



DETAILED PROGRAM

Sunday, June 3, 2012 to Wednesday, June 6, 2012

Sunday, June 3, 2012

4:30 to 5:30 p.m.	New Members Reception Pilot Room, Third Floor
6:00 to 7:00 p.m.	Past-President's Reception <i>Brought to you by CACEE's Past Presidents</i> Suzor-Coté / Krieghoff Foyer, Third Floor
7:00 to 9:30 p.m.	President's Dinner and Award Ceremony <i>Sponsored by Sheridan College</i> Suzor-Coté / Krieghoff Room, Third Floor
10:00 p.m. to 12:00 a.m.	Networking Suite <i>Sponsored by Vector Marketing</i> Jean Paul Lemieux Room, Lower Level

Monday, June 4, 2012

7:30 to 8:30 a.m.	Breakfast and Registration <i>Sponsored by Sun Life Financial</i> Suzor-Coté / Krieghoff Foyer, Third Floor
8:30 to 9:45 a.m.	Featured Speaker Presentation Suzor-Coté / Krieghoff Room, Third Floor Maximizing social media in a recruiting context <i>Didier Dubois and Emilie Pelletier, Groupe Marketing</i> The job market has been profoundly transformed over the past few years. Today, candidates no longer solicit companies—companies have to woo candidates. Employers compete to find creative new ways to attract the top talent. Parallel to this phenomenon, new technologies have invaded our lives and are now part of our everyday experience. Today's companies have taken advantage of social media and use them not only to attract

candidates but to communicate with their employees.

- What technologies are available?
- Do they really reach the candidates?
- What applications are possible in a recruiting context?
- Are online “careers” sections outmoded?
- Facebook, LinkedIn and Twitter: which one to choose?
- Can these technologies be used to communicate better with your employees?
- Where to begin? What are the steps?

10:00 to 11:00 a.m.

Workshop Series A

1. **Demystifying the case interview: How to prepare your students for success** *Sponsored by Accenture*

Room 410, Fourth Floor

Ryan McCracken, Accenture

The consulting case interview is often misunderstood, even eliciting stress and anxiety from applicants. In practice, case interviews allow students to apply their personal experiences and knowledge to solve real work problems, much like they will encounter during their consulting career. This interactive session will provide participants with an understanding of why consulting companies conduct case interviews, how they are executed and how best to help students prepare for success. Moderated by the recruiting lead for Accenture’s Management Consulting practice in Canada, this session will leave you with the tips and tools you need to give your students a competitive advantage.

2. **Career success begins with how the clients evaluate meaningful employment opportunities** *Sponsored by Jobillico*

Pilot Room, Third Floor

Sonny K. H. Wong, Ryerson University

Recession has made the labour market competitive for new graduates attempting to find employment. Job search strategies can help individuals tap into the hidden job market. However, their expectations associated with what they define as meaningful work can hinder their abilities to begin their career paths after graduation. Participants will learn how to engage clients in re-examining their attitudes toward work so that they are able to gain the soft skills needed for job search success and to develop healthy career identities. This interactive session will guide educators and employers to explore the notion that career counselling goes well beyond standardized assessment tools and conventional job search methodologies. The session aims to provide practitioners with the tools needed to explore the job seekers’ career identities and examine their attitudes when evaluating employment opportunities. Furthermore, participants will walk away with the skills needed to provide career counselling and employment supportive services.

3. **What do you do when on-campus recruitment isn’t just about career services anymore?** *Sponsored by TD Business Banking*

Leduc-Fortin Room, Third Floor

Nancy Moulday, TD Business Banking, and Cynthia Bishop, Rotman

Commerce, University of Toronto

On-campus recruitment isn't just about posting a job, holding an information session and interviewing; it is about creating an overall strategy that incorporates various touch points with students, faculty and alumni. Over the past four years, Rotman Commerce has developed a collaborative framework between Career Services, Student Life and Alumni Relations to better address the needs of all stakeholders, including corporate partners. By profiling one of our most successful corporate partnerships—with TD Business Banking—we will show how the model works to better meet the needs of on-campus recruitment for our corporate partners while enhancing the student experience.

