

2013 CACEE National Conference • Edmonton, Alberta

Saturday, June 8 – Tuesday, June 11

CACEE



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AND EMPLOYERS
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A special thank you to the 2013 CACEE National Conference exhibitors. Be sure to check them out on Sunday, June 9th and Monday, June 10th at the exhibitor showcase.



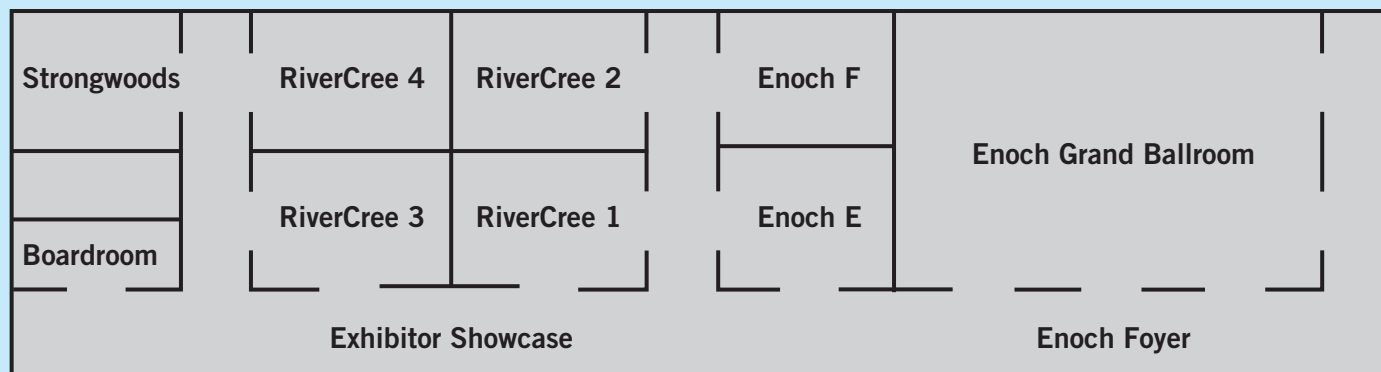
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LEADERSHIP INITIATIVE

36

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EDMONTON MARRIOTT AT RIVER CREE RESORT



MESSAGE FROM THE CO-CHAIRS



Welcome to CACEE National 2013 and our beautiful city of Edmonton, Alberta. We are honoured to host and know that you will learn and grow professionally from the sessions, and that you will renew old friendships and make new ones. We genuinely hope that you enjoy Edmonton as much as we do.



The theme—Health Recruiting, Healthy Retention, Healthy Workplaces—speaks to all facets of who we are and what we do. Whether you are an employer, a recruiter, a career services professional,

an employer relations specialist, or a co-op coordinator, it is vital to recognize the growing importance of working and conducting our lives in a healthy manner and within a healthy environment.

The 2013 Steering Committee made a decision to focus on providing a world-class program and we believe that our schedule, jam-packed with a wide variety of quality sessions, speaks to this and more. In close keeping with our theme, sessions range from mental health issues in the workplace to hosting a festival, to integrating ethics, from seeking

(and achieving) work-life balance to leading healthy teams, and thanks to our new addition this year—a session for self-care—your only decision Monday morning will be whether to belly-dance, take a run, listen to a trainer or try Ashtanga yoga! We are confident that you will be inspired by our keynote speakers, individuals well-known for their struggles and successes with a wide range of challenges. We will be very interested to learn your feedback regarding the program we are presenting.

We hope that you take in some of the sights in Edmonton; the river valley will be in full colour and the social committee has worked hard to arrange for fun pre-conference and conference activities. We have it on good authority that Fort Edmonton will rock on Monday night and is definitely the place to be!

Which brings us to the end of our welcome with a huge thank you to the 2013 Steering Committee, the many volunteers and CACEE staff for the numerous hours spent working to make this a great CACEE National! Your 2013 National Steering Committee includes:

- Marketing Chair – Jenny Au
- Program Co-Chairs – Colleen Bangs, Leighton Healey
- Raffle Co-Chairs – Nancy Eaton-Doke, Shelly Lausberg
- Social Chair – Dale McNeely
- Sponsorship Chair – Nancy Moulday

Welcome and we look forward to meeting each and every one of you!

Carey Castillo and Leighton Healey
Conference Co-Chairs

CONFERENCE COMMITTEES

2013 National Conference Steering Committee

Carey Castillo | Conference Co-Chair
Leighton Healey | Conference Co-Chair
Claudia Sperling | Canada West Advisory Board
Colleen Bangs | Programming Chair
Nancy Moulday | Sponsorship Chair
Jenny Au | Marketing Chair
Dale McNeely | Social Chair
Nancy Eaton-Doke | Raffle Co-Chair
Shelly Lausberg | Raffle Co-Chair

Programming Committee

Colleen Bangs
Leighton Healey
Carey Castillo
Catherine Stace
Kevin Lin
Trevor Buttrum
Ann Garrett
Lise Stransky

Sponsorship Committee

Nancy Moulday
Trevor Buttrum
Colleen Bangs

Social Committee

Dale McNeely
Lise Stransky
Doreen Kooy
Michelle Height
Anthony Pangilinan

MESSAGE FROM THE EXECUTIVE DIRECTOR



Hello delegates!

It is exciting to be here in Edmonton, capital of the dynamic province of Alberta, for what I am certain will be a memorable conference.

