required for each role, where there will be shortages. This interactive session will also introduce participants to the new financial services Career Advisor website, www.explorefinancialservices.com. The site has an interactive module, FSS 101, which provides an overview of the sector. The website also has a unique self-assessment feature which allows users to input their education, interests, and skills to identify possible career matches with in-demand jobs."

10:45 – 11:00 am

AM Break

11:00 – 12:30 pm

Workshop Series B

B1. "Closing the Deal": How to Optimize Recruiting Through Sales and Relationship Management

Recruitment is all too often considered a transactional exercise, and recruiters as tactical process administrators. The truth is...sometimes it is, and sometimes we are.

Open requisition > post job > candidates apply > shortlist resumes > phone screens > interview(s) > offer/acceptance > due diligence > decline calls > on-boarding... repeat.

Campus recruitment usually applies a higher touch approach throughout the recruitment process. However, recruiters in this field still typically follow the same fundamental tactics when it comes to interviewing and selection, and many companies will admit to “crossing their fingers” after an offer has been extended, relying on hope that their top candidates will accept. That said; there are some recruiters out there who “get it”. They understand the value of incorporating sales and relationship management into their recruitment processes. They spend less time worrying about the competition and more time hiring their first choice candidates.

Join us in this interactive session to learn how to apply sales and relationship management techniques with both Hiring Managers AND Candidates to optimize your function, win the talent, and support a move from facilitating recruitment transactions to being a valued business partner. Take control, **Close the Deal**.

B2. Recruiter 101 Certificate Program (Part 2)

See Above for Abstract

B3. Career 101 Certificate Program (Part 2)

See Above for Abstract

B4. From Nothing to High Impact: Strategic Campus Recruiting in Canada

A few short years ago, Sun Life Financial (Canada) had little to no footprint on the post-secondary campus landscape. Our Canadian organization is large, with over 5000 employees, a sales force with more than 3500 people, and multiple business units. University recruitment was scattered with little long term strategy as students were often hired to plug holes and fill immediate staffing needs.

In this session we will share how the two main recruiting units in Sun Life Financial, the Career Sales Force, and Corporate HR partnered to effect positive change, influence internal business leaders develop new programs, and the strategic recruitment of new graduates to our organization.

B5. Competency-Based Curriculum for Career Education

The University of Victoria has done a comprehensive articulation of the competencies that students should expect to gain prior to graduation. These competencies are categorized as: (i) a set of ten core competencies appropriate for all students, (ii) discipline specific competencies derived from academic program areas, and (iii) professional competencies based on profession-specific criteria.

The program has utilized the competencies to develop a career education curriculum designed to support students in their career development. Students are able to: identify their current competencies, understand what competencies they can gain through their academic, co-curricular and experiential learning program, develop a plan for competency development and appreciate what competencies will be required for success in the workplace.

In the summer of 2011, the University will begin using a competency-based learning outcome evaluation system based on this model. Results from this evaluation system should help inform program and curriculum development.

12:30 – 1:45 pm

Lunch and Service Awards | *Plenary Ballroom*

1:45 – 2:45 pm

Workshop Series C

C1. Franchising: Friend or Foe?

Taking a look at Franchising as safer (albeit more expensive) route for young entrepreneurs and leaders. Shedding light on the reality of non-traditional employment for undergraduate students from the angles of the franchisee, franchisor, educational institution and parent alike.

- Why franchising opportunities have been banned from some Canadian Universities while other schools and programs endorse the experience?
- The parent perspective – for and against franchising.
- The franchisee perspective – from those who have taken on the opportunity (the good, the bad & the ugly).

1:45 – 2:45 pm

C2. A Career in Mining is More Than You Think!

The Canadian mining industry is facing substantial human resources challenges, with over 100,000 new workers needed between 2010 and 2020. This presentation will identify some of the key labour market challenges facing the industry including the skills shortage, the lack of diversity in the sector and the myths and misconceptions commonly held by youth, parents, educators, and career counsellors. Tools and resources to address these challenges will be discussed including *Explore for More* - the mining industry's brand to promote careers in mining. Career resources for both educators and students will be reviewed including the innovative Speakers Bureau – an exciting way to bring the mining industry to post-secondary institutions or community groups. Those attending the presentation will leave with up-to-date mining careers information and resources.

C3. Getting Your Accounting Students Hired – Growing Number of CA Training Offices.

Do you want to increase the chances that your students secure employment with a CA Training Office and one that is right for them? This workshop is designed primarily for Educators who would like to enhance their understanding of the different types of CA Training Offices (Industry, Firm & Government), their recruiting strategies and what opportunities they offer students. The session will also include a discussion on possible strategies and resources universities may be able to implement in order to address the concerns expressed by some of the CA Training Offices in the corporate sector. Also learn about tools for the students and employers, such as the CA Student Resume Portal, Job Posting Feature and the campus Board of Associates.