4. Aligning behaviours and actions to your brand values

Room 414, Fourth Floor

Scott Turner, Kinross Gold Corporation, and Darren Evans, Calabash Creative Engagement Inc.

At their best, your organization's brand values can actively support business objectives, align internal and external corporate communications, underscore employee engagement and ensure candidate attraction. However, at their worst, they can be irrelevant, divisive or simply confusing. By ignoring the power and relevance of having strong brand values, companies and organizations are missing a real opportunity to drive corporate value. Behind every strong social media strategy and recruitment marketing campaign there needs to be an even stronger employer brand that is understood, relevant and consistent. In this presentation, we will show the true place of company values in the mindsets of employees and candidates alike. We will also showcase the success that Kinross Gold Corporation has had on a global basis through brand alignment—The Kinross Way—and has helped Kinross achieve recognition as one of Canada's most respected corporate cultures in 2011.

5. "Content is King"—but how do you make it zing? (Bilingual)

Room 415, Fourth Floor

Kathryn Young and Kirill Kornilov, gordongroup Marketing + Communications

Your website is ready to launch. Your blog, Twitter and Facebook accounts are set up. Your e-newsletter design is looking pretty. Now comes the hard part: what to SAY? How do you come up with dynamic content that will grab attention and speak to students on their level? This hands-on, interactive workshop will help you recognize what makes for good content (Aha!) and show you how to rework raw ideas into engaging stories that'll have students clicking, sharing and staying. We'll use real-life case studies to show you the process—strategies for taking a (yawn) dry report or press release as a starting point and turning it into a focused article outline, a new web page, half a dozen Tweets or a blog post. You'll also learn how to enlist others to develop content for you and how to deliver your messages more effectively.

11:00 to 11:30 a.m.

Networking Break

11:30 a.m. to 12:30

Workshop Series B

p.m.

1. Roundtable discussion: Orbis users group

Room 410, Fourth Floor

Christine Sjolander, Beedie School of Business, Simon Fraser University, and Jan Basso, Wilfrid Laurier University

With more than 50 career centres in Canada now on or moving to the Orbis Communications platform for its online job board, interview scheduling and CRM tool, there is a lot we can learn from each other about how to maximize the use of the system on each our campuses. This highly interactive discussion will allow those of us who've successfully implemented the system to provide some advice to those who are making the transition in 2012. This session will also be a forum for newer users to talk with more experienced users about how they've customized their system to manage employer relationships, student information and tracking, event management and other modules, thereby maximizing the system's effectiveness. NOTE: This session is intended only for educator members who have already purchased the Orbis system for their campus.

2. Roundtable discussion: CSM Symplicity users group

Room 414, Fourth Floor

Jean Hepworth, McGill Career Planning Service (CaPS)

This session will provide an interactive discussion to allow those who have successfully implemented their system to share their experiences and best practices with others. What works well and what doesn't? It is also an opportunity to build a network of expert users who can provide ongoing advice and support to each other. As well, the session will be a forum for newer users to talk with more experienced users about how they've set up their system to manage employer relationships, student information and tracking, event management and other modules, thereby maximizing the system's effectiveness.

3. Creating effective on-campus presentations that resonate with student audiences

Leduc-Fortin Room, Third Floor

Chris Jones, Sun Life Financial

How many times have you sat through an employer presentation at a recruitment event or on-campus information session and felt a little disengaged? As employers, we often rely heavily on PowerPoint as a tool that defines our presentations with endless slides of bullet-pointed text. We often feel the need to explain every aspect of our business in a language most students can find online. So much information often requires a delivery time in excess of an hour—by which point the audience has forgotten what the key message was all about. In this session, Chris will share some of the ways you can prepare an effective on-campus presentation that delivers your organization's key message, the roles you are promoting and the employer value-proposition in 20 minutes or less. He will also discuss how he has partnered with new graduates and senior leaders at Sun Life to develop content that resonates with student audiences.

4. A holistic approach to supporting the career and work search skill development of work study students

Pilot Room, Third Floor

Penny Freno, Simon Fraser University Career Services

In this session, you will hear about an innovative partnership between SFU Career Services and the University's Work Study Program. Through this partnership, a blended curriculum (face-to-face and online) was developed to support work study students to better understand and engage in the career development process; capitalize on and leverage their work study experiences; and contribute to their early learning about best practices in work search. Curricular elements, including the online components, will be shared, as will the current literature used to support this initiative.