Your hosts on the National Conference Steering Committee

have put together a strong program and imaginative, interactive social activities. Planning and delivering a conference requires commitment, innovation and generosity with time. Please join me in thanking our Conference Co-Chairs, Carey Castillo and Leighton Healey, for their leadership, and the entire Committee for their efforts.

This year's theme is "Healthy Recruiting, Healthy Retention, Healthy Workplace," and it is appropriate to our time and our environment. The past four years have been stressful for everybody in our business, so it's time that we paid attention to our health and took time to take care of ourselves. There

are signs that vitality is returning to campus recruiting, so if we're all about to get busier, we need to be ready. As I told the committee, I like the idea but don't look for me on the morning run—bad knees.

CACEE has been doing a little self-care this year, too, and the outcome of these efforts will be presented for your consideration at the Annual General Meeting. Your National Board of Directors is proposing extensive changes to the structure of the Board, and the way that it operates. Please make the time to join us for the AGM so that you can hear about these changes and cast a vote. The more members present for the vote and the discussion, the more confident we can all be in the outcome.

I look forward to seeing you all. If you are a new member, or a non-member, I will be making a particular effort to meet you and to welcome you to our Association. Enjoy your conference!

Paul D. Smith

CACEE Executive Director

MESSAGE FROM THE PRESIDENT



Welcome to the 2013 CACEE National On-Campus Recruitment Conference.

Whether you are currently a member of CACEE or are considering becoming one, I am positive this conference will offer you opportunity to develop professionally and network with new people.

A CACEE conference offers its delegates insight into real-life business, insightful workshops, information exchange, strategic communication, team building, and of course—fun.

Over the next few days you will explore the challenges and opportunities involved in campus recruiting. You will attend workshops hosted by a variety of talented guest speakers, and share best practices with fellow delegates.

For those new to CACEE, the social activities provide an atmosphere to meet new contacts, reconnect with friends and share ideas. To build and foster new relationships is what

makes the CACEE conferences unique and we hope that you make the most out of this opportunity.

When I think of a definition for our current CACEE members and future members, I think of one word: Passion. I feel proud to be surrounded by members of society looking to develop themselves and those around them for the future.

It has been my pleasure to represent CACEE as your President. This past year has been one full of exploration, change and forward thinking. I would ask you to join us Monday for the Annual General Meeting. You can connect with the National Board and better understand how some of the changes may impact you as a CACEE member.

A special thank you to the Conference Organizing Committee for their planning and hard work. This year's conference will deliver an incredible program with a keen focus towards the sustainability of our future operations in a healthy way.

Wishing you all a memorable conference.

Rodney Larmand

CACEE President

PRE-CONFERENCE SOCIAL ACTIVITIES

SATURDAY, JUNE 8, 2013

OUTDOOR ADVENTURE AND BREWSTER'S BREWERY TOUR

Come and join us for a pre-conference adventure in Edmonton's renowned river valley. Attendees can enjoy a hike, cycle or Segway tour, hosted by River Valley Adventures. After the one-hour activity, attendees will continue on for a tour of Brewster's Brewery followed by a no-host Happy Hour.

The bus will leave from the hotel at 2:15 p.m. and drop participants back off at 5:30 p.m.

- Segway – \$66 (Limit of 8 people)
- Bike – \$24 (Limit of 12 people)
- Hike – \$18

Please contact Caitlin at caitlint@cacee.com or Carly at carlye@cacee.com to sign up for this activity.

SHOPPING AND DINING

If you are looking for a more "Urban" experience, come shop and dine to your heart's content at the West Edmonton Mall (Canada's largest). With its 800 stores and services, there's a lot to see, do and buy.

Attendees can take the free shuttle from the hotel, which takes about 10 minutes.

GOLF

Join us for the CACEE golf outing on Saturday, June 8th at the Ranch! (www.ranchgolf.com) Cost is \$150 per person for 18 holes with a cart. Included with your fee are two drink tickets and a hot dog. Tee-off time will be around 8:00 a.m. Prizes will be offered. Everyone that registers will also be given a golf shirt as well as a sleeve of golf balls courtesy of CGA.

As the course is very close to the hotel, transportation will not be provided. All golfers are asked to meet in the lobby for 7:30 a.m.

Please contact Caitlin at caitlint@cacee.com or Carly at carlye@cacee.com to sign up for this activity.

CASINO

And remember, if you have a "gambling" streak in you, the River Cree Resort includes a full Casino on-site for your enjoyment!

CONFERENCE PROGRAM

SATURDAY, JUNE 8, 2013

8:00 p.m. – 10:00 p.m.

Networking Suite
Strongwoods

SUNDAY, JUNE 9, 2013

7:30 a.m. – 8:30 a.m.

Registration and Breakfast
Enoch Grand Ballroom

8:30 a.m. – 8:45 a.m.

Conference Opening
Enoch Grand Ballroom

8:45 a.m. – 9:45 a.m.

Keynote Speaker Presentation
Enoch Grand Ballroom

Sponsored by: 


“Out of the Blue”

Jan Wong

For 20 years, Jan Wong had been one of *The Globe and Mail's* best-known reporters. Then one day she turned in a story that set off a firestorm of controversy, including death threats, a unanimous denunciation by Parliament and a rebuke by her own newspaper. For the first time in her professional life, Wong fell into a severe clinical depression. Yet she resisted the diagnosis, refusing to believe she had a mental illness. As it turned out, so did her company and insurer. With wit, grace and insight, Wong tells the harrowing tale of her struggle with workplace-caused depression and of her eventual emergence ... Out of the Blue. She will talk candidly about depression, including her personal experience, how pervasive the illness is, and how it is entirely possible to treat it and recover. A question and answer period will follow.

