



## Detailed Agenda 2012 Ontario Regional On-Campus Recruitment Conference

Tuesday, December 4<sup>th</sup>, 2012

7:30am – 8:30am

**Registration and Breakfast**

| Mezzanine, Third Floor

8:30am – 8:45am

**Conference Opening**

| Rehearsal Ballroom, Third Floor

8:45am – 9:45am

**Featured Speaker Presentation: Sean Aiken, One Week Job Project**

| Rehearsal Ballroom, Third Floor

Sean Aiken is the creator of The One Week Job Project, an inspiring journey across North America in which he worked 52 jobs in 52 weeks to find his passion.

After having graduated from Capilano University with a Business Administration degree, top of his class with a 4.0 GPA and Class Valedictorian, Aiken struggled with the direction his life should take. This inspired his website and journey and ultimately his book, The One Week Job Project, which was published in 2010 by Penguin Group.

9:45am – 10:00am

**Networking Break – Sponsored by College Pro**

| Mezzanine, Third Floor

10:00am – 11:00am

**Workshop Series A**

**A1. Careers in Insurance – It's Not What You Think**

| Drama 10, Third Floor

***Presented by Trevor Buttrum, Insurance Institute***

We know that building any brand on campus and promoting career options to students can be a challenge – now factor in a little known industry that is sometimes viewed negatively in the consumer marketplace. So, how do we help career seekers and practitioners working with students connect to this vital, stable and rewarding sector? Through real people with real stories and great careers... and a lot of collaboration!

This workshop will explore best practices and lessons learned from a multifaceted approach to engaging students and their career influencers across the country – all on a limited budget. You will also have the opportunity to learn more about the multitude of career pathways available including Actuary, Loss Adjuster, Marketing Representative, Risk Manager, Underwriter and Broker and discover how we can work together to connect students with our industry partners. You may be surprised to learn that no matter the interest and skill set combination, there is likely a great fit within the insurance industry.

**A2. CLICK: Connecting, Learning and Igniting Career Knowledge. The Co-Op Students Networking Program**  
**| Drama 9, Third Floor**

***Presented by Lisa Cole, Sikin Samji & Jamie Allison, eHealth***

eHealth Ontario is introducing our new Co-op networking and mentorship forum that helps engage students in the organizations culture during their term, and teaches transferrable professional networking skills.

Objectives:

- Connect students to the agency and our people
- Inspire students to take career-driven initiative, now and in the future
- Encourage students to develop diverse relationships and networking opportunities

Students will build the knowledge and confidence they need early on, so they get the most out of their placement, and create a more productive work environment within their teams. The program compliments on-campus career development programs, helping to bridge academic performance with the workplace. We partner co-op students with employees who display great leadership in the agency, to help them develop transferrable professional networking skills and introduce them to different areas of the business.

Our presenters will outline the program modules including: 'speed networking' and 'job shadowing' events - and a collaborative manager engagement program. The presentation will demonstrate the mentorship experience, from beginning to end, showcasing how students have developed over the course of their work-term and as a result of the program.

**A3. Equipping Students (Employees) with Engagement and Retention Tools**  
**| Rehearsal Ballroom, Third Floor**

***Presented by Kathy Harris & Penny Hopkins, Jobmatics***

Employees who know their work is making a difference willingly exert discretionary effort to help their organizations succeed. They stay, even in rough times.

The question is, how do people know what making a difference looks like for them? The answer is, when they have the tools and skills to recognize it for themselves. What would happen to engagement, retention, productivity and retention if employees were fully equipped to tell employers what makes work a good fit for them? What if applicants could run their own job-fit diagnostic during an interview and tell recruiters exactly why a job is a good, bad or so-so fit? Few students are being equipped with these tools and skills - but some are.

Hear how some province and territory high schools are developing their students' capacity to recognize what makes work compelling. Discuss what to do about those who lack these tools and skills.