5. The paper CV is on its deathbed – The pilot project for implementation of CV 2.0 for Université Laval MBAs (French)

Room 415, Fourth Floor

René Beaulieu, Le Service de Placement de l'Université Laval

The Université Laval Placement Service conducted an online digital CV pilot project with students from the MBA Program. René will present the tool chosen from the many products offered on the Web that allow job seekers to do personal branding and follow up their job search actions. He will explain the process that led to this decision, the implementation steps, the project costs, and the product's advantages and disadvantages. Career centre stakeholders will see the advantages offered by this type of tool, because it allows users to focus their efforts on the content and marketing of the CV, rather than the format. Human resources professionals will be sensitized to adapt their processes to this new phenomenon. This workshop will be an opportunity to think about the adjustments to each person's practices, considering this new innovation.

12:30 to 1:45 p.m.

Lunch and Awards Presentations *Sponsored by CGA Alberta, CGA BC & CGA Ontario*

Suzor-Coté / Krieghoff Room, Third Floor

1:45 to 3:00 p.m.

Workshop Series C

1. Career integrated learning: curricular reform *Sponsored by Memorial University*

Pilot Room, Third Floor

Rob Shea, Memorial University of Newfoundland

This session will explore a new career and experiential learning initiative at Memorial University of Newfoundland—a pilot program that seeks to incorporate graduating student competencies into the curriculum of courses across the university continuum. This five-year project will work with all 12 faculties and schools at Memorial to embed these competencies into the curriculum and explore the opportunity to enhance experiential learning both inside and outside the curriculum. It will also utilize the co-curricular record and e-portfolio as culminating tools for reflection.

2. Overview to career education (Part 1) *Sponsored by Wilfrid Laurier University, Sheridan College and University of Toronto*

Room 410, Fourth Floor

Jan Basso, Wilfrid Laurier University, Kerri Zanatta-Buehler, Sheridan College, and Yvonne Rodney, University of Toronto

This session is offered as Part 1 of the Career Educator Certificate, a five-part series offered by CACEE to provide an introduction to the Career Educator role within the Canadian post-secondary context. The other four modules are offered by webinar at different times during the year.

In this session, participants will gain an understanding of the historical development of post-secondary career services in Canada, an overview of career centre operations, an awareness of the standards and practices that inform the work of career educators, and knowledge of the profession and its networks.

3. Recruiter 101 (Part 1)

Room 414, Fourth Floor

Erin Marsden, Enterprise Holdings

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

- An overview of what's required in today's market to successfully recruit on campus
- An 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 lessons immediately

4. Is your on-boarding “on” or “off”? Strategies for optimizing your on-boarding practices for successful student engagement and retention

Leduc-Fortin Room, Third Floor

Ally Howard and Ayse Dai-Gammon, Management Career Services, Dalhousie University

“Bringing a new employee on board can be the start of a rewarding relationship or the beginning of a missed opportunity.”

—Daniel H. Pink

The concept of orienting a new employee is not a new one; however, there is intrinsic value in building strategic, successful on-boarding programs. Successful on-boarding practices will enhance new employee engagement and retention, improve your ROI in your new employees by increasing productivity and reducing costs, and transform your existing orientation practices into a more systemic employee integration model for long-term success. Join us in this interactive session to:

- Gain insight into the importance of on-boarding and how successful on-boarding strategies can be used as an untraditional method to engage and retain high performers
- Explore best practices in successful on-boarding strategies
- Participate in a discussion forum for career practitioners and employers to uncover new and innovative ways to engage students or new hires through on-boarding

5. The secret's out! The challenges of marketing jobs at CSIS (Bilingual)

Room 415, Fourth Floor

Roxanne Ouellette and Sylvain Briand, Canadian Security Intelligence Service

In 2011, an unprecedented change in CSIS' recruitment approach occurred. The Service transformed its recruitment approach from a faceless, informal approach based on word of mouth to a modern, strategic approach using branding. This new direction was essential for the future of the organization.