9:45 a.m. – 10:45 a.m.

Workshop Series A**A1 We Work Out!: How Memorial Promotes a Healthy Lifestyle****Patricia Poirier, Julie Kavanagh & Danielle Pollett, Memorial University****RiverCree Ballroom 1**

Career Development and Experiential Learning at Memorial University has many staff who include physical fitness as part of their daily activity. From gym memberships, to running and walking groups, physical fitness is an important part of many of our staff's work/life balance. Join three of these employees as they discuss how they have made physical fitness a part of their work day, and incentives offered by Memorial to encourage a healthy lifestyle among employees. Also learn about other healthy lifestyle changes these staff made and the challenges and obstacles that arise when adopting a healthier lifestyle.

A2 Improving Engagement and Reducing Turnover by Matching Employee Personality and Workplace Values with Company Culture**Derek Chapman, Ph.D., University of Calgary****RiverCree Ballroom 2**

Employee perceptions of fit with their company have been found to be the strongest determinant of attraction and turnover. Although companies have often emphasized the importance of "Fit" in hiring employees, few have systematic or scientifically validated approaches to determining fit with their company culture. Dr. Chapman will present research on the benefits of determining fit and present data from several studies he has conducted at the University of Calgary showing the practical benefits to both applicants and employers of establishing it. Attendees will be shown how measuring applicant personality and workplace values can be used to match applicants to the organization's culture. Fit was found to predict turnover, job satisfaction, engagement, stress and counterproductive work behaviour. Practical solutions to hiring for fit will be discussed.

A3 Extending the Conversation Beyond the Classroom – Using Technology to Engage Your Students**Shawn Read, Thompson Rivers University****RiverCree Ballroom 3**

Communication and collaboration with our students is an essential component of career education with 21st century learners. This presentation will highlight Web 2.0 tools and software that educators may use to establish a strong teacher presence, authentic feedback and peer-to-peer learning amongst our students. This presentation will focus on:

- Screen Capture Technology
- Communication Tools
- Social Curation Tools
- Social Bookmarking
- Green Screen Technology

A4 Educator 101 (Part A)**Kerri Zanatta-Buehler, Sheridan College & Carol Ann Olheiser, University of Waterloo****Enoch Grand Ballroom E**

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.

A5 Recruiter 101 (Part A)

Lisa Kramer, RBC & Nancy Moulday, TD Business Banking

Enoch Grand Ballroom F

Sponsored by:



Upon 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

10:45 a.m. – 11:00 a.m.

Networking Break

SINCE WHEN IS THE “SCHOOL OF HARD KNOCKS” A BAD THING?



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11:00 a.m. – 12:00 p.m.

Workshop Series B**B1 Communication Strategies for a Healthy Workplace****Meaghan O'Brien & Tristan McCallum, University of Calgary**

RiverCree Ballroom 1

We have all experienced difficult, uncomfortable and unsuccessful conversations in the workplace, and all because of common breakdowns in communication. We hope to provide strategies to reduce common communication barriers and facilitate healthy retention in your organization.

B2 LinkedIn Profile Advising: Responding to Increased Social Recruiting**Tang Choy, Ryerson University**

RiverCree Ballroom 2

LinkedIn has become an online powerhouse of professionals, and employers have taken note. According to the 2012 Jobvite Social Recruiting Survey, LinkedIn is the #1 social network used by recruiters to source new talent. To help students develop their digital presence and increase their visibility to potential employers online, the Ryerson University Career Development and Employment Centre (CDEC) recently launched one-to-one LinkedIn Profile Advising. This presentation will provide an overview of the LinkedIn Profile Advising appointments currently being offered at Ryerson, and highlight the benefits of preparing students for the "next generation resumé." Challenges associated with this new service will be outlined, along with social media policies and best practices for service providers (i.e. setting professional boundaries online). A summary of student feedback and appointment statistics will also be reviewed.

B3 The Athlete Development Model: Can It Work for Student Career Development Too?**Dale McNeely, University of Alberta**

RiverCree Ballroom 3

The model(s) used to develop athletes are well-documented and diverse. These models are based on principles of benchmarking and assessment, progression, and appropriate challenges to ensure a balanced and holistic growth of the participant over time. Post-secondary career counselors and centres have a responsibility to prepare students for professional careers through a variety of means, including assessing skills and competencies, providing progressive learning opportunities, and appropriate work experience challenges.

This presentation will show how many facets of the athlete development model can be applied to the post-secondary career counseling environment as a means of providing a framework for the individual student's professional development. This presentation will include a fascinating case study in Canadian sport, which provides insight into the value of the athlete development model and its applicability to the student professional development.

B4 Educator 101 (Part B)

Enoch Grand Ballroom E

See A4 abstract.

B5 Recruiter 101 (Part B)

Enoch Grand Ballroom F

See A5 abstract.

12:00 p.m. – 1:15 p.m.

Lunch & Awards

Enoch Grand Ballroom

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1:15 p.m. – 2:15 p.m.

Workshop Series C

C1 It's Not Just About the Pay-Cheque**Jens Naumann, Green-First Technologies Inc.**

RiverCree Ballroom 1

Preparing employees for the workplace is a costly and often risky venture; the healthy retention of workers is in the best interest of any business entity. The key to healthy retention is to understand the worker's intrinsic and extrinsic needs: Why does each worker go to work on a daily basis? What are the workers' long-term goals? How does one know what each worker needs to stay at the workplace?