**A4. Integrating Career Education into the Curriculum: Case Study**  
**| Drama 8, Third Floor**

***Presented by Alyson Gampel & Lisa Pierosara, Schulich School of Business***  
***Sponsored by Schulich School of Business***

Working with professors at the Schulich School of Business, the Schulich Career Development Centre initiated and implemented a comprehensive career curriculum for all full-time and part-time Masters level students. This initiative serves as a best practice in integrated career and academic education. Learn about and experience four modules: Pre-program career launch; Self-assessment; Leadership course “Authorship of your Career: Vision” and Marketing course “Marketing Yourself: Career Conversations”.

**A5. Setting new Grads up for Success – On-boarding into the Consulting Environment**  
**| Drama 5, Third Floor**

***Presented by Melissa Larson, Accenture***

That first job once students have graduated can be intimidating for some as they figure out their role and responsibilities. As employers it is imperative that the proper training and on-boarding is put into place to ensure new recruits know what their tasks are to essentially increase employee engagement. Learn more about the steps and tools Accenture has pulled together to create a smooth transition from school to career for our new recruits.

**11:00am – 11:45am**

**Featured Speaker Presentation: Steve Watt, LinkedIn**  
**| Rehearsal Ballroom, Third Floor**

Steve Watt, Canadian Marketing Manager and LinkedIn Evangelist will lead you through harnessing the power of the world's largest professional network. This session will highlight some amazing features on LinkedIn you may not be aware of. Even better, these things are completely free to all users and available today. He will show you how best to integrate them into what you do to make you immediately more productive and how you can increase the value you provide to your clients, including what other organizations are doing online. Finally, you will also learn best practices for tailoring your professional brand on LinkedIn to help you find the next step in your client's career.

**11:45am – 12:45pm**

**Lunch**  
**| Mezzanine, Third Floor**

**12:20pm – 12:30pm**

**MBA CSC and CACEE Partnership Announcement**  
**| Rehearsal Ballroom, Third Floor**

**12:45pm – 1:45pm**

**Special Presentation: Campus Outlook 2013 Paul Smith, Executive Director, CACEE and Graham Donald, President, Brainstorm Strategy Group Inc.**  
**| Rehearsal Ballroom, Third Floor**

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 2012 *Canada's Top Campus Employers Report* (which focuses on the students' point-of-view) and the 2012 *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.

1:45pm – 2:45pm

## Workshop Series B

### B1. Educator 101 Module (Part 1)

| Drama 8, Third Floor

***Presented by Jan Basso, Wilfrid Laurier University, Kerri Zanatta – Buehler, Sheridan College & Yvonne Rodney***

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 context for the 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.



### B2. Recruiter 101 Module (Part 1)

| Drama 10, Third Floor

***Presented by Erin Marsden, Enterprise Holdings***

***Sponsored by Enterprise Holdings***

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 learning's immediately

### B3. The Multiple Streams of Talent System

| Rehearsal Ballroom

***Presented by Jamie Allison, eHealth Ontario***

With a focus on how campus-based talent interacts with each stream, the presentation will preview a new, strategic approach to talent sourcing through a model which attracts Multiple Streams of Talent, brings efficiency and cost-effectiveness to your recruitment processes, and aligns HR practices with business strategy. Inspired by wealth-generating concepts made popular by

Timothy Ferris (The 4 Hour Workweek) and Robert Allan (Multiple Streams of Income), the new model focuses on building a complimentary system which creates talent value *24 hours a day – 7 days a week* - turning your sourcing pool from a “nondescript puddle” to a vibrant, living ecosystem of talent.

The method will be graphically represented for easy understanding and each key stream is explained by connecting how this “systems” approach creates 24 hour talent value creation. There is a focus on the importance of building a sustainable recruitment framework through campus and social media touch points where talent streams in from a variety of unique channels and how to achieve it through the model.

#### **B4. Diversity Roundtable Discussion**

| **Drama 5, Third Floor**

***Moderated by Lisa Meriano-Gowan, & Nancy Moulday, TD Business Banking***

***Sponsored by TalentEgg***

As CACEE continues to evolve and grow to meet its membership’s mandate, the topic of Diversity becomes more and more important. Nancy will facilitate a round table discussion on what CACEE members are looking for from CACEE. A brainstorming session on weaving Diversity into the many activities and development events that CACEE provides.