The Service, through the newly formed Proactive Recruiting and Marketing Unit, developed a national recruitment strategy for the first time. Starting with the creation of recruitment materials and videos using our employees, this initiative brought an important human dimension to our organization.

Our recruitment needs, particularly positions in certain specialized sectors, forced us to be more aggressive. In order to convey our recruitment message and to raise the profile of the Service, we had to be more creative and go beyond traditional job fairs. These changes demanded not only a renewed recruitment approach, but also a new way of thinking for a covert organization like ours.

3:00 to 3:15 p.m.

Networking Break

3:15 to 4:30 p.m.

Workshop Series D

1. The value of a professional exchange abroad for career educators

Sponsored by McGill Career Planning Service

Pilot Room, Third Floor

Gregg Blachford and Lorna MacEachern, McGill University Career Planning Service (CaPS), and Claire Conway, Oxford University

Ever wonder what it would be like to work in another career centre? As career professionals, we know how much students benefit from an academic exchange; we too can benefit from the new perspectives and experiences that a job exchange permits. Hear from two career professionals who successfully organized professional (and house) exchanges recently in the UK. We will discuss how the exchanges were organized, the challenges and benefits we experienced, and tips on how you could organize your own professional exchange in Canada or abroad.

2. Overview to career education (Part II)

Room 410, Fourth Floor

See abstract above.

3. Recruiter 101 (Part II)

Room 414, Fourth Floor

See abstract above.

4. Campus outlook 2012

Leduc-Fortin Room, Third 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 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.

5. Practical workshop on LinkedIn, Facebook and Twitter in a recruiting context

Room 415, Fourth Floor

Didier Dubois, Groupe Marketing

Today, as you know, we can no longer post ads and wait for the candidates to come to the organization. On the contrary, as recruiters, we have to go get the candidates. New tools are available on the Web to help us. The most popular platforms are undeniably LinkedIn, Facebook and Twitter. But how can we use them? This workshop will demystify these tools and help you make them allies in your recruiting campaigns. At the end of this workshop, participants will understand the possibilities offered by these three platforms, know how to use them in a recruiting context, and begin recruiting with their assistance.

4:30 to 5:30 p.m.

Employer/Educator Reception *Sponsored by College Pro*

Jean-Paul Lemieux Room, Lower Level

5:30 to 9:00 p.m.

Free Evening

9:00 p.m. to 12:00

Networking Suite *Sponsored by Target Canada Co.*

a.m.

Jean Paul Lemieux Room, Lower Level

Tuesday, June 5, 2012

7:30 to 8:30 a.m.

Breakfast

Suzor-Coté / Krieghoff Room, Third Floor

8:30 to 9:45 a.m.

Featured Speaker Presentation

Suzor-Coté / Krieghoff Room, Third Floor

From 1984 to Brave New World: Generation Y, Digital Natives and the new world of graduate work

Dr. Paul Redmond, University of Liverpool

They have been characterized as being the most educated, opinionated, outspoken and self-confident generation in history: the 'Digital Natives' who have never experienced life without a mobile phone, the Internet or Facebook. Welcome to Generation Y: the post-1980 generation that is currently the focus of hundreds of reports, journals and articles.

Thanks to their ever-circling “helicopter parents,” Generation Y has come to expect more change, challenge and choice than any other generation. They also *expect* to be happy, fulfilled and “edu-tained” in whatever they do. If not, their consumerist mind-set means ultimately they will disengage. For employers, the rise of Generation Y corresponds with a global economic downturn, one that is having huge implications for the graduate job market. Will Generation Y still be able to call the shots? Or has the War for Talent finally been won—by employers?

The aim of this presentation is to provide a lively, stimulating and research-informed overview of *Generation Theory*—one of the most challenging and controversial social theories to impact on the fields of higher education and graduate recruitment. Presenting the findings from a range of research and publications the presentation will reveal how each successive post-war generation (Boomers, Generation X, Generation Y) has reinterpreted the idea of work and careers according to its own unique world outlook—an outlook shaped by social, economic and cultural forces.

As part of the presentation, delegates will gain a hands-on understanding of their own generational outlook on life, work and careers, which will help develop techniques for communicating more effectively with other generations—both at work and at home!

9:45 to 10:00 a.m.