Using Abraham Maslow's hierarchy of needs as a guide, from the low-order basic needs to those of self-esteem and self-actualization, the implementation of non-invasive, effective intercommunication strategies of all levels of management will boost healthy retention as workers' needs are met on an individual basis.

C2 Shaping Professional Development for Graduate Students**Renee Polziehn, University of Alberta**

RiverCree Ballroom 2

The recognition that a high proportion of graduate students will need to seek employment outside of academic institutions has started to put a spotlight on the professional development opportunities available to students at post-secondary institutions. What are the current trends of professional development for graduate students at universities across Canada? How do we engage our graduate students in participating in professional development opportunities? How do we engage our community in the professional development of students? Find out what is working at the University of Alberta and where we can go next.

This will be an interactive session allowing participants to discover the challenges facing graduate students, to identify resources in creating professional development opportunities for graduate students, and to look at what could be possible for the future.

C3 Rethinking Career Prep Courses: Blended Learning in the Career Education Classroom**Lisa Barty, McMaster University**

RiverCree Ballroom 3

Healthy workplaces require that new talent (our students!) actively engage in their career planning. They also require students who are reflective, flexible and able to respond to change. This past year the Science Career and Cooperative Education office at McMaster University faced two challenges: how to meet increasing demand for our career skills prep course (with no new resources), and how to make the course more relevant for students who face an uncertain work future. Using a blended learning pedagogy, we developed a series of online modules, freeing valuable in-class time for more active learning strategies. What were the results? How did students react to this significant pedagogical shift in our approach to career education? Join us to learn about the opportunities and challenges that blended learning can provide career educators.

C4 The Pulse of Campus: Top Trends in Campus Recruiting and Career Education in Canada**Graham Donald, Brainstorm Strategy Group Inc.**

Enoch Grand Ballroom E

Since May 2012, Brainstorm Strategy Group has been curating content related to campus recruiting and career education news stories from across Canada. As a result, emerging trends have been shared and identified with readers through a weekly digest. This presentation will deliver the top trends related to campus recruiting, connecting with Gen Y, employment branding, attraction and selection of new grads, and student career development in Canada from the past year. Attendees will leave this session with a better understanding of the current pulse of campus and information that will support and inform future recruiting and campus career education best practices.

C5 Managing Your Employer Relationship Strategy

Christine Sjolander, Simon Fraser University & Devin Grady, Orbis Communications Inc.

Enoch Grand Ballroom F

Learn how the Beedie School of Business at Simon Fraser University efficiently manages their employer relationship strategy from start to finish using a service delivery model. With over 3,000 active employers recruiting on campus across four tiers of relationships, the Beedie School of Business has increased employer satisfaction, improved staff efficiency, and simplified the overall employer relations process. Gain insight into best practices for tracking employer data, creating an employer relations engagement channel, tracking interaction points, and improving your employers' exposure on campus, engagement with students and overall relationship with your Career Centre.

2:15 p.m. – 2:30 p.m.

2:30 p.m. – 3:30 p.m.

Networking Break

Workshop Series D

D1 In Search of Work-Life Quality

Christine Frigault, Mount Saint Vincent University & Erin Mullaly, Enterprise Holdings

RiverCree Ballroom 1

It is well known that a big part of the post-secondary experience for students is getting involved outside the classroom. Students are balancing more and more while studying, from holding part-time jobs to being involved in extra-curricular activities, and it has come to be expected that the best candidates will be able to demonstrate this when it comes time to seek work after graduation. As was found in the recent CACEE Campus Recruitment and Benchmarking Survey, employers valued co-curricular activities and key skills that can be obtained from them more highly than grades. Career professionals can therefore feel confident in encouraging students to develop a well rounded and balanced education by becoming involved outside the classroom in these types of activities.

When those same students become employees and want to continue being involved in outside activities, sometimes during work hours, or have other commitments that make it easier to have flexible rather than a standard work schedule, it can sometimes be difficult to manage it all. Work-life balance is a term that most of us have heard, and probably have aspired to have in our lives. It is also something today's top employers are striving to offer employees more of in an effort to retain them.

This presentation will provide a summary of the benefits of promoting work-life balance for both students and employees and in particular will overview key elements of work-life quality that Enterprise Holdings promotes.

D2 Integrating Ethics Considerations in Evaluation and Assessment Projects

Joan Schiebelbein & Blessie Mathew, CAPS: Your U of A Career Centre

RiverCree Ballroom 2

Evaluation and assessment are important components of many career practitioners' work. Whether evaluating programs or processes, or assessing learning outcomes, this work often involves gathering information from and about people, particularly those who participate in our programs and services. How do we ensure they are respected and their information protected? Attend this session to learn about two new web-based tools we use to ensure effective consideration of ethics in our evaluation and assessment projects.

D3 How About a Festival?

Irene Wallace, Camosun College

RiverCree Ballroom 3

Can a Career Centre help connect and mobilize an institution's students, alumni, administration, faculty, instructors and staff? Organizing and hosting a career-related Festival is an option while contributing to a "healthy community." Join Irene Wallace, Student & Alumni Employment Services Facilitator as she shares Camosun College's success story about an event that did just that. This session will leave you with ideas to use or improvise in organizing a complete career-related event that brings students, faculty, staff, alumni and community together.