#### **B5. Behavioural Interviewing**

| **Drama 9, Third Floor**

***Presented by Erin Scheel, College Pro***

An introduction to behavioural interviewing to identify candidates who are a strong fit for the role and company culture. Learn how to surface and justify scores on candidate preferences (Attainment, Leadership, Precision, Tenacity, and Introspection) and abilities (Fundamental, Instrumental, Values) to support your hiring decision.

This skill is both used to interview a candidate as well as sell the candidate on the position itself. The behavioural interview functions to understand a candidate in two key areas:

Preferences: a consistent pattern of response, action or behavior

Abilities: what a person is built for, how they make decisions

**2:45pm – 3:00pm**

**Networking Break – Sponsored by DeGroote School of Business**

| **Mezzanine, Third Floor**

**3:00pm – 4:00pm**

**Workshop Series C**

**C1. Educator 101 Module (Part 2)**

| **Drama 8, Third Floor**

See abstract above

**C2. Recruiter 101 Module (Part 2)**

| **Drama 10, Third Floor**

See abstract above

**C3. Students Helping Students: The Peer Helper Program at Guelph + Roundtable Discussion**  
**| Drama 5, Third Floor**

***Presented by Melissa Turner, University of Guelph***

The Peer Helper Program (PHP) at the University of Guelph is an innovative program designed to support students during their post-secondary studies, including their school to career transition. As one of the largest and most well established university peer helper programs in Canada, the PHP at Guelph has clearly defined standards and best practices, which contributes to its exceptional quality, integrity and success. Since 1985, the Co-operative Education & Career Services (CECS) department at Guelph has involved peer helpers in core student programming in job search/career planning and co-op education. Today, CECS Peer Helpers assist more than 2000 undergraduate students each year with resume/cover letter writing and interview preparation.

If you would like to learn more about the potential of involving peer helpers in your services, join the CECS department at Guelph to learn more about best practices and innovative ways to involve peers.

**C4. Corporate Social Responsibility & Campus Recruiting**  
**| Drama 9, Third Floor**

***Presented by Stephen Novalski & Mary Pushalik, KPMG***  
***Sponsored by Rotman Commerce – University of Toronto***

Corporate Social Responsibility continues to be an important topic among students. As a Community Leader, KPMG created a recruiting program that allows students the opportunity to see first-hand, the Community Leadership culture that is embraced by the firm. By leveraging existing relationships and focusing on one of the pillars of our firm strategy, KPMG's Toronto office has created a unique opportunity for students to network with the firm, beyond traditional networking events and "Experience Community Leadership" with KPMG.

Learn about the development of this program, how it has evolved in the first two years, and the success of this initiative.

**C5. Take Me To Your Leaders: How To Connect And Engage with On-Campus Leaders Across Canada**  
**| Rehearsal Ballroom**

***Presented by Lauren Friese, TalentEgg***  
***Sponsored by TD Business Banking***

TalentEgg launched a contest in the summer of 2012 that solicited sponsorship applications from student groups and associations across Canada. The applications we received from top student groups were creative, compelling and inspiring, including custom presentations, videos and even a petition. We carefully selected 15 groups as winners and, over the fall, visited each one on campus to give presentations on job hunting as part of our sponsorship of these groups. We also surveyed these students on their campus recruitment experiences to provide employers and career educators with the latest qualitative and quantitative insights and best practices for the

coming year, which will be revealed for the first time ever in this presentation.

Employers and career educators will learn the best ways to connect and engage with on-campus leaders and how to create a similar partnership program to increase your employer brand on campus, and leave with essential data to bring back to their teams and superiors.

**4:00pm – 4:30pm**

**Conference Closing**  
**| Rehearsal Ballroom, Third Floor**

**4:30pm – 7:00pm**

**Holiday Networking Reception – Sponsored by College Pro**  
**| Martini Lounge, First Floor**