Networking Break

10:00 to 11:30 a.m.

Workshop Series E

1. We're on the same team: building knowledge between your employer relations and counselling staff

Room 410, Fourth Floor

Christine Sjolander, Beedie School of Business, Simon Fraser University

With the intention of providing the best possible service to both of their key constituent groups, many career centres have designated employer outreach staff and student counselling staff. Unintended consequences of this structure can be differing perceptions of centre priorities amongst the team, potentially leading to team disharmony. Worst of all, this structure can lead to information and communication gaps that can impact the ability to service either constituent group well.

The goal of this session is to provide practical, easy-to-implement suggestions to bridge the gap between these two functional areas. The presenter will share some of the practices implemented in several university centres with varying levels of success. The presenter will also encourage participants to share their own best practices during the session.

2. Collaborative college partnerships: connecting arts and science majors to careers!

Room 414, Fourth Floor

John Ault, University of Saskatchewan

The University of Saskatchewan Student Employment and Career Centre and the College of Arts and Science Undergraduate Office have entered a partnership, in consultation with the offices of Integrated Planning and

Assessment, University Advancement and Marketing and Student Recruitment, to establish an online academic major-degree portal connecting students to careers!

This self-directed electronic resource has provided students the opportunity to explore their interests and discover their aptitudes!

In this workshop you be introduced to:

- The importance of connecting careers to academic programming
- The exploration process of seeking out funding resources
- The creation of a ten-minute online Alumni survey
- The research and survey submission process to the Behavioral Research Ethics Board
- The executive summary of the College of Arts and Science Survey results
- The construction of an Arts and Science “Major/Career” website portal

3. Core skills: coaching and facilitation

Pilot Room, Third Floor

Erin Scheel, College Pro

The presentation will focus on practical and fundamental concepts behind two key skills: coaching and facilitation.

- Coaching: the transfer of skills to other people, facilitating learning on a one-on-one basis.
- Facilitation: the transfer of skill, knowledge, attitudes and culture to other individuals.

These are among the core skills at College Pro, and competent execution is critical to the successful development of students—whether in a professional or educational setting.

Coaching and facilitation are both high-leverage skills that are intimately related. They come into play when dealing with people one-on-one or in large group settings, making them highly relevant to both educators and employers. Strong coaching and facilitation play a significant role in your competence as a leader, your ability to develop those you work with, your ability to retain your people and your ability to increase culture.

4. Connecting with your community: events that engage and excite students, employers and community members *Sponsored by Degroote School of Business, McMaster University*

Leduc-Fortin Room, Third Floor

Jacqueline Hampshire and Gisela Oliveira, Student Success Centre, McMaster University

This presentation will focus on two events hosted by McMaster’s Student Success Centre that focused on connecting students and young alumni to the greater Hamilton community.

In November 2011, the Student Success Centre at McMaster University held a Social Media + Job Search Conference. The conference, the first of its kind at an Ontario university, was held to immerse students and alumni in the social media landscape and promote a greater understanding of how social media is being used by organizations for recruitment, as well as to help students understand the importance of their online brand and how social media can be used for advocacy and building relationships. 25 local

social media experts participated in the conference.

In April 2012, students participated in a Hamilton Employment Crawl. The goals of the Crawl were to raise awareness of the employment opportunities available within the city of Hamilton and to encourage students to stay in Hamilton after graduation with the knowledge that Hamilton is a great place to live, work and play. McMaster students toured businesses in the city and were provided the opportunity to explore Hamilton's culture, history and areas of economic growth.

Both events received special projects funding through McMaster's Student Life Enhancement Fund.

5. Career centre evaluation: introducing a new online guide for practitioners

Room 415, Fourth Floor

Karen Benzinger, University of Windsor, and Kerry Mahoney, University of Waterloo

Evaluation has become a critical activity for university career service offices. In this workshop, you will learn about a new online resource, the *Career Centre Evaluation: Practitioners Guide*. This guide is designed to help university career centres think through and develop effective evaluation strategies. Recognizing that every centre has its own evaluation interests and priorities, this session, through case studies, sample tools and templates, will provide an overview of the Guide and how it can be adapted to inform the evaluation plans of your particular centre.

11:30 a.m. to 1:00
p.m.