D4 Panel Discussion on Unpaid Internships – The Pros and Cons**Paul Smith, CACEE**

Enoch Grand Ballroom E

This will be a panel discussion on the pros and cons of unpaid internships. The panel will feature both employers and educators giving their perspectives on the topic. A moderator will oversee the event and pose predetermined questions to the panel for comment including: What are the negatives of unpaid internships? What benefits do students derive from unpaid internships? What are the legal issues at play around unpaid internships? What has been some of the feedback from students on unpaid internships?

D5 Creating and Implementing an Experiential Learning Program**Brian Carriere, Telfer School of Management**

Enoch Grand Ballroom F

The University of Ottawa has established improving the quality of the student experience as one of its four strategic goals. There are a number of ways to interpret the previous sentence; however, it would be safe to say that delivering specialized services which are of value will achieve this end. The Telfer Capital Markets Mentorship Program is aimed to be this type of service. It is a three-year extracurricular development program for high performance finance students including a series of practical learning experiences including workshops, case competitions, events and the management of a financial portfolio. The session will take participants through the idea generation, research, creation and implementation phases of the program. In its second year of existence, the program's reputation is growing among the Telfer School of Management student body, and has received support from the Telfer School of Management Dean's Office and the financial services industry.

3:30 p.m. – 5:00 p.m.

5:00 p.m. – 6:00 p.m.

6:00 p.m. – 7:00 p.m.

7:00 p.m. – 10:00 p.m.

Free Time**New Members Reception**

Strongwoods

Past President's Reception

Enoch Foyer

President's Dinner & Award Ceremony

Enoch Grand Ballroom

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10:00 p.m. – 12:00 a.m.

Networking Suite

Strongwoods

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MONDAY, JUNE 10, 2013

7:30 a.m. – 9:00 a.m.

Healthy Options

Option A – Ashtanga Yoga Restorative Class

Strongwoods

This class is structured around the primary series of Ashtanga Yoga and offers variations and modifications of traditional postures and sequencing. Ashtanga Yoga synchronizes the breath with a progressive series of postures. Please bring comfortable clothes to practice in and a yoga mat.

Option B – Belly Dancing Workshop

RiverCree Ballroom 3

Try something new! This workshop includes basic moves, combinations, history, costuming, instruments and basic rhythms led by Anya of Anya Bellydance. A perfect introduction for those who have never belly danced before! Please come wearing comfortable clothes.

Option C – Information Session with Personal Trainer Greg Harvey

RiverCree Ballroom 1

Greg Harvey founded Fit 'N' Well Personal Training Inc. and has been helping regular people achieve their health and fitness goals since 1998. During his presentation, he will be covering how to lessen or eliminate back pain, tips and tricks on organizing your lifestyle to eat healthier and actually enjoy it, and daily stretches you can do at your desk to allow you to work more comfortably. His session will conclude with answering your fitness and exercise questions.

Option D – Fun Run

Outside

Wake up and get your heart rate going by participating in a friendly run where participants take part for their own enjoyment, rather than competition. Be sure to bring your running shoes and a water bottle! All participants are asked to meet in the lobby at 7:30 a.m.

9:00 a.m. – 10:00 a.m.

Registration and Working Breakfast

Enoch Grand Ballroom

Diversity Panel

Moderated by Nancy Moulday, TD Business Banking

Sponsored by:



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 panel discussion on what CACEE members are looking for from CACEE. Building on the recent CACEE Ontario Regional Conference and Atlantic Regional Conference roundtable brainstorming sessions, we will review how to continue to weave Diversity into the many activities and development events that CACEE provides.

10:00 a.m. – 11:00 a.m.

Workshop Series E

E1 Partner Session: MBA Employment Trends and Data Collection**Nicole Hall, Wake Forest University Schools of Business and Board Member, MBA Career Services Council**

RiverCree Ballroom 1



What's new in the world of MBA employment? How can schools best collect and analyze their employment data to make sure it's consistent, comparable and relevant to students, employers, deans and other stakeholders?

The MBA Career Services Council will present the results of their recent MBA Recruiting Trends survey, which analyzes on and off-campus recruiting trends seen by schools across the globe. The Standards for Reporting MBA Employment Data will also be presented, which provide business schools with a framework in which to collect and analyze employment data.

E2 Leading Healthy Teams**Sherri Dickie, Vector Marketing Canada**

RiverCree Ballroom 2

Many of our teams are over-worked and understaffed. We have more on our plate than ever before and one of the keys to achieving our goals is effectively leading an inspired and productive team. Whether you lead a career centre, a group of student peer leaders, or a team of recruiters or hiring managers, you can increase your impact on others by becoming a person of influence. Learn simple, insightful ways to interact more positively with others, and watch your personal and organizational success go off the charts. Sherri has recently been certified as a John Maxwell Coach, Speaker and Trainer and looks forward to sharing and discussing many of his insights on leadership. In this interactive workshop we will focus on the following keys to influence: understanding a leader's first responsibility is defining reality, learning the difference between merely communicating and connecting, leading from the middle and inspiring people towards a common goal.

E3 A Vision for a Healthy Campus Recruitment Ecosystem in Canada**Lauren Friese, TalentEgg Inc.**

RiverCree Ballroom 3

As the country's population ages and Baby Boomers retire, healthy campus recruiting and retention will play an increasingly crucial role in balancing our labour issues and growing Canada's economy. TalentEgg founder Lauren Friese will present her vision for the future of attraction, recruitment and retention in Canada, including forward-thinking case studies from around the world, and demonstrate what employers and career services staff need to change in order to create a healthy campus recruitment ecosystem, including how they view students, the quality of the candidate experience and creating a healthy workplace for Gen Y.