C4. Training in Soft Skills Development: Lessons Learned and Moving Forward

The Arts & Science Co-op Programs, is providing an exciting new student development program, Navigating the World of Work (NWOW!). Through NWOW, our goal is to enhance soft skills development in students, along with giving them an opportunity to gain insights into industry trends. The program is not only helping the students to improve their soft skills for their co-op work terms, but would also assist them later in successful transition to a future career.

C5. UNCONFERENCE

2:45 – 3:00 pm

PM Break

3:00 – 4:30 pm

Workshop Series D

D1. How to Define Your Grad Attraction Strategy and the Return on Investment or just Confirm your Message is Reaching the Right Market.

Find out what grads really want from. A survey of final year students conducted across Australia and Canada in 2011 to define their aspirations and requirements from future employers post GFC.

Taking a summary of these results we will work through a practical example of how to define your graduate employer value proposition and a strategy surrounding it. From candidate qualities to media styles, we will cover the life cycle of a typical graduate attraction campaign.

D2. Winning in BRIC

Given the pace of the economic growth, size of the prospective markets and the cost advantage in many areas - international companies increasingly focus on Asia for growth of their business. This growth is full dependent on the success of attracting and retaining the right talent to run and develop operations.

During the session you will gain insight into the BRIC Countries focusing on the following areas:

- Introduction to BRIC Countries
- Comparison BRIC vs. Western Talent
- Comparison between BRIC countries
- Talent preferences of local BRIC talent with BRIC students in the west
- Focus - Global Sourcing

D3. The *Top 10* List for Business School Career Centres

Are you a director or senior manager within a business school based career centre? Join us as we share best practices - and the occasional flop - on how to address issues with students, alumni, employers, faculty members and other stakeholders. This session will be interactive with audience participation and will explore issues such as demonstrating success, developing useful metrics, rankings, dealing with demanding students, managing faculty leadership and many other unique challenges within the business school environment. We might even throw in some group therapy at the end.

D4. Career Centres & Volunteering

Abstract to be determined

D5. College2Corporate – Bridging the Gap

Today's graduates are different in the way they approach work, relate to peers and in the expectations they have of the companies and people they work for. Yet, cultural and organizational training is falling in a gap between educational institutions and employers. Students are leaving post-secondary institutions lacking key skills critical to organizational success. At the same time, hiring managers are expecting the new graduates to not just join their team – but also to become leaders in response to impending labour shortages. According Bersin & Associates, this gap in Succession Management became a critical issue for companies in 2009.

Using practical examples, we will discuss the social, political and cultural aspects of workplaces and how to best prepare the current generation of students to enter existing structures. We will also explore creative approaches to corporate on-boarding for this cohort; identifying programs that focus not just on company orientation – but leadership readiness. Key metrics to be discussed include “time to being productive,” return on hiring investment and alumni affiliation for post-secondary institutions.

4:30 – 9:00 pm **Free Evening**

9:00 – 12:00 am **Networking Suite**

Tuesday, June 7, 2011

7:30 – 8:30 am **Breakfast & Registration**

8:30 – 9:45 am **Featured Speaker | *Plenary Ballroom***

Dr. Michael Stevenson, President Emeritus, Simon Fraser University
Company CEO (TBD)

Change is a constant, but accelerating change is our *New Reality*. Those who lead Canada's post-secondary institutions and our innovative industries are called to craft our response. As an association of professionals committed to helping graduates transition from school to work, we are eager to learn what they will require in the near and long term to make that transition as successful as possible. CACEE is inviting leaders from the university and corporate sectors (one each) to come together to share their perspectives on the challenges and opportunities for those coming into the workforce as well as address the role of educational institutions and corporations in ensuring this successful transition.

9:45 – 10:15 am **AM Break**

10:15 – 11:30 am Workshop Series E

E1. The Future of Campus Recruiting: Challenges & Opportunities

What does the future of campus recruiting look like in Canada? How are student interests changing? What will the availability of talent be like? Based on more than 20 years experience in the campus recruiting field and eight years of student research and employer consulting, this presentation will focus on both the challenges and opportunities that will impact employers and campuses in the coming years. Will all recruiting be done through social media? Are career fairs dead? Will students drift from employer to employer as free agents? Come hear what lies ahead and what specific steps employers should be taking to prepare for the future.

E2. Engaging in a Needs Assessment Which Creates Instant Relationship Using the 3 E's of Business

The assessment of need is the single most important step to any sales process. Whether it is an employer "buying" our program and its students or our students buying into our program, if we do not do a world class job in assessing what it is they need we are lost. Our presentation will delineate how to align our expertise in our roles, execute a world class needs assessment in order to create an experience which builds an advocate for us and our program.