Lunch and AGM *Sponsored by Rotman Commerce*

Suzor-Coté / Krieghoff Room, Third Floor

1:00 to 2:00 p.m.

Workshop Series F

1. CERIC's Survey of career service professionals: what did we learn?

Room 410, Fourth Floor

Sharon Ferriss, Canadian Education and Research Institute for Counselling (CERIC)

The landscape in career services is evolving as funding service models change, new technology emerges, and shifting economic conditions persist. These conditions prompted CERIC to launch a research project to gain an accurate picture of the career services community in 2011. An online survey was undertaken to identify the interests and challenges as well as professional development and information needs of career service professionals. Over 1,150 responses were collected, representing a broad cross-section of the field, with a quarter of respondents from the post-secondary sector.

This presentation will offer an overview of demographic information about the career service community (educational background, years of experience, salary, perceptions about career options) as well as professional development and research trends. Information about how career service professionals are coping with new technology will also be presented, along with how practitioners feel about their own professional mobility.

2. Career development and learner engagement: programs, process and personal context building *Sponsored by University of Victoria*

Leduc-Fortin Room, Third Floor

Ian Robertson and John Fagan, University of Victoria

Students are truly engaged in career development activities when the programs they participate in inform their personal process and help them to establish a context for their own career planning and growth. This session will explore the relationship between the individual student's own career development process and programming designed to contribute to that development. Using examples of specific programs and services at the University of Victoria, the facilitators will discuss methods for effectively gaining learner buy-in, and strategies for promoting personal context building by the learner. Examples will encompass high-touch individual coaching, medium-touch group interactions and low-touch online resources and curriculum.

3. Challenges of gathering graduating data – a roundtable discussion

Pilot Room, Third Floor

Leslie Liggett, University of Victoria

Everyone wants graduating data:

- Administrators and faculty want to know what services their students found most beneficial, where their graduates end up and how many move successfully into career positions.
- Current students want to know what lies ahead. How long will it take me to find a job? What kind of salary can I expect?
- Future students seek the information as a means to determine school selection.

Collecting this data can be time-consuming and challenging for those assigned the task. Join this roundtable discussion and learn what other schools are doing, what data they are collecting and how they are undertaking the task. Bev will facilitate the discussion by starting with an overview of what and how data is collected for the Peter B. Gustavson School of Business, University of Victoria. Bring information and ideas to share.

4. WorkStory.net – Share your WorkStory. Inspire a future.

Room 414, Fourth Floor

Jeff Watson, University of Western Ontario, and Amy Elder, Brock University

WorkStory.net is a newly launched and innovative web-based video resource for individuals who are new to the job market. It is based on the idea that authentic stories told by one's peers have the power to intrigue, inform *and* inspire. WorkStory features short videos by various individuals that address three key questions: What do you do? What's great about your work? What path(s) did you take to get there?

Created last year by two Canadian professors, WorkStory has gained interest from students, job seekers, career professionals and employer/recruiters. In this presentation, we provide a brief overview/demonstration of the WorkStory project thus far, highlighting its challenges and successes, and the excellent opportunities that we believe it provides for career professionals and on-campus recruiters.

5. Experiences in cultivating long-term career developmental seeds among Aboriginal youth, enrolled university students and alumni

Room 415, Fourth Floor

Kakwiranóron Cook, McGill University – Office of the Dean of Students

Universities across Canada are working to increase access for Aboriginal students to higher education by facilitating more pathways to labour market participation. In step with these measures, McGill University engages with both urban and rural Aboriginal communities across the country to promote the post-secondary experience well before the recruitment of qualified applicants begins. Through on- and off-campus invitational events, young students from Grade 7 onwards are able to explore their interests and potential careers through interactive workshops and discussions with a wide array of McGill representatives. They maintain a connection to the university through *McGill In Mind*. McGill is taking this long-term approach in order to encourage Aboriginal participation in higher education, which will in turn help Canada meet its increasing demand for human resources through increased participation of Canada's fastest growing demographic.

This workshop will examine McGill's progress in these initiatives. Participants will be encouraged to share their own experiences at attempting to increase Aboriginal participation in post-secondary education and the workplace.

2:00 to 3:00 p.m.