E4 Building Healthy Relationships in the Workplace**Cara Boese & Darren Harper, Brock University**

Enoch Grand Ballroom E

This session is meant to discuss and explore the nuances of navigating, managing and building healthy relationships with our business partners as we move along in our careers. When we move into positions that have more responsibility, many times we are also exposed to new relationships, dynamics and opportunities. As Human Resources or Career Education professionals we often discuss ways that we can get the "powers that be" to listen, buy-in and invest in our prospective areas. Often the relationships we build and our ability to politically navigate the waters can be the key to the level of support we receive. This will be an interactive session where we can openly discuss some of the challenges, successes and key elements in building healthy relationships with our business partners so we can collectively reach the goals of the institutions/companies that we work within.

E5 What It's Like to Serve on the National Board

The CACEE National Board & Paul Smith, CACEE Executive Director

Enoch Grand Ballroom F

In this session, CACEE National Board members will have a conversation with members about what it is like to serve on the Board. They will cover practical topics such as workload, and more abstract concepts such as Duty of Care while they share their experiences.

The CACEE National Board is the body tasked with governing the organization. They set the strategic direction of the Association and oversee the tactical work done by staff and volunteers. Board members exercise leadership while developing personal and professional skills. Professionals frequently find that they are invited to serve on boards, be they corporate, professional or not-for-profit. Serving on the CACEE National Board allows members to contribute to the field, while also gaining governance experience which can then be translated to other governance opportunities throughout their career.

11:00 a.m. – 11:15 a.m.

Networking Break

11:15 a.m. – 12:15 p.m.

Workshop Series F

F1 Training for Success: Entrepreneurship Training Program (ETP) for International Students

Dan Dillon, Memorial University of Newfoundland

RiverCree Ballroom 1

In January 2012 the Department of Career Development & Experiential Learning at Memorial University surveyed international graduate students to assess interest in an entrepreneurship training program. Results indicated that there was a great deal of interest in entrepreneurship and new venture creation and as a result a new pilot program titled the Entrepreneurship Training Program (ETP) for International Graduate Students was developed.

The aim of the ETP is to provide opportunities for our international graduate students to develop entrepreneurial attitudes and behaviors and become aware of the technical and managerial competencies necessary to create new ventures. This 16-week program is at the mid-way point and the feedback from our program participants has been very positive. We are very excited about the success of the ETP and valuable learning and networking opportunities that this program provides for our international graduate students and we look forward to having an opportunity to showcase this exciting pilot program. This pilot program has been designed and developed in partnership with Career Development & Experiential Learning, International Centre and School of Graduate Studies and supported by Atlantic Canada Opportunities Agency.

F2 Do Something: The Value of Community Involvement

Hallie Brodie, Kelin Flanagan & Keeley MacInnes, University of Alberta

RiverCree Ballroom 2

Join us for this interactive look at the benefits of recruiting students with co-curricular experience. During this presentation, representatives from the University of Alberta's Student Group Services and InfoLink: Your Campus Connection will discuss the merits of community involvement. We will highlight the unique skills that students with volunteer experience can bring to their future employers. We will also guide participants through the evaluation of a co-curricular record.

F3 Gamification: The New Campus Recruitment

Nikki Simone, RBC

RiverCree Ballroom 3

Historically, candidates enter a selection process typically comprised of phone screens, on-campus interviews and executive panels. The process has not changed much over the years, making it learnable and maybe even a dull experience for students. This year, RBC Campus Recruitment took a more dynamic approach to attract and select the right talent for specific programs. Case competitions and online gaming has provided recruitment the opportunity to engage and connect with target audiences in a more meaningful way. This in turn has also provided students with a new, fun way of being engaged by the employer. Recruiters and their key decision makers from the business can observe candidate creativity, presentation skills, leadership skills and strategic thinking as well as their ability to work as part of a team by using unique contests that speak to their generation and are aligned to our company values.

F4 Behavioural Interviewing (Intro) – Part I

Erin Scheel, College Pro

Enoch Grand Ballroom E

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, 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:

1. Preferences: a consistent pattern of response, action or behavior
2. Abilities: what a person is built for, how they make decisions

F5 Town Hall Discussion: CACEE Bylaws and the New Canada Not-For-Profit Act

The CACEE National Board

Enoch Grand Ballroom F

As a federally incorporated not-for profit (nfp) organization, the operation of CACEE is governed by the Canada Corporations Act. That has changed, however, as the Government of Canada has recently replaced the Canada Corporations Act with the Canada Not-For-Profit Act. Due to the implementation of the new act, all nfp's in Canada must revise their Bylaws to align with the new act and then submit a Request for Continuance. This must be done by October 2014. In a fortunate coincidence, CACEE had undertaken a review of our internal governance practices so that they would allow the Board to move toward a strategic governance model. The decision was made to combine these efforts, so that as the National Board engaged in the work necessary to see the Bylaws changed so that they align with the NFP Act they would also make changes to allow for strategic governance.



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Go with a team that sets a high standard when it comes to employment equity. Go with Enterprise Rent-A-Car. We actively encourage applications from qualified men and women, including Aboriginal peoples, persons with disabilities, and members of visible minorities.

12:15 p.m. – 1:15 p.m.

Lunch & Annual General Meeting

Enoch Grand Ballroom

Sponsored by:



1:15 p.m. – 2:15 p.m.