E3. Assess for Success

An assessment is any process, tool, or methodology that benchmarks and measures a set of criteria for individuals, teams, or organizations. Like money, volume, or distance, assessment is a form of measurement that helps individuals know where they are and where they are going. Learn why and how every professional or department should implement an assessment strategy with their constituents. You will discover that not all assessments are created equal and what to look for in assessments to best serve your needs. You will be challenged that many of the assumptions and industry beliefs about assessments are false. And finally you will personally experience the power of the assessments process as part of this program. This is a highly interactive program so be ready to learn, have fun and contribute at a 100%.

E4. Internship Programs: Transforming Student Learning and Community Connections

Do you want to expand the range of experiential learning opportunities for students on your campus to include internships? Do you recognize the advantages of internship programs for students and employers but can't get the buy in or resources to get one started? The Career Centres at the University of Windsor and the University of British Columbia have found a way. Both centres are running successful internship programs focussing on part-time, unpaid internships in the non-profit sector. For students this has translated into enriched educational experiences to further their career development. It has also helped strengthen university-community connections by engaging a sector of the workplace community that is often excluded from more traditional on-campus recruitment initiatives. Come and hear our story, and help us continue to explore how Career Centres can offer high quality internship programs that successfully co-exist with other forms of experiential learning opportunities for students.

11:30 – 1:00 pm Lunch

1:00 – 2:00 pm Workshop Series F

F1. The United Nations of Graduate Recruitment

CACEE is one of a number of similar national associations around the globe. These associations exist in countries such as the USA, United Kingdom, South Africa, Australia and Hong Kong. These country associations collaborate via a forum called the International Network of Graduate Recruitment and Development Associations (INGRADA). The aim of INGRADA is to share information and best practice across international borders. One important output of this collaboration has been the creation of the INGRADA Global Graduate Recruitment Survey, which compares key benchmarks across the participating countries. This workshop looks at the state of the graduate recruitment market in a number of countries, the activities of the various country associations, the work of INGRADA and the key results from the first INGRADA Global Survey. This workshop is suitable for anyone interested in a worldview of the campus recruitment market.

F2. Hiring with Style: Confidently Know HOW to Choose Successful Team Members – and It's Not Just Those who Have the Skills!

Do you fully understand the work behavioural style and task requirements of the next position

you'll be filling in your organization? Do you desire to reduce staff turnover and work-related stress levels? The required work style of a current/potential position, job or responsibility is often overlooked, yet is such a vital part of the job selection process, performance improvement and career planning path. By first measuring the job style needs and then assessing possible employees to establish job-style compatibility, it helps you to know who would be the best fit for the positions on your team. For those already on your team, establishing such a system also provides a roadmap to match each person's preferred work style and work environment to help him or her more intentionally select the best roles and responsibilities so they can play to their strengths. This information is foundational to fully working *on purpose*.

F3. Working with Franchise and Commission-Based Sales Organizations that Recruit on Canadian Campuses

Career centers are often approached by organizations that wish to use our services to promote their franchise and/or commission-based sales opportunities to our students on campus. While students can reap large rewards and learn valuable skills by working with these entrepreneurial-type organizations, they can also face considerable risks. These opportunities are, therefore, very different from the usual "jobs" that students see on our job sites.

How can we offer these valuable entrepreneurial experiences to students but also protect them from unexpected failure and financial losses? How do we handle organizations that find other, sometimes, unsuitable ways to recruit on our campuses "behind our backs"? This workshop will give participants the chance to hear how the McGill University Career Planning Service (CaPS) developed strategies and policies to deal with entrepreneurial-type organizations. Participants will also be encouraged to share their own experiences and strategies working, or not working, with such enterprises.

F4. Implementing a Co-Curricular Recognition Program

Abstract to be determined

F5. UNCONFERENCE

2:00 – 2:45 pm

PM Break

2:45 – 4:00 pm

Workshop Series G

G1. *Presentation to be determined*

G2. Gen Why? How to Retain Top Talent Coop and Internship Students once Onboard

Now that you have your students onboard, the hard part is done - right? Jennifer will lead a discussion on how employers today must continue to promote and exemplify the benefits of working for their company even after their students are onboard. Discover how IBM is choosing to differentiate themselves through the student experience and have created successful, meaningful and affordable internal initiatives to help with student morale and making students feel right at home!

When employers develop a sense of community amongst students this creates an environment where students feel safe being innovative, taking risks, asking questions and trusting one another and their coworkers to act in the best interests of the company and great things can happen!

Studies show that students that have completed internships and coops are not fully keen and determined to return to these employers upon graduation. See how IBM is able to live up to their motto "*recruit once, hire twice*" and have a great return on investment in their strong coop/internship program and exciting student experience.