Workshop Series G

1. Staying engaged – “marrying” student success with career centre awareness

Room 415, Fourth Floor

Craig Ingram, Richard Ivey School of Business, University of Western Ontario

With an ever-growing student population and relatively limited staff resources, career service centres face the ongoing challenge of obtaining an accurate and timely picture of student career success throughout the academic year.

Understanding student placement rates and recruiting efforts in real-time allows career centres not only to reinforce their value to administration, but also to most effectively engage and build relationships with their primary stakeholders, students and recruiting organizations, along with other valuable partners including faculty and alumni.

Join this discussion regarding the structured process the Career Management (CM) department at the Ivey School of Business has put in place to gain maximum insight into students' progress in the recruiting process throughout the student life cycle. Through a systematic group of initiatives, the CM team is able to effectively understand the continued career status of students even as student numbers increase.

2. Survive, Revive and Thrive: create the job you want

Room 410, Fourth Floor

Kevin Lin, George Brown College

During an economic downturn, rather than using the traditional job search approach, can we create a job that we want? How does that work?

In the workshop, you will be exposed to a 3-stage process—Survive, Revive and Thrive—while learning how to create the job you want, step by step. The workshop will also cover some unconventional and creative resources that are often overlooked to create career opportunities and share best practices.

3. Career development on campus: What's happening now? What's next?

Room 414, Fourth Floor

Nathan Laurie, jobpostings.ca, and Graham Donald, Brainstorm Strategy Group Inc.

It's time to rethink tomorrow. Financial constraints, a shifting job market, new student demands and changing institutional priorities have changed the face of campus career development. In recent years, some campuses have overhauled their entire approach to career development: from launching "student success" centres, to implementing new technologies, expanding experiential programs, emphasizing employer relations, and increasing focus on social media. These are all just a few of the changes we've seen lately. But the question on everyone's mind is: what's next?

This presentation will feature highlights from a new research report on Canadian campus career development. Alongside presenting key statistics about resources available on campus, the report will also share insights in the "mood" and opinions of career development leaders. Join the debate about your future!

4. Campus recruitment's little helpers: best practices from 200 top students

Leduc-Fortin Room, Third Floor

Lauren Friese, TalentEgg Inc.

Do you ever wish you could run your campus recruitment decisions by hundreds of the most sought-after candidates in the country before you made them? What if you could ask them what they like and don't like about your career fair booth, what they want to see on your careers website, or how you can improve your organization's social media presence?

Join Lauren Friese, founder of TalentEgg, as she shares brand-new, must-see campus recruitment case studies and best practices collected from a panel of 200 top students and recent graduates, including video footage of real students sharing their opinions on actual campus recruitment campaigns.

5. We can't do it alone! Effectively using your alumni office to meet career centre needs

Pilot Room, Third Floor

Patricia Poirier, Brendan Hagerty, and Ashley Verge, Memorial University of Newfoundland

Alumni can be a beneficial resource to career centres as we attempt to find new and innovative ways to improve client services. Connecting and

partnering with your alumni office to bring alumni back on-campus can help career services come full circle. Explore how Career Development and Experiential Learning at Memorial University is collaborating with our Office of Alumni Affairs and Development to offer unique experiences, from Dining Etiquette and Careers days to mentoring, for our students, alumni and employers.

This is an interactive presentation! Please bring your own ideas and experiences on this topic to share with the group.

3:00 to 4:30 p.m.

Free Time

4:30 to 5:00 p.m.

Buses Depart to Boat Cruise

Those participating in the Tuesday Night Social are asked to meet in the hotel lobby at 4:15pm for a 4:30pm departure from the Loews **Hôtel Le Concorde**.

5:00 to 11:00 p.m.

Boat Cruise Dinner and Entertainment *Sponsored by Enterprise Holdings*

Chouinard Pier, Old Port of Québec
Louis Jolliet, Charter Deck A

11:00 to 11:30 p.m.

Buses Depart back to Hotel

Wednesday, June 6, 2012

8:00 to 9:00 a.m.

Breakfast

Suzor-Coté / Krieghoff Room, Third Floor

9:00 to 10:00 a.m.