Exhibitor Showcase

Enoch Foyer

Exclusive Target Information Session

RiverCree Ballroom 3

Exclusive Communication Security Establishment Canada (CSEC) Information Session

RiverCree Ballroom 1

Behind the Bullseye

Target stores are opening across the country throughout 2013. To make that happen, we're building a team of talented people. Target offers a dynamic and collaborative work environment that rewards those who perform. We deliver engaging and innovative experiences for our team members and invest in their growth and development. We are committed to building a team that does the right thing for our guests, shareholders, team members and communities. Learn about the new programs and initiatives we have in place to recruit top talent off campus in the 2013/2014 school year. Come see what is Behind the Bullseye. [*Invitation and RSVP required session.](#)

Can You Keep a Secret?

We recruit students from across Canada and we offer more than 50 placements per semester to Canadian citizens who are registered full-time in a post-secondary program. Our students are fully integrated members of the work force and receive valuable on-the-job training. Our student program has become an excellent recruitment vehicle for CSEC.

[*Invitation and RSVP required session.](#)

2:15 p.m. – 3:15 p.m.

Workshop Series G**G1 Using Coaches and Mentors to Increase Retention****Adam Culligan, Development Beyond Learning**[RiverCree Ballroom 1](#)

Spend some time with global training company Development Beyond Learning as we explore three real life case studies from around the world showing best practices in coaching and mentoring programs. From mining and resourcing to global logistics to financial services and everything in between, there is something to be gained for everyone. We will dive deep into the process of identifying great coaches and mentors, discuss ways to leverage the relationship and outline the role that mentoring relationships can play in both your retention strategy as well as recruitment and attraction. The entire coaching and mentoring relationship is an untapped resource that many organisations don't leverage enough. If you are looking to introduce a mentoring program to your business; improve an already functioning model; or just want to gain a perspective from across the globe, this session will give you an opportunity to do all of the above.

G2 Collaborate, Don't Duplicate! Success Stories and Suggestions from the Developers of UBC Computer Science's Customized Undergraduate Career Development Activities**Diane Johnson & Michele Ng, University of British Columbia****RiverCree Ballroom 2**

Over the past four years, and in collaboration with UBC's Centre for Student Involvement and Careers (formerly UBC Career Services), employers, students and alumni, UBC Computer Science has developed an integrated series of career development activities to help students gain careers knowledge, job search, technical interview and presentation skills and additional soft skills. These activities, well-attended by students, also engage a large number of employers and alumni. The department also offers individual career coaching for students requiring additional support. We've actively avoided duplicating existing UBC careers-related programming, and have focused on skills and knowledge gaps specific to our students. Employers and alumni looking for new ways to connect with our students have now frequently become our content developers and presenters. Students gain the skills they'll need for success in industry, and employers and students build stronger relationships. Please join us to learn more!

G3 Discover the New ContactPoint, Canada's Innovative Online Community for Career Development Professionals**Sharon Ferriss, Canadian Education and Research Institute for Counselling (CERIC)****RiverCree Ballroom 3**

In 1997 the contactpoint.ca website was launched as an innovative virtual community dedicated to the professional development needs of career practitioners. ContactPoint has been around ever since, offering free access to resources such as job listings, events and publications. Fast forward 15 years, ContactPoint is relaunching, this time harnessing the power of social media to build community through groups, wikis and discussion forums, offering updated content that reflects the changing information needs of a growing field and presenting a fresh and sleek design accessible on your mobile devices. ContactPoint wants to once more be a pioneer in the "development of a multi-sector career counselling community through the web." Join us as we detail the features of the revamped contactpoint.ca and engage in hands-on activities while exploring the new site.

G4 Behavioural Interviewing – Part II**Erin Scheel, College Pro****Enoch Grand Ballroom E**

This session will work on the skill of Behavioural Interviewing. The focus is on (1) selecting appropriate candidates, and (2) understanding the coaching and developmental implications once a candidate is hired. This Behavioural Interviewing session will look at the execution of the skill rather than theory and is designed to be a practical/active session for the participants. The goal is that participants have a chance to experience actively using the skill and leave with new tools to use in their role; whether in the recruitment of candidates or preparing students for the interview process. Designed to follow Part I.

G5 Healthy Campus Champions: Career Educators' Role in Student Wellness**David Lindskoog, Simon Fraser University****Enoch Grand Ballroom F**

SFU Career and Volunteer Services were recently recognized in a campus-wide initiative called "Champions for a Healthy Campus Community." In this session, learn how career education has come to play a vital role in campus health at SFU, and why the contemporary approach of SFU Career and Volunteer Services has been recognized as promoting campus health and well-being.

3:15 p.m. – 4:15 p.m.

4:15 p.m. – 5:00 p.m.

5:00 p.m. – 10:30 p.m.

Employer/Educator Reception

Enoch Foyer

Free Time**Social Event**

Fort Edmonton Park

Sponsored by:



Enjoy the history and culture of old Edmonton. Buses will depart from the host hotel and travel back in time to Fort Edmonton, where delegates will have unlimited access to the games and rides of the authentic 1920's midway. Ride the beautiful hand-carved horses on the carousel, soar to the heavens on the Ferris wheel, and test yourself with games of skill.

A western barbeque dinner will be served in the historic Blatchford Air Hangar. This historic hangar takes you back to Edmonton's early and exciting aviation history. Musical entertainment for the evening is provided by March Music and the School of Song, a team of industry professionals with a passion for creating unshakable community among Alberta songwriters by providing peer-led mentorship, coaching and workshops, and career enhancing performance opportunities, led by Rhea March. The young musicians (aged 15 to 20) are Edmonton and Alberta-based artists who are making big waves in the folk/roots/blues music environment in Canada.