G3. The Strategic Networker: Getting Comfortable with Networking

In 2003, university-led research emerged that finally corroborated the age-old notion of "six degrees of separation" as legitimate, suggesting we are all much more connected than we realize. This can be great news for those students who feel that the best opportunities in life are only ever provided to those of us who are lucky enough to "know people". After all, that key business connection or elusive job opportunity may be closer to students than they may think. However, whether students are trying to complete their education or find a job, few of them know where to

even start...much less how to truly tap into their existing social networks and gain access to the absolute wealth of resources that exists within them. This presentation will demystify the networking process, and provide practitioners with a plan for guiding students in linking their network to academic and career success.

G4. Queen's and Kingston...Working Creatively Together to Support the Local Knowledge Economy

Employment opportunities and preferences for university graduates in the post-industrial North American economy differ significantly from the 1960s and 1970s. A shift in the landscape of dominant industries, spurred by the decline in the manufacturing sector, has prompted a growth in the 'creative' or 'knowledge' sector. While 'global cities' like Toronto, Ontario and Vancouver, British Columbia have been successful in attracting members of the creative class to live and work, mid-sized regional localities, such as Kingston, Ontario have found the process more challenging. This presentation will discuss opportunities for educational institutions to partner with city administration to support local economic development and drive knowledge transfer and commercialization. It will outline the new innovative formal agreement between Queen's University Career Services and the Kingston Economic Development Corporation to strengthen the connection between students, employment prospects and community engagement in the local area.

5:00/5:30 – 12:00 am Tuesday Night Social | Hernder Estate

Wednesday, June 8, 2011

8:00 – 9:00 am Breakfast | Plenary Ballroom

9:00 – 10:00 am Workshop Series H

H1. Finding Fit: Leveraging the Potential of Diverse Recent Grads

Canadian college and university graduates today represent a diverse population: they bring a range of abilities (and disabilities) to the workplace, they represent cultures from around the globe and they span three generations from second career zoomers to media-savvy millennial. In order to attract the right talent and find the right "fit", employers and career educators need to better understand the outlook, aspirations and goals of recent grads.

Drawing upon research from our recent *Gen Y* study as well as real life case studies from among over 10,000 successfully launched careers, this workshop aims to identify what workplace culture actually means, the impact it has on grads' career planning as well as the kinds of research they do and the opinions they seek to select their employers of choice. Participants will leave this session with practical, up-to-date tools and insights to immediately influence their organization's *Gen Y* and diversity recruitment strategies.

H2. Developing, Executing and Owning your Digital Employer Brand

Today, candidates are increasingly digital, social, and mobile. The explosive growth of digital brand experiences, social media outlets, and mobile web access has forever changed the way companies articulate and manage their employer brands. Social media provides increased transparency, while mobile has further propelled the immediacy of information. Given these changes, it is more important than ever that companies embrace new and effective models for executing and managing their employer brands. Join TMP Worldwide as Wayne Burns, SVP and Trevor Thomas, VP Digital Strategy, present two case studies on best practices in Canada and the U.S.

H3. "What Can We Learn From the Lived Experience of a Student - the Value of Phenomenology in Career Education."

Have you ever wondered if you fully understood why your student didn't apply for that 'perfect' job, attend the valuable employer event, or follow through with the employer informational interview you arranged? While research in career development has increased substantially over the past generation there is still much to be learnt about our students' experience of transitioning from education to career. Phenomenology can be a very valuable strategy in expanding our knowledge in this area. Phenomenology is a qualitative research method that helps to explore the essence of experience. In this exploration a deeper, richer understanding forms that looks

past generalizations and theories, expanding our knowledge on the variables that impact career action. This interactive presentation is suitable for career and employer practitioners that want to increase their understanding and explore different ways of acquiring insight into student and employee motivation – specifically as it relates to career action (or lack of).

H4. The Power of Your Image

Your most important branding tool is YOU. Grades, technical skills, and extra curricular activities will get students' names on the shortlist; however those things alone will not be enough to sell an employer during the interview process. Candidates' often neglect key components of appearance, behaviour, and communication, which create a positive impression and pave the way for opportunity. This isn't just about your wardrobe, it's also gestures, how we behave when we're being assessed, what we say and do not say. The interview process should be a candidate's time to showcase their potential, their knowledge, and experience to a prospective employer and there are several actions students can take to help set them up for success now and in the future. Our image is one of the few things we can control and the misnomer is that we only need to control that image during the interview itself. The reality is that our image permeates everything we do, every interpersonal connection and every virtual imprint.

H5. UNCONFERENCE

10:00 – 11:15 am	Featured Speaker <i>Plenary Ballroom</i> Damon Allan, four-time Grey Cup Champion.
11:15 – 11:30 am	AM Break
11:30 – 12:30 pm	Workshop Series I – Roundtable Sessions
12:30 – 1:00 pm	Conference Closing & Cupples Cup Award