



AGENDA

CACEE Ontario Regional On-campus Recruitment Conference

Tuesday, December 6, 2011

Radisson Admiral Hotel

7:30 am – 8:30 am

8:30 am – 8:45 am

8:45 am – 10:00 am

Registration and Hot Breakfast

Conference Opening | Admiral Ballroom, 3rd floor

Featured Speaker | Admiral Ballroom, 3rd floor

Janet L. Ecker, President, Toronto Financial Services Alliance

Although the financial services sector is one of the largest contributors to Toronto's, Ontario's and Canada's economies, a career in financial services is not top-of-mind with as many students and job seekers as one might imagine - even though the talent pool in Toronto is among the best in the world. In research it has conducted, the Toronto Financial Services Alliance discovered that there was little awareness of the range of career opportunities that exist in financial services, nor of the skill gaps that are emerging as Baby Boomers begin to leave the workforce. TFSA President Janet Ecker will discuss the implications of these findings and the practical steps her organization has been taking to ensure that Toronto continues to enjoy its talent advantage.

10:00 am – 10:15 am

10:15 am – 11:30 am

Networking Break

Workshop Series A

- 1. Field Placement in Career Services: A Model for Centralizing Field Placement and Internship into the Career Centre**
| Windsong, 4th floor

by Susan Thomas and Leah Murdock, University of Guelph-Humber (Educator)

During a recent change in academic leadership at the University of Guelph-Humber, significant gaps were realized in the administration of field placement and internship. Greater consistency was required amongst programs to document both the student and field site experience, and create a clearer picture of relationships with industry partners. With a few bumps along the way, field placements and internships were centralized to Career Services ensuring more opportunity for students and a clearer understanding of our partners and how they support our programs. The presenters will share their experience achieving buy-in and best practices on integrating field placement activities to maximize on relationship building and improve accountability for all students on field experience.

2. Employer Roundtable: Discussion on the Need for Employers to Develop Strong On-Campus Relationships | [View, 5th floor](#)

Moderated by Nancy Moulday, TD (Employer)

3. Career Divination; Engaging new students and their parents! | [Admiral Ballroom, 3rd floor](#)

by Catherine Stace, McGill Career Planning Service (Educator/Employer)

It is often difficult to get first year students to engage in career planning and learning about job search strategies. This session will look at ways in which McGill has tried to tackle this program with activities, programs and tools such as participation in parent events, student events, street festivals, 4 year planning guides, peer educator program and the Peer Educator Executive board, traveling lounges and career divination tents! Participants will be encouraged to share their successes and challenges that they face at their institutions.

4. Preparing students for jobs that do not yet exist: A look at core competencies | [Rainbow, 4th floor](#)

by Yvonne Rodney, University of Toronto (Educator/Employer)

Teaching students about the competencies employers expect them to possess to successfully compete and thrive in the workplace post-graduation, is a necessary component of effective career education. This objective, underlined in the University of Toronto planning document *Towards 2030 states*: "We (the university) must prepare our students for jobs that do not yet exist, to make discoveries that we have not even imagined and to take on roles for which they cannot ready themselves ahead of time." This session will highlight what employers had to say about the core competencies our students need and invite discussion about how best to help students develop them.

5. Squeezing Every Drop out of your Video Campaigns | [Rain Dance, 4th floor](#)

by Mike Leon, Brand Heroes (Educator/Employer)

So think back to those great videos you created. How long were they? 2 minutes, 3? Now think back to how much footage you shot to get to this final length? What did you do with the rest of it? Often times most folks don't do anything however think about all the great stuff that's there and what it could be used for. Brochures, DM pieces, bonus materials and winning social media campaigns – and that's just the start! The best thing is it won't cost you a dime more than you're already spending. Intrigued? Let's spend 45 minutes together and we'll show you how it's done, why it works and how to squeeze every last drop and get the most out of your budget.

11:30 am – 12:30 pm

12:30 pm – 1:30 pm

Lunch

Special Presentation: Campus Outlook 2012 | [Admiral Ballroom, 3rd floor](#)

Paul Smith, Executive Director, CACEE and Graham Donald, President, Brainstorm Strategy Group Inc

The President of Brainstorm Strategy Group and the Executive Director of CACEE will co-present this update on trends, innovations, and practices that will affect

1:30 pm – 2:30 pm

how you attract and hire students in the immediate future.