TWO GREAT PROFESSIONAL DEVELOPMENT OPPORTUNITIES AVAILABLE ONLINE



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University of Calgary Continuing Education offers flexible online certificates that are ideal for your professional development. The 120-hour **Certificate in Career and Academic Advising** or the 300-hour **Certificate in Adult Learning with a specialization in Career and Academic Advising** are intended for individuals in career development with career, employment, or immigration agencies, as well as advisers in academic secondary or post-secondary institutions. Intake is year-round, and courses can be taken online from anywhere, in any order.

When these certificates are taken together with the course *Ethics for Professional Practice*, they are recognized by the CDAA (Career Development Association of Alberta) and BCCDA (British Columbia Career Development Association) for CCDP designation.

TUESDAY, JUNE 11, 2013

8:00 a.m. – 9:00 a.m.

Breakfast

Enoch Grand Ballroom

Sponsored by:



9:00 a.m. – 10:00 a.m.

Workshop Series H

H1 Civility and Respect – A Workplace Norm

Melanie Goroniuk & Wade King, University of Alberta

RiverCree Ballroom 1

We all know respect in the workplace is key to job satisfaction and a sense of belonging, but what does civility and respect mean in our work environment and how can we influence behaviour? This workshop will include a discussion of the psychosocial risk factors in the workplace and how a proactive approach and alignment of human resource management strategies supports a psychologically safe work environment and can impact determinants of individual and organizational health. Discussion will also include a focus on workplace harassment and bullying, and an approach to creating and maintaining an environment where respect, grace, tolerance and civility is the expected norm.

H2 Establishing Graduate Programs That Students Will Want

Colleen Gillis & Scott Turner, Kinross Gold Corporation

RiverCree Ballroom 2

This session will showcase Kinross' Generation Gold Program—a leading technical graduate program that has won awards for innovation. In this session you will hear how the development, execution and branding of graduate programs can help organizations to attract and retain students and new graduates—which act as a building block for tackling the skills shortages that many industries are facing over the coming decade. Tips, techniques and real-life experiences from a participant in the program will round out the session.

H3 Variables Influencing the Transition from Post-Secondary Education to Meaningful Career

Susan Forseille, Thompson Rivers University

RiverCree Ballroom 3

This session will provide an overview of a mixed-methods research project exploring the transition from post-secondary education to the labour market for Thompson Rivers University Bachelor of Arts Alumni. Outlined will be an overview of the literature review findings, the methodology used, and the finding. The research concluded in Spring 2012 and included a survey of alumni, one-on-one interviews, and focus groups. The findings indicate that there are dozens of factors that influence the transition from post-secondary education to the labour market that can be grouped into seven clusters. On the surface these factors, and their degree of influence, appear to be chaotic but further investigation has determined there are patterns to be discerned that can enhance our understanding of this life altering transition and provide invaluable information on what more we can be doing to support students in their transition to meaningful careers.

H4 Pro-Skills Plus: A Framework for Training and Retaining Student Peers

Amy Elder & Kara Renaud, Brock University

Enoch Grand Ballroom E

Learn how Brock University created their latest co-curricular program, Pro-Skills Plus. This pilot program is a collaborative effort between Student Services departments to provide standardized training for peer helpers and student staff. In addition to formally documenting peer professional development, the program aims to ensure that student workers receive consistent training across multiple units, contributing to better efficiency and customer service, and maximizing the use of staff time and resources. The program is designed to be scalable, with new student staff/peers completing Level 1, and opportunities for returning students to complete advanced levels.

H5 Careers in Motion: Mobilizing Student Career Action and Competency

Joy Andrews, University of Victoria

Enoch Grand Ballroom F

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**University
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Co-operative Education
Program and Career Services

Discover how Career Educators at the University of Victoria have expanded their competency framework to mobilize student career development activity. By articulating the skills, knowledge and attributes that help to build career success, we provide a tool for students to assess their own career competencies. In addition to identifying their existing career development competencies, students can also identify gaps in their competencies and take steps to gain the skills necessary to build career resiliency now and for the future. Career educators can also use our career development competency framework for assessing needs, developing curriculum and evaluating program results. In addition to learning about this competency framework you will engage in a dialogue about the use of competencies as a learning tool in career development.

10:00 a.m. – 10:15 a.m.

10:15 a.m. – 11:15 a.m.

Networking Break

Keynote Speaker Presentation

Enoch Grand Ballroom

Driving Cultural Change through Respect in the Workplace

Sheldon Kennedy & Debby Carreau, MBA

Creating a respectful environment is an opportunity for leadership. The damage done through bullying and harassment is a key barrier to a productive workforce. A poisoned work environment decreases productivity, increases employee turnover and increases your legal risk (personally and for the organization). Whether you are the bully or allow it to happen in your workplace, it takes away from your credibility as a leader. As HR leaders, you know Respect matters everywhere: unfortunately no business environment is free from discrimination, harassment and workplace bullying. More than one-half (57 percent) of working Canadians have experienced or witnessed workplace harassment, according to a survey released by Queen's School of Business. Bullying has a debilitating effect on workers—turnover, lost productivity, demoralization. Our program will demonstrate how to create a culture where your organization and employees: fully embrace what is right, know what to do and feel safe to act when they see or experience something that is wrong.

11:15 p.m. – 12:00 p.m.

Conference Closing

Enoch Grand Ballroom