Workshop Series H

1. The social career centre: using authentic social media to engage students in career education

Pilot Room, Third Floor

David Lindskoog, Simon Fraser University Career Services

Whether career centres at post-secondary institutions like it or not, social media is here and it's here to stay. An increasingly valuable tool for job seekers, social media has garnered much attention in career development circles. But what value do these mediums hold for career centres whose mission is to engage post-secondary students in career education? Through the story of Simon Fraser University Career Services' growing engagement with social media, this interactive and narrative presentation will focus on strategies for implementing and growing your career centre's presence, interactivity and authenticity across social media platforms in order to more effectively reach post-secondary audiences. There will also be a focus on discussion and sharing of knowledge and practices regarding social media use in participants' own experience.

2. In their own words: how a narrative approach supports students' career exploration, and one career centre's experience with it

Room 415, Fourth Floor

Mark Franklin, CareerCycles, and Penny Freno, Simon Fraser University

We're hearing a lot about using 'narrative' and 'storytelling' in career

services, but how does it work? In this session, the presenters will show you how to engage your clients in what they're best at—telling their stories!—while positioning you, the career professional, as the expert at gathering and organizing all the key information in order to collaboratively generate possibilities. You will learn how to listen in new ways to clients' stories and to help distill what matters from what has happened, while understanding how the framework's tools and interventions balance structure with flexibility and professional judgment.

You will also get an overview of the narrative method of practice, and hear about how it's been applied at Simon Fraser University Career Services. This will include details on training and implementation, as well as some of the benefits witnessed at the Centre. We welcome you to share in our stories!

3. The Professional Skills Development Program (PSDP) for international students

Leduc-Fortin Room, Third Floor

Lynn Walsh and Jennifer White, Memorial University of Newfoundland

The PSDP, winner of the 2011 Atlantic Association of College and University Student Services (AACUSS) Award for Excellence in Student Services, was developed to assist international students find employment in Canada. Including themes of communication, networking and career preparation, the program instills a level of Canadian job search knowledge and preparation.

The nine PSDP workshops focus on topics such as intercultural communication, networking, the job search process, interview skills, resume and cover letter writing, and workplace etiquette. There are mandatory on- and off-campus networking and volunteer components aiming to improve students' communication skills, while meeting new people, getting to know their community and leaving their comfort zone. A mock interview, resumes/cover letters and a brief presentation are also required for students to receive the certificate of completion. Join us to learn more about how Memorial introduced this program on campus, and to share your own thoughts and experiences.

4. The United Nations of graduate recruitment

Room 410, Fourth Floor

Ben Reeves, Australian Association of Graduate Employers

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, New Zealand 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.

5. Winning in BRIC 2012

Room 414, Fourth Floor

Sara Djelassi, Universum

Given the pace of the economic growth, the size of the prospective markets and the cost advantage in many areas, international companies are increasingly focused on Asia for the growth of their business. This growth is fully dependent on the success of attracting and retaining the right talent to run and develop the operations. During this session you will gain insight into the BRIC Countries, focusing on the following areas:

- Introduction to BRIC countries
- Comparison of BRIC vs. Western talent
- Comparison between BRIC countries
- What has changed over the past years—predicted future status
- Talent preferences of local BRIC talent with BRIC students in the west
- Focus – Global Sourcing

10:00 to 10:15 a.m.

Bio Break

10:15 to 11:30 a.m.

Featured Speaker Presentation

Suzor-Coté / Krieghoff Room, Third Floor

Dare to dare!

Dean Bergeron, Actuary and International Wheelchair Athlete

Limitations exist to be overcome!

Every day our modern lives present us with a new set of challenges, whether at work or at home. We're constantly being called upon to do more and to do it better, faster and with less. How do we meet these challenges and get the most from of our experiences?

As far back as I can remember, I've always had the desire to be the first, the fastest and the best. That desire to excel has helped me tackle the many challenges life has thrown me, and to turn them into an endless source of reward and excitement.

We all have the capacity to overcome our own challenges and to grow from our experiences. The truth is that our real limits are the ones we impose on ourselves

11:45 a.m. to 12:30

Cupples Cup Award

p.m.

Introduction 2013

Conference Closing Remarks

Suzor-Coté / Krieghoff Room, Third Floor