Participants will benefit from two distinct perspectives: students' and employers'. Drawing highlights from the 2011 *Canada's Top Campus Employers Report* (which focuses on the students' point-of-view) and the *2011 Campus Recruitment and Benchmark Report* (which summarizes employers' perspectives) the presenters will provide the current "lay of the land". This will include a look at key communication channels, social media use, the evolving profile of Gen Y, hiring trends, campus promotions, employer rankings and much more.

Workshop Series B

1. Roundtable: Outcome of the Campus Outlook 2012 Special Presentation: What does the future hold for on-campus recruiting? | Admiral Ballroom, 3rd floor

*Moderated by Paul Smith, Executive Director, CACEE
(Educator/Employer)*

2. Recruiter 101 Module (Part 1) | View, 5th floor

by Erin Marsden, Enterprise Holdings, and Nicole Roberts, KPMG

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

3. Implications of Social Media on Campus Recruitment | Rain Dance, 4th floor

*by CACEE Ethics Committee and Jonathan L. Dye, Heenan Blaikie LLP
(Educator/Employer)*

A presentation on the impact of social media to on-campus recruitment. This topic will be examined from the perspective of recruiters, students and career educators. The presentation will be followed by a question & answer period. Topics to be discussed will include:

- Issues of privacy
- How to limit risk as an employer
- What students need to understand about recruitment in the age of social media

Participants will learn:

- Provide a legal perspective on how social media has and can impact recruitment on campus for organizations, students and career educators
- Learn how to advise students on what they need to be aware of with social media and how it can possibly impact them with regards to securing a job
- As a campus recruiter, gain valuable insight into the impact social media has had on recruiting

4. Evolution of Career Development Programs within the UK University Framework | Windsong, 4th floor

by Christopher Little, McGill University (Educator)

Informational session on the development and evolution of career modules and programmes within the UK University curriculum framework. Presentation on case studies of the work that was undertaken at Lancaster University in order to develop credit bearing modules within the various academic departments, to engage students and create interest on career and employability issues in their subject area. Development of career based modules that could be put to academic departments, which could be customised to fit their needs. Would enhance QAA (Quality Audit Agency) and teaching audits and would adhere to the University mission statement & direction.

Will case study the Lancaster award. Many universities in the UK are now introducing awards that recognize the many achievements students do alongside their academic degree programmes through their time at University and to enhance their employability outcomes. The idea at Lancaster University was to introduce an award that would credit students with their extra curriculum achievements and sit along their academic award.

5. Engage your new grad and student hires well before they start and long after their end date | Rainbow, 4th floor

by Nicol Kalnova, TELUS Communications (Employer)

The Fall recruiting peak season is over. You extended your offers. However your new grad hires don't start until next summer. How do you keep them engaged? How do they become your company's ambassadors well before they start? Join this presentation to learn about innovative approaches TELUS is using to engage new team members well before their first day at TELUS. Apply some of the tips and tools provided to decrease your cost per hire and increase your ROI. Facilitate excellent team member experiences and increase retention rates by involving your new grads and students. Empower and encourage them to be creative and contribute above and beyond a scope of their role/program. Learn how to continue engaging your rotation program alumni or co-op students long after they have completed their program/work term and either "landed" a role within your organization or returned back to school.

2:30 pm – 2:45 pm

2:45 pm – 4:00 pm

Networking Break

Workshop Series C

1. The CONNECT SCALES Project: The Benefits of Recruiting Using an Essential Skills Approach | Windsong, 4th floor

by Debi Saul and Michelle Forrest, CONNECT Strategic Alliances and Pam Jadischke, Conestoga College (Educator/Employer)

Funded by HRSDC-OLES, CONNECT Strategic Alliances, in partnership with NSCC and Douglas College, is in the second year of a three-year initiative seeking to improve employability by providing practitioners with tools to identify the Literacy and Essential Skills (LES) of un- or underemployed Canadians, in an effort to obtain employment or to increase their prospects.

The Supporting the Canadian Advancement of Literacy and

Essential Skills (SCALES) project team completed an Environmental Scan and Organizational Needs Assessment interviews, and based on that research, developed tools that are currently being piloted by partner agencies in British Columbia, Nova Scotia, and Ontario. Upon completion of the pilots, the tools will be revised, and during the final year of the project, disseminated across Canada.

Participants will learn:

- Gain a foundation of Literacy and Essential Skills and why they are important to all Canadians
- Learn about the CONNECT SCALES project and research findings

2. Recruiter 101 Module (Part 2) | [View, 5th floor](#)

See abstract above

3. The New Reality of Campus Recruitment In Canada: What Students Want | [Admiral Ballroom, 3rd floor](#)

by Lauren Friese, Talent Egg Inc. (Educator/Employer)

New research from TalentEgg.ca shows that employers and students are not on the same page when it comes to campus recruitment – while employers are very slowly shifting away from traditional campus recruitment methods and toward digital media, most are still investing in high-cost (in terms of both cost and time) recruitment activities that only a fraction of students will participate in, including trendy social networking websites such as Facebook and Twitter. Featuring new statistics and insights gathered from students and recent grads across Canada, as well as employers from a variety of industries, this presentation will demonstrate the disturbing disconnect between what employers are doing and what students actually want, and outline the most relevant and cost-effective ways to reach students with your recruitment messages in 2012.

Participants will learn:

- Top trends in on- and off-campus recruitment in Canada
- Preferred recruitment methods of students
- Learn about what other employers are doing – what's working and what isn't working

4. Driving Your Own Future: An Introduction to Strategic Planning | [Rain Dance, 4th floor](#)

by Graham Donald, Brainstorm Strategy Group Inc. (Educator)

The only way to have control over the future of your office is to develop a clear, simple strategic plan. Currently, career development and co-op offices on campus operate in a flux of transition. Budget constraints, student demands, the evolving employment market, new technologies, changing administration and many other forces create a multitude of challenges for leaders in career education on campus. In the past few years we have seen some centres grow with expanded budgets while others have lost resources and even some of their core functions. A clear strategic plan declares your intentions for yourself, your colleagues, your administration, and all of your stakeholders. It greatly enhances your chances of attracting resources and operating under the right measures. In this workshop, Graham Donald will draw on his experience of guiding more than a dozen career and co-op offices through the strategic planning process and provide participants with the concepts and insights they need to get started on

transforming their own offices' future.

Participants will learn:

- The benefits of strategic planning and how it has proven effective for other career offices
- A step-by-step “how-to” overview of strategic planning
- Resources that will help with strategic planning whether you decide to “go it alone” or work with a facilitator; and
- Options for determining if a short, medium, and in-depth planning process is best.

5. Global Ready Graduates: Who are They and Why Should You Hire Them? | Rainbow, 4th floor

by Stephanie Hayne and Jeff Watson, University of Western Ontario (Employer)

With a current and long-term focus on internationalization in higher education, students are leaving our institutions with higher levels of intercultural competence. Whether from a semester-long study abroad, an international volunteer trip, or engagement with the diversity that exists on our campuses, new graduates have developed significant transferable skills that will help them succeed in an increasingly global work environment.

What do employers need to know about the intercultural skills of today's graduates? How will these skills translate into tangible results for your organization? What is the value of hiring international graduates? How can you attract diverse talent and create a welcoming environment from employees from all backgrounds?

This presentation will shift from the theoretical to the practical as we explore the impacts of internationalization in higher education on the readiness of graduates to *work for change, and change your workplace*. It will include the voices of both international students and students with international experiences. Employers will not want to miss this hot topic!

Participants will learn:

- Increase knowledge of the kinds of international programs/services higher education offers to today's students
- Understand the types of skills graduates with international/intercultural experience possess
- Understand the value international graduates can add to your organization

4:00 pm – 4:30 pm

5:00 pm – 7:00 pm

Conference Closing & Raffle Draw

Holiday Networking Reception | Watermark Restaurant, 5th floor